

Life without Cronkite ☐ Consensus on LPTV:
yes, but ... ☐ Revving up for NATPE

Broadcasting Mar 9

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 10

Our 50th Year ☐ 1981

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The First
50
Years Of
Broadcasting

1951

PAGE 161

Reach for the TV Star!

A new electronic magazine for television.

BOLD! The TV Star takes off on the meteoric success of the *Star* magazine—the dynamic weekly with a following of 12 million faithful readers every feature-packed issue!

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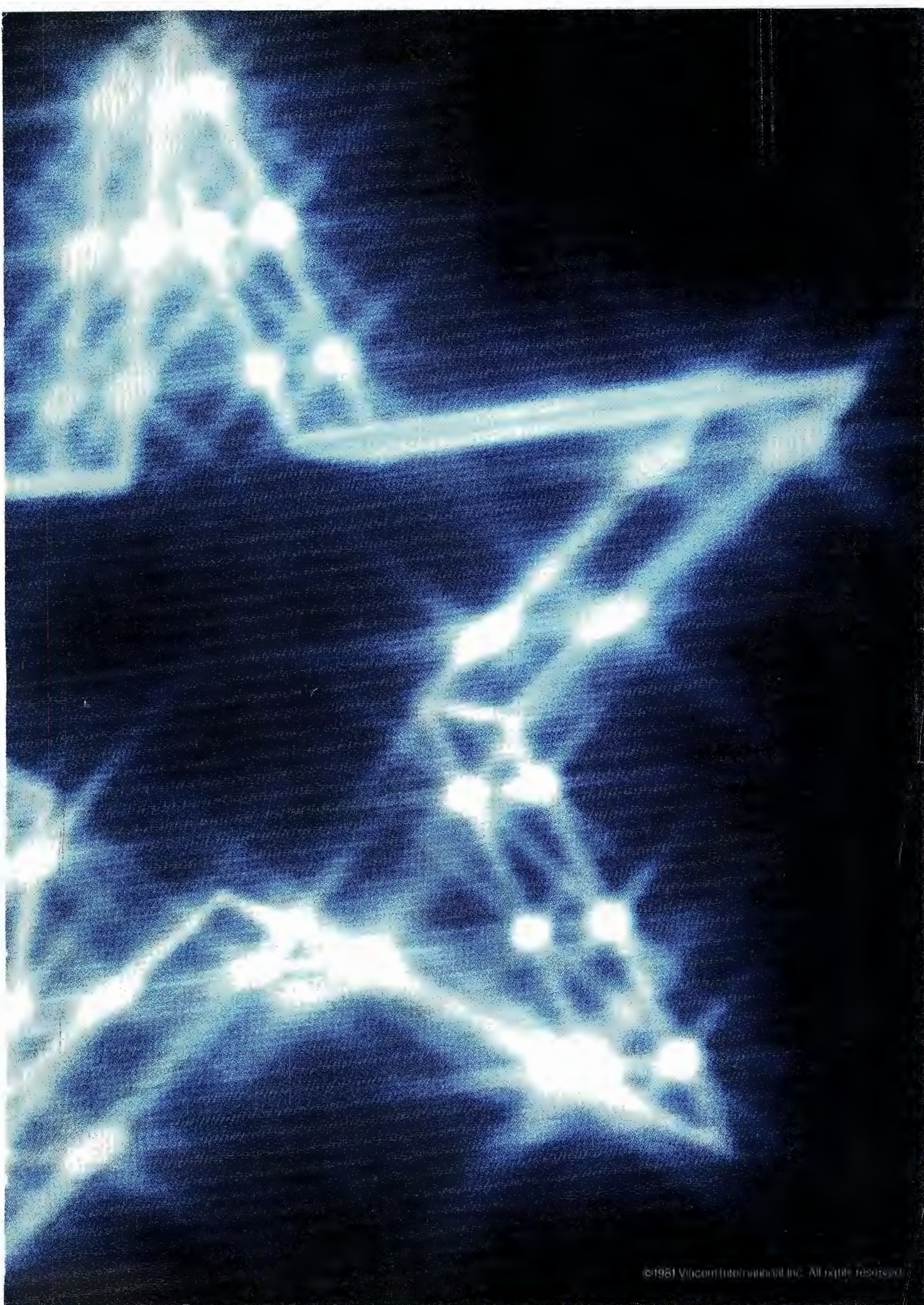
INFORMATIVE! The TV Star combines the best of print newsmagazines with the

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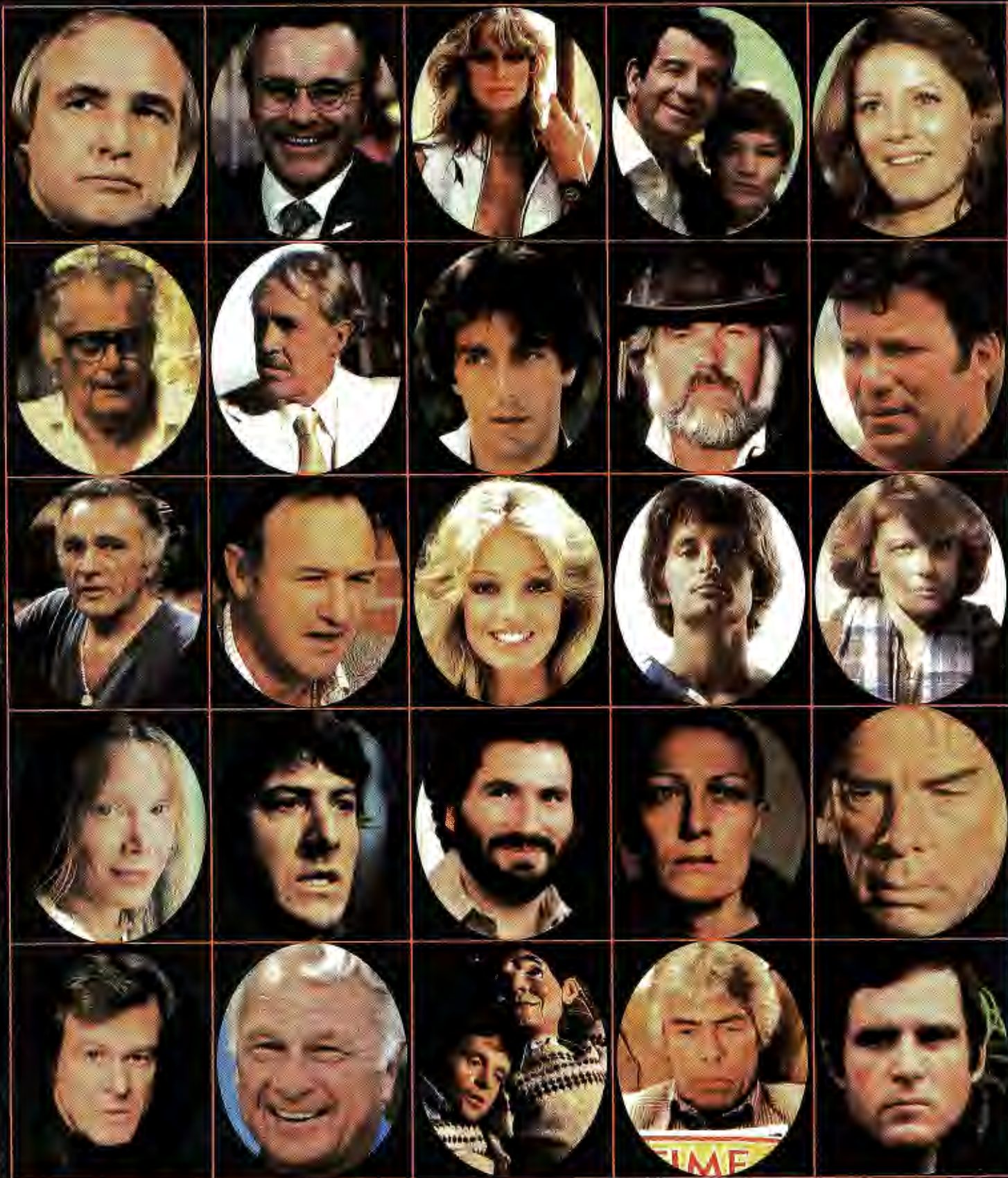


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Viacom Features VIII

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Viacom Features VIII

**WHO WILL SOLVE
YOUR PROGRAMMING NEEDS?**



ORWELL WILL.

DAVID JANSSEN STARS AS PRIVATE INVESTIGATOR HARRY O (SHORT FOR ORWELL)

Warner Bros. Television Distribution
A Warner Communications Company



The Week in Brief

TOP OF THE WEEK

CRONKITE'S CROWN □ As 19-year anchorman of *CBS Evening News* steps down, there are lively promotions by ABC and NBC for their aspirants to throne, and by CBS which would rather keep the scepter with Rather. **PAGE 31.**

CTAM'S GRAND SLAM □ Two-day seminar in New York scores with agency executives who are bullish in assessment of cable advertising. **PAGE 32.** CTVB's Alter pledges his organization's resources and services to foster commercial growth. **PAGE 33.** The show and sell of 15 active or promised advertising-supported cable networks. **PAGE 34.** Kahn runs up a red flag, Donnelly a green one. **PAGE 35.**

SLIGHT DELAY □ FCC's Lee will at least hear alternate proposal that would keep commission in Washington and House Public Works Committee indicates it wants to look into matter. **PAGE 37.**

AXES TO GRIND □ Comments to FCC generally support proposed low-power TV guidelines, but include many suggestions for changes designed to serve each petitioner's own interest. **PAGE 37.**

SPECIAL REPORT

NATPE '81 □ More than 4,000 are expected at New York sessions with an agenda that goes well beyond members' usual syndication and programing concerns to delve into new media, affirmative action, inflation's effect, sex and morality in programing and multiple other concerns. **PAGE 47.** Rundown of five-day program begins on **PAGE 54.** Here's advance look at marketplace and how some buyers assess buying. **PAGE 60.** Complete rundown of exhibitors, what they're offering commences on **PAGE 62.**

LAW & REGULATION

ACCESS EXCESS □ Supreme Court hears networks and government take opposite sides as to what constitutes "reasonable" broadcast rights for political candidates. **PAGE 110.**

PROGRAMMING

WGA STAYS STRIKE □ Writers extend contract at least two weeks while talks resume with Hollywood producers over pay, disk and tape programing. **PAGE 134.**

BUSINESS

NEWHOUSE GROWS AS MSO □ Company will become eighth largest cable group if FCC clears purchase of Vision Cable. **PAGE 138.**

JOURNALISM

TV COVERAGE OF SENATE □ Rules Committee plans late March hearings on whether television should be allowed to carry chamber proceedings. **PAGE 142.**

TECHNOLOGY

OUR MEN IN HAVANA □ U.S. officials will meet there with Cuban representatives and make point that Caribbean neighbor isn't entitled to majority of new assignments under 9 khz plan. **PAGE 146.**

MEDIA

TIPS FOR TOWN □ National League of Cities adopt's code that asserts rights of municipalities in cable franchising and suggests ways to deal with issues of local ownership, financial disclosure and lobbying practices. **PAGE 148.**

1951

THE 'BROADCASTING' YEARS □ War in Korea brought back materials shortages, security measures and programing challenges to the electronics media. It was also the year in which transcontinental TV became a fact network radio slashed its rates, the FCC began to thaw television's freeze and Communist hunters continued their searches in broadcasting. **PAGE 161.**

PROFILE

DON'T TRUST TO LUCK □ There's room for growth for those who want to grow, Jim Dowdle says. But the president of Tribune Company Broadcasting quickly adds that desire must be backed by solid business judgment, R&D investment and sound knowledge of basics. **PAGE 183.**

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Quincy^{*} takes charge!

- For 5 seasons, the take-charge guy who turned-around NBC's toughest time periods! And he's still doing it!
- The #1 late fringe show of the week for CBS!
- With more young women than even Rockford!



Sold to all five CBS O&O's!

MCA TV

At NATPE: N.Y. Hilton, Suite 4439

Quincy or another appropriate title.

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Closed Circuit®

Insider report: behind the scene, before the fact

Hostage

Senator Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, is rumored to be determined to play hardball with Reagan administration to secure FCC appointment for his top aide, Mimi Weyforth Dawson (BROADCASTING, Jan. 26). Word is that he will hold up action on other Reagan nominees to FCC until assured that Dawson will get commissioner's post.

But aides suggest Packwood is also trying honey rather than vinegar approach to White House. Nominees for top jobs in Department of Commerce and Transportation have whipped through Commerce Committee confirmation in blink of eye. White House, Packwood trusts, will be appreciative.

Can figures lie?

Close but independent observers say unheard-of situation will arise if Arbitron and Nielsen proceed with their respective plans to develop, for May sweeps, own market-by-market TV households estimates using preliminary census data (BROADCASTING, March 2). Three different sets of estimates will be used in one year: "old" ones, now in use; new ones for May and another set of new ones, when more census data becomes available, in October and November.

First two of those could produce "crazy"—as one observer put it—situation for advertisers and agencies. He noted that in planning campaigns for fall, they generally rely on both previous November sweeps books and outcome of May sweeps. Since November and May books this time would be based on different sets of numbers, observers say, planning is apt to be chancy.

Radio Reagan

White House press office expects to begin offering soon—perhaps this week—actuality broadcasts to stations around country. Service, available at toll-free number, will focus on items involving voices of President and others in administration. Although stations will be able to lift voices for use in programs, complete wraparound pieces may cause controversy. Aides last week said Lee Troxler, White House press office staffer who will produce and tape pieces, will identify himself as being "at the White House." That kind of tag got Carter White House in hot water when it introduced same kind of service (which proved very popular) in December 1978. Correspondents wrote that spots appeared to be work of bona fide reporter, not

administration employee. Tag was changed to include press office reference (BROADCASTING, Dec. 11, 1978).

Operation will be under direction of Bill Hart, who also is in charge of White House news summary. He did actualities for President Ford's campaign in 1976 and was director of communications for Republican National Committee, in 1979.

Air to air

Walter Cronkite's first outside assignment since Friday's departure from CBS *Evening News* anchor seat (see page 31) expected to be announced this week: seat on board of directors of Pan American World Airways.

Fell swoop

Reason FCC made its radio deregulation order effective April 3 (BROADCASTING, March 2), instead of several days earlier, as it could have, can probably be found in Paperwork Reduction Act, which becomes effective April 1. Under law, Office of Management and Budget is directed to set goal by Oct. 1, 1982, of government paperwork reduction of 15%, and by Oct. 1, 1983, another reduction of 10%. FCC officials estimate that of 50 million hours of paperwork that agency now imposes on those it regulates (more than any other independent agency of government), deregulation would eliminate about 36 million. That would amount to 90% of 40 million hours commission says AM broadcasters spend on logging.

Mark-up

National Association of Broadcasters expects tidy profit from equipment exhibition at its annual convention in mid-April. NAB is renting entire Las Vegas Convention Center for show for between \$25,000 and \$30,000, and charging exhibitors almost \$1.8 million for space (223,000 square feet at \$8 per square foot). That's not all profit, of course. NAB pays for security, insurance, overall lighting, air conditioning and organization.

Tit for tat

U.S. border broadcasters, still burning over Canadian tax law (C-58) that they say is costing them about \$10 million a year in lost Canadian advertising, were intrigued to learn of reception at Canadian embassy last week. Co-hosts were four Canadian cable companies with holdings in U.S., and guests included members of Congress and FCC and their staffs ("Closed Circuit," Feb. 23). To some border broadcasters, it seemed Canadians are

interested in establishing contacts that would be helpful to them in expanding their holdings in U.S. If Canadians are interested in freeing up trade in communications, those Americans suggest, U.S. may have some leverage to use in securing solution to C-58 problem.

Upbeat

Though spot television in January was only so-so, business picked up considerably in February and March to place first quarter of 1981 ahead of 1980 by 10%-13%. Spot representatives believe contributing factors were hot business pace at TV networks and improved atmosphere in Washington as perceived by advertisers.

Sunlighting

Goldbricking on government time is as old as government itself, but there's new twist now under scrutiny. Where upper-scale professionals may operate away from bullpen areas, desks may be found vacant, but coats hang neatly on racks. Callers are told that occupant is in, witness his coat, but that he's in conference on premises. It may be dummy coat left behind while owner is on outside job, returning in time to shuffle papers, produce periodic reports. There's suspicion FCC isn't immune to practice.

Overhead

Although FCC Chairman Charles D. Ferris has removed himself from commission matters pending his departure on April 10, he continues to be served by staff that helped when he was in thick of action. Still drawing pay are Frank W. Lloyd, administrative assistant, \$50,112 a year; Daniel L. Brenner, attorney adviser, \$49,002; Gregory L. Ballard, attorney adviser, \$32,048, and Donna L. Schade, confidential assistant, \$35,252. In addition, Dan Kelly, economist, is on detail in office from Office of Plans and Policy. He earns \$46,032.

Bradshaw's baptism

Although he won't assume office as chairman and chief executive officer of RCA until July 1, Thornton Bradshaw, retiring president of Atlantic Richfield, paid courtesy calls on RCA and NBC resident vice presidents in Washington last Tuesday and presumably was filled in on state of nation as it affects parent company and its subsidiaries, of which NBC is most prominent and visible. He had lengthy pre-lunch visit with Raymond L. Scherer, Washington vice president, and then spent several hours with Peter B. Kenney, who heads NBC's Washington lobby staff.

Business Briefly

TV ONLY

Luzianne □ Mayonnaise. Begins this month for about 16 weeks in 15 to 20 markets. Early fringe and prime times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 25-54.

Shedd's Food Products □ Peanut butter. Begins early March for 10 weeks in Grand Rapids, Mich., Indianapolis and Fort Wayne, Ind. All dayparts. Agency: Eric Ericson & Associates, Nashville. Target: adults, 25-54.

Kasser Wine □ Chateau Luzerne wine. Begins March 16 for eight weeks in Pennsylvania markets. All dayparts. Agency: Elkman Advertising, Bala Cynwyd, Pa. Target: adults, 25-49.

Bishop Buffets □ Buffet and cafeteria. Begins March 23 for eight weeks in 13 markets. Day, prime access, news and weekend times. Agency: Creswell, Munsel, Fultz & Zirbel, Cedar Rapids, Iowa. Target: total adults.

General Mills □ York Steak Houses. Begins in April for second quarter in 31 markets. Fringe and prime times. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

Melitta □ Coffee. Begins April 13 for five weeks in 10 markets. Day and weekend times. Agency: Tyson Ketchum, Philadelphia. Target: women, 18-49.

Jack's Hamburgers □ Fast food franchise. Begins March 16 for four weeks in three Southern markets. Fringe, news, prime access and prime times. Agency: Pringle, Dixon, Pringle, Atlanta. Target: Adults, 18-49.

Lincoln National □ Life insurance. Begins this week for four weeks in Boston; Grand Rapids, Mich.; Madison, Wis., and Evansville, Ind. Agency: Advanswers Media/Programing Inc., St. Louis. Target: adults, 25 and over.

Rush Hamilton □ Ecologizer air

freshener. Begins late March for three weeks in about 25 markets. Day and early fringe times. Agency: The Mediators, New York. Target: women, 25-54.

New York Bronze Corp. □ No Prime for rust. Begins March/April for three weeks in about 12 markets. Early fringe and late fringe. Agency: Stillman Advertising, Melville, N.Y. Target: men, 18-49.

Dana Corp. □ Wix division (oil filters). Begins April 13 for three weeks in 32 markets. Fringe, news and sports times. Agency: Long, Haynes & Carr, Winston-Salem, N.C. Target: men, 18-49.

ESP □ Bowl cleaner. Begins this week for two weeks in about 30 markets. Day, late fringe, fringe and news times. Agency: Media/Marketing Services Center Inc., Western Springs, Ill. Target: women, 25-54.

Gulf Oil □ Brand reputation. Begins in 2nd quarter for various flights in 39 markets. Agency: Young & Rubicam, New York. Target: total adults.

Jonathan Martin □ Apparel. Begins April 9 for 5 days in New York and Seattle. Agency: Young & Rubicam/West, Los Angeles. Target: total women.

RADIO ONLY

Western International Hotels □ Houston Oaks/Galeria. Begins May 4 for eight weeks in Louisiana. Morning drive, middays and afternoon drive times. Agency: Cole & Weber, Seattle. Target: adults, 25-54.

Massey-Ferguson □ Farm machinery. Begins this month for six weeks in over 15 markets. Farm programing. Agency: Lord, Sullivan & Yoder, Advertising, Des Moines, Iowa. Target: men, 25 and over.

Julius Wile □ Dry Sack sherry. Begins March 30 for six weeks in 11 markets. Morning and afternoon drive times. Agency: Waring & LaRosa, New York. Target: adults, 25-49.

Joan of Arc □ Read bean salad. Begins May 4 for six weeks in 29 markets. Morning drive, middays and afternoon drive times. Agency: Vitt Media International, New York. Target: adults, 25-54.

Sumitomo Bank □ Re-investment. Begins March 30 for six weeks in various California markets. All dayparts. Agency:

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THE NASHVILLE CONNECTION

"The General Motors of the country TV syndication business is a Nashville based outfit called Show Biz, Inc."—TV GUIDE

"Show Biz, Inc. has completed a major expansion of its first run offerings for TV syndication"—VARIETY

"(The Show Biz Nashville Connection) represents the first innovation in country music program selling in many years"

—RECORD WORLD



FOR 1981

Now

As you make your 1981-82 plans please make note that The Nashville Connection, run both as block programming and as a strip, is a smash hit. Show Biz programs are building on solid ratings in 48 of the top 50 markets, 93 of the top 100. Beat the competition by locking up The Nashville Connection for your market. At NATPE, come by our Hilton Suite 534 for some special kind of Show Biz Southern Hospitality.

THE NASHVILLE CONNECTION

The Nashville Connection
MONDAY

POP!
GOES THE COUNTRY

Superstar Tom T. Hall hosts the show that has been America's #1 country music half hour for eight consecutive years. Big names. Big production. Big ratings. (150 stations)



The Nashville Connection
TUESDAY

**NASHVILLE
ON THE ROAD**

All New for 1981-82
Starring Jim Stafford, Rex Allen, Jr.,
Sue Powell and Gelly Dang!
the Wonder Chimp
(130 stations)



The Nashville Connection
WEDNESDAY

**Backstage at the
Grand Ole Opry**

Starring Ed Anderson brings the first weekly series ever to allow cameras on stage and backstage at the Grand Ole Opry. (On 104 stations in this, its very first year)





The Nashville Connection

THURSDAY

*Porter
Dolly*

Dolly Parton and Porter Wagoner are back together on record...and on "The Porter Wagoner Show" as we look back at the best of their great performances. Fantastic!



The Nashville Connection

FRIDAY

**Marty
Dolly
Or...**

Your choice of such other Show Biz programs as "Marty Robbins' Spotlight," "Dolly," "Country Carnival," "The Wilburn Brothers Show" with Loretta Lynn, and "Country Place."



**THE NASHVILLE
CONNECTION**

Presenting

Kenny Rogers
Dolly Parton
Johnny Cash
Willie Nelson
Waylon Jennings
Crystal Gayle
Larry Gatlin
Charlie Daniels
Loretta Lynn
Oak Ridge Boys
Barbara Mandrell
Merle Haggard
Ronnie Milsap
Stallor Bros.
Anne Murray



Bolton Building, Nashville, TN 37203
Rex Dunlap, President • Sean Sellers, Manager, Vt.
Cock Mountain, Vt. • Larry Frankfort, Vt.

The All-New

NASHVILLE ON THE ROAD

Starring The Wild, Wacky, Wonderful

*"The Kid's
Bananas"*

Jim Stafford

With Golly Dang! The Wonder Chimp

REX ALLEN, JR.



New urban appeal. New demographics. New superstars. This year, the All-New "Nashville on the Road" is loaded with Top Bananas.

GOLLY DANG!



**Show
Biz
INC**

Baker Building
Nashville, TN 37203
(615) 327-2532

SUE POWELL



Grab yourself a bunch of this winning combination before that monkey down the street does.

Red Darius, Pres., Slim Sellers, Senior VP.,
Dick Montgomery, VP., Larry Frankenthal, VP.

Nathanson Advertising, North Hollywood, Calif. Target: adults, 35 and over; adults, 18 and over.

Owens-Corning □ Insulation. Begins April 6 for four weeks in about 70 markets. Agency: Ogilvy & Mather International, New York. Target: men, 18 and over.

Texas Dairy Queen □ Ice-cream franchise. Begins March 16 for four weeks in 16 Texas markets. Morning and afternoon drive times. Agency: Daniel E. Kirk Advertising, Dallas. Target: adults, 18-34.

Northwest Airlines □ Travel. Begins in late March for four weeks in New York. Morning drive and middays. Agency: Campbell-Mithun, Minneapolis. Target: adults, 25-54.

Unitours □ Packaged worldwide group tours. Begins second quarter for four weeks in under 10 major West Coast markets. Agency: SSC&B, Los Angeles. Target: adults, 25-49.

York division of Borg-Warner Corp. □ Begins May 18 for three weeks in Miami. Agency: Aitkin-Kynett, Philadelphia. Target: adults, 25-54.

Family Fitness Centers □ Begins April 6 for two weeks in Spokane, Wash.; Seattle; San Francisco; San Jose, Calif., and Boise, Idaho. Agency: Evergreen Media, Seattle. Target: adults, 18 and over.

RADIO AND TV

City of Virginia Beach □ Tourism. Begins April 6 and April 13, respectively, for four weeks in Cleveland and Pittsburgh for TV and in six radio markets. Agency: The Martin Agency, Richmond, Va. Target: adults, 25-54.

Georgia Department of Industry & Trade. □ Tourism. Campaigns begin May 3 for three weeks in 15 markets in Florida, Alabama and the Carolinas. Fringe, news, prime access and prime times. Agency: Rafshoon Advertising, Atlanta. Target: adults, 25-49.

Western N.Y. Apple Growers Association □ Apples and apple products. Begins in mid-March/April for two to four weeks in 11 markets. Day, fringe and weekend times. Agency: Hutchins/Young & Rubicam, Rochester, N.Y. Target: women, 18-49.

Ground Round □ Seafood promotion. Begins in March for two weeks in eight radio markets and two TV markets. Agency: Harold Cabot Advertising, Boston. Target: adults, 25-49.

AdVantage

Philadelphia story. More than 100 advertising agency media planners and buyers attended videotape presentation last week in New York extolling advantages of purchasing spot schedules in coverage of Philadelphia Phillies baseball games over WPHL-TV. Presentation, which included highlight segments of the Phillies' championship season in 1980, stressed rating prowess of baseball coverage, claiming it had outscored network prime-time programs for homes and adults, early newscasts for men and late newscasts for women (NSI, July 1980).

Broadcast exclusive. Rolls Royce Motor Inc. will place all of its broadcast dollars in four-week campaign to run only on *Wall Street Journal's* radio network beginning April. Bob Rush, director of broadcast services, Dow Jones, says campaign will introduce luxury car manufacturer's newest entries, Silver Spirit and Silver Spur. Warren Plaff Inc., New York, handles advertising for Rolls-Royce.

Still campaigning? Jimmy Carter beat him in 1976 and Ronald Reagan carried his Republican party to victory in 1980. But for five seconds at least, Gerald Ford was back on stump, courtesy of WPIX-TV New York. Shortly after 5 p.m. Saturday, Feb. 28, station ran new commercial that had been recorded on old tape. Inadvertently, five seconds of original spot remained—featuring former chief executive and urging: "Let's Keep President Ford."

New plans for cosmetic firm. Helena Rubinstein Inc. has appointed Shaller Rubin Associates as agency for its domestic division. Planning to spend estimated \$4 million this year on advertising and promotion, print campaign is set to break in April, while TV dominates in third and fourth quarters. Ads will concentrate on new product additions to Rubinstein's skin care line.

Thinking sports. Ford Motor Co. now has two divisions as sponsors on Enterprise Radio sports network. Joining Lincoln-Mercury is Ford division which is buying morning and afternoon drive time, plus weekends for 60-second spots on *Sports Update*, broadcast 48 times daily. Radio spots created by J. Walter Thompson feature Ford's 10% cash assistance program on various 1981 models through March 21.

Record breaker. Group W's KYW-TV Philadelphia is boasting "largest single billboard buy ever" in market for its promotion of *John Davidson Show*. Five hundred billboards with picture of Davidson and slogan, "Find out what you're missing," were placed in tri-state area and are expected to reach over six million residents daily. Stella Porter Media Services, Philadelphia was employed for buy.

HBO campaign. Home Box Office, New York, will be spending \$10 million to support its pay TV service in 1981, blending prime-time network TV and spot TV with print advertising to heighten awareness of service and to retain and acquire subscribers. Beginning this month, broadcast and print advertising will be conducted during first three weeks of every month. First week will consist of national advertising and second and third weeks will concentrate on local advertising to support affiliate objectives. Prime-time commercials will be carried on CBS and NBC. HBO spokesman said ABC has rejected schedule because commercial mentions that HBO presents "best" programs. ABC's position, he added, is that ABC carries "best" programs. In spot television HBO will be using 30 local markets. The 1981 budget represents an increase of \$4 million over the 1980 expenditure of \$6 million. HBO spokesman said HBO's agency is Ted Bates & Co., New York.



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Dynamic...Vibrant...In Touch.

WBLI-FM
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HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

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■ indicates new or revised listing

This week

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 11**—First of business/media spring luncheon series sponsored by *The Media Institute*, Washington. Herbert G. Klein, editor-in-chief of *Copley Newspapers*, will speak on "The Media and the Government: Everyone's on a Spot." The University Club, 1135 16th Street, N.W., 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 13-14—*Society of Professional Journalists, Sigma Delta Chi*, region three conference. Holiday Inn Downtown, Charleston, S.C.

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.

Also in March

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 20-22—*Alabama UPI Broadcasters Association* annual convention and NewsLeader Awards presentation. Sheraton Downtown, Birmingham, Ala.

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

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

March 23-28—*Louisiana Association of Broadcasters* sales seminars. Information: (504) 383-7486.

March 24—*Chicago Addy Awards*, co-sponsored by *Women's Advertising Club of Chicago* and *Chicago Advertising Club*. Chicago Marriott hotel.

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 27-28—*Society of Professional Journalists, Sigma Delta Chi*, region seven conference. Sheraton Royal hotel, Kansas City, Mo.

March 27-28—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. Biloxi Holiday Inn, Biloxi, Miss.

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,

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 8-11—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

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 1—*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, Viktoriastr. 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, Wash-

ington.

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. 18-19—*National Association of Broadcasters* annual radio programming 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. Hyatt Regency, 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.

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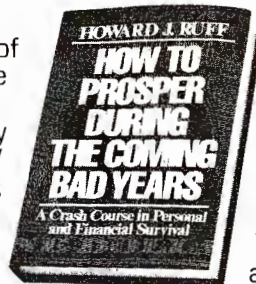
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The trials of ownership

EDITOR: Today I read an article by a national writer concerning the unfairness of the broadcasting industry toward Hispanics in radio station ownership. He cited California's 17% Hispanic population and the fact that less than 1% is in broadcast ownership, charging imbalance and the FCC's unfairness toward minorities. I take exception to his remarks.

Writers finding fault with broadcasting should know something about the business. This one harps on the "percentages." What percent of *whites* are in broadcast station ownership? Does he know the requirements of getting a permit to build a radio station? The absolutely necessary expenses involved, and the long waiting period? And the difficulty of keeping a station profitable after getting it on the air?

His answer, of course, would be that something should be done about those high initial expenses so more minorities could afford to get into broadcast ownership. What then, gives them the money? Even if this were done, management is a difficult job—that requires experience. You don't just decide "I'm a broadcaster" and find yourself capable of putting up with the requirements of government, the FCC and the public.

For once, the FCC is not to blame and shouldn't bear the brunt of that newspaper writer's charges. They look at a new prospective owner to see whether he has a chance of making it, and they allow ownership to continue unless it's failing in its responsibilities. If the FCC took away an owner's business (in which he has invested his life and his life's earnings) simply because someone claims they'll do a better job, you'd not only ruin the industry, you'd soon have the biggest mix-up on the air you've ever imagined.

Personally, I got seven years of experience by being a disk jockey, carrying out the trash and every other thing, commuting to college 25 miles away under the GI Bill while supporting a family, before borrowing on a friend's name to build a radio station. And it took two years at that time to get a building permit. Maybe if more people were willing to give four years of service to their country to become able to go to school, then work their way up for years to learn the business, then drag a wife and family off to another state to try your own wings, then more people, minorities and all, would be in that wonderland called "ownership." I've been in ownership for 19 years, and am not out of debt yet. How many are willing to go the route?

And I warn them, ownership involves

teaching yourself how to make tax reports monthly, quarterly and annually ... following the rules of dozens of federal groups like EEO ... knowing and understanding FCC rules and regs and keeping all their required reports up to date ... being prepared to complete BMI, ASCAP and SESAC reports and paying through the nose monthly for these and other things you haven't yet imagined.

Just "anybody" can't be a broadcaster. You have to be a businessman in the fullest sense, plus your broadcast responsibilities. You must be a bookkeeper and an attorney of sorts ... a public relations man ... community minded and active in local projects ... you have to be a salesman ... a news person ... and know at least enough about broadcast equipment to agree with your engineer on purchases and methods (you may *be* the engineer ... that's the case with myself).

Broadcast ownership isn't to be taken lightly. The FCC itself doesn't realize the tremendous responsibility accepted by that ownership. And it hinges on "smart" and "work," not percentages. — *B. D. Thornton, president-general manager, KMAM(AM)-KMOE(FM) Butler, Mo.*

More captioning

EDITOR: It was interesting to read that the BBC provided captioning of President Reagan's inaugural speech (BROADCASTING, Feb. 9). Your readers might be interested in knowing that ABC and PBS also provided captioning of the inaugural speech using the line 21 closed captioning system.

In addition, ABC has used the system to caption President Reagan's economic address on Feb. 8 and to caption scoreboard information during the Sugar Bowl on Jan. 25 in a similar manner. In all of the above cases, the captioning data was provided by the National Captioning Institute. — *Kevin E. Hamburger, audio/video systems engineer, ABC, New York.*

First 50

EDITOR: I'm thoroughly enjoying "The First 50 Years of Broadcasting." Had this been available when I taught broadcasting for 11 years at St. Lawrence University I'd have skipped many lectures on radio history and directed students to read BROADCASTING. Even so, BROADCASTING was required reading. Thanks for a very special review. — *Richard D. Hutto, operations manager, KHEI(AM)-KVIB(FM) Kahului, Maui, Hawaii.*

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

Monday Memo®

A broadcast advertising commentary from Philip Voss Jr., executive VP, Compton Advertising, New York

TV marketing in a decade of change

We stand on the calendar's edge of an electronic revolution as great as the advent of television itself. It is a revolution that goes by several names. Cable TV. Videocassette recorders. Videodisk players.

What makes this new wizardry awesome is that it fragments the traditional television audience. And in some cases removes viewers from your message by the push of a button. In any given market there have been a limited number of regular commercial VHF channels, from one or two all the way up to as many as six channels in New York. Reasonably enough, we could figure that if you were watching television, you would be watching one of those channels.

But cable doubles the number of channels—and sometimes triples it. Which means that TV audiences will be divided among many channels. And because the number of viewers per channel dwindles while the costs of commercial production remain the same, it will inevitably cost more to reach a smaller number of people.

About 20% of TV homes have cable now. About 40% will have cable in 1990. Once you have that little black box on your TV set, you are a good prospect for pay cable—entertainment channels, mostly movies, for which you pay an additional monthly charge. And on pay cable there are no commercials. So the viewers of such programming are beyond my reach. And yours.

It is estimated that in just five years pay cable homes will double. The same estimators project that by 1990 more than a quarter of all U.S. TV homes will have pay cable. Now, if you pay \$10 a month for cable, and another \$10 a month for pay cable, you are going to watch it. In July of 1979, for the very first time, among U.S. TV homes with pay cable, more viewers spent more time watching pay cable than they did watching regular commercial programming. That event is likely to be repeated as cable and pay cable continue their growth.

Now, besides the infernal little black box—the cable/pay cable connection—there is also an infernal big black box, the videocassette recorder and the videodisk player.

The recorder makes it possible for the viewer to watch whatever he chooses, as often as he chooses, whenever he chooses. Nielsen has reported that of those homes with videocassette recorders, more than half that could delete a commercial did. Moreover, it seems likely that many other viewers simply hit their fast-



Philip Voss Jr. joined Compton Advertising, New York, in January 1980 as executive vice president and management director in charge of the Procter & Gamble business. Prior to joining Compton, he was president/founding partner of James Jordan Inc. Together he and James Jordan built the agency to one that today bills in excess of \$30 million. Previously, he spent seven years at Norman, Craig & Kummel, advancing to executive vice president and director. Voss began his advertising career at Grey Advertising as assistant account executive on Procter & Gamble's Top Job and Downy.

forward buttons, and the commercials zip past in a blur.

What's more, the number of pre-recorded cassettes is likely to grow as cassettes become cheaper. Soon you will be able to rent cassettes at fairly nominal costs. And the available programming will certainly cover a wider spectrum than that of commercial television. It will range from consciousness-raising to raising roses. From how to play golf to how to cook Chinese food, from children's classics to Broadway shows. The videodisk player is cheaper than the recorder, and it too is accompanied by a vast library of viewing material.

How widespread will ownership of such equipment be?

Well, about a million homes have videocassette recorders now. By 1990, 28 million homes will have them. And 14 million homes will have videodisk players. Together, the videorecorder and disk player offer the consumer extraordinary home entertainment opportunities that bypass traditional viewing patterns.

And they underline the basic change in how the TV set will be used in years ahead. Not simply as a connection to network programming, but as an entertainment and learning tool of enormously expanded ver-

satility. Much of it without commercials.

I am not here to deliver a eulogy for network TV. It will certainly continue to be a force in broadcasting and marketing. But not nearly as significant a force as it was. And this isn't only important to the advertising industry. It is important to every company that had depended on television to distribute selling messages.

Not only will the total reach of commercial television diminish, and the costs climb, the kind of viewers who will be attracted to commercial television will tend to be those with less education and less purchasing power. Better educated and more affluent viewers will have cable, pay cable, videocassettes and videodisk players. Less affluent viewers won't.

So, if we project that more and more people will be watching more and more different kinds of TV programming, how are we going to reach these ever more elusive viewers? I think there will be a resurgence of advertising in magazines—at least certain kinds of magazines. For example, those with broad reach, such as the *Reader's Digest* and women's magazines. The newsweeklies and special interest magazines should also prosper. And it is possible that the same technology that fragmented TV audiences may also help advertising reach viewers with greater impact.

One way is through much larger TV screens that project virtually life-size images. Another, much farther down the road, is by providing aroma. I know some critics say that much of commercial television already smells. The scent I am referring to is that of soup if you're watching a soup commercial, or some similar application.

Already, a more immediate form of intensified audience involvement is beginning to emerge from interactive television. In this mode, your TV set is equipped with buttons that let you respond to what's being shown. You can order merchandise, participate in a poll, or even answer quiz-show questions. Given the right prizes and the proper distribution of such equipment, interactive TV could be an endless kind of quiz-show grab bag—virtually a televised lottery. Whatever you may think of that kind of programming, it holds the potential to attract enormous numbers of people.

So, it may be that the new technology, which created the 1980 TV revolution, will also help to bring those same audiences back again. But the answers are in the future. The problem is here, today.

Finally, it is also possible that pay cable, which now is delivered without commercials, may accept commercials. That will help, but it will not eliminate audience fragmentation as such.

One company, only one, has it all.

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and classic
series...

Outstanding
movies and
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 PREVIEW I • PARAMOUNT ACTION THEATRE
 THE UNTOUCHABLES FEATURES
 WASHINGTON: BEHIND CLOSED DOORS
 THE GIRL, THE GOLD WATCH & EVERYTHING
 THE TOP OF THE HILL

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**SOLID
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graming, financial ability, technical expertise, and "entrepreneurial experience."

Microband was also disturbed by the commission's failure to impose trafficking rules.

RCA Corp. claimed that in areas where LPTV stations commence operations that are not in compliance with the minimum mileage separations provided for in the table of assignments (but based on supplemental engineering studies), "up to 50% of the TV receivers in affected areas could receive objectionable interference," given the variations in television receiver performance.

It said the problem could be remedied by requiring applicants for UHF LPTV service to adhere to the current separation requirements for at least three years, after which time modified receivers could be introduced into the marketplace to insure a "minimum potential for objectionable interference and ultimate consumer acceptance."

Westinghouse Broadcasting supported the commission's proposed 15-station ownership limit for LPTV licensees but suggested that particular applicants be able to seek waivers upon an affirmative showing that the public interest would be served.

Omega Communications, licensee of WOFL(TV) Orlando, Fla. (ch. 35), told the commission that creation now of an LPTV service is premature because the commission has not adequately ascertained the potential harm to full-service broadcasters, or whether the public interest would be any better off with the service than without it.

The General Electric Co.—which owns a subsidiary that manufactures television broadcast equipment—suggested that LPTV stations be allowed to use 2 kw transmitters in conjunction with circular-polarization antennas. That would enable a low-power station to double the proposed power limit without increasing the area that a 1 kw transmitter would reach and would result in clearer signal reception by the viewer. GE also proposed that the commission allow LPTV operators to use a directional antenna to cover two markets from a single horizontally polarized antenna.

George Hatch, of the Salt Lake City-based Hatch station group, urged the commission not to apply the duopoly and one-to-a-market rules at least in the sparsely populated Western states. He said that in those areas "it will be the local broadcaster who will be most qualified and anxious to ... become a low-power operator." Hatch also said that the small-market television spectrum is virtually unused and, therefore, existing broadcasters should not be precluded from operating low-power stations in their own service areas where there is ample room for competition.

The National Association of Business

lems that LPTV operations may cause to land mobile radio services.

Bonneville International Corp., a Salt Lake City-based group owner of five AM's, seven FM's and two TV's, expressed concern over potential problems that could arise were numerous LPTV stations allowed to operate in excess of the proposed power limit of 1 kw. Bonneville suggested that many urban LPTV applicants may seek waivers for power increases to survive financially. Regardless of the reasons given, however, Bonneville argued that the commission must not give in to the pressure that may be placed upon it to grant such waivers, because nothing short of an "administrative nightmare" would result. "As their power increases," argued Bonneville, "low-power stations would become functionally indistinguishable from full-service television stations, thus upsetting ... the historically effective ... television table of assignments." High-powered LPTV stations in urban areas might also preclude LPTV operations in surrounding

What comes next in LPTV

The FCC is now coming up to its third LPTV "cutoff" deadline: March 12. Under existing procedures, any application already on file and unopposed before a given cutoff (there have been two up to now) may be granted by the FCC (but no more than 15 per customer). No grants have yet been made because the FCC has not been able to sort out the opposed from the unopposed applications in the flood of 3,000-plus already on hand. That process is expected to be completed this week for all applications on file before the most recent cutoff deadline, Feb. 17.

rural areas, "the very areas where the need for low-power stations is greatest."

Bonneville's solution: an absolute ban on waivers for increases in excess of the current 1 kw for LPTV.

Comments filed jointly by several broadcasters including Cox Broadcasting, Cosmos Broadcasting, Golden West Broadcasters and McClatchy Newspapers, expressed concern about the commission's proposed relaxation of the UHF station separation standards.

They suggested that the commission specifically state in the rules that UHF translator and LPTV stations be responsible for remedying any interference caused a full-service station, as is specifically required of VHF counterparts. Also, they urged the commission to include in any LPTV application form a requirement that the applicant fully demonstrate that its proposed operations will not cause interference to any full-service television service, as is now required of standard translator applicants.

not result in access by one owner, through commonly owned full-service television, conventional translator, and LPTV stations combined, to more than 25% of the nation's television households."

CTN—controlled by three black former FCC attorneys, Booker Wade, James Winston and Sam Cooper—also said that the "regional concentration of control" rule should apply to the LPTV service and that some channels should be reserved for noncommercial use.

It also suggested that the paper hearing should consider minority ownership; 100% participation in management by the owners; locally produced informational and public affairs programming, and diversity of media control.

The National Cable Television Association expressed concern about some technical aspects of the proposed LPTV service.

The proposed rules call for interference problems between cable systems and LPTV stations to be resolved at the cable operator's expense if they occur on the cable distribution system or on the subscriber's set; jointly by the cable operator and the station if the problems occur at the cable headend, and by the LPTV station if the interference is the result of violations (by the station) of the commission's technical standards.

NCTA contends that the commission has underestimated the interference potential that the proposed LPTV service presents to existing cable systems. An LPTV station operating on the same channel that the cable system uses for its converters could cause interference to every channel used by the cable system, NCTA contends.

The transmission of distant signals by a cable operation to its subscribers will also be severely hampered if a low-power station operates on the same or adjacent channel as that on which the cable's headend equipment is designed to pick up the distant signal, NCTA said.

NCTA supported the FCC's proposal that LPTV stations be carried on cable systems at the operator's discretion, and only when such carriage is feasible and consistent with the program preferences of subscribers.

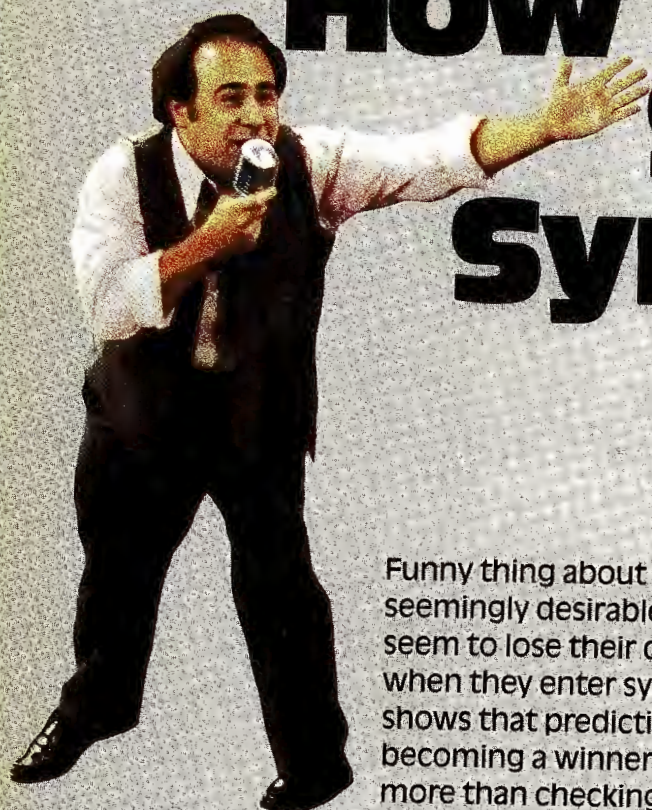
The Consumer Federation of America—which includes more than 200 consumer groups nationwide—said it "strongly endorsed the commission's intent to institute a nationwide low-power television service" but found the rulemaking lacking in many aspects.

CFA contended that some form of formal ascertainment requirement should be imposed on low-power television applicants. At a minimum, it suggested that an applicant be required to place in a public file a statement describing its familiarity with the composition and needs of the community and proposed programming

A close-up, slightly grainy photograph of a man with dark, curly hair and a mustache, wearing a light-colored jacket over a blue shirt and a dark tie. He is looking directly at the camera with a slight, knowing smile. The background is blurred, showing warm, yellowish light, possibly from a city street at night. A black banner with white and yellow text is overlaid across the middle of the image.

TAXI AND THE
SYNDICATOR
INDICATOR

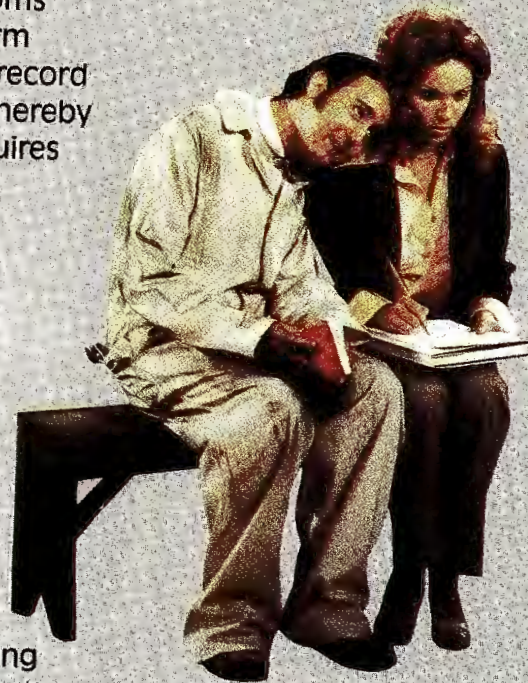
How To Predict Success In Syndication



Funny thing about funny series—so many seemingly desirable network sitcoms seem to lose their desire to perform when they enter syndication. The record shows that predicting winners—thereby becoming a winner yourself—requires more than checking out network ratings and shares. It requires knowing what to look for in the network audience composition of each series.

Keeping Your Balance

We've been studying the network demographics of current and past syndication hits, and it's amazing how consistent these series have been. What all of them have had in common is strong appeal in at least two of the three all-important demographic sub-groups: young men, young women, and teens & kids. These sub-groups are crucial for delivering the broad-based appeal programs need to succeed. They make up an overwhelming percentage of the available syndication audience, and what's more, they're readily reachable. Just as important—weakness in these sub-groups and the addition of older-skewing demographics consistently signals trouble.



The Syndicator Indicator

Furthermore, our research conclusively confirms that the degree of appeal among those key demographic sub-groups carries over from network to syndication. Series that generate that necessary appeal on network generate the same broad-based appeal in syndication, delivering high ratings in key time periods over many seasons. The bottom line: the syndicator indicator lets you predict audience appeal before you buy.

How To Predict A Winner.....

In short, although many series are claiming high network ratings, it's now clear that syndication success or failure depends upon which demographics produced those ratings. The following audience composition chart compares recently released and soon-to-be-available half-hour sitcoms. Plainly TAXI has more of what it takes in the key sub-groups, all three of them, for success in syndication. TAXI's appeal isn't merely impressive. It's extraordinary. On the other hand,

And Spot Trouble Ahead

the remaining series fail to demonstrate the essential demographic appeal. So the syndicator indicator predicts they'll prove less attractive in syndication. Their profile is less inclined toward adults 18-34 and 18-49, and too heavy in over-50 adults. History confirms that this profile is a guarantee of trouble ahead.

TAXI And The Competition: Audience Composition

	Women 18-34	Women 18-49	Men 18-34	Men 18-49	Teens & Kids
TAXI	20%	30%	14%	21%	24%
<i>The Competition Compared to TAXI</i>					
ALICE	- 30%	- 23%	- 29%	- 19%	- 17%
ONE DAY	- 20%	- 17%	- 14%	- 10%	- 8%
DIFF STROKES	- 35%	- 23%	- 29%	- 14%	+ 13%
JEFFERSONS	- 35%	- 27%	- 29%	- 19%	- 4%

Source: NTI/NAD Full network run through 5/80.

Over-50 Skew

Adults 50 +
25%
+ 60%
+ 36%
+ 28%
+ 52%

Maybe We Should Spell It T*A*X*I

Now let's look at Share of Time Period, another important indicator of TAXI's broad-based appeal. Since TAXI has a similar demographic profile to M*A*S*H, a proven syndication hit, a comparison of their time period dominance becomes meaningful.

Share Of Time Period

	Teens	Kids	Women 18-34	Women 18-49	Men 18-34	Men 18-49
TAXI	44%	45%	43%	39%	37%	34%
M*A*S*H	39%	33%	46%	37%	38%	35%

Source: NTI/NAD Full network run through 5/80.

Note how startlingly close TAXI's network audience strength is to M*A*S*H's. And where TAXI is different, it's better. TAXI promises more teens & kids at the same time that it's attracting loads of young adults, including the young male audience necessary for late-night success.

The Perfect Vehicle

Put it all together and it's no wonder that stations hailed TAXI as soon as it hit the street. High-rated demographic powerhouses like TAXI don't turn up every year—and for 1983, there just aren't any other vehicles around.

CALL YOURSELF A TAXI

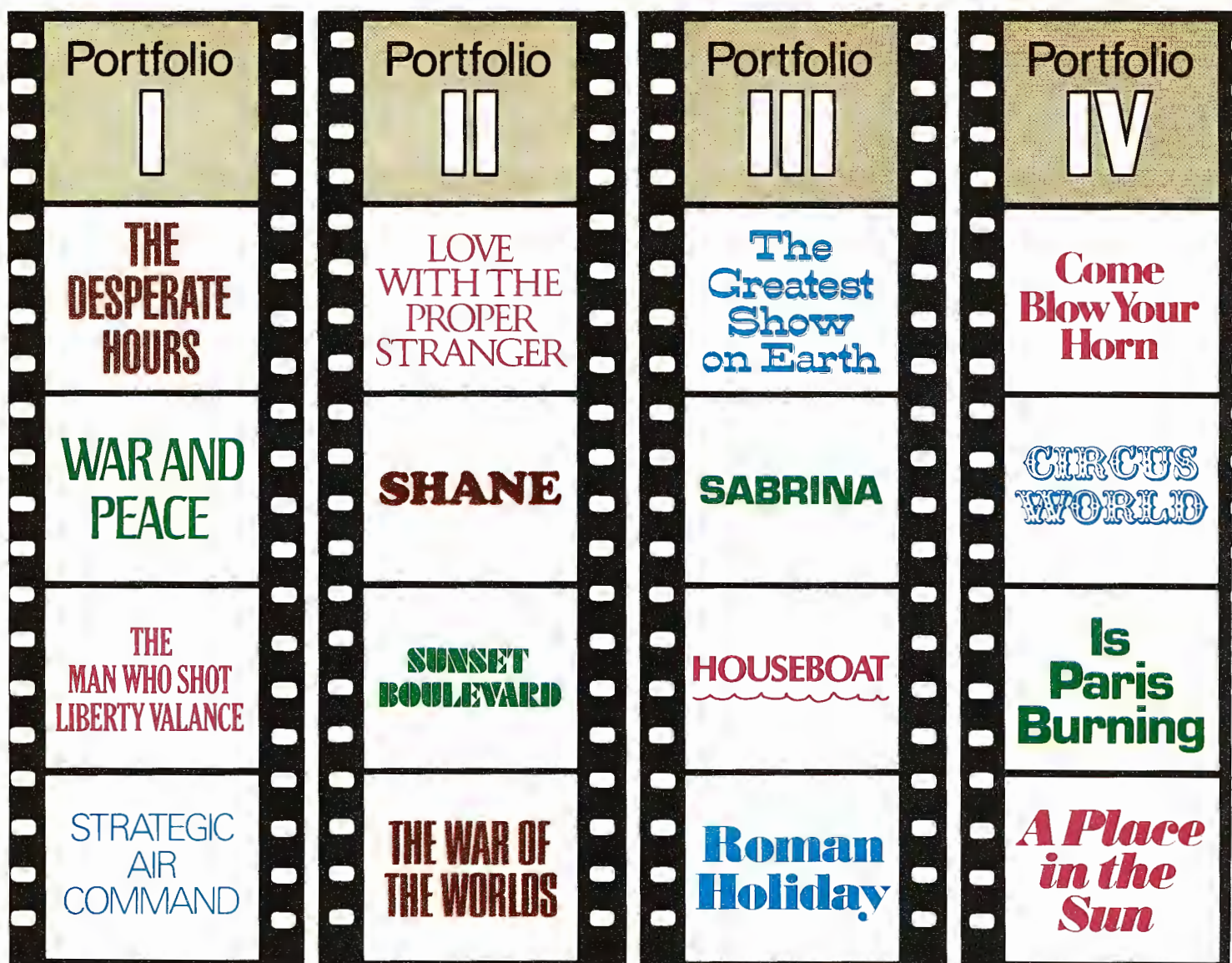
**Or you'll
call yourself
something else
later.**

Available Fall 1983



PARAMOUNT TELEVISION DOMESTIC SYNDICATION

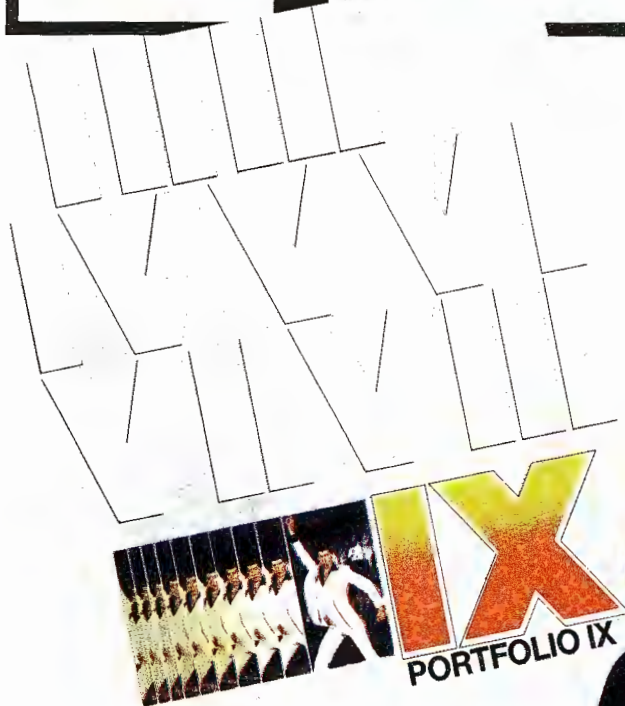
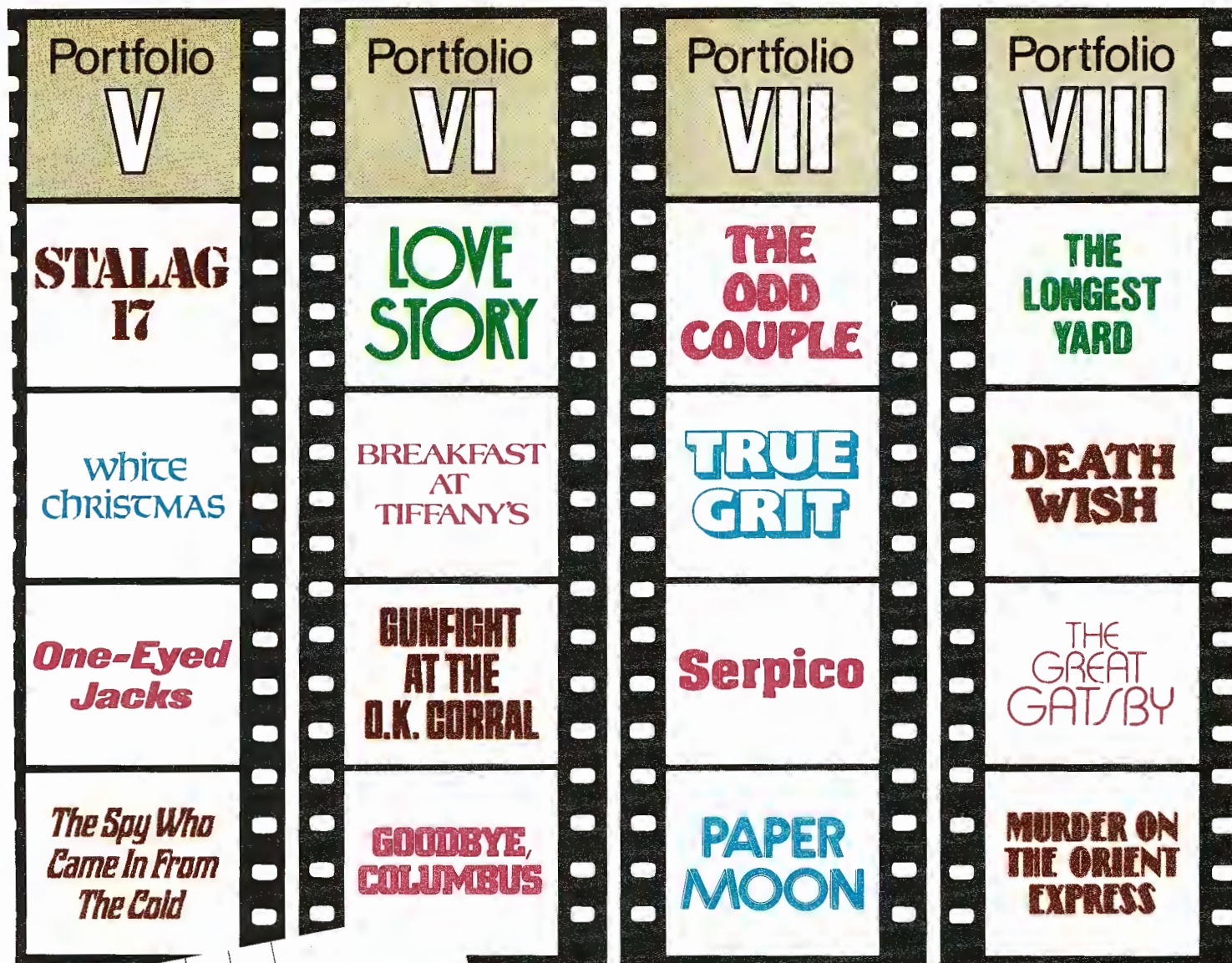




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news, public affairs or similar issue-oriented programming.

The National League of Cities supported the preference for noncommercial and minority applicants in the consideration of mutually exclusive applications. However, it said the definition of "minority" should be broadened to include women and the preference for the first application filed should be eliminated.

The Office of Communication, United Church of Christ criticized the proposed licensing criteria because they do not focus attention on unmet program needs.

Low-power stations, it said, "are being created as additional local service," and therefore the commission should give a preference to applicants proposing such service.

UCC also argued that formal ascertainment should be required of LPTV operators and the seven-station ownership limit now applied to radio and television licensees should apply to LPTV.

Citizens Communications Center said that the commission's goal of increasing minority participation in broadcasting may be defeated by assigning to low-power "an inferior, secondary service."

CCC suggested that the first-come-first-served preference be eliminated. It also said that the commission should avoid allocating frequencies in "blocks or to long-distance operators," and that local frequencies should be reserved for local owners proposing innovative programming.

American Women in Radio and Television urged the commission "to avoid those problems which have resulted in the underrepresentation of women in radio and television ownership." It asked the FCC to grant a preference to women appli-

cants for low-power stations of equal weight to the preferences proposed for minority and noncommercial applicants and for first-filed applications.

The Spanish Radio Broadcasters Association of America endorsed the commission's LPTV initiative and agreed that a limit should be placed on the number of stations an entity could own.

It also supported the proposed ban on network entry into LPTV and asked that the Spanish International Network also be placed in that category because "Spanish-language television is already dominated by [SIN]." Unlike the major networks, SRBA said, "SIN has no competition... [and] must be excluded from the ownership of low-power facilities."

The Corporation for Public Broadcasting—which is appealing the commission's interim low-power processing procedures in court—maintained its position that despite the preference to be given to noncommercial applicants, the commission must reserve some channels for noncommercial use to insure that such applicants have enough time to gather resources needed to apply.

Noncommercial entities, it said, "develop these resources more slowly, principally because of the institutional nature of most noncommercial entities."

It said the commission should not—as it proposes—apply the duopoly and one-to-a-market rules to noncommercial LPTV applicants.

The Public Broadcasting Service and the National Association of Public Television Stations also called for reserved channels for noncommercial LPTV stations.

PBS suggested that the success or failure of its new pay-television programming ven-

ture, the so-called "Grand Alliance," and other programming services offered by it may well hinge on the availability of an adequate number of LPTV frequencies for noncommercial use.

Both groups also contended that LPTV service should be a fully protected service—not secondary—to assure licensees of "continued operating authority which the commission has repeatedly held, in a renewal context, is essential to promotion of operation in the public interest."

The Justice Department supported the commission's LPTV service proposal in that it would "offer a much needed source of additional competition in both advertiser-supported commercial television and pay television," and may likely lead to the creation of one or more additional television networks.

Justice expressed concern about the proposed 15-station limit per entity, in that such a limit might forestall or even preclude the creation of additional networks.

It also advised the commission to evaluate carefully its proposed weighted lottery procedure and make sure it is in compliance with the Communications Act mandate that a public interest determination be made in issuing a license. It offered no opinion itself as to the legality of the paper hearing and lottery procedure proposed by the commission.

The National Telecommunications and Information Administration said the LPTV service is "potentially a very valuable service."

It suggested that the commission forbear from imposing any program content regulation on low-power and seek legislative change to that end if necessary.

How Bob Lee finally got his letter from Reagan

More good will than administrative dexterity in White House endorsement of acting chairman

Acting FCC Chairman Robert E. Lee last week finally got the letter from President Reagan for which he had been longing—in public (BROADCASTING, Feb. 16) and in private. But the confusion surrounding the letter—its composition and transmission—causes one to wonder how much thought is being given to the FCC at the White House.

The letter itself, delivered by hand on Wednesday afternoon, was the kind of thing Lee would be proud to frame and hang on the wall of his study after retirement on June 30. It's signed, simply, "Ronald Reagan," but begins "Dear Bob," and goes on.

"It gives me a great sense of satisfaction to know that during these coming weeks you will be serving as Acting Chairman of the Federal Communications Commission.

"I can think of no more appropriate way for you to wind up your remarkable and distinguished career at the commission."

The letter didn't come, however, until after a flurry of telephone calls involving former chairman Dean Burch, now close to the Reagan administration on communications matters, Lee himself and the White House that was touched off by a call Lee had received from the White House on the afternoon of Friday, Feb. 27. Lee's caller said the President had signed an order designating him "acting chairman" (BROADCASTING, March 2).

That seemed odd. The President designates a chairman; under the Communications Act, FCC members elect an acting chairman. But if

the President did mean to designate Lee as chairman, that would indicate Chairman Charles D. Ferris would lose that job, despite the understanding under which the White House said he could keep it until April 10 so that he could gain pension benefits.

Burch, who had participated in reaching the understanding with Ferris, called the White House to explain those things, and presidential aides began a repair job, one that was never quite finished.

As the story of the White House's efforts to straighten things out was pieced together, Lee was informed, although not by the White House, on Friday evening that the White House had indeed made an error—that it could not name him acting chairman. The intention was to endorse the action of the commissioners in electing him. Fine, but Lee felt he "needed" a letter. That matter was the subject of several calls Lee received later that night from the White House; Lee even suggested some language.

Finally, on Monday, the White House informed Lee a letter would be sent the next day. But it was on Wednesday afternoon that a messenger strode into the commission's offices with the President's letter.

But all the glitches hadn't been removed. The letter was addressed to "Commissioner" Robert E. Lee—surprising, in view of the subject matter of the letter—at the FCC at "1100 L Street, N.W., Washington, D.C., 20573." It's a good thing the letter wasn't mailed; the commission's address is 1919 M Street N.W., Washington 20554. 1100 L Street N.W., is the address of the U.S. Federal Maritime Commission and the National Park Headquarters.

NATPE 1981

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When a show captures and holds onto the number one position in its time period, you've got to call it Number One.

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"CHiPs"*

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* Or another appropriate title
Source: NTI Nov. & Feb. 1977-80





NATPE 1981

Widening its horizon in the programing world

For most of the 4,000 people expected at this year's National Association of Television Program Executives conference (March 13-18) in New York, local television syndication and production remains the heart of the matter. But as the media marketplace expands, so do the interests, concerns and indeed the business dealings of NATPE members.

The NATPE agenda reflects just that.

Opening this Friday, the conference will continue to cover NATPE member's traditional concerns. Among the subjects up for discussion in sessions at the Sheraton Centre are "Prophets and Programing: How the Economy Will Affect Programing," "Programing and Sales: Allies or Adversaries?" and "What Price Local Programing?"

Add to those, however, others that clearly broaden the media focus: "The New Media: Are They Measurable, Creditable, Actionable?" "Thanks for the Audience: How the New Video Plans to Get Its Share," "How to Buy in the New Marketplace" and even "The Mini-Stations" on the subject of the low-power TV stations that seem to be coming.

Gone are the so-called "fight" sessions, when, for example, cable was the unwelcome intruder to be discussed. As planned by NATPE organizers, this convention should be far less parochial. The NATPE leadership sees the organization's future in serving television programers—no matter what the medium. And this year's broadened agenda is a calculated step in that direction.

While specific breakdowns won't be available until convention

time, NATPE registrations are said to be up considerably from both the cable and international sectors. This year, for the first time, each of those groups will have their own NATPE meeting, added to those for ABC, CBS and NBC affiliates, independents and Public Broadcasting Service members. And given the New York location, a strong presence also is expected to be made by the advertising community.

Keynoter this year is Bob Bennett, president and general manager of WCVB-TV Boston, whose subject is "The Television Station's Future Identity." Lawmakers and regulators also will be represented as usual, with a luncheon address by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), and commitments so far from others including FCC Commissioners Joseph Fogarty, Anne Jones, James Quello and Abbott Washburn.

All told, sessions run the gamut from "Affirmative Action: Is It Working?" to "Career Objectives: What Is the Next Job?" and "The Ad Agency and the Television Programmer." And one subject, normally controversial, but expected to be even more so this year is "Sex and Morality on Television" with speakers including the Rev. Jerry Falwell, head of the Moral Majority.

The speeches and panels may provide programing information and philosophy but it is across the street at the New York Hilton where many of the nitty-gritty decisions will be made, as veterans and syndication newcomers go after the dayparts in the NATPE marketplace (see page 62).

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TOM & JERRY
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CK...TICK • TORPEDO RUN • THE UNSINKABLE MOLLY BROWN • WILD ROVERS • THAT'S ENTERTAINMENT II

Day by Day in New York

*All events at the Hilton hotel unless otherwise noted.

Friday, March 13

Registration. Open 8 a.m.-8 p.m. (Hilton, 2nd promenade)

Rep firm meetings. 8 a.m.-noon.

Delegate and spouse lounge. Open noon-8 p.m. Hosted by Eastman Kodak (Sheraton Princess ballroom)

Station group and distributor meetings. 1-5 p.m. Includes Lee, Pulitzer, Metromedia, On The Air, ConVid, Katz, Post-Newsweek.

Fire marshal meeting. 4-5 p.m.

Press conference and briefing. 6-7:30 p.m.

Saturday, March 14

Registration. Open 8 a.m.-6 p.m.

Orientation breakfast. 8-9 a.m. Lucie Salhany, NATPE president; George Back, NATPE executive director; Chuck Larsen, conference chairman.

Ribbon cutting ceremony. 8:55 a.m. Opens NATPE's first exhibit hall.

Delegate and spouse lounge. Open 9 a.m.-6 p.m. (Sheraton)

Exhibit hall and hospitality suites. Open 9 a.m.-6 p.m.

NATPE gala. 10:30 p.m. "A Salute to the Performing Arts," in celebration of Viacom's 10th anniversary. Host: Carl Reiner with Shirley Verrett, Guarneri Quartet, Joffrey Ballet, Danielle Brisbois, Freda Payne, Werner Klemperer, Robert DeGaetano, The Off Broadways, Dick Hyman Jazz Quartet and others.

Sunday, March 15

Registration. Open 8 a.m.-5 p.m.

Breakfast. 8:30-9:30 a.m. For overseas visitors co-hosted by World Television Festival and Eastman Kodak (Delegates lounge).

Delegate and spouse lounge. Open 9:30 a.m.-5 p.m. (Sheraton)

Affiliate meetings, 9:30-11 a.m. ABC—moderator: Chuck Gingold, WABC-TV New York. Speakers: James Duffy, president, ABC-TV network; Tony Thomopoulos, president, ABC Entertainment; Robert Fountain, vice president, affiliation relations, ABC-TV network. (Sheraton)

CBS—moderator: Steve Currie, KOIN-TV Portland, Ore. (Sheraton)

NBC—moderator: Chuck Larsen, WNBC-TV New York. Speakers: Robert Mulholland, president, NBC network; Brandon Tartikoff, president, NBC Entertainment; Irwin Segelstein, president, NBC-TV; Arthur Watson, president, NBC Sports; William Small, president, NBC News; Irv Wilson, senior vice president, NBC programming, East Coast. (Sheraton)

PBS—moderator: Nelsa Gidney, WNET-TV New York. Speakers: Arnold Huberman, Samoyed Productions; Frank Marshall, Reeves Communications; William McCarter, WTTW-TV Chicago; Stuart Sucherman, consultant, Federal Financing. (Hilton)

Independents—moderator: John von Soosten, WNEW-TV New York. Speakers: Joe Indelli, Columbia Pictures Television; Peggy Green, DFS; Zvi Showbin, WPHL-TV Philadelphia; Hal Protter, KPLR-TV St. Louis. (Hilton)

International—moderator: Willard Block, Viacom. Speakers: Ave Butensky, Ed Libov Associates; Richard Ballinger, Metromedia Televi-

sion; Donald Taffner, D.L. Taffner; Bernard Chevry, MIP; Tom Madigan, World Television Festival; Regina Dantas, CBS Cable. (Hilton)

Cable/Pay Cable—moderator: George Back, NATPE. Speakers: Doug Dittrick, Douglas Communications; Bob Hosfeld, Gill Cable; Dave Bell, producer; Robert Alter, Cable Television Advertising Bureau; Irwin Polinsky, Cablevision; Uncle Floyd, Wometco; Ugly George, New York cable programmer.

Exhibit hall and hospitality suites. Open 11 a.m.-5 p.m.

Iris reception. 6-7:30 p.m. Hosted by TAT/Tandem/PITS (Radio City Music Hall)

Iris Awards ceremony. 7:30-9 p.m. Hosted by John Davidson with entertainment by Tony Orlando and the Rockettes. Guest presenters include Mel Allen, Lucie Arnez, Lucille Ball, Danielle Brisbois, Gary Collins, Mike Douglas, Eileen Fulton, Tom T. Hall, Jack Lord, Gavin MacLeod, Mary Ann Mobley, Freda Payne, Charlie Rose, Virginia Sherwood, Ruth Warrick, Chuck Woolery.

Iris celebration. 9-11:30. Hosted by TAT/Tandem/PITS.

Monday, March 16

Registration. Open 8 a.m.-4 p.m. (Sheraton, 2nd floor foyer)

Delegate and spouse lounge. Open 8 a.m.-6 p.m. (Sheraton)

Conference keynote session. 8:30-10 a.m. Call to order: Lucie Salhany, NATPE president. Invocation: Rabbi David J. Seligson. Welcome: New York Mayor Ed Koch. Musical welcome by entire cast of Broadway hit "They're Playing Our Song." Keynote address: "The Television Station's Future Identity," Bob Bennett, president, WCVB-TV Boston. (Sheraton)

General session. 10-11 a.m. *Prophets and Programs.* How the economy will affect programing. Moderator: Phil Donahue. Speakers: Charles S. Mecham Jr., Taft Broadcasting; Howard Ruff, writer-commentator; Florence Skelly, Yankelovich, Skelly and White; Gordon Williams, *Business Week*; Lawrence Fraiberg, Group W. (Sheraton)

Coffeebreak. 11 a.m. Hosted by Columbia Pictures Television.

Workshops. 11:15 a.m.-12:30 p.m. I—*The New Media: Are They Measurable, Creditable, Actionable?* Moderator: Alan Bennett, Katz Agency. Speakers: Charles Beales, NCTA; Steve Bell, WLVI-TV Boston; Marvin Mord, ABC-TV; Isabel Ziegler, Ted Bates. Discussants: David Harkness, Nielsen Home Video Index; Pete Megroz, Arbitron. (Sheraton)

II—*Programming and Sales: Allies or Adversaries* Moderator: Neil Kuvij, WPTV-TV Raleigh, N.C. Speakers: S. James Coopersmith, WTOG-TV Tampa-St. Petersburg; Linda DesMaris, WPLG-TV Miami; Lloyd Werner, Group W, Howard Kaufman, WXIA-TV Atlanta. (Sheraton)

III—*International Syndication: It Works.* Moderator: Michael Garin, Telepictures. Speakers: Raimo Lahti, MTV Network, Finland; Barrie Heads, Granada Television, UL; Norman Horowitz, PolyGram Television;

Right before NATPE. For those already in town or arriving early for the NATPE conference, both the Advertising Club of New York and The International Radio and Television Society have meetings honoring the organization. On Wednesday, March 11, at New York's Women's Republican Club, the ad group is offering a debate on the future of syndication, moderated by George Back, NATPE executive director, and featuring Lucie Salhany, its president; Steve Currie, her slated successor; Chuck Larsen, conference chairman, and Chuck Gingold, immediate past president. The next day IRTS will have a dais of NATPE executives and luncheon discussion with producers Grant Tinker, Lee Rich, Mark Goodson, Alan Landsburg and others. That's at the Waldorf-Astoria.

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Visit us at NATPE, Americas Suite, New York Hilton



New Yorkers. BROADCASTING's editorial, advertising and circulation departments will be headquartered in suite 3540 of the New York Hilton during the NATPE convention. On hand will be Dave Berlyn, Rufus Crater, Gene Edwards, Rocco Famighetti, Anthony Herring, Kwentin Keenan, Win Levi, Charles Mohr, Karen Parhas, Jay Ribin, Larry Taishoff, Tim Thometz, Don West and Dave Whitcombe.

Osamu Watanabe, Fuji Telecasting, Japan; Bert Cohen, Worldvision Enterprises; Jean Cazes, Antenne 2, France. (Sheraton)

Luncheon. 12:45-2:15 p.m. Dais will honor presidents of industry organizations. Speaker: Sen. Barry Goldwater (R-Ariz.). (Sheraton)

Exhibit hall and hospitality suites. Open 2:30-6 p.m.

Dance. 10 p.m. Gold Key Media/Gold Key Entertainment presents "Good Vibrations" dance. Host: James Darren.

Tuesday, March 17

Registration. Open 8 a.m.-4 p.m. (Sheraton)

Delegate and spouse lounge. Open 8 a.m.-4 p.m. (Sheraton)

Early bird session. 8:15-9:30 a.m. *How to Work With the Unions.* Moderator: Theodore Khell, noted labor mediator. Speakers: Alfred W. Ditola, IATSE; Arthur Kent, NABET; Jim Sirmons, CBS Inc.; Sanford I. Wolff, AFTRA. (Sheraton)

General session. 9:30-11 a.m. *Thanks for Your Audience: How New Video Plans To Get Its Share.* Moderator: Mel Harris, Paramount. Speakers: Chet Simmons, ESPN; Michael Fuchs, HBO; Irvin Kahn, Broadband Communications; Rod Warner, Storer Cable; Seth Willenson, RCA SelectaVision. Discussant: FCC Commissioner Joseph Fogarty.

Coffee break. 11 a.m.

Workshops. 11:15 a.m.-12:30 p.m. I—*News and Programing: A New Marriage.* Moderator: Chuck Gingold, WABC-TV New York. Speakers: Gary Dreispuhl, WTAE-TV Pittsburgh; Mark Monsky, WNEW-TV New York; Jim Topping, WABC-TV New York; Irwin Starr, KREM-TV Spokane, Wash. (Sheraton)

II—*How To Buy in the New Marketplace.* Moderator: Anthony B. Cassara, Golden West. Speakers: Jules Haimovitz, Viacom; Gary Liberthal, TAT/Tandem/PITS; George Moynihan, Group W; James Patrick Riley, attorney. (Sheraton)

III—*The Mini-stations.* What to do with low power. Moderator: George Back, NATPE. Speakers: All FCC panel including Michael Couzens, Keith Larsen, Perry Teasdale. Discussants: FCC Commissioner James Quello, William H. Sauro, Neighborhood TV. (Sheraton)

Luncheon. 12:45-2:15 p.m. Dais honors NATPE board of directors and conference committee. Presentation of Mort Roseman and Lee Waller scholarship awards. Fellowships to Sweden presented by Magnus Faxen, Svergies Television, Stockholm. *Sex and Morality on Television.* Moderator: Jeff Greenfield, CBS-TV. Speakers: Rev. Jerry Falwell, Moral Majority; FCC Commissioner Abbott Washburn; Ken Livesay, executive producer, *Young Lives*; Peggy Charren, Action for Children's Television; John J. McCrory, Times Mirror Broadcasting. (Sheraton)

Exhibit hall and hospitality suites. Open 2:30-6 p.m.

Film. 8 p.m. "Summer Solstice," produced by WCVB-TV Boston, starring Henry Fonda, Myrna Loy, Stephen Collins, Lindsay Crouse. (Hilton's west ballroom)

Wednesday, March 18

Registration. Open 8 a.m.-12:30 p.m. (Sheraton)

Delegate and spouse lounge. Open 8 a.m.-3 p.m. (Sheraton)

Early bird session. 8:15-9:30 a.m. *Is There a Future in Movies?* Moderator: Phil Boyer, ABC Owned TV Stations. Speakers: Chuck Fries, producer; Sandy Pastoor, WXIV-TV Cincinnati; Dick Thiriot, Film Services; Joe Zaleski, Viacom. (Sheraton)

General session. 9:30-10:45 a.m. *The Ad Agency and the Television Programmer.* Moderator: Dick Block. Speakers: Gene Accas, Leo Burnett; Bucky Buchanan, J. Walter Thompson; Steve Leff, Baker, Spielvogel; Lou Dworkin, DFS; Dick Low, Young & Rubicam; Mike Moore, Benton & Bowles; Joel Segal, Ted Bates. (Sheraton)

Coffee break. 10:45 a.m.

Workshops. 11 a.m.-12:30 p.m. I—*Career Objectives: What Is the Next Job?* Moderator: Chuck Larsen, WNBC-TV New York. Speakers: Bill Baker, Group W; Alan Perris, WPLG(TV) Miami; Squire Rushnell, ABC network; Joe Sullivan, Sullivan & Associates; Robert Pittman, Warner Amex Satellite Entertainment. (Sheraton)

II—*What Price Local Programming?* Moderator: Jeff Schiffman, WCVB-TV New York. Speakers: Michael Collyer, attorney/partner Barovick, Konecky; Jim Jensen, WCVB-TV New York; Richard Leibner, agent; Bruce Marson, WCVB-TV Boston; Pat Mitchell, Group W. (Sheraton)

III—*Affirmative Action: Is It Working.* Moderator: Tony Brown. Speakers: Eleanor Brown, WSB-TV Atlanta; Dwight Ellis, NAB; FCC Commissioner Anne Jones; Linda Rios Brocks, KENS-TV San Antonio, Tex. (Sheraton)

Luncheon. 12:45-2:30 p.m. Past presidents of NATPE will be honored during performance of NATPE Follies, in which industry leaders spoof television in musical revue. (Sheraton)

Conference '82. 2:45-3:15 p.m. Preview of next year's meeting. Steve Currie, first vice president NATPE; Stan Marinoff, WISN-TV Milwaukee. (Sheraton)

Annual business meeting and election. 3:15-4 p.m. (Sheraton)

Extracurricular activities. From early-morning exercise classes to afternoon museum tours, there's more to this year's NATPE conference than speeches, panels and marketplace cajoling.

For delegates, spouses, and others, NATPE days can begin at 7:30-8 a.m. at the Sheraton with Ed Allen wake-up exercises, courtesy of AI-TV. On Saturday and Sunday, the physically conscious can continue with a Richard Simmons health and fitness workshop (10-11:30 a.m., Sheraton), thanks to Golden West Television. Earlier Sunday morning, there is a choice between a Catholic mass with Father Ellwood Keiser (8-9 a.m. at St. Patrick's Cathedral) or a Rex Humbard gospel breakfast (8-9:30 a.m. at the Hilton).

Saturday afternoon, Time-Life Television offers the first of the spouse tours it is providing during the conference—this one to Lincoln Center and New York's Fashion Center (12:30-5 p.m.). On Sunday afternoon spouses have the option of Time-Life tours of the World Trade Center and Soho art district (10 a.m.-5 p.m.) or NATPE's educational workshop with representatives of Hunter College, New York University and the New School (2-4 p.m., Sheraton). Group W Productions has an open invitation for spouses to brunch on Monday (10 a.m.-12:30 p.m., Hilton) and Mike Douglas has asked them to lunch on Tuesday (noon-2 p.m., Hilton). Also on Tuesday Time-Life is offering spouses lunch and a look at the Metropolitan Museum of Art, Guggenheim Museum and the St. Patrick's Day parade. Throughout the conference mornings and afternoons, a delegate and spouse lounge will be open in the Sheraton's Princess Ballroom, with Eastman Kodak the host.

As for nightlife (see full agenda), Viacom is sponsoring "A Salute to the Performing Arts" on Saturday (beginning at 10:30 p.m., Hilton). Radio City Music Hall is the site for the Iris Awards ceremony Sunday (7:30-9 p.m.) and T.A.T./P.I.T.S. will be host to a reception there before (6-7:30 p.m.) and celebration after the ceremony (9-11:30 p.m.). Tuesday night WCVB-TV Boston will screen its hour film *Summer Solstice* (West Ballroom, Hilton, 8 p.m.).

Also of entertainment note: During NATPE's keynote session Monday (8:30-10 a.m., Sheraton), conventioners will receive a musical welcome from the entire cast and orchestra of the Broadway hit, "They're Playing Our Song." And as the conference approaches its close Wednesday, the traditional "NATPE Follies" will be on (12:45-2:15 p.m., Sheraton), this year's spoof on television in honor of the organization's past presidents.

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you've reported the fury of Hurricane Carla, the turbulence of Birmingham and Memphis. **AFTER** you've kept the news flowing from Dallas through those four dark days. **AFTER** you've covered the fireworks of every political campaign since '64. **AFTER**



you've delivered inside reports on Eisenhower in the Far East, Johnson in Europe, Nixon at the Summits in Peking and Moscow. **AFTER** you've been first with the full story of the danger of the chemical, Kepone.

AFTER you've brought home the sight, sound and feel of war in Vietnam, upheaval in Guatemala, Nicaragua, Greece, Pakistan, Rhodesia and Afghanistan. **AFTER** you've provided rare insight into the mind of Fidel Castro through exclusive interviews. **AFTER** you've exposed widespread frauds in the



auto repair and moving industries.

AFTER you've won 5 Emmys for distinguished television news reporting.

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THE CBS EVENING NEWS
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CBS NEWS





NATPE 1981

Magazine and off-network shows are marketplace hits

NATPE's "New Faces of 1981" will be trying their best to win over the hearts and budgets of local-TV programmers as cassette machines officially begin rolling next Saturday (March 14) in the National Association of Television Program Executives marketplace at the New York Hilton.

Some, like *Entertainment Tonight* and *The New You Asked For It*, are coming on strong, claiming "definite-go" status even before buyers start visiting the more than 240 firms in hospitality suites or walking the exhibition-hall floor, where 23 companies are pioneering NATPE's marketplace transition to be complete by 1984.

For most new entries, however, it's a question of survival—hoping to shine as the convention "sleeper" or pick up those key markets that make production economically feasible. Given the mid-March conference date, there are already drop-outs. As Ed Aiken, Petry Television's director of programming, explains, "A lot of shows intended for the convention won't get there" because distributors have had enough time to realize clearances aren't coming through.

Clearances don't come easy—not since stripping (running the same show five nights a week) became the dominant trend in the lucrative prime-time access period, closing out most of the opportunities from a diverse checkerboard schedule.

And this year launching new projects is harder still, as the old faces, the off-network hours, vie for big shares of the syndication dollar to an extent unmatched in years. While other trends already have surfaced—such as the continued search for the ultimate in entertaining information or the increase in advertiser-

supported shows—none has more marketplace impact than the wide availability of reruns new to syndication.

"If you take the syndication pie," claims Dean McCarthy, director of program services, Harrington, Richter & Parsons, "about 80% is being spent on off-network." Other reps may have different spending estimates but no one's questioning the great amount of off-network properties to choose from.

Gene Swerdloff, vice president, programming, Peters, Griffin, Woodward, says there are "more off-network hours available" than any year "in the decade of the 70's." Citing the "very creditable numbers" of recent off-network shows such as Columbia Pictures Television Distribution's *Starsky and Hutch* and MCA TV's *Rockford*, Swerdloff comments on the growing attractiveness of rerun hours. HRP's McCarthy agrees, claiming that off-network hours are being viewed by buyers as a "good security blanket" as opposed to the risk-taking with new shows.

While off-network hours generally remain expensive and with long-range commitments, the sheer number of them also gives buyers some financial advantage. "It's a buyer's market to some degree," says McCarthy.

When there is off-network strength in the marketplace, new entries for certain dayparts such as afternoon hours have a harder competitive struggle. And overall, new-show launches are becoming more difficult as programming dollars head in the rerun direction.

As culled from various rep sources, rerun hours new to the marketplace and available for airing this year include Columbia Pictures Television's *Charlie's Angels*, Viacom's *Hawaii 5-O*,



Just as fine paintings are the backbone of a great art collection, comedies are still the mainstay of a winning program lineup.

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Worldvision Enterprises' *Little House on the Prairie*, Warner Bros. Television's *The Waltons*, and although with fewer episodes than the others, Worldvision's *Man from Atlantis*, CPT's *Family*, On The Air's *Sonny & Cher* and MCA TV's *Hardy Boys/Nancy Drew*.

Commitments also are being sought for 1982 starts for MGM Television's *CHiPs*, Lorimar's *Eight is Enough*, MCA TV's *Incredible Hulk* and Warner's *Harry O*; for 1983, there are CPT's *Fantasy Island*, Worldvision's *Love Boat* and MCA TV's *Quincy, M.E.*, and Lorimar already is out with 1984 futures on *Dallas*.

Add to those other off-network series being promoted, although availability dates last week still were understood to be open: CPT's *Police Woman*, *Police Story*, Viacom's *Lou Grant* and Warner's *Dukes of Hazzard*.

(As for half hours, the 1981 new syndicated offerings are Paramount Television's *Laverne & Shirley*, Tandem's *Jeffersons* and CPT's *Phyllis* and *Tony Randall*. For 1982, there are Warner's *Alice*, T.A.T.'s *One Day at a Time* and D.L. Taffner's *Three's Company*; for 1983, Paramount has *Taxi*, and for 1984, Victory Television has *WKRP in Cincinnati*. Paramount's *Mork & Mindy* also is out there but without a launch date decided yet.)

Although off-network dealings will attract considerable NATPE marketplace attention, the new entries will be fighting for their place on the air throughout the dayparts.

As Phil Oldham, vice president, director of operations, Katz Programing, explains, "Recognizing the reality of limited access clearances, the majority of the syndicated efforts are being geared to other time periods." And one "new direction," he points to is morning when "no fewer than a half-dozen programs are potentially geared to run adjacent to or competitive" with Multimedia Program Productions' *Donahue*.

Among the new strip titles he mentions there are Mag-Net's *Leave It to the Women*, Lorimar's *Man Trap*, Telepictures' *Pleasure of Your Company* and Post-Newsweek Television Distribution's *Charlie Rose*, in addition to some game shows.

And at the other end of the broadcast day, other reps are tracking the contenders they find can be geared to late-night, among them: Colbert TV's *Tales of the Haunted*, CPT's *Mag* (with the Program Development Group), Viacom's *TV Star*, Metromedia Producers Corp.'s *Uncle Latenight*, Filmways' *Late Nite Live*, Firestone Program Syndication's *Cop Show*, Telepictures' *Monty Python*, and On the Air's *Siegel*.

As for programing trends, new game shows are up for grabs as usual, half hour strips including Worldvision's *Dollar A Second*,

Firestone Program Syndication's new *Treasure Hunt*, MPC's *Super Pay Cards* and *Rodeo Drive* and Rhodes's *Pitfall*. Mag-Net also has a weekly *Million Dollar Talent Show* hour. And on an entirely different front, a few distributors are trying their luck with youth-oriented soap operas: Post-Newsweek Television Distribution's *Young Lives*, MPC's *Worlds Apart* and Firestone's *Young Medics*.

But Ron Krueger, vice president, Telcom, isn't alone when he says "the biggest trend that has taken over is the *PM Magazine*-type show."

Indeed entertaining information again is the way many distributors are betting this year, with new entries emphasizing the magazine concept over the traditional talk-show host. Among the new magazine strips, half hours include *Entertainment Tonight* (a joint venture of Paramount, Cox, Taft and Telerep), Sandy Frank Film Syndication's *The New You Asked for It* with Rich Little, Osmond TV's *Country People*, Victory's *Daily Magazine*, CPT's *Mag* and Viacom's *TV Star*. Strip hours include Lexington Broadcast Service's *Dick Clark* and Viacom's *Hittin' Home*. Weekly half hours include Colbert TV's *Strange as it Seems*, MPC's *Country Music Gazette* and Mag-Net's *Omni*.

For many others, the magazine may not be the format but information or "reality" programing is the key, ranging from Telepictures' *People's Court* (or small-claims proceedings) to Gold Key's musical *Portrait of a Legend*.

These new shows, among others, will be trying to crack the dayparts with access time the most difficult and harder than ever. As PGW's Swerdloff claims, "This is the toughest selling season for distributors because of the limited potential in the time period." In other words, there aren't many vacancies.

In access, a typical market he explains, may already be committed to Group W Productions' *PM Magazine*, another to a game show (such as Viacom's *Family Feud* or Colbert's *Tic Tac Dough*), another to off-network fare and still another to ITC Entertainment's *The Muppet Show*. (*Muppets*, a weekly syndication veteran, now is in the marketplace as a strip.)

At the network owned-and-operated station groups, only ABC stations will be checkerboarding across the board, with a mix of syndicated and local programing said not yet to be firmed up. Among the CBS stations, just WCBS-TV New York will be rotating its access shows. The rest will be stripping, although the programs vary from city to city. The NBC group has been stripping *Family Feud* in each of its markets and all but WKYC-TV Cleveland (which hasn't decided yet) have renewed.

NATPE's Program Menu

The following companies will be exhibiting programs or services in the suites of the Hilton hotel during the NATPE convention. For the first time, NATPE will have an exhibit hall. Listed are the programs and the personnel attending. New programs are indicated with an asterisk.

ABC Owned Stations 1037

ABC Television Network 3307-10
1330 Avenue of the Americas, New York 10019

Advanswers Media/Programing 4253
10 Broadway, St. Louis 63102

Alan Enterprises 4219-20
26170 Pacific Coast Hwy., Malibu, Calif. 90265

Vietnam, The Ten Thousand Day War*, The Abbott and Costello Show, Felix The Cat, The Mighty Hercules, Speed Racer, When Movies

Were Movies, Contemporary Cinema, Cinema Classics, Fine Arts Cinema, War and Peace.
Staff: Alan L. Gleitsman, Cheri Rosche, Marvin Goodman, Bob Lloyd, Harvey Reinstein.

Alcare Communications 542-43-45
503-05 Walnut St., Philadelphia 19102

Joey Bishop Tele-Bingo Show*, Radar Weather Alert*, Mr. Wizard*, NFL Great Moments*, Buyer Beware*, Making Ends Meet, Corner Drugstore, Maintenance Ms., Medical Report, National TV Sports Quiz, Senior Report, One Great Moment in Sports, Pixanne, Great American Men, movies, Classic Features, graphic service, network graphics, news promotions, sales building mini-series, Great Ideas, NFL Highlights.
Staff: Frank C. Beazley, Jordan M. Schwartz, Frank Avera, Diane Abramson, Richard Grove.

All World Stage Productions 634
401 Broadway, Redwood City, Calif. 94063

Allied Entertainment 4245

Allworld Telefilm Sales 631

1414 Avenue of the Americas, New York 10019

Allnight at the Movies, Bozo the Clown cartoons, Where Are They Now, Laurel & Hardy cartoons, 60 half-hour Chiller Thrillers, The Adventure Team, The Mind Matters, The Stars Who Made the Magic, Sea Search, Little Stars, The Hilarious House of Frightenstein, Mini-Mystery Theater, Superskate 1980, New Sounds of Country, Jan & Dean special. **Staff:** Gustave Nathan, Andrea Dix, Donna Enos, Richard Velde.

American National Enterprises 3429

American Television Syndication 3436

Ampex 2207

J. Morris Anderson Productions 1636-37-38
24 W. Cheltenham Ave., Philadelphia 19144

Miss Black America Pageant and Television Special, Ms. Black America Award Show, Black America Magazine, Mr. George's Beauty Salon.

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Staff: J. Morris Anderson, Aleta Anderson, David Conn.

Andrews/Mitchell Enterprises 642

APA International Film Distributors 2107

Arbitron 710
1350 Avenue of the Americas, New York 10019

Demonstrations of research programming services for television. **Staff:** A.J. Aurichio, Pierre Megroz, Blaine Decker, Kenneth Wollenberg, Connie Anthes, Richard Lamb.

ARP Films 510-11
342 Madison Ave., New York 10173

Spiderman, Marvel Superheroes, Spiderwoman, New Fantastic Four, Star Blazers, Rocket Robinhood, Max the 2000 Year-Old Mouse, Strange Paradise. **Staff:** Claude Hill, Bob Marcella, Anne Cody, Jim Devaney, Joanne Melton.

Artmedia 1406
430 N. Rodeo Dr., Beverly Hills, Calif. 90210

Catch A Rainbow. **Staff:** Madeleine De Ryke.

ASI Market Research 809-10
7655 Sunset Blvd., Los Angeles 90046

Research services for network, syndication, cable and pay television. **Staff:** Paul Lenberg.

Astral Television Films 504-7
720 King St. W., Suite 600, Toronto, Ont. M5V 2T3

Staff: Harold Greenberg, Ian Greenberg, Jim Willis, Randy Zalken, Stephen Greenberg, Nancy Crawford, Eileen O'Connor.

Atlantic Broadcast Services 1707
873 Concorde St., Suite 111 Framingham, Mass. 01701

Atlantic Richfield 3432

Audicon Films 2407

Australia Film 3430

Avco Embassy Pictures 524
3460 Wilshire Blvd., Los Angeles 90010

Avery-Knodel Television 3237
437 Madison Ave., New York 10022

Staff: Robert Dudley, J.W. Knodel, Robert Kizer, F. Robert Kalthoff, Jack Firestone.

Baron Enterprises 619
522 S. Sepulveda Blvd., Suite 104, Los Angeles 90049

Hallmark Hall of Fame, From Me to You, Nature's Window. **Staff:** Barry Bergsman.

Chuck Barris Productions 1737

BBi Communications Exhibit hall
5 TV Place, Needham Branch, Boston 02192

Health Beat*, Update on Law*, This Was America, The Baxters, House Calls, Summer

Solstice, The Body Works, The Law Works, Update on Health, Point of Law, Denise, Every 10 Seconds, In Sickness and in Health, On Borrowed Time, Good Luck Mr. Robinson, Just Hold My Hand, Why Do I Feel This Way?, The Rheumatoid Factor, Cambodia: Does It Have a Future?, Catch A Rainbow, Jabberwocky, Drawing from Nature. **Staff:** Robert M. Bennett, Paul Rich, Jack Duffiel, Antonia Dauer, Ken McManus, Deborah Shapiro, Chet Collier.

Behrens 4317
2451 Brickell Ave., Miami 33129

Beta Film GmbH 4351

The Bloom Film Group 640
1680 Vine St., Hollywood, Calif. 90028

Abbott & Costello Show, Four Winds to Adventure, It's A Small World, Roger Ramjet & The American Eagles, The New Funny Company, Edgar Wallace Mystery Features, Ten New American Features (1973-1976). **Staff:** David Bloom, Bill Bloom, Ray Myles, Ida Bloom, Derrick Sherwin, Al McKaye.

Bozell & Jacobs 4355
One Dag Hammarskjold Plaza, New York 10017

Mutual of Omaha's Wild Kingdom. **Staff:** John H. Boll, Michael Avery, Arden Swisher, Jim Sparks, Mitch Hisiger, Marlin Perkins.

Bristol-Myers 4207-8
345 Park Ave., New York 10022

In Search of ...

Broadcast Express 1537

BROADCASTING 3540

California Film 632

Canadian Broadcasting Corp. 4319-20
Box 500, Station A, Toronto, Ont. M5W 1E6

Wayne & Schuster, Flappers, Hangin' In, Ritter's Cove, For the Record, Oscar Peterson & Friends, Dancin' Man. **Staff:** Bob Field, Dennis O'Neill, Rob Straight, Charles Falzon.

Capital Cities TV Productions 4241
4100 City Line Ave., Philadelphia 19131

Girl on the Edge of Town, For Better? For Worse? The American Family, Runaway, plus half-hour original dramas. **Staff:** Robert K. King, Charles Keller, William Mulvey.

Carpenter TV Programs 2110
4720 Montgomery Ln., Suite 805, Washington 20014

Shopping at Home. **Staff:** Bill Carpenter, Rebe Immergut

Carter-Grant Productions 4454

Cassandra Program Management 742

C. B. Distribution Exhibit hall
9911 W. Pico Blvd., Los Angeles 90035
Carol Burnett and Friends.

Staff: Alan Silverbach, Tom O'Leary, Jerry Feifer, Betty Jane Metz, Janice Vance.

CBS Television Inner Circle
51 W. 52d St. New York 10019

Chase, Morgan & Worth 3418

Chetwynd Films 504
10 Banigan Dr., Toronto, Ont. M4H 1E9

Formula Atlantic & Grand Prix Racing, Touch A Legend, Me and Sam McGee, Gilles, The Mythmakers, Stampede, Runners. **Staff:** Robin Chetwynd, Gerald S. Kedey.

Childrens Media Productions 3414

Cinaco TV 624
9056 Santa Monica Blvd., Suite 200, Los Angeles 90069

Staff: Fred Briskin, Ilene Briskin, Mike Fahn.

Cinema Shares International Television 4307-08
450 Park Ave., New York 10022

Feature film packages, To Kill the King*, Elmer*, Alpha Incident*, Jacob Two Two Meets the Hooded Fang, Hollywood Man, Texas Detour, Legacy of Horror. **Staff:** Ken Israel, Beverly Partridge, Hank Guzik, Dick Ostrander, Annette Campbell.

Cinemaworld Productions 2137
8361 Vickers St., San Diego 92111

Claster Television Productions 4223-24
200 E. Joppa Rd., Towson, Md. 21204

Staff: John Claster, Sally Gelbard, Janice Carter, Michael Bayer.

CMC Broadcast Services 1805
Two Penn Plaza, New York 10121

Coe Film Associates 4456
65 E. 96th St., New York 10028

Documentaries, sports, educational, features, program inserts, series, children's shows, children's series, children's half-hours, children's specials, services. **Staff:** Bernice Coe, Mignon Levey.

Colbert Television Sales Exhibit hall
1888 Century Park, Suite 1118, Los Angeles, 90067

Bullseye, Bert Convy Special, The Joker's Wild, Tic Tac Dough, Joker! Joker!! Joker!!!, Tales of the Haunted, Lassie, Rifleman. **Staff:** Dick Colbert, Richard B. Colbert, Jack Barry, Dan Enright, Ron Greenberg, Jody Pollock, Meri Brantley, Jill Siegel.

Columbia Pictures Television 4447
15250 Ventura Blvd., Sherman Oaks, Calif. 91403

Charlie's Angels*, Family*, Phyllis*, Mag*, The Tony Randall Show*, Barney Miller, What's Happening, Carter Country, Volume One for the '80's, Starsky & Hutch, Partridge Family, Bewitched, I Dream of Jeannie, TVM-One. **Staff:** H. Gillespie, J. Indelli, D. Danon, R. Don-

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Source: NSI—Nov 1979/Nov 1980

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Continental Broadcasting Network 1209
Virginia Beach, Va. 23463

Another Life. **Staff:** Bob Aaron, Stan Ditchfield, Eldon Wyant, Dick McHugh, Lloyd Watson.

William F. Cooke Television 504
696 Yonge St., Suite 900, Toronto, Ont. M4Y 2A7

Pete's Place*, Nashville Swing, Bourbon Street Parade. **Staff:** William Cooke, Cliff Wilson, Orest Olynik.

Cori & Orient 3455

CPM 3837

CTV Television Network 1307
42 Charles St., Toronto, Ont.

Elliot Curson 2237

Dan Curtis Distribution 4244

Danish Television 4235

D'Arcy MacManus & Masius 1607
437 Madison Ave., New York 10022

Data Communications Corp. 737
3000 Directors Row, Memphis 38131

Network control system, feature film management and amortization package, master control automation and BIAS traffic. **Staff:** Bill Boyce, Greg Calhoun, Morrie Beitch, Steve Price, Diana Summerville.

Dentsu 540

DFS Program Exchange 650
405 Lexington Ave., New York 10017

Scooby Doo, Bullwinkle, Rocky & His Friends, Underdog, Tennessee Tuxedo, Uncle Waldo, Dudley Do-Right, Young Samson, Space Kidettes, Kork—70,000 BC, Inch High Private Eye, Wheelie & Chopper Bunch, Roman Holidays, Devlin, Around the World in 80 Days, Johnny Quest, Jetsons, Flintstones. **Staff:** Jack Irving, Pat McNamara, Wally Chateauvert, Sue Ardde.

Mike Douglas Productions 3442

Dow Jones News Services 1907

Doyle Dane Bernbach 4245

Dyna-Metrics 3937

Ralph C. Ellis Enterprises 504
1231 Yonge St., Suite 300, Toronto, Ont. M4T 2T8

Wild Canada.* **Staff:** Ralph C. Ellis, R. Stephen Ellis.

Michael R. Ellison 3453
Box P, Bellingham, Wash. 98225

Kenneth Copeland, Dwight Thompson Show, God Bless American Special with Dwight Thompson, Gary Randall Show, Sounds of Trumpets with Morris Cerullo, Advent II with Morris Cerullo, Change Our Life with Don Stewart, Concepts of Faith with Charles Capps, Dr. D. James Kennedy/Coral Ridge Ministries. **Staff:** Larry L. Cummings.

Empire Media Television 4307

Excel Video International 4307-08
450 Park Ave., New York 10022

Feature film packages, The Blockhouse*, The Legend of Frenchie King*, The Amazing Mr. Blunden*, Girl/Boy*, Nightmare*, Angry Joe Bass*, Universal Soldier*, Skeleton Key*, Psychotronic Man*, Bonnie's Kids*, A Woman for All Men*, Marie Anne*, Chance*, Cody*, Violent Protection*, Long Weekend*, Gypsy*, Ransom*, Carry on Emmanuelle*, Tiffany Jones*, Business Page. **Staff:** Ken Israel, Beverly Partridge, Hank Guzik, Dick Ostrander.

Faith for Today 4213
1100 Rancho Conejo, Thousand Oaks, Calif. 91320

Staff: William Hull, Armend Lamont.

Don Feddersen Productions 4221,22
12735 Ventura Blvd., Suite 28, Studio City, Calif. 91604

The Lawrence Welk Show. **Staff:** Don Feddersen, Charles Spira, Irving Ross, Michele Jackman, Sam Lutz.

Filmlife 1007
FilmLife Bldg., Moonachie, N.J. 07074

Filmways Enterprises 4231-33-34
2048 Century Park East, Los Angeles 90067

Filmways I*, Films for the '80's, Ghoul-A-Rama I, II, Special Action Features, A Winning Hand, World of MacAbre, Films for the 70's, Startime Theater, Fantastic Sci-fi Theater, Children's Showtime, Young Adult Theater, New Science Fiction, Amazing Sci-fi Show I, II, Top Secret Adventures, Dominant 10, Holiday Storybook of Fables, Real Life Adventures, Adventure Package, Strongmen of the World New Color Adventures, A.I.P., A.I.P./Selma Science Fiction, The Addams Family, The Avengers, Adventures of Ozzie & Harriet, Green Acres, Hollywood Squares, Johnny Sokko & His Flying Robot, Kicks, Mr. Ed, Prince Planet, Touch of Music, Sinbad Jr., Sherlock Holmes, Comeback, Lorne Green's Last of the Wild. **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Roger Adams, Thomas Cerio, Larry Hutchings, Rick Jacobson, Rick Rosner, Edward Cooper, Kristie Smith, John O'Brien, Ron Hastings, Rob Word.

Finnish Broadcasting 4235

Firestone Program Syndication 4337-38
1200 West Broadway, Hewlett, N.Y. 11557

Treasure Hunt, Card Sharks, Prisoner: Cell Block H, The Young Medics, Cop Shop. **Staff:** Len Firestone, Brian Firestone, Alton Firestone.

Franciscan Communications/TeleSPOT Productions 627

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WESTINGHOUSE BROADCASTING COMPANY
70 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91608 213
90 PARK AVENUE, NEW YORK, NY 10016 212 983-5343

1229 S. Santee St., Los Angeles 90015

The Vintage Generation. **Staff:** Martin Neeb, Pat McNamara.

Sandy Frank Film Syndication Exhibit hall
645 Madison Ave., New York 10022

You Asked For It*, Face the Music, Battle of the Planets, Lee Mendelson Star Specials. **Staff:** Sandy Frank, Thomas M. Battista, Richard Bompane, Philip Besser, Al Rothstein, Nancy Schecter, Steven Weiser.

Fremantle Corp. 636-37-38
660 Madison Ave., New York 10021

Fugitive Samurai, Family Treats, Adventures of Black Beauty, Swiss Family Robinson, Kidnaped, What Will They Think of Next?, Rock-It, Live from the Agora, King Rollo, The New Candid Camera. **Staff:** Paul Talbot, David Champaloup, Harriette Sanderson.

Four Star Entertainment Corp. 2310
19770 Bahama St., Northridge, Calif. 91324

Big Valley, Wanted Dead or Alive, Zane Grey Theatre, Stagecoach West, The Westerners, The Wonderful World of Magic, Thrillseekers, Target the Impossible, Ensign O'Toole, McKeever and the Colonel, Tom Ewell Show, Law and Jones, The Lohman and Barkley Show, Here Come the Stars, The Rogues, Dick Powell Theatre, Burke's Law, The Detectives, Honey West, Richard Diamond, Monty Nash, Target the Corruptors, Bully, Portrait: New Breed. **Staff:** David Charnay, Joseph Doyle, David LaFollette, Robert Neece, Harvey Reinstein, Michael McHugh.

French Television Exhibit hall

Fuji Telecasting 513
405 Lexington Ave., New York 10017

Heiji, T.I.A.P.D., The Women of the Shogun's Castle, The Mute Samurai, Zatoichi, The Yagyu Clan, Monjiro, Muteking, Onbu The Friendly Ghost, Mrs. Sazai, The Queen of a Thousand Years, The Louvre, Hakone Open Air Museum, The Yellow Magic Orchestra in Concert, Concert of Classical Japanese Music, Saga Of Princess Kazunimiya, Challenge the Guinness, A Night of Japanese Festivals, Daigoro-Love Works A Miracle, Mutsugoro, Tenchu, Teachers Around the World. **Staff:** O. Watanabe, M. Matsuzawa, Dan Yoshida, T. Kakitani, N. Niwa, M. Takiyama, T. Eto, S. Ito, T. Hoga, C. Kito, L. Hoaglund, K. Torii.

Gateway Productions 4255

Gerber/Carter Communications Exhibit hall
488 Madison Ave., New York 10022

Today's Black Woman, Jack Johnson: Black Power in the Ring, That Teen Show, Stotter's View. **Staff:** Charles S. Gerber, Evelyn Carter, Eric Herman, John De Witt, Brian Patella, John Cantanese.

G. G. Communications 3426
820 Statler Bldg., Boston 02116

Global Television Services 4209

Globo TV Network Of Brazil 516-7
Rua Lopes Quintas 303 Jardim Botânico-Rio de Janeiro

Simone Bettencourt de Oliveira, Caetano Emanuel Viana Teles Veloso and Jorge Lima Duilio de Menezes, Abelim Maria da Cunha, Paulo Cesar Baptista de Faria, Gilberto Passos Gil Moreira and James Chambers, Joao Gilberto Prado Pereira de Oliveira, Elis Regina Carvalho Costa, Rita Lee Jones, Romeu e Julieta, Castro Alves, Malu, Woman, Heavy Load, Police Beat, The Yellow Woodpecker Ranch, Slave Girl Isaura, The Successor. **Staff:** Roberto Irineu Marinho, Luiz E. Borgerth, Joseph Wallach, Felipe Rodriguez, Lisette Stewart, Joana Cecchetti.

Gold Group 4303

Gold Key Media Exhibit hall
6922 Hollywood Blvd., Suite 418, Hollywood, Calif. 90028

Portrait of a Legend*, America's Top 10, Camp Wilderness, Weekend Heroes*. **Staff:** Jeff Alan, Joan Marcus, Mary Kilmartin, Vicki Jo Hoffman, Danielle DiGiacomo.

Gold Key Entertainment Exhibit hall
159 W 43d St., New York 10019

Krofft Superstars, Popeye, Beatles, Cool McCool, Krazy Kat, Barney Google, Beetle Bailey, Perspective on Greatness, Galaxy Two*, Good Vibrations*, The Main Events, The Gamma Chronicles, Blondie, Galaxy One, The Neptune Journals, The Beta Chronicles, The Alpha Chronicles, Bill Burrud Features, Rainbow I, II, III, IV Outdoor Adventures, Thirteen Television Premieres, Scream Theater, Awards Theatre, Action Theater I, Action Theater II, Astor Classic, Astor Sci-fi Features, The Late Show, Cisco Kid, The Palace, Alice's Adventures in Wonderland, The Two Kennedys-A View from Europe, In Search of Ancient Astronauts, In Search of Ancient Mysteries, Loggins and Messina "In the Attic", Walt Wagner Show with Peggy Fleming, Dick Tracy, Flash Gordon, TV Time Capsule. **Staff:** Jerry Kurtz, Robert B. Miller, Leonard R. Soglio, Judy Gillespie, Randy Hanson, Mort Marcus, James Ricks Jr., Ben Barry, William F. Cooke.

Samuel Goldwyn 4311
1041 N. Formosa Ave., Los Angeles 90046

Terrorpix I, Goldwyn Family Six-pack, Dan August, Best of Goldwyn, The Samuel Goldwyn Library, Snippets. **Staff:** Thomas Q. Seehof, Meyer Gottlieb, Peter Preis.

Granada Television International 4203-04
1221 Avenue of the Americas, New York 10020

Comedians, Strangers, My Father's House, Lady Killers, Christians, Disappearing World, Camera, Barenboim on Beethoven, World in Action, Hard Times, Alive and Well in the USA, Presidents Son of a Bitch, Tina Turner-On the Road, Afghan Exodus, Life of Christine, Abbado Profile, In the Spirit, Philby Burgess and McClean, Gossip from the Forest, Collision Course, Staying On. **Staff:** Vivien Wallace, Barrie Heads, Patrick Rickenberg, Adrienne Spartan.

Sherman Grinberg Film Libraries 3427
1040 N. McCadden Pl., Hollywood, Calif. 90038

Life and Death*, The Untold Story of ..., Bogart, Hollywood-The Seiznick Years, Paramount News. **Staff:** Sherman Grinberg, Edna Grinberg, Linda Grinberg, Bernie Chertok, Nancy Casey.

Group IV Distributors 4205-06
1515 Broadway, New York 10036

Woman's Digest*, Upstairs at Xenon*, News from Zoos*, The New Amazing Kreskin series*. **Staff:** Mort Zimmerman, Brian O'Daly, Ron Tausend, Nat Cavalluzzi, Donna Barrie, Bruce Gross, Loretta Solomon, Terry Strait.

Group W Productions Exhibit hall
70 Universal City Plaza, Universal City, Calif. 91608

The John Davidson Show, Hour Magazine, Fight Back with David Horowitz, PM Magazine, We're Movin! **Staff:** Edwin Vane, George Resing, Leonard Giarraputo, Owen Simon, Bruce McKay, Robert Rubin, Christopher Claus, Nancy Hamilton, Carol Strond, Donald Spagnolia, Daniel Cosgrove, Jack Swindell, Jack Foley, Peter Gimber, Michelle Thomas, Therese Kiely, Clark Morehouse.

Grundy Organization 4325-26
9911 W. Pico Blvd., Los Angeles 90035

Prisoner: Cell Block H, The Restless Years, The Young Medics, Punishment*, Bellamy*, The Alternative, The Death Train, Demolition, Gone to Ground, Image of Death, Mama's Gone A-Hunting, The Newman Shame, The Night Nurse, Plunge into Darkness, Roses Bloom Twice, The Scalp Merchant, Poor Fella Me, docu-dramas (30). **Staff:** Reg Grundy, Bob Crystal, Tom McManus.

Leo Gutman Exhibit hall
230 Park Ave., New York 10017

The Columbia Super Heroes, Chuck Connor's Great Western Theater, The Universal Cliffhangers, Sherlock Holmes, Charlie Chan, Mr. Moto, East Side Kids, Ingrid Bergman Theater, International 3, Hollywood 7, The Spectacular 4, Red Ryder, Branded, The Guns of Will Sonnett, The Columbia Super Serials. **Staff:** Leo A. Gutman, Esther Balenzano.

Alfred Haber 4237-38
321 Commercial Ave., Palisades Park, N.J. 07650

The Forum Presents, Gauguin the Savage. **Staff:** Alfred Haber, Martha Strauss, Denise DelBoccio.

Larry Harmon Pictures 631
650 N. Bronson Ave., Hollywood, Calif. 90004

All New Bozo Show, Bozo Big Top Circus Show, Bozo Comedy Show, Bozo cartoon library, Bozo live show franchise, Laurel & Hardy comedy show, Laurel & Hardy cartoon library. **Staff:** Larry Harmon, Gus Nathan.

Harrington, Righter & Parsons 3737
280 Park Ave., New York 10017

Hi-Five Audio/Visual 2137

Hollywood Distributors International 3412

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HR Television 3637
 750 Third Ave., New York 10017

Image Factory 603
 18 E. 53d St. New York 10022

Corporate identity packages, syndication radio promotion packages for television, architectural design and construction services, print campaigns. **Staff:** George McGinnis, Charna Flanzer, Marvin Trull, Ed Pacio, Linda Graffeo.

Insight Paulist Exhibit hall
International Tele-Film Enterprises 504
 47 Densley Ave., Toronto, Ont. M6M 5A8

Ability In Spite of Disability, Always Be Careful, Children of Theater Street, Care's Wish, Come On Willy You Can Do It*, Crunchbird Prod, Destiny's Angel*, Dr. Climax, Do It Yourself package, Heritage package, Highland Regiments of Canada, Ivory Tower*, Kreighoff, Letter to Vietnam, Marmitons, Normandy Dream, Only Game in Town, Outdoor Sports package, Portage, Psychic surgery in the Philippines, Recettes de Juliette, Rene Simard in Japan, Roving Report*, Run River Run*, Seventies*,

Wide World*, Wishing Well, World Around Us I & II, World's Children, Young Chefs*. **Staff:** Murray L. Sweigman, Kevin D. Keeley.

International Telemedia 1410
International TV Trading 4351
Italtoons/N.E.T. 3419
ITC Entertainment 4335
 115 E. 57 St., New York 10022

The Muppet Show, The Saint, Return of the Saint, Let's Rock, Edward the King, Space: 1999, When Havoc Struck, Entertainment Volumes I, II, III, The Thrillers, Superlative Seven, Julie & Sammy, From This Moment On ... Cole Porter, The Beatles Forever, The Entertainers, Merry Christmas ... with Love, Julie, Come Hear the Music Play, Heart and Soul, The Julie Andrews Christmas Special, The Very Special Seven, Julie & Dick in Covent Garden, Julie My Favorite Things, Our Love Is Here To Stay, James Paul McCartney, Tony and Lena, Sammy, Crimes of Passion, The Protectors, My Partner the Ghost, Department S, The Persuaders, The Adventurer, The Baron, Man in a Suitcase, The Prisoner, Secret Agent, Dangerman, The Gale Storm Show, Fury. **Staff:** Abe Mandell, Leonard Kornblum, Pierre Weis, Joseph Ceslik, Jim Stern, S. Allen Ash, Al Lanken, Charlie Keys, Cy Kaplan, Armando Nunez, Valerie Rowley, Philip Jones, Murray Horowitz, Robert Mandell, Nat Leipziger.

Janus Television 3404
 745 Fifth Ave., New York 10151

Doctor in the House, Ultimate Classics, Laurel & Hardy. **Staff:** Bob Curtis, Bob Cohen.

Jays Incorporated 1437
J.E.D. Productions 654
Hardy Jones Productions 3428
 Box 855 Sausalito, Calif. 94966

A Year with the Dolphins, The Marine Mammals. **Staff:** Hardy Jones.

JWT Syndication 3422
 420 Lexington Ave., New York 10017

Tales of the Unexpected, Norm Crosby's Comedy Shop, World of Survival, Update on Health, Miss Peach, The Body Works, For A Better World, A Gorey Halloween, Spotlight, Newsweek Broadcasting*, Personality News Network*, American at Play*, Three on the Road, Newsweek Broadcasting feature service, Today's Woman, Cartoon-A-Torial, The Nooze Reports. **Staff:** Robert E. Buchanan, Marie Luisi, John H. P. Davis, Norman Varney, Michael Temper, Jeanne Paynter, Martha Daniel, Lanier Brannen, Debi Crawford, Thos Paine.

Kaman Sciences/BCS 3810
 Box 7463, Colorado Springs 80933

Computerized film programs, amortization, payables, programing, forecasting. **Staff:** George T. Beattie, A. Richard Trapp, Susanne Perrine, Tom Roper.

Karol Media 3434
 12 E. 46th St., New York 10017

Trends in Living. **Staff:** Al Roselin, Michael McCurdy.

Katz 3707
 One Dag Hammar skjold Plaza, New York 10017

Staff: James L. Greenwald, Frank McCann, Dave Abbey, Dick Goldstein, Vic Ferrante, Dan Robinson, Ken Donnellon, Barry Lewis, Gordon Hastings, Alan Bennett, Phil Oldham, Gary Lico, Tony Vella.

M.A. Kempner 4239
 4699 N. Federal Highway, Pompano Beach, Fla. 33064

TV Powww! The Jane Chastain Show, Barney. **Staff:** Marvin A. Kempner, Tim Overmyer, Dan Kempner, George Shakoor.

Kery Film 1910
 Rudolsspl 7, Alola, Vienna, Austria

King Features Syndicate 4431
 235 E. 45th St., New York 10017

All News Popeye Show, Animated Flash Gordon, Popeye Classics, Beatles cartoons, Snuffy Smith, Krazy Kat, Cool McCool, Beetle Bailey, Flash Gordon series, Blondie, Time Capsule. **Staff:** Charles E. Shutt, Sam Gang.

King World Productions 609-10-11
 480 Morris Ave., Summit, N.J. 07901

The Little Rascals, The Butcher Show, Dr. Len-

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Show Biz

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Klein & 3437
1111 S. Robertson Blvd., Los Angeles 90035

Why in the World, The Movies, Animation Now, ID and promotion. **Staff:** Bob Klein, Barbara Abels, Jim C. Collier, Barbara Barnes, Bruce Littlejohn.

Michael Krauss Productions 4453
35 Main St., Irvington, N.Y. 10533

Hittin' Home, SportsPage, Nightlight and consultant services. **Staff:** Michael Krauss, Robert Kuretsky, Marla Schulman, John Burghardt, Suzan Marciona.

Laff-A-Bit Films Inc. 618
34 Kramer Dr., Paramus, N.J. 07652

The Laff-a-Bits (comedy series), package of 125 silent comedy classics, The Black Pirate, Blood and Sand, The Great Train Robbery, Ms. Fixer Upper, Children in the Holocaust, Jangadeiro, The Chinkultic Story. **Staff:** Kay Arnold.

Alan Landsburg Productions TBA
1554 S. Sepulveda Blvd., Los Angeles 90025

The Chisholms, In Search of ..., Between the Wars, Kids from Caper, Bill, We're A Family Again, The Jayne Mansfield Story, Baby Come Home, Marathon, Mysterious Two, Mysterious Island of Beautiful Women, And Baby Makes Six, Torn Between Two Lovers, Terror Out of the Sky, The Triangle Factory Fire, Ruby and Oswald, Tarantulas: The Deadly Cargo, Ants: It Happened at Lake Wood Manor, The Savage Bees, Fear on Trial, Oh Baby Baby Baby ..., Song of the Succubus, Rock a Die Baby, Murder in the First Person, Death in Space, Murder Impossible, Shark Hunters, 30 Years of TV Comedy's Greatest Hits, Catastrophe No Safe Place, The World's Most Spectacular Stuntman, No Holds Barred, Are You A Missing Heir, Fawn Story, The Starlet: Making it in Hollywood, Has Marriage Had It?, Unsolved Mysteries: The Investigators, On Location, The Fat of the Land, The Fragile Mind, In Search of Ancient Mysteries ..., Conquista, The Land, My Father Gave Me America, Crime Watch with Truman Capote, In Search of Ancient Astronauts, The Blue Edge, Life Death and the American Woman, It Takes a Lot of Love, It Was a Very Good Year, How to Stay Alive, Alaska Wilderness Lake, The Coming, The White Lions, Manbeast, Secrets of the Bermuda Triangle, The Outer Space Connection. **Staff:** Alan Landsburg, Howard Lipstone, Stan Golden.

Lexington Broadcast Services Exhibit hall
800 Third Ave., New York 10022

Sha Na Na, Bowzer, Hot Fudge, Super Scoop, Clairol Crown, World Championship Tennis,

Health Field, Dick Clark, Strawberry Shortcake, The Racers, Escape. **Staff:** Henry Siegel, Roger Lefkon, John C. Ranck, Milt Strasser, Wendy Phillips, Bobbie Marcus, Louise Graneli.

Lone Star Productions Exhibit hall

Lorimar 4349
10202 W. Washington Blvd., Culver City, Calif. 90230

Dallas*, Eight is Enough, A Man Called Intrepid, Mr. Horn, Skag, Young Pioneers, Lorimar and Allied Artists TV and feature film packages*, Man Trap*, The Doc Severinson Show*. **Staff:** Ken Page, Anthony Brown, Virgil Wolff, Montey Lounsbury, Jack Donahue, Norman Levine, Andrew Jaeger, Marty Mills, Victoria Laughlin, Bill Trotter.

Lutheran Television 4353
2185 Hampton Ave., St. Louis 63139

This Is the Life, Pattern for Living, Est es la Vida, Tension Point, Miles to Go, Easter Is, The Stableboy's Christmas, The City That Forgot About Christmas, Christmas Is, Freedom Is. **Staff:** Janet R. Naji, Anita V. Schmidt.

Madison Square Garden Television/Hughes Television Network 648-9
2 Pennsylvania Plaza, New York 10121

Prime Time College Basketball*, National Invitation Tournament, Soap Opera Revue*, Sportspage*. **Staff:** Joseph M. Cohen, Allan Rubenstein, Andrew L. Spitzer, William Hyland, Marlene H. Meyers, Mike James, John Tagliaferro.

Mag-Net 4315
540 Madison Ave., New York 10022

The Million Dollar Talent Show, Leave It to the Women, The 1980's Survival Kit, Children and Television, Victims of Violence and Fear, Hard Time, Whatever Happened to Lori Jean Lloyd, Combat in the Classroom, Omni. **Staff:** Stephen Mathis, Richard Gold.

Magnetic Video Corp. 3110

Major League Baseball Promotion Corp. 1807-06-08

1212 Avenue of the Americas, New York 10036

This Week in Baseball, The Baseball Bunch* **Staff:** Joe Podesta, Larry Parker, Terry Kassel, Geoff Belinfante, Mel Allen, Jody Shapiro.

Masscasting Corp. 625
18 Newbury St., Boston 02116

Stars of the Cinema, You're Right On, Turn On, We Love ..., Wonderful World, Set Your Sights, The Look You Like. **Staff:** Neal P. Cortell, Donald W. Hill, Jeff Hardman, Andrea Blong.

Maxlife Communications 644

MCA TV 4439
445 Park Ave., New York 10022

Quincy*, Sugar Ray Leonard's Golden Gloves*, World's Greatest Circus*, The Incredible Hulk*, Hardy Boys/Nancy Drew*, The Deer Hunter*, Battlestar Galactica, Universal Network Movies

(85), Baretta, Champagne Movies 34, The Rockford Files, Kojak, Adam-12, Alfred Hitchcock Presents, Alias Smith & Jones, America's Athletes 1980, The Bionic Woman, The Bold Ones, Boris Karloff Presents, Dragnet, Emergency, Holmes & Yoyo, Ironside, It Takes A Third, The Jack Benny Show, Leave It To Beaver, Love That Bob, Major Adams, Marcus Welby M.D., McHale's Navy, The Munsters, The Name of the Game, Rod Serling's Night Gallery, Run for Your Life, The Six Million Dollar Man, Suspense Theater, Universal Star Time, The Virginian, Wagon Train, Rich Poor Man, Novels I, II, Operation Prime Time I, II, IV, Ninety Minute Movies, Universal Grand 50, Universal Star Spangled 33, Universal World Premiere, Comedy Festival I, II, Universal, 40, 49, 50, 52, 53, 100, 123, Universal 260 Select List, Universal 36 Black and White, Western Roundup, Reserve, Diabolic Dozen. **Staff:** Lou Friedland, Don Menchel, Al Rush, Shelly Schwab, Carl Russell, Jack Allen, Chuck Gerber, Hal Cranton, Joe Ondrick, Gerri Pare, Bob Davis, Bert Herbert, Jack Robertson, Phil Conway, Carl Runge.

McHugh and Hoffman 807-08
3970 Chain Bridge Rd., Fairfax, Va. 22030

Staff: Peter Hoffman, John Bowen III, Jacques de Suze, William Feest, Joseph Saitta, Gerald Hartshorn.

Media Communications 2307

Media Lab Television 504
20 Victoria St., Suite 403, Toronto, Ont. M5C 2N8

The Littlest Hobo, Tom Sawyer/Huckleberry Finn, The Palace Presents, Michel Legrand And Friends, Astonishing Odyssey, Wu-Hang Chinese Circus, Live At The Forum, The Forum Presents, Celebrity Revue, Rock It, Magic Palace, It Turns, Village People Special, World Championship Wrestling, Science International, Lives, The World's Children, Classic Keystone Comedy Kapers, Conquest Of Space*, Mysteries Of The Indigo Depths*, **Staff:** Maxim W. Engel, Susan D. Tebbutt, Sharyl F. Solish.

Metromedia Producers Exhibit hall
5746 Sunset Blvd., Hollywood, Calif. 90028

The Merv Griffin Show, Rodeo Drive*, Worlds Apart*, Uncle Late Nite*, Super Pay Cards*, Your Basic Do-It-Yourself Millionaire Kit*, Country Music Gazette*, The New Dick Van Dyke Show*, The Crosswits, That Girl, The Ann Sothern Show, National Collegiate Talent Tournament*, I Claudius, The Golden Circle, Wild Times, Roughnecks, Jane Goodall and the World of Animal Behavior, Time of Man, The Untamed World, The Undersea World of Jacques Cousteau, Sleep from A to Zzzzz, Future Shock, Die Fledermaus, The Sleeping Beauty, The Royal Ballet Salutes the U.S.A., The Jackie Gleason Christmas Show, The Singing Cowboys Ride Again*, Premium I, II, Plus, MPC 20, The Groovy Ghoulies and Friends, Crusader Rabbit, Dynasty, Vegas, Fantasy Island, Charlie's Angels, Starsky & Hutch, Family, S.W.A.T., Movin' On, Dusty's Trail, Chopper One, Firehouse, Here We Go Again, My Favorite Martian, Primus, plus other features. **Staff:** R. Wood, A. Silverbach, J. Stabile, H. Lazarus, R.



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MG Films 4413
400 E. 54th St., New York 10022

The Winning Moment*, B.C.A. Special Christmas*, Senior America*, Superscoop*, Spirit of Independence, The Wonderful Stories of Professor Kitzel, The Spirit of '76, Hot Fudge. **Staff:** Marvin M. Grieve.

MGM-TV 4428
1350 Avenue of the Americas, New York 10019

ChiPs, Medical Center, How the West Was Won, Conquest, An Evening with Gene Kelly, Courtship of Eddie's Father, Please Don't Eat the Daisies, Daktari, Then Came Bronson, Man From U.N.C.L.E., The American Adventure, The World of Mother Teresa, Sean, Clash of the Titans, MGM's That's Entertainment, MGM Lion, MGM/10,11/Pre-48, 16 Extra Extras, 25 Extra Extras, Hawkins, Tailor Mades, Theater, Our Gang, Pete Smith, Passing Parade, Crime Does Not Pay, Tom and Jerry, MGM Television Cartoon Library-MGM/105. **Staff:** Larry Gershman, Joseph Tirinato, Susan Swimer, Jean Goldberg, Ben Wickham, Les Friends, Neil Russell, Phil Smith, Bob Horen, Bill Kunkel, Sheryl Hardy, Stacey Valenza, Edna Kaye.

Mighty Minute Programs 639
840 Battery St., San Francisco 94111

Joe Carcione the Greengrocer, Garden Gazette with Bob Webster, On the Move with Charlie Coane, Blue Collar Movie Reviews by Greg Dumas, Action Report, Economy Traveller, Dr. Dean Edell, The Tipsters. **Staff:** David Meblin, Lou Hummel.

Mizlou TV 4215

MMT Sales 3337
630 Third Ave., New York 10017

Staff: Gary Scollard, Neil Kennedy, Jack Oken, Roger Goldhamer, Jon Gluck.

William Morris Agency 3510
151 El Camino, Beverly Hills, Calif. 90212

Staff: Steven F. Konow, Lou Weiss, Jenny Katlman, Ron Yotter, Barry Weiner, Jonathin Russo.

MT Television 3448
Richard Simmons Show. **Staff:** Michael Thompson.

Multi-Cultural Children's TV 3413

Multimedia Program Productions 4344-45, 4401
140 W. Ninth St., Cincinnati 45202

Donahue, Young People's Specials, Archie Campbell Show, Music City News Top Country Hits of the Year, 15th Annual Music City News County Awards, Country Galaxy of Stars, A Tribute to ... **Staff:** Donald Dahlman, Leland Jackoway, Bruce Johansen, Joseph Cifarelli, Richard Mincer, Cynthia Patrasso.

Muscular Dystrophy Association 3435

National Captioning Institute 3452
5203 Leesburg Pike, Baileys Crossroads, Va. 22041

National Telefilm Associates 520-52
12636 Beatrice St., Los Angeles 90066

Bonanza, Car 54 Where Are You, Dean Martin, Flip Wilson, Get Smart, High Chaparral, Laramie, Laredo, Loretta Young, Music Country USA, Search and Rescue, T.H.E. Cat, Uncommon Valor, Victory at Sea, Best of NTA, Horror features, John Wayne Classic Westerns, Mystery-Suspense/Great Detectives, Nostalgic Musicals, Nostalgic Westerns, Roy Rogers; The Great Movie Cowboys, Science Fiction, Republic Serials, Paramount Short Subjects, Betty Boop, George Pal Puppets, Max Fleischer Color Classics, Storybook Theater. **Staff:** Bud Groskopf, Arthur S. Gross, Neil Evans, Burt Rosenburgh, Barry Bernard, John Herrin, Bill Seymour, Terry Guiry.

NBC Sybill's restaurant
30 Rockefeller Plaza, New York 10020

Net Television 634

Newsweek Broadcasting 3425
444 Madison Ave., New York 10022

Sportsreel*, Cartoon-a-torial, Today's Woman. **Staff:** Bernard J. Shusman, Sally Hunter, Judith Green, Brian MacFarlane, Sarah Or-dover, John Peaslee.

New York Times Syndication Sales 628
100 Park Ave., New York 10166

Portraits of Power, Torch of Champions, Olympic Champions, Then and Now: Filmmakers Salute Oscar, NCAA Top Ten Football, The Western, Winterworld, Majesty.

New Zoo Revue 612-613
9401 Wilshire Blvd., Suite 620, Beverly Hills, Calif. 90212

Staff: Barbara Atlas, Tom Moore.

A.C. Nielsen 740
1290 Avenue of the Americas, New York 10104

Local individual market reports, national syndicated programs, local syndicated programs, network program ratings, metered markets, coincidentals, NSI plus, cable/home video market research (NHI)*, special research, cassandra*. **Staff:** J. Lyons, W. Hamill, R. Anderson, D. Traylor, J. K. Weber, P. Baard, L. West, M. Edmonson, H. Fleig, W. Chesney, C. Carter, C. Herrick, J. Cote, D. Harkness, J. Infantino, L. Frerk, S. Alpert, J. Lazarus.

Nielsen-Ferns International 620-621
55 University Ave., Suite 1100, Toronto, Ont. M5J 2H7

Different Slopes, Skating on Thin Ice, Cities, Portraits of Power, Karen Kain: Ballerina, Lynn Seymour-A Portrait, Al Oeming: Man of the North, The Stationary Ark, From Russia with Bruno Gerussi, Dostoevsky, A Third Testament, An Ark for Our Time, Music for Wilderness Lake, Ray St. Germain Country Series, 1980 Canadian Finals Rodeo. **Staff:** Richard Nielsen, W. Paterson Ferns, Robert Giroux, Derek McGillivray.

Norfolk Communications 3454

Norwegian Broadcasting 4235

Novacom 641
1345 Avenue of the Americas, New York 10105

Nova, Erica Wilson, The Boston Pops, Evening at Symphony, Julia Child & Company, World, Cuban Exodus, Camera Three, This Old House*, Victory Garden*, New Voice*, Hard Choices*, Billy and the Lowlands, Dark End of the Street, Joan Robinson: One Woman's Story. **Staff:** Bruce L. Paisner, William E. Miller, Louise Rosen.

Oak Television 1010

On the Air 551
160 E. 56th St., New York 10022

Sonny & Cher Comedy Hour, Siegel, The Collaborators, Side Street, The Award Winners, Live From the Lone Star Cafe, Miss World Beauty Pageant, Peace on Earth, Kimba. **Staff:** Fred Weiner, Alvin Sussman, Howard Shulman, Alan Zaretsky, Lee Block, Terry Jackson, Rita Michaelson, Louis Israel.

Osmond International 3910

Osmond Television Sales 4309-10
Box 911, Brentwood, Tenn. 37027

The Osmond Brothers Show, The Howard Ruff Show, Country People, Ralph Emery's Amusement Company, The Cherry Blossom Festival Parade, Videotape News Library, Clever Jack, Country Roads, Big City Comedy, The Donna Fargo Show, The Nine Best of Donny & Marie, Christmas with the Lennon Sisters, feature film packages. **Staff:** David F. Sifford, Beverlie Brewer, Robert Chenoff, Annette Johnson, Car-mon Moon.

Jim Owens Productions 4344
50 Music Square West, Washington, Tenn. 37203

Music City News Top Country Hits of the Year, 15th Annual Music City News Country Awards, Country Galaxy of Stars, Girls Championship Fastpitch Softball, A Tribute to Hank Williams: The Man and His Music, A Tribute to Chet Atkins from His Friends, Big Al's Doggs, A Concert Behind Prison Walls, A Garbi Doll for Christmas. **Staff:** Jim Owens, Gus Barba, Connie Gossum, Hal Buckley.

Paramount Pictures 4407
One Gulf + Western Plaza, New York 10023

Portfolios I through IX, Paramount Action Theater, The Untouchables, Marquee I, II, III, Washington: Behind Closed Doors, Entertainment Tonight, Taxi, Laverne & Shirley, Happy Days Again, The Brady Bunch, Star Trek, The Odd Couple, Make Me Laugh, Love American Style, Mission Impossible, The Lucy Show, Solid Gold, The Way They Were, The Girl the Gold Watch & Dynamite, Golda, Smiley's People, Solid Gold '79, The Girl the Gold Watch & Everything, The Top of the Hill, Mork & Mindy, The Best of the West, Bosom Buddies, Here's Boomer, Foul Play, Nero Wolfe, Happy Days, Shogun, Tinker Tailor Soldier Spy, The Timeless



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That means being an investigator and guardian against wrongdoing, as the Gannett News Service did when it helped holders of bonds issued for a bankrupt shrine recover money they thought they would never see again.

That means being a helpmate to the weak and distressed, as KOCO-TV in Oklahoma City did in helping hard-to-place children find adoptive homes. Or, as the Burlington Free Press did, with a series to help people cope with the problems of growing old.

That means reflecting the mood of America, as Gannett Outdoor Advertising did with its "Free At Last" billboard greeting to the returning hostages.

Gannett's 24,000 men and women have a commitment to freedom. Freedom to share in the

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Host FRANKIE AVALON. Starring CARL PERKINS, CONWAY TWITTY, FABIAN, PAT BOONE and others.



Part II

The Cheek-to-Cheek Years. 1959-62

Host PAUL ANKA. Starring CONNIE FRANCIS, THE DRIFTERS, RICKY NELSON, ROY ORBISON and others.



Part V

Back to Basics. 1971-74

Host ELTON JOHN. Starring ROD STEWART, ISAAC HAYES, BARRY WHITE, HELEN REDDY and others.



Part VI

Every Which Way. 1975 to Present

Host DOOBIE BROTHERS MICHAEL McDONALD and PATRICK SIMMONS with TOM JOHNSTON. Starring THE VILLAGE PEOPLE, DAVID BOWIE and others.

***"The Roots of
All the Stars. All the***



Part III

A Farewell to Innocence. 1963-66

Host NEIL SEDEKA. Starring JOHNNY RIVERS, THE BEACH BOYS, MICK JAGGER, PAUL McCARTNEY and others.



Part IV

Rockin' the Boat. 1967-70

Host ROD STEWART. Starring THE FIFTH DIMENSION, ARETHA FRANKLIN, THE FOUR TOPS, TINY TIM and others.

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Six spectacular hours, covering 25 years.

Against backdrop footage of the news events that made history, "The Roots of Rock 'n Roll" explodes with the vitality of international superstars whose music helped shape our culture. Your viewers will see virtually every major rock artist — both live and in rare film from the past.

"The Roots of Rock 'n Roll" has powerful appeal for the whole family, with a special attrac-

tion for young adults. It's a fascinating six-part story that will compel your viewers to tune in for next week's episode.

Designed for a prime time audience.

"The Roots of Rock 'n Roll" is first-rate, first-run and solid prime time network quality. And, every week for six weeks, your station can promote the magic names that have pulled the biggest audiences in entertainment history.

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Western Union Broadcast Services.

THE HIT LIST JAWS COAL MINER'S
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MORE AMERICAN GRAFFITTI BRINE
JAWS THE SEDUCTION OF JOE TYNA
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JOB LITTLE MISS MARKER THE WIZ
RESURRECTION THE NUDE BOMB T
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NEXT YEAR COAL MINER'S DAUGHTER

HERE ARE THE BEST! 36 FROM **MCA TV**

Land, A Town Like Alice, The Last Outlaw, Flesh and Blood, Backstairs at the White House, Moneychangers, John Denver & The Muppets, plus Pat Boone, Bee Gees, and the Jackson specials and film feature library. **Staff:** Richard Frank, W. Randolph Reiss, Bob Jacquemin, Leonard J. Grossi, Helen Ricketts, Rick Weidner, Dan Greenblatt, Joel Berman, Steve Goldman, Kevin Tannehill, Greg Meidel, Sid Cohen, Bruce Gordon, Joseph Lucas, Peter Cary, Malcolm Vaughn, George Mooratoff, Malcolm Orme, Ramon Perez, Mel Harris, John Goldhammer, Robert Kingensmith, Garrett Hart, Leonard Kalcheim, Mike Policare, Ron Nelson.

Pepsi-Cola 1337

Performance Advertising 3421

Perin Enterprises 4413

Peters Griffin Woodward 909
645 Fifth Ave., New York 10022

Programing service to represented television stations—buying, recommending and scheduling syndicated programing. **Staff:** James King, Charles R. Kinney, Dennis K. Gillespie, Ron P. Collins, Gene Swerdlhoff, Marc Solomon, John Gardner, Julio Bermudez.

PolyGram Television 4424
11340 W. Olympic, Los Angeles 90064

Eric Sevareid's Chronicle, The Not Too Late

Show, For the Honor of Our Country, The Shadow Box, The Choice, The Day the Loving Stopped, Skokie. **Staff:** Norman Horowitz, Brian Pike, Mark Kaner, Seymour Berns, Bill Josey, Ollie Hesketh, Abbie Chapman, Jack Arbib, Gary Maisel.

Pop Network 3447

Post-Newsweek Productions Exhibit hall
4676 Admiralty Way, Suite 520, Marina Del Rey, Calif. 90291

The Charlie Rose Show, Young Lives, Agronsky & Co., The Presidents, American Documents Shorts, Go Tell It. **Staff:** Joel Chaseman, Tay Voyer, Carl Menk, Madelyn Goldberg, Ellen Manowitz, Fran Kaufman, Glen Hagen.

Richard Price TV Associates 647

Program Marketing Associates 1237

Program Syndication Services 504-5
405 Lexington Ave., New York 10174

Let's Talk Sports*, The 24 Days of Christmas, Morning Stretch*, The Phantom Wolf*, Women of Russia, The Coral Jungle, Israel Reports*, Quality of Life, Gift of Winter, The Twelve Gifts, The Christmas Star. **Staff:** Peggy Green, Ron-da Kerschner, Suzanne Crowe, Aileen Resnick, Rosalie Macaluso.

Pro Sports Entertainment 1837
154 E. 46 St., New York 10017

NFL Review and Preview, Super Memories of

the Super Bowl, The NFL's Best Ever, Pro Pigskin Predictions with Paul Hornung*. **Staff:** George Fritzinger, Michael Vaughan, Mitch Gutkowski, Paul Hornung, Jay Moran.

Producers Video Center 3403
2450 Grand Ave., Suite 400, Kansas City 64108

Race Vision 3449

Rai Corp 3137

RCA American Communications 1110
201 Centennial Ave., Piscataway, N.J. 08854

Offering satellite services. **Staff:** Larry Driscoll, Harold Rice, Lew Donato, David Warnock, Michael Sterba.

R.D. Citron 653
365 W. End Ave., New York 10024

Great Adventure. **Staff:** R.D. Citron, R.L. Citron, Carol Danek, Jesse A. Rice, J. O'Gorman, F. Rice, D. Joyce.

Reeves Teletape 3107
304 E. 44th St., New York 10017

Syndication, production, post-production and sound services. **Staff:** Jim McKenney, Joe Di-Buono, Lou Maltase.

Representative Films Limited 504
120 Peter St., Toronto, Ont. M5V 2G7

50's Connection, Summer's Children, Mako Underwater Productions, The Wayne Thomas Comedy Show, Sounds Good, Lively Country, Glitter, Stan Kann series, children's series. **Staff:** Dorothy Janhevich, Patricia Ryan.

Reymer & Gersin Associates 837
4000 Town Center, Suite 655, Southfield, Mich. 48075

Broadcast media research and consulting services. **Staff:** Harvey N. Gersin, Jon S. Beacher, Douglas C. Clemensen.

Rhodes Productions 526
124 11th St., N. Manhattan Beach, Calif. 90266

Let's Make a Deal*, Pitfall*, SCTV*, Just Between Us, Divorce Court, Cisco Kid, Celebrity Revue, Plants Are Like People, Keystone Komedies, Four Girls Four*, Peter Marshall Salutes the Big Bands*, Magic, Circle of Stars, Concerts of the 80's, Butcher Baker . . . , It's A Fact, Dear Toni. **Staff:** Jack E. Rhodes, Ralph V. Cunningham, William G. Rhodes, Bruce A. Genter, Nicholas A. Fasola, Rhian R. Rhodes, Chris Remington.

Dan Robinson Broadcasting Exhibit hall

Peter Rodgers Organization 4331-32
Box 2669, Van Nuys, Calif. 91404

Science Fiction Feature package, Horror Feature package, Heritage Feature Group I, 2, 3, Pro package, Yordan Feature package, Crystal Feature Group, 101 Feature Group, 11 First Run Feature Group, Masterpiece Feature Classics, Nostalgia Nine Feature Group, Carry On Feature series, Kennedy's Ireland, Buck

Telepictures Exhibit hall
1 Dag Hammarskjold Plaza, New York 10017

"THE KIDS BANANAS!"

Check out
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NASHVILLE ON THE ROAD

Show Biz

See Page 14



Joanie gives her viewers a real workout! And your station a real boost in the mornings. She's perfect before Good Morning America, CBS Morning or Today. With Joanie at 6:30 AM, HUTs are up one and a half times in Baltimore and they've more than doubled in San Francisco. WJZ and KPIX know Joanie has the muscle to attract a brand-new audience at this early morning hour!

Wake up with Joanie in PSS Suites 604-605 at the New York Hilton Saturday and Sunday, March 14th and 15th, during NATPE.

"Morning Stretch" with Joanie gets your viewers up everyday!



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TEL: 415-982-8400

Source: Arbitron, San Francisco, Jan '79 & '81; Baltimore, Jan '80 & '81

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*Translation from the Danish: You'd have to travel pretty far to catch these acts.





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GENE KELLY

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WORLD'S GREATEST CIRCUS

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MCA TV

Contact Shelly Schwab or Jack Allen (212) 759-7500.

AT NATPE: NY HILTON, SUITE 4439.

Rogers, Johnny Cash, How the West Was Lost, Flipper, Gentle Ben, Bill Cosby Show, Wyatt Earp. **Staff:** Peter Rodgers.

Burt Rosen 2007
8489 West Third, Los Angeles 90048

Tom Jones*, This Is Casino*, Celebration with Glen Campbell, Tanya Tucker and Kris Kristofferson. **Staff:** Burt Rosen, Tom Cole, Tani Cohen.

Roxxon Entertainment 4217

Satori Productions 4323, 24
250 W. 57th St., Suite 2105, New York 10107

Staff: Ernest Sauer, Gary Conner, Jeffrey Sass, Marc Brenard, Ken Wiederhorn, Van Bridgeman, Maureen Shea, Bob Aaronson, Janice De Madonna, Sandy Stern.

Sea World 937

Seltel 3637-38
750 Third Ave., New York 10017

Staff: Arthur Stringer, Edgar White Jr., Philip Corper, Taylor Eldon, Charles Lore, Dick Owen.

SFM Entertainment 606
1180 Avenue of the Americas, New York 10036

The SFM Holiday Network, The Mobil Showcase Network, Car Care Center, The SFM Documentary Network, March of Time Series, The Adventures of Rin Tin Tin, The Challenge of Rin Tin Tin, Highside, Sparrow. **Staff:**

Stanley H. Moger, Joseph Gerard, Jordan Ringel, John W. Doscher, Maria Carayas, Michael Moore, James Hergen, Jack Thayer, John Murphy, David Grimm, Virginia Jucius, Mary Ann O'Dea, Winnie Changco.

Show Biz 534
110 21st Ave. South, Nashville 37203

Pop Goes the Country, Nashville on the Road, Backstage at the Grand Ole Opry, Dolly, Marty Robbins' Spotlight, The Porter Wagoner Show, Tony Brown's Journal, Gospel Singing Jubilee, Anne Murray's Greatest Hits. **Staff:** Reg Dunlap, Stan Sellers, Dick Montgomery, Larry Frankenbach, Peggy Romersa, Joyce Simmons.

Smeloff Teleproductions Exhibit hall

Smith Associates 3420
24 Kellogg Hill Rd., Weston, Conn. 06883

Television consultant. **Staff:** Jerry Smith.

Spot Time 3207

Station Program Resources 3402

Storytellers 4245

Stretch & Sew 652

Studios of Diamond and Diaferia 3415

Sugarman Program Syndication 1207

Sunrise Entertainment 626

Swank Telefilm 2010
201 S. Jefferson Ave., St. Louis 63103

Swedish Television 4235

Syndicast Services Exhibit hall
919 Third Ave., New York 10022

The Mike Douglas Show, Easy Does It, Something Special, Reader's Digest, I Am Joe's, The Best of Sullivan, Country Countdown, Fourth Annual Rhythm & Blues Awards, Entertainer of the Year, Mrs. America Pageant, Don Kirshner's Rock Concert, Reader's Digest Animated Children's Classics, NCAA Football. **Staff:** Sheldon Boden, Leonard Koch, William Koblenzer, Gerry Lepkanich, Jack Fentress, Bernie Schulman, Joe Weinflash, Terry Paolillo.

Syndication Corp. 1510

SynSat International 1809-10
4101 Linden Hills Blvd., Minneapolis 55410

Med Weather Forecasts, Vektor Forecasts, World of Aviation, Dockside. **Staff:** John T. Uldrich, Mary Kaye Uldrich, Richard Ficken, Jim Heuten.

D. L. Taffner 4321
1370 Avenue of the Americas, New York 10019

Animated Classics for Children, Benny Hill, Hollywood, Kenny Everett Video Show*, King of Kensington, Three's Company, Wayne & Shuster*, World at War. **Staff:** Donald L. Taffner, John P. Fitzgerald, Leo M. Brody, Dick Cignarelli, David Fox, Ed Nugent, Rob McGuire, Nancy Frank.

William B. Tanner 3210
2714 Union Extended, Memphis 38112

TAT/Tandem/PITS 4417
1901 Avenue Of The Stars, Suite 666, Los Angeles 90067

One Day At a Time*, The Jeffersons, Sanford & Son, Good Times, Maude, The Professionals*, Mary Hartman Mary Hartman, America 2Night, Fernwood 2Night, The Sullivans, Diff'rent Strokes, The Facts of Life, Archie Bunker's Place, Hello Larry, Palmerstown, Can't It Be Anyone Else? **Staff:** Robin French, Gary Lieberthal, Ron V. Brown, Hal Gaba, Leslie Tobin, Warren Ford, Chris Egoft, Meade Camp, Robert Oswaks, Stephen Morley-Mower, Deborah Willard, Mike Mellon.

Telcom Associates 907
1901 Avenue of the Stars, Los Angeles 90067

Programing and creative consultants to stations, groups and producers/syndicators. **Staff:** Herb Jacobs, Ron Krueger, Jim Cusick, Grace Jacobs.

Telecip 1310

Telemundi AG 2037

The Songs of Easter



The Easter spirit has inspired musicians for centuries . . . which is hardly surprising when you consider the depth of human and divine experience wrapped up in this one special season . . . the darkness of betrayal, passion, cruelty, fear, and death . . . but also the dawning of hope and new life.

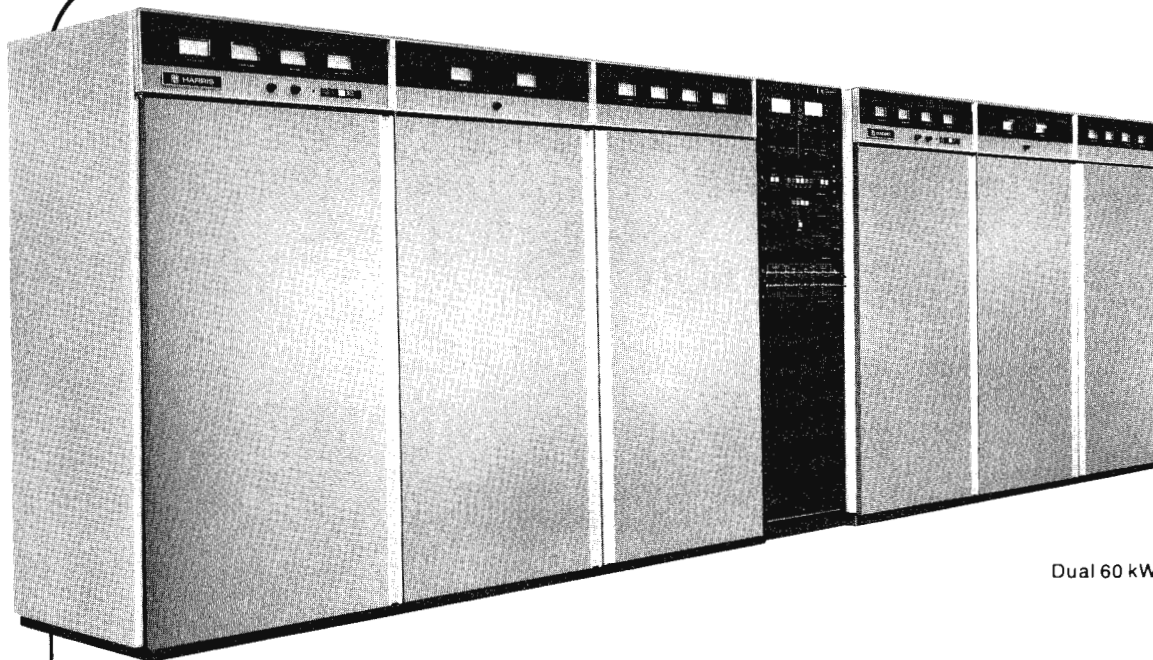
Go and Tell, a half-hour Easter program, features the finest Easter music performed especially for this television special. Timely, tasteful, and traditional,

Go and Tell is family programming at its best . . . a welcome addition to your programming schedule.

For an audition cassette of this free, public service television special, produced by CRC-TV, please write or call:

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or Sonya Poston
Advertising Marketing Group
7350 W. College Drive
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(312) 361-2590

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There are power ranges ideal for both

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Model	Visual Power Range
TVD-60L (dual)	20 to 60 kW
TVD-40L (dual)	10 to 45 kW
TV-30L	10 to 30 kW
TV-20L	5 to 22.5 kW

Harris' new "TV-L" transmitters—powerful performers, yet uncomplicated to give you the year-in, year-out dependability you need for impressive bottom-line results.

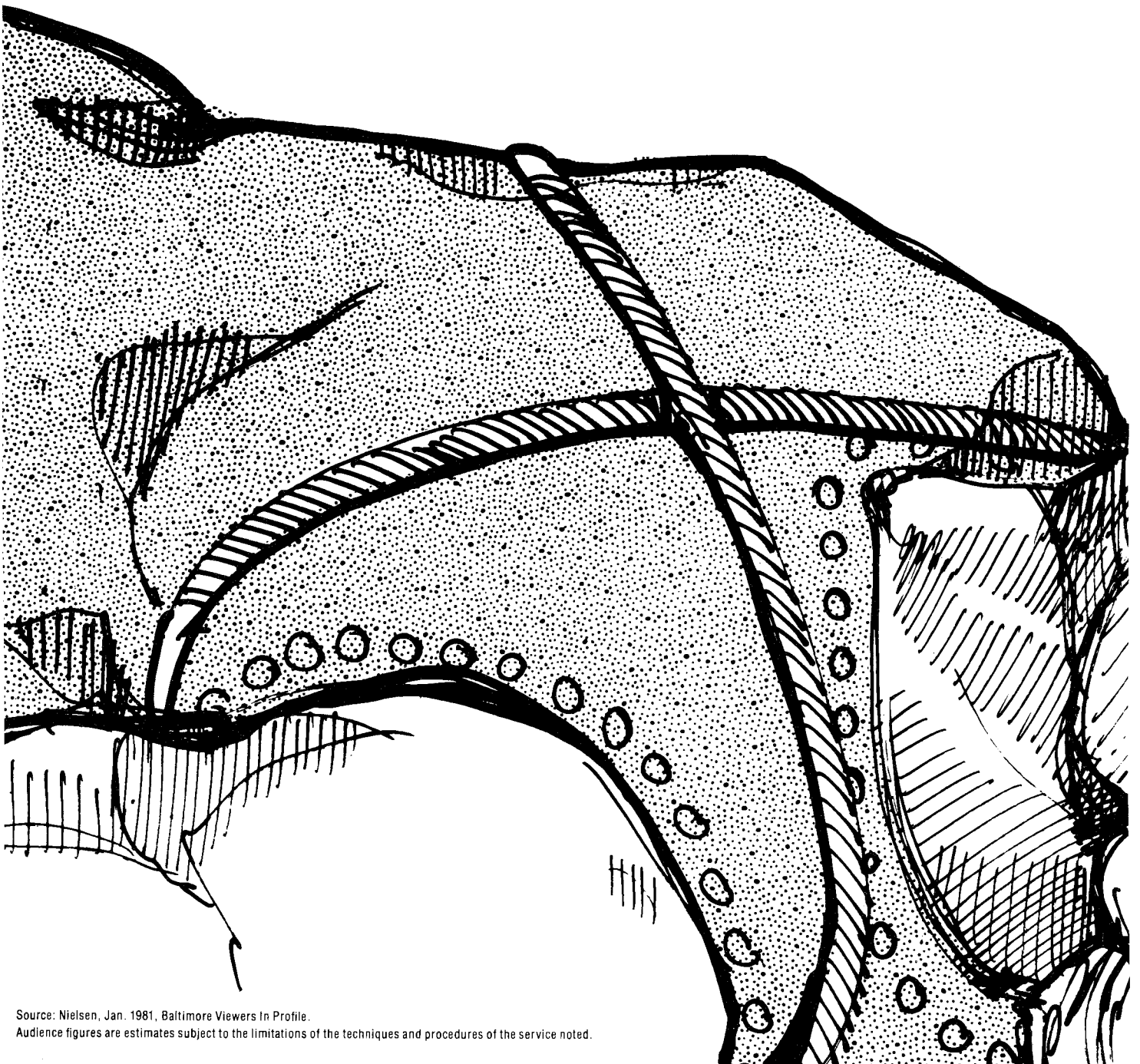
See your Harris representative, or contact Harris Corporation, P. O. Box 4290, Quincy, Illinois 62301. 217/222-8200.



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Visit the Harris TV and radio equipment display at the 1981 NAB, Las Vegas

SEE THE BEATS DON



Source: Nielsen, Jan. 1981, Baltimore Viewers In Profile.
Audience figures are estimates subject to the limitations of the techniques and procedures of the service noted.

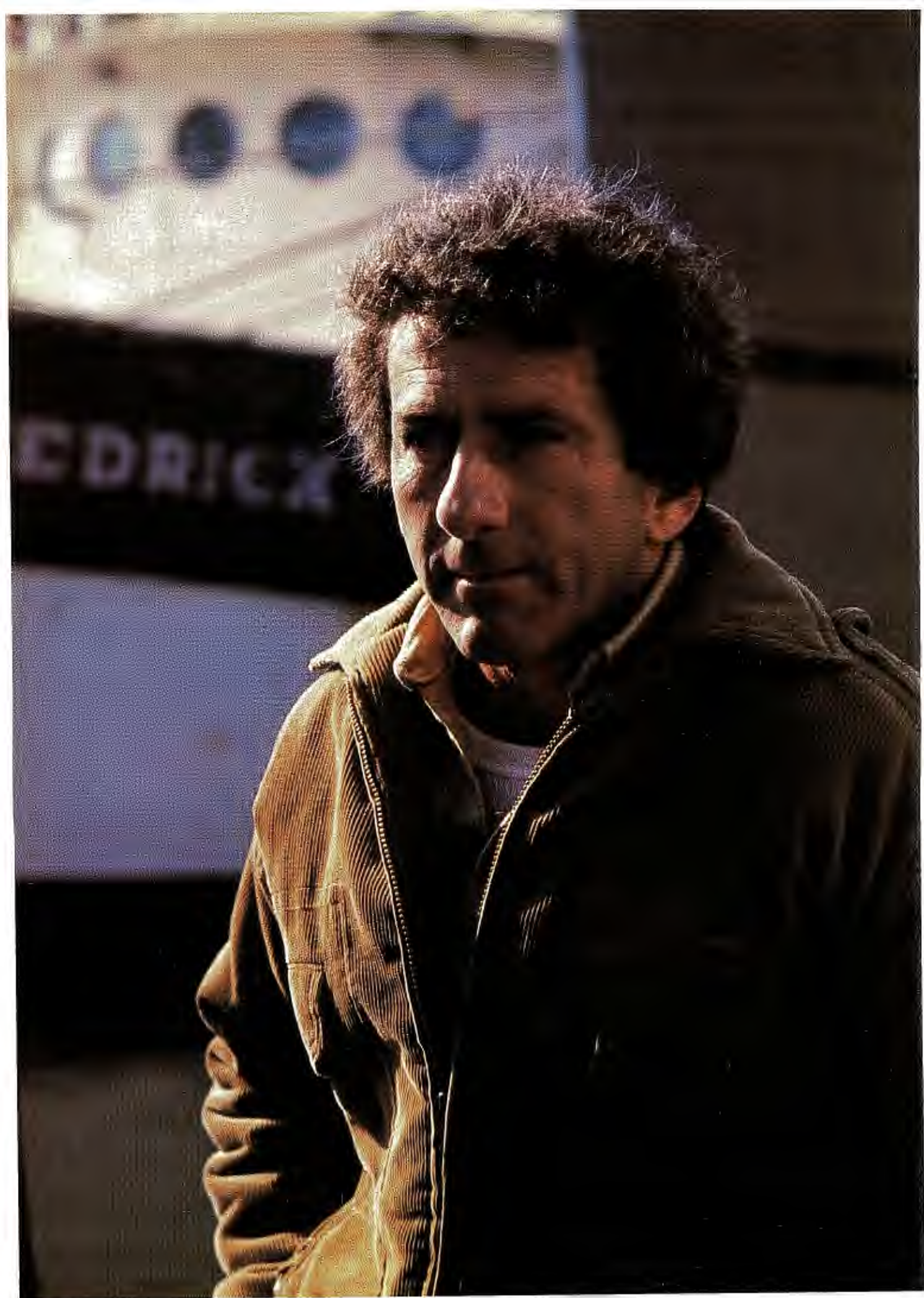
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Viacom’s “Brodtkin collection” includes: **King Crab, Hollow Image** and **The Last Tenant**, three two-hour movies for television that were the 1980, ’79 and ’78 winners of the Annual ABC Theatre Award. Upcoming in that series is **The Lilac Season**, slated for telecast in 1981. **The Deadliest Season**, a two-hour movie for CBS starring Michael Moriarty and Meryl Streep. **The Missiles of October**, nominated for eight Emmy Awards after its ABC premiere and cited by the Critics’ Consensus for its “distinguished contribution to television.” **F. Scott Fitzgerald and the Last of the Belles**, a two-hour movie for ABC starring Richard Chamberlain and Blythe Danner and winner of The Silver Phoenix Award as “best movie for television.”

These and other Herbert Brodtkin productions are distributed worldwide by Viacom.

Barry Newman, starring in “King Crab,” a 1980 two-hour production for ABC.



The American Film Theatre, The Daybreakers, Italian Features, Death of A Princess, All the Kind Strangers, Exploring the Unknown, Before and After, Riding Tall, The Savage Is Loose, The Suicide's Wife, Hey Abbott!, Desperate Voyage, Angel City, Better Late Than Never, A Christmas Without Snow, Rivkin: Bounty Hunter, The Great American Traffic Jam, The Pride of Jesse Hallam, Reunion, The Promise of Love, A Private Battle, The Pigs vs. The Freaks, 300 Miles for Stephanie, Mark I Love You, The Hideaways, The Last Giraffe, The Last Song, Loophole, Pleasure Doing Business, Zulu Dawn, The 39 Steps, Soldier of Orange, The Octagon, Silent Scream, The Visitor, Eagle's Wing, Tarka the Otter, Kill or Be Killed, Hong Kong: The Arrival of Boat 845, The Lost Treasure of the Concepcion, Falmouth: The Great American Road Race, The First Second and Third Annual Collegiate Cheerleading Championship, Debbie Boone: The Same Old Brand New Me, Goldman Variety Special, Here's Lucy, N.I.W.S., Boo!, Monty Python's Flying Circus, The Sacketts, Pepero, The Golden Moment: An Olympic Love Story, Detective School, Callie and Son, The 24 Days of Christmas, Women of Russia, The Games People Play, Guyana Tragedy: The Story of Jim Jones, Alcatraz: The Whole Shocking Story, Murder in Texas. **Staff:** Michael Jay Solomon, Michael Garin, Dick Robertson, Rocco Viglietta, Jody Shapiro, Grant Norlin, David Salzman, Jim McGillen, Scott Carlin, Patricia Straub, Ken Levine, Bill Connor, Christian Halsey, Don Ross.

Teleproductions Gaumont 4225

TeleRep 3537
919 Third Ave., New York 10022

Staff: Alfred M. Masini, Mike Levinton, Steve Herson, Dick Brown, Tom Tilson, Dick Waller, Tom Belviso.

Telesound 3907-08
1088 Howard St., San Francisco

Staff: Karl Sjodahl, Debra Robins.

Telespot Productions 627
1229 S. Santee St., Los Angeles 90015

**Television Program Enterprises/
Operation Prime Time 3439**
919 Third Ave., New York 10022

Entertainment Tonight, Solid Gold, The Way They Were, The Girl The Gold Watch & Dynamite, Goliath Awaits, Golda, Smiley's People, The Bastard, The Rebels, The Seekers, The Immigrants, Evening in Byzantium, The Top of the Hill, The Dream Merchants, The Gossip Columnist, The Girl the Gold Watch & Everything, Condominium, Tourist, Mom the Wolfman and Me, Yogi's First Christmas. **Staff:** Alfred M. Masini, Bill Andrews, Mary Jane Hastings, Terry Palmer, Rick Levy.

Television Syndication Group/Syndicable Inc. 614-15
366 N. Broadway, Suite 209, Jericho, N.Y. 11753

Fabulous Follies, Backstage on Broadway, Sports Scrapbook, Masters of the Martial Arts, Teamwork, The San Diego Show, Up for Grabs,

Success, Country Serenade, Coping, Sew What's New, Down Home U.S.A., Master Bridge, Funny Man, The Melting Pot, Kidoodle, Remarkable, Eat Yourself Healthy, America Sings, Sacred Space, Sky's the Limit, America Still, Imagine That, Leave 'Em Laughing*, Fabulous Follies*, Tomorrow's News Today **Staff:** Jeffrey Smith, Ralph Guzzi, Stanley Shapiro, Kathleen Dicker, Barbara Smith, Jason Starr, Margaret Albergo.

Teleworld Exhibit hall
10 Columbus Circle, New York 10019

Spiderman Movie Specials*, Teleworld 100, Prestige 1, The History Makers Vol. I & II*, International Award Theater, Witness to Yesterday, The Laurel & Hardy laughtoons, Star Maidens, Castaway. **Staff:** Robert Seidelman, Noah Jacobs, Karen Jamison.

Thomas Horton Associates 3433

Bob Thomas Productions 3444
55 W. 42d St. New York 10036

Sir Reginald and the Third Dimension, Miss American Teen-ager Pageant, High Hopes. **Staff:** Robert G. Thomas.

3D Enterprises 3456

Time-Life Television Exhibit hall
1271 Avenue of the Americas, New York 10020

Anna Karenina, Wild Wild World of Animals, The Real McCoys, A Horseman Riding By, All Creatures Great and Small: Series I, II, III, World War II: G. I. Diary, Doctor Who, Murder Most English, Americans, The Onedin Line, Fall Of Eagles, Europe the Mighty Continent, War and Peace, Civilization, The Ascent of Man, America, Ten Who Dared, An Englishman's Castle, Moll Flanders, The Africans, The Commanders, The Fight Against Slavery, Glittering Prizes, The Six Wives of Henry VIII, Elizabeth R, The Search for the Nile, The Shirley Bassey Show, The First Churchills, Dave Allen at Large, Good Neighbors, Morecambe & Wise, The Harold Lloyd Show, The Dick Van Dyke-Harold Lloyd Special, Monty Python's Flying Circus, The Goodies, Rodehouse Playhouse, Fawlt Towers: Series I, II, Ripping Yarns, The Fall and Rise of Reginald Perrin, Wilderness Alive, Wilderness, Window on the World, Zarabanda, BBC Outlook, 30 BBC TV specials, The Energy Crunch, The Making of the President: 1972, Play-of-the-Month, Premiere, Take 6 Girls, Tutankhamun's Egypt, When the Boat Comes In, Dad's Army, Nan, China Times Two, The Picnic, The Gates of Asia, Three Men in a Boat, Vision On, Ivanhoe, The Black Tulip, Little Women, The Last of the Mohicans, Tom Brown's Schooldays, Touring Great Cities, Life Around Us, The Story Behind the Story, Adventure half-hours, Billy Smart's Circus, Time-Life Volumes I, II, III, The Big Nine, Harold Lloyd movies. **Staff:** A. Furst, T. Bigelow, A. Warshaw, N. Zeller, W. Nathan, F. Miller, H. Chertok, M. Daniolos, D. Emerson, B. Parkin, R. Gibb, M. Schoenherz, W. Peck, S. Elsky, S. Stefko, J. Stringer, D. Webster, J. Young, K. Dubicka, B. Cotton, A. Milne, G. Howard, N. Docky, N. Wilson.

Toho International 1610

Too Plus Productions 504
66 Isabella St., Suite 1404, Toronto, Ont. M4Y 1N3

Images of Ireland* **Staff:** Brian Couch.

Total Video 633

Trident Television Associates Exhibit hall
540 Madison Ave., New York 10022

Trident I, II, III. **Staff:** Arthur Zeiger, Elliot Abrams, Murray Oken, Bruce Wilson, Lynne Dowling, Jim Kraus, Graham White, Robert Bibb.

TV Cinema Sales TBA
211 S. Beverly Dr., Suite 101, Beverly Hills, Calif. 90212

Masterpiece Features Nostalgia Nine Features, Lucky Twelve First-Run Features, 77 EMI Feature Films, Classic Vintage Westerns, Special Four, Melody Ranch*, Nutty Q Squirrel. **Staff:** Jerry Weisfeldt, Richard Ostrander, Peter Rodgers, Tom Betten, Alton Whitehouse, Art Greenfield, Robert Hoffman.

TVM Associates 1710

TVNational 1507
37 W. 57th St., New York 10019

Joe Franklin's Memory Lane Movie Theater, Christianity-Through the Eyes of the Masters, Country Western Music Club, Starfeatures Package One, Laff-Movies Package, Guns of the Golden West Classics, Kiddie Camera, Shirley Temple Comedy Theater, Comedy Cavalcade, Joe Franklin's Hollywood memories. **Staff:** Eddie Stewart, Wallace A. Lancton, Ken Weldon.

TVOntario 504
Box 200 Station Q Toronto, Ont. M4T 2T1

Fast Forward I, A Different Understanding, Sportsfishing Ontario, The Music Room, Polka Dot Door. **Staff:** Betty McLean.

TVS Television Network 4313-14
280 Park Ave., New York 10017

Historyland*, College Basketball, Hall of Fame Basketball Classic, Holiday Basketball Package*, Post-Season All Star College Basketball*, TVS Tennis Tour*, 1981 National High School Cheerleading Championship. **Staff:** Lee Eden, Rich Hussey, Bill Madden, Les Breisblatt, Steve Hyden.

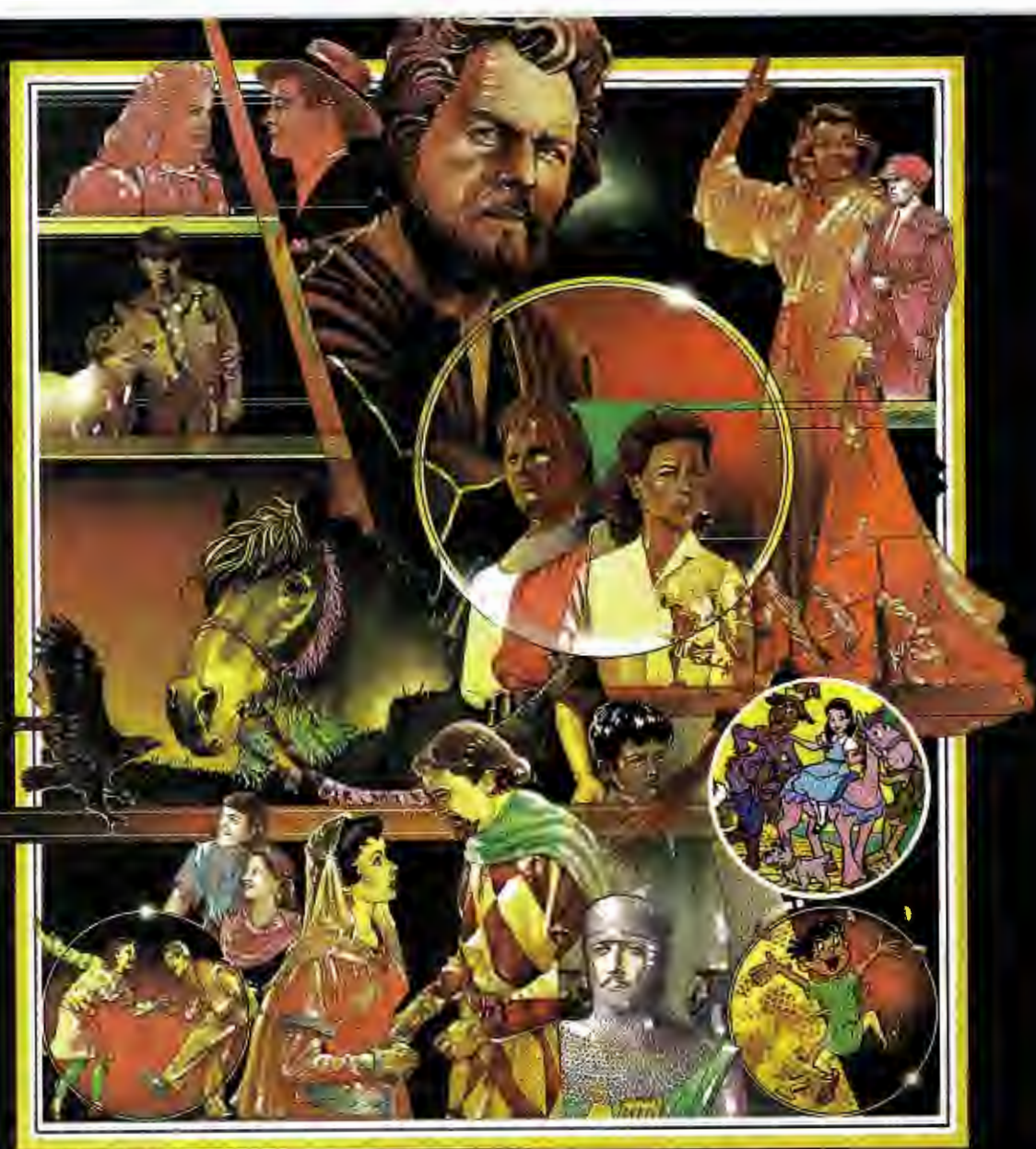
TVSC 1137

Twentieth Century-Fox Telecomm. 3110
Box 900, Beverly Hills, Calif. 90213

Staff: Steve Roberts, Ed Michalove.

Twentieth Century-Fox Television 3408
10201 W. Pico Blvd., Los Angeles 90035

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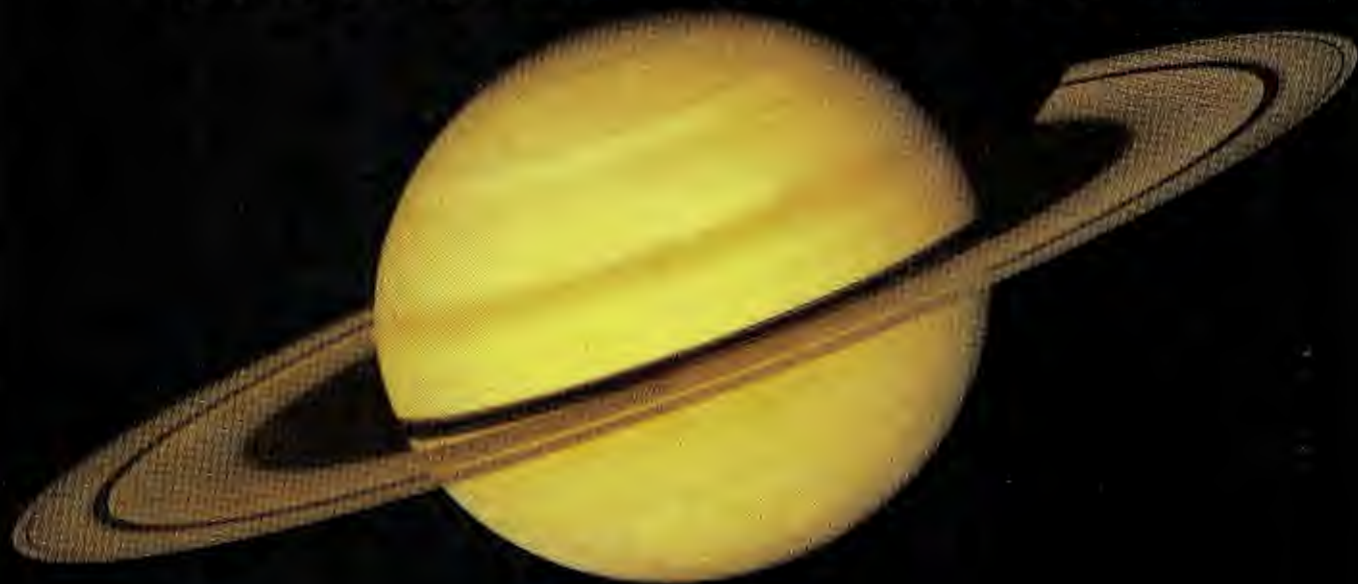
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Charlie Chan, Fox Fanfare '81, Premiere I, Century 5, 6, 7, 8, 9, 10, Fox 1, 2, 3, Laurel & Hardy Comedy Classics, Shirley Temple Theater, Cartoons. **Staff:** Harris Kattelman, Robert B. Morin, Edward B. Gradinger, George Paris, Richard Harper, Steven R. Orr, Joe Greene, Jerry Greenberg, Craig Kellem, Stanley DeCovnick, Steve Astor, Charles Gersch, Jim Puffer, Harry Mulford, Denny Juravic, Gary Grandolph, Al Shore, Tony Bauer, David Skillman, Robert Buchanan.

United Artists Television 4249
729 Seventh Ave., New York 10019

The Pink Panther Show, UA Showcases 6, 7, 8, 9, 10, 11, 12, 13, 17, UA Prime Time Showcase

1, 2, Warner Bros. Features/Superstars, RKO Features, Warner Bros. cartoons, Popeye cartoons, Rat Patrol, Outer Limits, Gilligan's Island, Hollywood and the Stars, Mothers-in-Law, Patty Duke Show, Science Fiction Theater. **Staff:** Martin J. Robinson, Andy Coscia, Bob Corona, Paul Kalvin, A. Scott Lanken, Fred A. Watkins, William Wineberg, Helen Killeen, Don Meyer, Barton Edward Farber.

United Productions 629

U.S. Chamber of Commerce 4341
1615 H St., NW Washington 20062

It's Your Business. **Staff:** Dr. Richard L. Leshner,

Dr. Carl Grant, Robert L. Adams, Milt Mitler, Bette Alofsin, Anne Morrissy Merick, Cheri Rusbuldt.

U.S. Film & TV

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1211 Avenue of the Americas, New York 10036

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Victory Television 4305-06
The Biltmore, Madison Ave., & 43rd St., New York 10017

WKRP in Cincinnati*, Rhoda, Match Game, The Streets of San Francisco, The World of People. **Staff:** Jim Victory, Chuck Wolfertz, John Rohrs, John Rohrs Jr., Ben Okulski.

Video Fashion 2410

Video/Films International 3414
Box 767-C, Pasadena, Calif. 91104

Video Program Sales 2210

Video Tape Co. 1139
10545 Burbank Blvd., North Hollywood, Calif. 91601

Video Voice 4211

Vidtronics 1107
855 N. Cahuenga Blvd., Hollywood, Calif. 90038

Videotape post production, audio sweetening, videotape syndication and distribution, duplication and transfers. **Staff:** Jerry Kurtz, Burt Lippman, Neal Rydall, Hugh Hole, Marilyn Davis.

Vipro Syndication 634-35
645 N. Michigan Ave., Chicago 60611

Paul Harvey Comments, Hints from Heloise, Le Hot Spot, The Gigglesnort Hotel, Kup's Show, Your Taxman, Politics of Living, Financial Planning for Women, Focus on the Family, The Fisherman, Let's Go the the Races. **Staff:** Donald J. Frehe, Thomas M. Edinger, Linda R. Ziegler, Steve Palmer, Andrew Orfanos, George Marketos, Peter Polakowski, Gifford Cummings.

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Warner Bros. Television 4329
4000 Warner Blvd., Burbank, Calif. 91522

Alice, Welcome Back Kotter, Chico and the Man, F Troop, Superman, Batman/Superman/Aquaman, Bugs Bunny & Friends, Porky Pig & Friends, Harry O, Wonder Woman, King Fu, The Waltons, The FBI, Tarzan, Maverick, Roots, Roots: The Next Generation, Pearl, The Phenomenon of Roots, David L. Wolper Specials of the Seventies, Volume 1-A, 2-A, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, The FBI Story, 13 Classic Thrillers, Tarzan Features, The Bowery Boys, Starlite 3, 4, 5, 6. **Staff:** Charles D. McGregor, William Hart, Peter Afte, Ed Donaldson, Bill Seiler, John Louis, Robert Mitchell, Arthur Kananack, Gordon Hellmann,

Paul Simon, Joel Kaplan, John Chickering, Dee Eulberg, Dan McRae.

Weiss Global Enterprises Exhibit hall
333 Beverly Drive, Suite 110, Beverly Hills, Calif. 90212

Galaxy 14, Golden Showmanship 9, Parade 4, Impact 120, Westerns, Vintage Flicks, The Brave Rifles, Our Time in Hell, Those Crazy Americans, Custer's Last Stand, The Black Coin, The Clutching Hand, Make Room for Daddy, My Little Margie, Journey, Waterfront, The Adventure of Jim Bowie, The Traveler/Northwest Traveler, Ski West, Craig Kennedy Criminologist, Thrill of Your Life, Canine Comments, The Chuckle Heads, Alice, Krazy Kid Kartunes, Nursery Rhymes. **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss, Tom Corradine, Bob Hoffman, Tom Betten, Harvey Reinstein, Hank Profenius, Alton Whitehouse, George Harper.

Western Union Telegraph 3807
One Lake Street, Upper Saddle River, N.J. 07458

Satellite distribution service for production/syndication and broadcast community. **Staff:** James T. Ragan, John J. Albert, Eugene E. Bornmann, Guy J. Lanni.

Wilks & Close Productions Inc. 504
Suite 201, 20 Victoria St., Toronto, Ont. M5C 2N8

Celebrity Showtime*, Great Artists **Staff:** Wendell Wilks.

Robert Wold Co. 529-31
11661 San Vicente Blvd., Suite 500, Los Angeles 90049

Staff: Robert N. Wold, Wayne Baruch, Gary Worth, Deborah Cook, Robert E. Wold, Mark Wallhauser, Laurie Thelan.

World Northal 622
1 Dag Hammarskjold Plaza, New York 10017

Black Belt Theater, Action/Suspense Feature Films, Winners Circle Feature Films. **Staff:** Frank Stanton, Victor Elmaleh, Mel Maron, George Hankoff, Niko Elmaleh, Martin Schildkraut, Ivory Harris, Lori Gold.

Worldvision Enterprises 4227-29-30
660 Madison Ave., New York 10021

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Y & R Program Services 1616
285 Madison Ave., New York 10017

Staff: Joseph Ostrow, Richard Low, Gerald Baldwin, Joseph Schrier, Steve Lazarus.

Yongestreet Program Services 4251/2
357 N. Canon Dr., Beverly Hills, Calif. 90210.

Hee Haw **Staff:** Alan Courtney, Nick Vanoff, Frank Peppiatt, John Aylesworth, Sam Lovullo.

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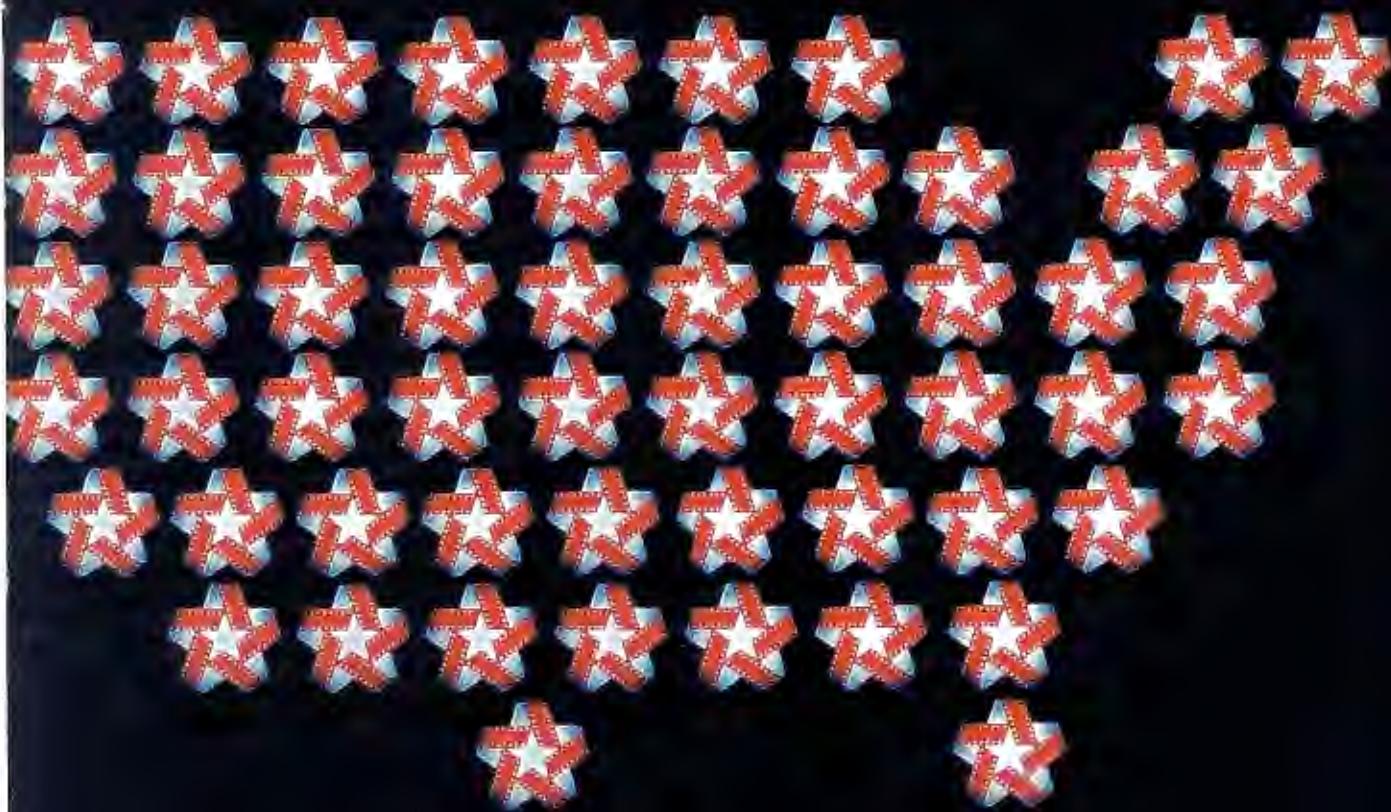
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Supreme Court hears debate over candidate access to air

Question at issue in Carter-Mondale case: Who's to decide what's 'reasonable' when politicians demand time?

The Supreme Court last week was asked to decide whether Congress meant to give candidates for federal office any greater right of access to broadcast stations than they already had when it adopted the so-called "reasonable access" law in 1972. The three networks argued that it didn't. The government said it did.

At stake is the discretion broadcasters will be allowed in passing on candidates' requests to buy time. A loss in the Supreme Court would mean candidates have an affirmative right of access to the media. And Floyd Abrams, representing the networks, said that would mean that Congress had passed a "candidate's entitlement bill."

The networks are appealing an FCC ruling, adopted on a 4-3 party-line vote and affirmed by a unanimous three-judge panel of the U.S. Court of Appeals in Washington, that they violated the reasonable-access law in refusing to sell a half hour of prime time to the Carter-Mondale Campaign Committee in December 1979. The committee wanted the time for a documentary that would kick off President Carter's re-election campaign.

The networks had contended December

was too early to begin selling half hours for political advertising in a campaign not to culminate for 11 months. CBS offered two five-minute blocks, and ABC and NBC said they were not prepared to sell any time—although ABC later offered, and the committee accepted, a half hour in January. But the commission, in response to a complaint from Carter-Mondale, held that the networks had been "unreasonable."

To Abrams, it was the commission that was unreasonable. He argued that the networks had made a reasonable decision based on the public interest standard, which he said continued to apply. The reasonable access law—now Section 312(a)7 of the Communications Act—was intended only to codify existing law, he said. And he cited a Supreme Court decision involving the Democratic National Committee in 1973—a year after the election law was passed—as his authority. It "held that Congress time and again had rejected mandating access," Abrams said.

He said the legislative history of the act shows that Congress simply wanted to make sure that, as a result of a change in the election laws in 1971, there was "no diminution" of coverage by broadcasters.

Abrams argued that over the years broadcasters "have been obliged to sell time to candidates under the public interest standard." But the commission's decision, he said, constitutes "a candidate's entitlement bill." It says, in effect, "What do candidates want and how can we give it to them?" Furthermore, he said, those needs are to be considered after the commission—not the broadcaster—determines "when the campaign is in full swing." A key issue in the case was the commission's rejection of the networks' position that the campaign had not yet begun.

That issue was one of several on which justices focused in questioning Stephen Shapiro, of the solicitor general's office, who defended the commission's position. "The commission looks at a complex of factors—including the existence of national activity"—in making that judgment, Shapiro said in answer to a question from Chief Justice Warren E. Burger.

And in response to one from Justice Byron White—one of several that justices asked suggesting concern over the role of the commission in reviewing broadcasters' judgment as to what is reasonable—Shapiro said, "If the commission regarded the factual issues as close, it would have deferred to the broadcasters." The networks' "legal error," he said, was the "blanket rule" they adopted in refusing to sell a half hour of time in December. Justice Potter Stewart, however, wondered whether a decision not to sell time until January couldn't be made "after weighing" all of the factors.

Shapiro's principal argument was that Congress had imposed a new obligation on broadcasters. "The statute empowers the commission to impose sanctions for failure to sell time to a legally qualified [federal] candidate," he said. He noted a station could lose its license for "willful or repeated failure" to grant reasonable access. "It extends protection to federal candidates" they didn't have before. He noted that Section 315 was amended to make it conform with the new 312(a)7. (The phrase "under this subsection" was added to a sentence that had said, "No obligation is imposed upon any licensee to allow the use of its station by any candidate.")

And Shapiro rejected the contention the law favors the candidates. The commission, he said, "must consider the needs of the candidates as well as the problems of the broadcasters"—whether for instance, the sale of time to a candidate would subject a broadcaster, under the equal time law, to demands for time from "a multiplicity of candidates."

One surprising aspect of the argument was that the justices appeared interested in issues that had not loomed large, if at all, in the briefs the parties had submitted. Several justices, for instance, asked Abrams whether the commission could not consider reasonable access complaints against broadcasters at license renewal time, rather than on a case by case basis. (That is a proposal that Henry Geller, then head of the National Telecommunications and Information Administration, made to the commission in December, and mentioned in ABC's reply brief. Geller said it would avoid government interference in broadcasters' editorial decisions.) Abrams said the commission could—but that broadcasters prefer the "ad hoc" approach. "They don't like

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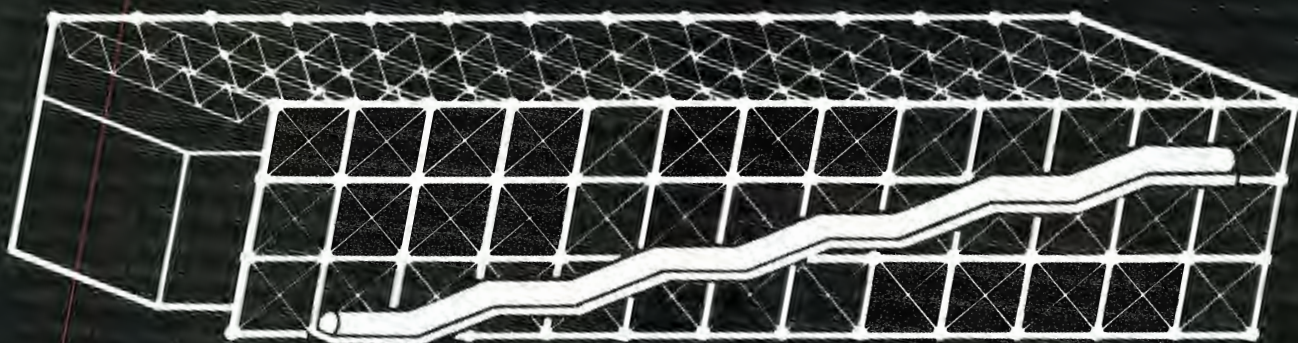
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being met for the first time at renewal time with a complaint."

And Stewart asked Abrams whether the networks are covered by the law, as the commission maintains. Abrams noted that the networks had argued before the court of appeals that it didn't apply to them but that they did not pursue the argument in their appeal to the Supreme Court. When White raised the same point a minute later, Abrams said, "I'm beginning to be sorry we didn't raise it here."

The original request for time was overtaken by events. The appeals court granted a stay of the commission's order, and, in view of the worsening crisis in Iran, the committee withdrew the request. Later, the committee accepted ABC's offer to sell a half hour of time in January. But the law created by the commission and affirmed by the appeals court, in March (BROADCASTING, March 17, 1980), remains, unless the Supreme Court says otherwise.

Short-manned FCC won't reverse cable rules

With five active commissioners, vote that lifted syndicated-exclusivity and distant-signal rules has turned around, but petitions by broadcasters to repeal decision doesn't get off the ground

Several broadcaster groups saw what they thought was an opportunity to score a quick victory in their efforts to win a reversal of the FCC's order to repeal the cable syndicated-exclusivity and distant-signal rules. Commissioner Tyrone Brown had resigned and Chairman Charles D. Ferris was not participating in commission matters. Thus, the three-member minority on the issue was now a majority of the commission. But hopes for persuading the commission to reconsider have been dashed.

The strategy was to ask the commission to seek a remand of the case from the U.S. Court of Appeals in New York. The matter is pending there as the result of appeals of the commission action taken by a number of broadcast licensees. Once the case was back in its jurisdiction, the commission, with its new majority, would reverse itself, the thinking ran.

The Association of Independent Television Stations, backed by eight broadcast groups in a total of three letters, as well as the National Association of Broadcasters, wrote to the FCC general counsel last month. They maintained that the arguments in the briefs seeking reversal had "exposed serious legal errors" and said that since the commission order was released the agency had published "highly relevant financial data about the increased unprofitability of many independent television stations." The parties also pointed out that three of the five participating members of the commission had

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Equal Time for the Soviets

By Reed Irvine
and
Cliff Kincaid

One of the demands of the Polish trade union, Solidarity, is for access to the media. The union wants to be able to present news and views to the public that would normally be excluded from Poland's government-run newspapers, radio and television. This is being strongly resisted by the Communist government. It realizes how important access to the media is, and it is not about to surrender its monopoly.

At the same time this battle for access is taking place in Poland, the Soviets are exploiting the access to the American media which is being afforded to them to an extraordinary degree by the private individuals who control our press and broadcasting.

Recently the Reagan Administration charged that the Soviet Union through a number of its client states was supplying arms to the rebels who are trying to overthrow the government of El Salvador. Documents captured in El Salvador show that the rebels were getting or had been promised weapons from Cuba, Nicaragua, Vietnam, Ethiopia and some Eastern European countries. It was revealed that the Administration planned to send a mission to several European countries to present the evidence of Soviet involvement in the effort to topple the El Salvadoran government.

No sooner had this news reached the public than Minister-Counselor Vasev of the Soviet Embassy in Washington was on the air denying that the Soviet Union was involved with any arms shipments to El Salvador. "The Soviet Union is not involved, and you can't pin it on us," he said during an hour-long interview aired on the Cable News Network. Vasev did concede, however, that the Soviets do send arms to Cuba and Ethiopia and that they don't put any restrictions on what these countries do with them.

The New York Times and the Washington Star reported this interview on the front page the following day. The Times

noted that Mr. Vasev had given several radio and television interviews lately. It said this was a significant departure for Soviet propaganda and diplomacy in Washington. The Times expressed the opinion that the Soviets had decided to quit relying exclusively on official statements out of Moscow in replying to charges about Soviet conduct made by the Reagan Administration. They were stepping up public appearances in this country.

Michael Lysenko, assistant press counselor at the Soviet Embassy, confirmed that they regard television as a good way to get their message to the American people. He said Mr. Vasev had recently given interviews to NBC and ABC television, as well as to National Public Radio. However, he said that no newspaper interviews were planned.

A spokesman for Cable News Network said that they had been trying for a long time to get the Soviet ambassador on one of their interview programs. Last week they were offered an interview with Vasev, and they snapped it up. He said that they had also done an interview with Reagan's National Security Advisor, and they felt that they had an obligation to their viewers to present the Soviet viewpoint.

The Soviets, of course, recognize no such obligation to give their people the American viewpoint. Shrimps will whistle before they give any American representative access to Soviet television to criticize statements made by the Kremlin.

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voted against the rules change at issue.

The new majority to whom the letters refer consists of Acting Chairman Robert E. Lee and Commissioners James H. Quello and Abbott Washburn. The only participating members who voted for the repeal of the rules are Commissioners Joseph Fogarty and Anne P. Jones.

But things didn't work out. The new acting general counsel, Marjorie S. Reed, in one of her first actions in that job, disposed of the request in two sentences. She said the litigation division had reviewed the issues raised in the briefs filed in the court case "and is confident of the commission's position. In light of this," she added, "I do not plan to recommend that the commission seek a remand of the case."

Of course, a member of the commission could raise the issue. But no one has. Commissioners Quello and Washburn last week made it clear they favored a remand—but neither was prepared to propose it. Quello said the "ball is in Lee's court."

But Lee wasn't interested. He said Reed, who had been his legal assistant, had told him what she planned to do. "As far as I'm concerned," he said, [the issue] "is over. I don't believe in tinkering with a case once it's in court."

Commission officials last week were dismissing the arguments in the broadcasters' letters. They said the letters contained no new information, and they disputed the contention broadcasters are not doing as well as the commission last summer said they were.

The argument will now be transferred to the appeals court. It has scheduled oral argument in the case on March 19.

The broadcasters urging the commission to seek a remand actually wrote to three different general counsels. The INTV letter, which was also in behalf of Field Communications Corp., Gaylord Broadcasting Co., Metromedia Inc. and Tribune Co., was addressed to Robert Bruce, who left the agency on Feb. 23. David Saylor, the deputy general counsel, who filled in briefly as acting general counsel, received the plea of McGraw-Hill Broadcasting Co., Taft Broadcasting Co., and Storer Broadcasting Co., in one letter, and of Malrite TV of New York (the lead petitioner in the court case), in another. The NAB addressed its letter to Reed and delivered it by hand, on Feb. 27, a day after she answered INTV's letter.

Verveer offers some words in favor of government regulation

When he was chief of the FCC's Common Carrier Bureau, Philip L. Verveer was a firm supporter of deregulation. Now in private law practice in Washington, he is still a believer. But in a speech to the 1981 Telecommunications Industry Conference, in Clearwater, Fla., he suggests a cautionary note: Sometimes regulation is

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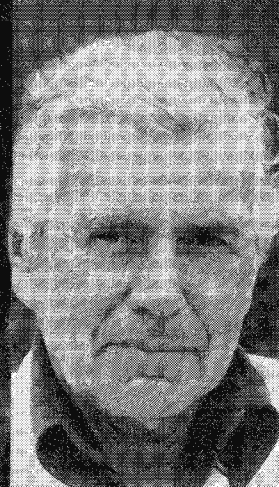
Ira, "Miss Peach"



Norm Crosby, "Comedy Shop"



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necessary.

He discussed regulation and deregulation in terms of common carrier and public utility concepts and issues. But the principles involved, he said later, have general applicability—open entry is good; regulation has given rise to practices which restrict output and should be eliminated; but deregulation causes dislocations and complications, so it should be handled with some care.

He illustrated what he considered the need for continued regulation with a discussion of communications transmission, particularly in connection with the new enhanced service business. As AT&T and the rest of the established telephone industry enter the market, he said, their competitors that do not own transmission facilities will be "victims of a classic price squeeze, in which the prices for the transmission services will be kept high while the prices for the end product, enhanced services, are kept low."

He predicted the kind of "bitter disputes" that occurred between television interests and AT&T over its transmission-service tariffs would be repeated in the enhanced services market because "there simply will not be sufficient long-haul or local transmission service alternatives available in the next 20 years to prevent the established telephone industry from wielding its market power if it chooses to do so."

"If we want to permit the telephone industry to offer enhanced services and if we want to avoid wealth transfers from consumers to dominant firms, it is very likely going to be necessary to continue to employ the traditional public utility pricing and service constraints where dominant carriers—that is to say the established telephone industry—are involved."

TV licensing bill introduced in Senate

Goldwater joined by 11 others in sponsoring S. 601, which would extend authorization length to five years, change FCC system for granting and renewal of licenses

Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, has introduced a bill extending TV license terms from three to five years and changing FCC procedures for awarding and renewing licenses. Eleven of the 17 senators on the Commerce Committee joined Goldwater in sponsoring the bill.

Introducing it, Goldwater said it will be followed by another, to be introduced this spring, that will address FCC "regulations and policies relating to allocation, assignment and authorization of broadcast spectrum." He also announced that hear-

ings on S. 601, the bill introduced last Tuesday, will be held on Monday March 23 and 30.

The Television Licensing and Renewal Act of 1981 (S. 601) would amend Section 309 of the Communications Act by allowing the FCC to use a system of random selection to choose among otherwise qualified applicants for an initial license or construction permit. As does the Radio Deregulation Act of 1981 (BROADCASTING, Feb. 2, March 2), S. 601 would allow the FCC 180 days following the law's enactment to implement a method for random selection.

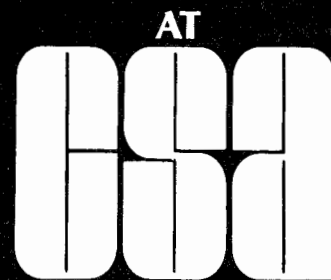
The TV bill would further amend Section 309 by doing away with the comparative license renewal process. In its place, the commission would renew the license of any station it finds: (1) "has substantially met the problems, needs and interests of the residents of its service area" in its programming; (2) "has been free of any serious violation of the 1934 Communications Act or any commission regulation promulgated thereunder;" and (3) "continues to meet the qualifications prescribed under Section 308 (b)" of the Communications Act. Qualifications set forth in Section 308 (b) are, "citizenship, character, financial, technical and other qualifications of the applicant to operate a station."

Finally, S. 601 would forbid the FCC from considering competing applications for a facility while acting on an application for renewal by its present licensee. Only when a station had been denied renewal or had its license revoked could the FCC consider new applications for that facility.

In introducing his bill, Goldwater said: "The renewal procedure established by this bill focuses upon the licensee's record of performance rather than the promises of an applicant seeking the license. Eliminating competing applications means eliminating the cumbersome, expensive and sometimes arbitrary comparative proceeding for license renewals. Also implicit in the three-prong test for renewal, is that the commission will not be able to take into account any other ownership interests by the licensee, nor the degree of involvement of the owners in the management of the station."

"If television licensees are to be expected to provide quality programming service to the public, they must be able to rely upon the knowledge that they will not be subjected to expensive, time-consuming, comparative hearings as a result of a mere promise from another applicant to do a better job. It is increased competition that will guarantee the essential program quality."

Commenting on the bill, FCC Acting Chairman Robert E. Lee said a preliminary reading left him "in support of it." Lee's only question on S. 601 concerned its provision forbidding FCC consideration of competing applications during renewal proceedings. "That would preclude anyone else's applying for the license," he said. "If that's true, then what's the point of having renewals at all?" Lee said the provision appears to be "giving more than



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Washington Watch

Early birds. FCC has amended its rules to permit class II stations located outside service areas of co-channel class I-B clear channel stations to begin presunrise operation at 6 a.m. local time with power reduced to protect signals of co-channel clears. Class II's are secondary stations on clear channels, operating with power of 250 w to 50 kw. They serve population centers and adjacent rural areas and may not interfere with class I clear channel operations (both U.S. and foreign).

Accompaniment. Bill co-sponsored by 15 New Jersey congressmen and one from Delaware to provide at least one VHF broadcast television station in each state (H.R. 2128), did not go unaccompanied by similar bill in Senate. New Jersey Senators Harrison Williams and Bill Bradley, both Democrats, introduced similar bill (S. 525) on Feb. 20. House bill was introduced Feb. 25.

Full steam ahead. National Radio Broadcasters Association's board of directors has decided to hire legislative consultant to aid NRBA staff in lobbying for passage of radio deregulation legislation. Meeting last Friday, Feb. 27, the board also discussed possibility of sending representative to Region 2 Administrative Radio Conference in November. It approved two new membership services and adjustment in monthly dues caused by changes in rate categories.

Appeal. KWTX Broadcasting Co. Inc. has gone to court to challenge FCC ruling permitting cable systems to ignore commission's signal-carriage rules and add signal of Turner superstation WTBS-TV (ch 17) Atlanta in Waco-Temple, Tex., market. Commission waived rule after KWTX, licensee of KWTX-TV Waco, had been given opportunity to show that marketwide carriage of WTBS would adversely affect public. Commission found that KWTX had failed to rebut cable systems' case.

Changing names. National Broadcasters Club in Washington has become National Communications Club. New name was picked to indicate increased variety of industries represented by membership.

is reasonable" to licensees.

Co-sponsoring Goldwater's bill were Commerce Committee Chairman Bob Packwood (R-Ore.) and Senators Harrison Schmitt (R-N.M.), Larry Pressler (R-S.D.), Ted Stevens (R-Alaska), Robert Kasten (R-Wis.), Howard Cannon (D-Nev.), Ernest Hollings (D-S.C.), Daniel Inouye (D-Hawaii), Wendell Ford (D-Ky.), Donald Riegle (D-Mich.) and James Exxon (D-Neb.).

The five committee members who did not join in sponsoring the bill were Senators John Danforth (R-Mo.), Nancy Kassebaum (R-Kan.), Slade Gorton (R-Wash.), Russell Long (D-La.) and Howell Heflin (D-Ala.).

Regulators say new technologies should reduce federal regulation

Participants at law conference feel old rules, including fairness and equal time, should go in wake of burgeoning telecommunications offerings

Some of television's top regulators say they should get out of the way of the communications competition, while the chief counsel of the Senate Commerce Committee predicts committee approval of the 1981 Radio Deregulation Act.

The comments came at a two-day New York University Law School conference on "Law and Television of the 1980's," attended by about 750 broadcasters, cable executives, financial and public interest representatives and communications lawyers.

Participants voiced near-unanimous agreement that restrictions like the fairness doctrine, developed on the premise of spectrum scarcity, should be altered or scrapped in what they called the coming era of telecommunications abundance.

FCC Chairman Charles D. Ferris and his predecessor, Richard E. Wiley, both questioned the fairness doctrine's present usefulness. "The real question is how quickly it and other marketplace burdens on broadcasting will be removed," Ferris said.

But Ferris criticized broadcasters who "would deny the advantage of technology to their competitors which they themselves have enjoyed. The FCC needs to get out of the business of blocking one technology to protect the economic benefits of a user of another technology," he said. "When a regulatory agency denies anyone a chance to compete in the TV marketplace, we make the worst and most arrogant mistake of all."

Noting that he and some of his FCC colleagues have been called "technology hedonists" (by Joel Chaseman, president of Post-Newsweek stations), Ferris said

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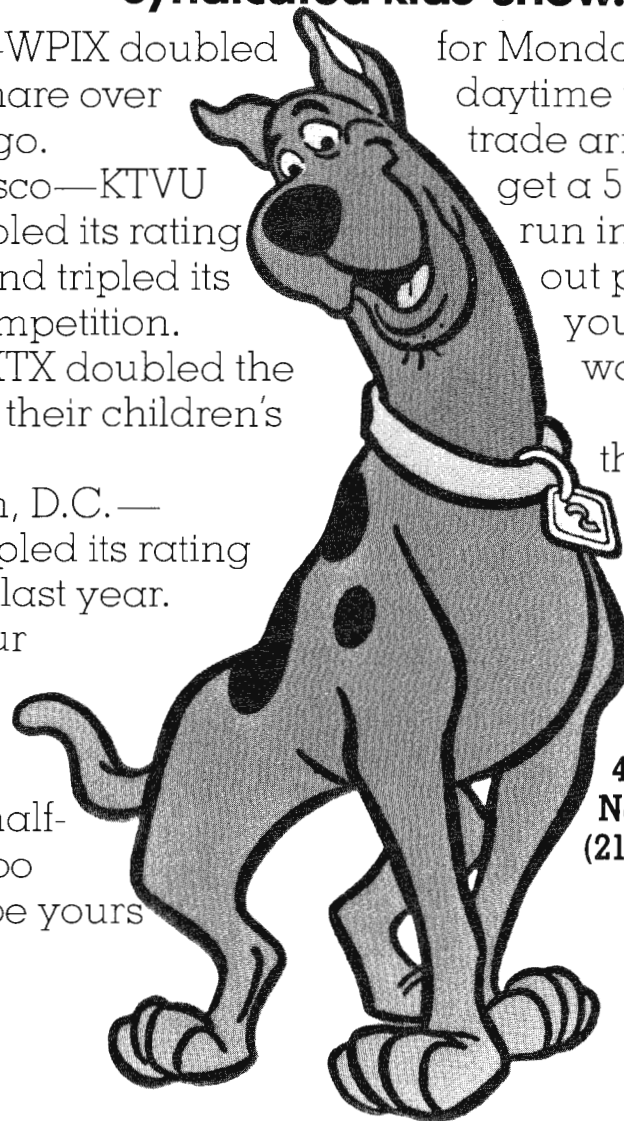
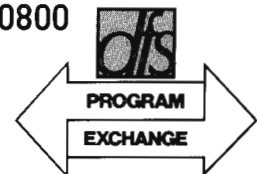
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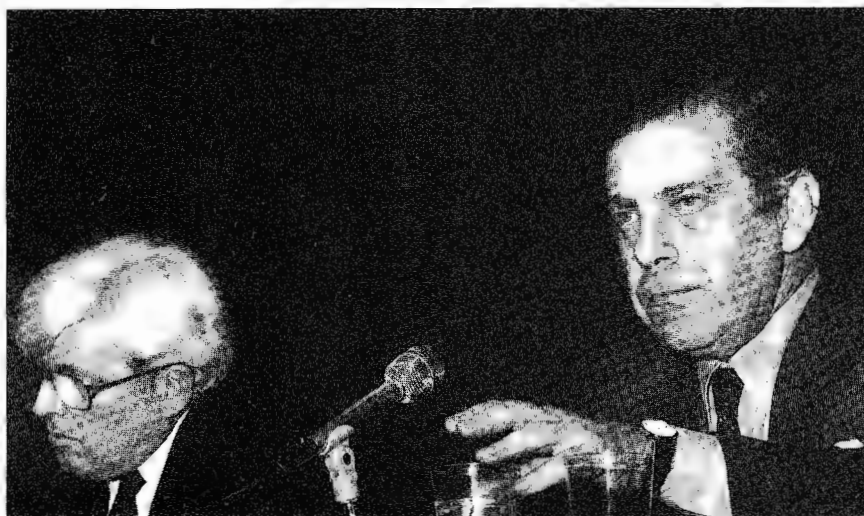
"one man's technology hedonism is another man's free enterprise system."

The chairman believes the commission he will leave next month owes broadcasters a "closer look at the use of our own power." The way commissioners decide license renewals, he continued, "can be influenced by our perceptions of how public-spirited an individual broadcaster is as much as by 40 years of commission precedent." A commissioner's life, he declared, "would doubtless be less intriguing if the lord/vassal relation of commissioners and broadcasters was dissipated."

Ferris is optimistic about the era of television abundance because he sees it greatly reducing the networks' "gatekeeper role. Instead of three gatekeepers," he said, "you'll have a hundred, and the consumer will have more power to choose what to be programmed with."

To Ferris, the ideal broadcast regulatory system would create at least one vacancy in every American market, so "every entrepreneur who wants to put up his own dough" can choose whether to compete. "Why should seven people at the FCC say you can't roll the dice in a community?" he wondered.

Wiley envisions increased reliance on competition and the marketplace in the 1980's both because of the Reagan administration's deregulatory bent and because



Ferris and Safer

"pro-competition and deregulatory winds have been blowing" in Congress and at the FCC. Wiley, now a Washington communications lawyer, said the fairness doctrine has had a regressive effect on broadcasters and that it would be "horrendous" to extend its application to such new communications entries as viewdata.

He favors longer TV license terms, an end to the comparative hearing process, letting over-the-air broadcasters participate in the new technology and eliminating rules against crossownership of cable and over-the-air outlets.

The Senate Commerce Committee's chief counsel, William Diefenderfer, agreed that "we're on a clear course of deregulation, of letting the marketplace make the decision." He predicted that the committee would approve S. 270, the Radio Deregulation Act (BROADCASTING, March 2), without a big fight—possibly 14-3, perhaps unanimously—and that it would approve a TV deregulation bill (introduced last week; see page 121) by June "without much trouble." Diefenderfer declined to give more details on the TV matter, but predicted March or April hearings and said this session of Congress is the right time to force votes on such matters in both houses. He predicted close votes on deregulation issues in the House and Senate and said it is now Commerce Committee policy to bring these matters to both a committee and a floor vote.

Diefenderfer thinks Congress will "make a stab at better defining what fairness is." He added that "we don't have the votes" to repeal the fairness doctrine and said that one network executive has voiced fears that something worse might replace the equal time requirement and the fairness doctrine if they were repealed.

"The fairness doctrine chills robust debate," said Henry Geller, until recently head of the National Telecommunications and Information Administration. Urging regulators to get out of content regulation and editorial decisions, he said, "we have to let the marketplace work. It's the whole bedrock of the First Amendment."

Geller suggested relieving radio of its

public trusteeship obligation and substituting a license fee to fund public radio and more chances for minority ownership. This could serve as a model for television deregulation, he said, since video's "era of abundance may be here by the end of the decade." It is possible, said Geller, that the promised profusion of new video services will obviate the need for public television. If not, however, the public system will continue to need subsidies.

He joined other panelists in criticizing the comparative renewal process, but wouldn't like to see it scrapped for a lottery, which wouldn't improve minority ownership chances. Instead, he favors an end to evidentiary hearings and extra consideration for minority applicants.

Geller called S. 270 "flawed" and "too much of a giveaway to the broadcasters" but added that since the FCC is "struggling under an antiquated Communications Act, Congress should set standards—'whatever they are.'"

Erwin G. Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said he detected a great deal of sympathy for radio deregulation during hearings on S. 270. He called a bill (H. 1801, introduced by Rep. James Broyhill [R-N.C.]) to fund FCC operations for only three years "a sleeper, which will have a lot of attraction to a Congress concerned about whether government is out of control." He said the new Congress will also consider making cable systems subject to full copyright liability because "many say the compulsory license fees" they now pay are "shockingly low."



Cox



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Krasnow said broadcasters will continue to press for more "deregulation, license stability and greater First Amendment parity with newspapers."

To former FCC Commissioner Kenneth A. Cox, "deregulation is just a fad, and I hope a passing one." Cox, senior vice president and general counsel of MCI Telecommunications Corp., criticized his FCC successors as reluctant to take any responsibility for the quality of a station's service and for having an "overwhelming faith in the forces of the marketplace."

Cox said Congress has also "been bitten by the twin bugs of deregulation and marketplace forces." He said S. 270 would "set broadcasters adrift without a compass" because among other things it allows license revocation without a hearing, and said lifting restrictions on the amount of commercials will turn the public away from the medium.

"The fairness doctrine has served the public well," Cox said. "It only calls for the things a good broadcaster would do anyway, but some broadcasters need to be reminded. Keep the public trusteeship concept, and both the public and the industry will be better served."

CBS reporter Morley Safer, however, called the doctrine "unfair and wrong-headed." He said it's "a mystery why broadcasting remains shackled in an era of unshackling." Because all responsible newspeople try to get all sides anyway, he said, "nobody considers the fairness



Geller and Wiley

doctrine" when working on a story. "It's a chilling effect we choose not to be chilled by."

Safer questioned whether the new technology will expand the marketplace as much as it will let "a hundred or so big corporations carve it up." Cool to predictions that the common man will have more programing choices in the "era of abundance," he declared that "we are not here to pander to the common man, but to provide very lower case leadership." The notion that TV now serves the common man is utterly false, he said. "What the common man hates most is commercials. We put on what we find most easy to put on—we take the easiest possible way."

Television's seat in the courtroom has been empty far too long, Safer said. His CBS colleague, law correspondent Fred Graham, predicts equity between broadcast and print journalists covering state, federal and even eventually, the U.S. Supreme Court. Greater camera access to the courtrooms, though, will raise a number of privacy issues, Graham said, since so many people are in court against their wills. A defendant, for example, may argue that he is being punished simply by being televised, Graham said.

First Amendment lawyer Floyd Abrams said that although TV will be blamed for everything that goes wrong in the courtrooms, it will eventually reach the Supreme Court and give people a more accurate picture of trial proceedings.

Abrams, who has represented the media in some of the most important recent First Amendment cases, including the Pentagon Papers, *Herbert v. Lando* and the Carter-Mondale argument last week (see page 110), pronounced himself a pessimist about the general course of First Amendment freedoms in the next decade.

He's worried about a new theory of broadcast regulation based not on scarcity—"that argument won't work much longer"—but on "power and intrusiveness."

He called the Pacifica "seven dirty words" case a "legal time bomb which can be used at any time to justify more sweeping regulations than we've yet seen." He

said that case (in which the seven words were ruled indecent but not obscene) couldn't have been lost on its legal merits but that the Supreme Court "found a way to win, by calling radio special because of the circumstances under which it comes into the home." Such a "special circumstances" theory has more potential for harm than any other, he said.

Abrams thinks it more likely that the print media will lose some First Amendment freedom than the electronic media will gain some. "It will be a hard fight to keep the First Amendment away from a regulated industry model," he said, because of the "growing confluence of electronic and print journalism."

Alan Finberg, Washington Post Corp. vice president and general counsel, shared Abrams's concerns, foreseeing a "tilt toward the broadcast pattern [of regulation] even as the reason for that pattern evaporates." Finberg predicts increasing attention to the FCC's right to determine broadcast format and content, as the new technology produces such questions as, for example, a low-power Hispanic station's switch to black-oriented programming.

Cable News Network President Reese Schonfeld illustrated the current confusion over his industry's freedom, or lack of the same, by noting that while Safer had said cable isn't subject to fairness doctrine and equal time requirements, Geller said it is. "We're not sure," Schonfeld said, but we'll argue that cable's ability to provide hours and hours of public affairs programming eliminates the necessity for such restrictions. He predicted CNN may face a Supreme Court-level battle when it runs issue and advocacy advertising. He is intrigued with the First Amendment contention of a Massachusetts firm—Cape Cod Cable—that it can't be regulated because it can't cover, say, city council news frankly if it has to go to that same city council for rate increase approval or franchising.

Is public broadcasting's obituary premature? Public Broadcasting Service President Lawrence Grossman says its financial future has never looked more un-

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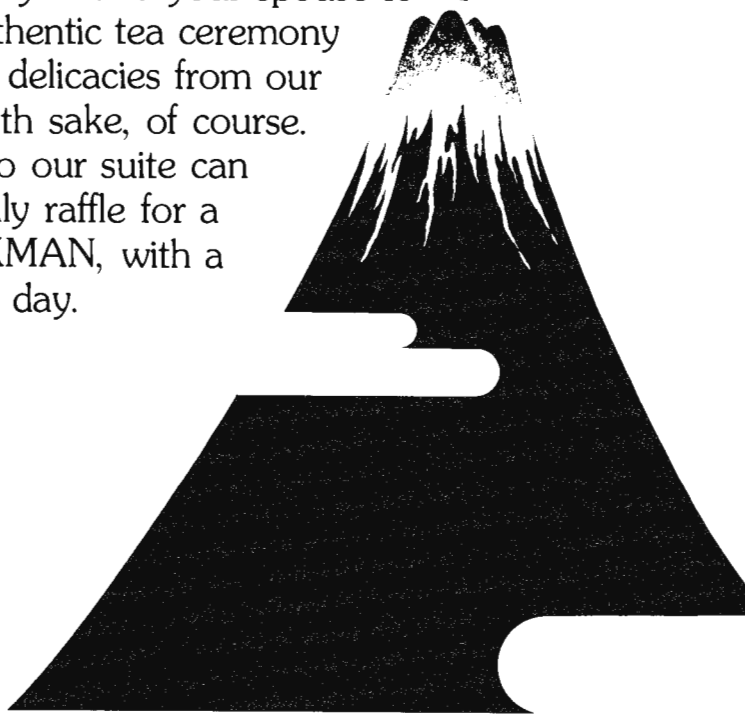
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certain but that it has had a history of going out of business every year and somehow or other surviving.

"We can't stand out there and say 'don't cut us'" when important health programs are also being sliced, Grossman said. "Public sector financing has to come down. It's the will of the country."

Grossman did say that although public broadcasting's traditional funding sources are themselves targets for substantial budget reductions, there must be continued public funding for local public affairs, community affairs and minority programming. While public TV is reaching 42 million viewers a week and growing, Grossman said, stations which have never before had serious money problems have had to cut news staffs.

And Ronald Bornstein, the Corporations for Public Broadcasting's vice president for telecommunications, which is facing a proposed 25% budget cut, said he fully expects some stations to go off the air. Public radio and TV will survive, he said, but perhaps not with the same level of service that audiences have come to expect.

Shelia Mahoney, former executive director of the Carnegie Commission on the Future of Public Broadcasting, and now with Cablevision Services Corp., foresees many drastic changes in public broadcasting, with some programs cut out entirely. Members of the Reagan administration must be educated, she said, about the depth of public support for public TV.

End of the road for CBS and its 'per use' fight

Supreme Court refuses to review decision in 11-year-old case against music licensing groups; now comes renegotiation with ASCAP and BMI over back rights

CBS's 11-year-old suit for "per-use" music licenses appeared to have reached the end of the line last week: The U.S. Supreme Court refused to review a lower court decision affirming the suit's dismissal.

The suit, which had followed a back-and-forth route through the courts, charged that the blanket licenses used by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. were per se violations of anti-trust laws.

With the Supreme Court's refusal to hear an appeal from the dismissal, CBS sources said they conceivably could ask the court to reconsider, but doubted they would. The court's vote to deny review was said to be 8-0.

The suit may be over, but fallout remains: negotiating new license fees not only with CBS but with ABC and NBC as well.

CBS has been paying \$4.32 million a year to ASCAP, and \$2.6 million a year to BMI, on an "interim" basis, subject to retroactive renegotiation when the court case was over.

BMI officials said their back claims on CBS will total \$15 million, "at the minimum." Their fee from CBS was frozen at \$1.7 million a year from 1969, when the lawsuit was filed, until 1979, when the court raised it to \$2.6 million, bringing it into line with the \$2.6 million a year paid by ABC and \$2.656 million paid by NBC (BROADCASTING, Feb. 4, 1980).

ASCAP has been getting \$4.5 million a year from NBC and \$3.8 million a year from ABC, in addition to the \$2.6 million from CBS. These are all on an interim basis, subject to renegotiation back to Oct. 1, 1976, in the case of the NBC license; to Jan. 1, 1977, in ABC's case and to 1970 in CBS's.

Bernard Korman, ASCAP general counsel, said last week that "ASCAP looks forward to sitting down in the near future with all three networks to see if we can't find an amicable solution for both the past and the future."

BMI officials said their agreements with ABC and NBC are not "interim" and do not carry automatic retroactive negotiation rights, but that either side can seek renegotiation by giving notice. It seemed certain that BMI would seek higher fees from both those networks as well as from CBS.

"We're trying to get parity with ASCAP in all areas," one BMI executive said. At the moment, there is almost a \$4.8-million disparity, with ASCAP getting \$12,620,000 a year from the three networks and BMI getting \$7,856,000.

The CBS suit had been before the Supreme Court once before. It was started against BMI and ASCAP in December 1969. After a lengthy trial, U.S. District Judge Morris Lasker dismissed it (BROADCASTING, Sept. 29, 1975).

A three-judge Appeals Court panel reversed Judge Lasker two years later, holding that the ASCAP and BMI blanket licenses violate antitrust laws (BROADCASTING, Aug. 15, 1977). In 1979 the Supreme Court ruled, on appeal, that the licenses are not a per se violation but sent the case back to the Appeals Court to determine whether there was a violation under "the rule of reason" (BROADCASTING, April 23, 1979).

A year later an Appeals Court panel held that the blanket licenses, at least as they relate to networks, do not violate antitrust laws (BROADCASTING, April 7, 1980). That was the ruling the Supreme Court refused last week to review.

The Appeals Court panel's distinction relating its ruling specifically to networks may be important. In another lawsuit, members of the All Industry Television Stations Music License Committee, headed by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., are contending that the ASCAP and BMI licenses violate antitrust laws, but their suit takes a somewhat different approach (BROADCASTING, Dec. 4, 1978).

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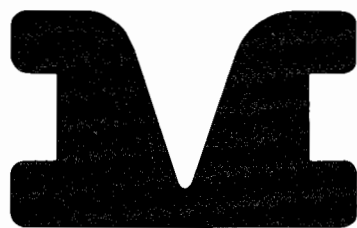
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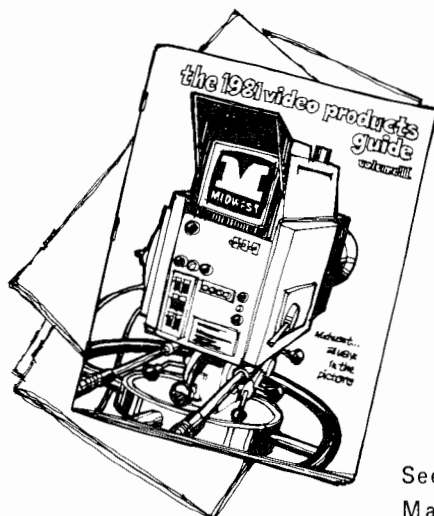
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FTC's antitrust division spared complete axing

OMB reduces amount agency will have to trim to 5%, split between consumer protection and competition bureaus

Federal Trade Commission fans had plenty to cheer about last week: The Reagan administration resisted a recommendation to make deep cuts in the FTC's budget and decided not to insist that those cuts be aimed primarily at phasing out the FTC's enforcement of antitrust laws.

Sources say that the cuts now being proposed would be far less than those proposed by the Office of Management and Budget three weeks ago. OMB had recommended that the FTC slash its budget 13% this year and 25% for fiscal 1982. However, sources say OMB is now recommending that the FTC trim its budget by about 5% for this fiscal year and by about 11% for fiscal 1982.

Sources also say that OMB's earlier plan to target those cuts at the FTC's Bureau of Competition—the FTC arm responsible for enforcing antitrust laws—caused so much ruckus that the administration felt it prudent to back off. Congressmen, small-business groups and key administration

officials—reportedly including Vice President George Bush—had rallied to the commission's cause, protesting that a limitation of FTC antitrust power should be effected by Congress, not a budget directive from OMB.

Now, administration sources say the cuts should be spread out chiefly between the Bureau of Competition and the Bureau of Consumer Protection, the FTC's other major function, which, among other things, polices the advertising world. FTC sources, however, say the new proposal essentially would let the FTC make those cuts as it sees fit.

According to OMB's latest recommendation, which one administration source warns is not final (he says the final recommendation won't be revealed until Reagan presents his budget package to Congress on March 10), the FTC would be required to cut its current \$74.2 million budget by \$3.5 million. And for fiscal 1982, for which the Carter administration recommended that the FTC receive \$77.9 million, the FTC would be required to trim its budget by \$8.5 million. The agency would be required to make further reductions over the following four years so that its budget would total no more than \$60.4 million by fiscal 1986.

Sources say also that OMB is still proposing that the agency close its 10 regional offices.

Although the administration's sharp reversal caught many by surprise, perhaps

no one was more surprised than FTC Commissioner Patricia Bailey. Bailey, sources say, had been the administration's first choice to replace Chairman Michael Pertschuk. However, just before administration officials planned to announce their choice for acting chairman, they found out about a speech Bailey had made to a group of antitrust lawyers in Washington the week before. In that speech, Bailey argued that the agency's antitrust functions were needed to protect consumers and small business. She also said that Congress, not OMB, should decide whether the FTC should retain its power to enforce antitrust laws.

David Clanton, the other Republican on the commission, whom the administration named acting chairman instead, has said that he agreed with Bailey "in general terms." In a separate statement, Clanton noted that "an immediate task facing the commission is achieving budget economy. That can be done, but I do not believe that it should be accomplished by sacrificing our historic and essential role in antitrust law enforcement."

But perhaps that change in heart isn't so hard to understand after all. Others note that Bailey is a supporter of the Equal Rights Amendment, which Reagan staunchly opposes. Some say the administration was looking for an excuse not to go through with her appointment.

The administration's choices to replace Pertschuk, as chairman are limited. There are only two Republicans on the commission. And, unless someone resigns, there will be no vacancies on the five-member commission until Democrat Paul Rand Dixon's term expires on Sept. 25. There cannot be a Republican majority on the FTC—and the administration won't be able to bring in a new chairman from outside the commission, as the transition team had suggested—until then.

How retrenchment will affect FCC

Acting FCC Chairman Robert E. Lee warned last week that the prevailing mood of deregulation and lowered federal spending means the industry must press harder to solve the various problems it faces on its own.

Lee told members of the Federal Communications Bar Association in New York that the consequence of these twin developments is that industry cannot look toward the government for help as in the past. "Government just can't begin to solve every problem," he said. The accent on economy, he said, has led the FCC to set up a task force to determine work priorities and eliminate agency functions that are not strictly essential.

Lee also said it is likely that between now and the end of 1981, five members of the FCC will be leaving the agency, adding he will be among them. He said the commission should have at least one member who is an engineer to provide an appropriate mix.



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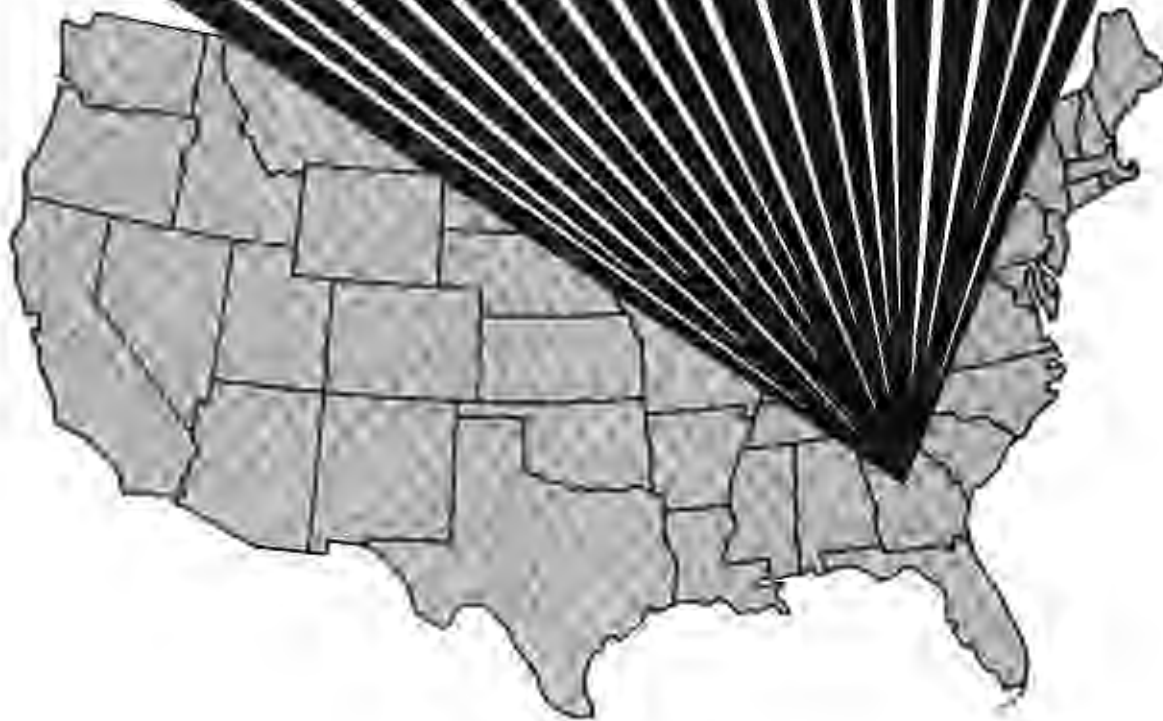
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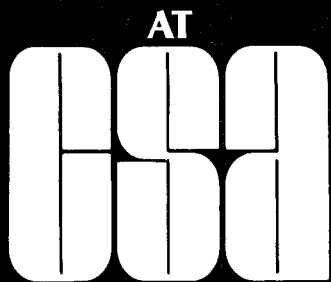
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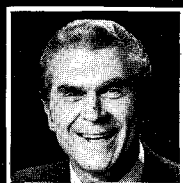
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Writers hold off on TV strike

**WGA votes to extend contract
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pay, disk and tape programing**

Members of the Writers Guild of America have voted to extend their contract with Hollywood producers for at least two weeks, avoiding a strike that could have begun with the expiration of the old contract at midnight, Feb. 28. Negotiations between writers and producers were scheduled to resume today (March 9), following approval of a resolution offered by the WGA negotiating committee at a March 1 general membership meeting.

Major items such as minimum pay scales and pay TV compensation have yet to be resolved in the discussions. A WGA official in New York said the main obstacle to a new contract is payment for original programing for pay television, videodisks and videocassettes—key issues in last summer's protracted strike by actors. In pay television, producers have been offering 1.2% of gross receipts after a program has been carried on each pay television system during a one-year period, while writers have been asking for 6% of the

gross from the first dollar. The initial contract extension is for 10 working days, starting March 2.

"Negotiations are going slowly, but progress is being made," said WGA executive director Len Chassman. He emphasized that both sides want a contract, not a strike. "We are negotiating some very tough issues," Chassman observed. William Hunt, the chief negotiator for the Association of Motion Picture and Television Producers, expressed similar views.

There has been speculation that if the writers fail to reach an agreement with producers by June 1, when the Directors Guild of America's contract expires, a walk-out might occur. Studio executives have hinted in recent weeks that they are prepared to continue production even if a strike develops, and network programers have already taken steps in anticipation of that possibility. The matter is complicated by the fact that current contracts of Screen Actors Guild and International Alliance of Theatrical and Stage Employees contain no-strike clauses, which prevent those unions from officially endorsing any WGA or DGA strike action.

PlayBack

MBS gets fourth NFL rights pact. Mutual Broadcasting System has acquired exclusive radio rights to all preseason and regular-season games of Pittsburgh Steelers. Three-year agreement was announced last week by MBS President Martin Rubenstein and Steelers President Daniel M. Rooney. Network will form eight-state regional network for Steelers broadcasts. WTAE(AM) Pittsburgh will remain as originating station for team in first two years of pact. With acquisition of Steelers, Mutual now holds radio rights to four National Football League teams. Others are Dallas Cowboys, Atlanta Falcons and Kansas City Chiefs (BROADCASTING, Nov. 24, 1980).

Preachers and politics. Radio documentary series, *The Electronic Church: Politics, Religion, and Media*, is being made available by RadioWest Productions, noncommercial producer based in Santa Monica, Calif. First-refusal rights are to public stations, then commercial outlets. Program highlights role of radio and TV evangelists, Moral Majority and regulatory agencies in emergence of nation's conservative political climate.

Life after 40. Jameson Broadcast Inc., Columbus, Ohio, is offering *New Age Radio*, daily, three-minute informational program geared to interests of people over 40. Sponsored by Nationwide Insurance, program debuts this month and is distributed free. For information: (614) 476-4424.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Woman* by John Lennon on Geffen; (2) *Keep On Loving You* by REO Speedwagon on Epic; (3) *Nine To Five* by Dolly Parton on RCA; (4) *Celebration* by Kool & The Gang on De-Lite; (5) *The Best Of Times* by Styx on A&M. The top five in **country radio airplay**: (1) *Angel Flying Too Close* by Willie Nelson on Columbia; (2) *Guitar Man* by Elvis Presley on RCA; (3) *As Good As You Look* by Bellamy Brothers on Warner Brothers; (4) *If Drinkin' Don't Kill Me* by George Jones on Epic; (5) *39 and Holding* by Jerry Lee Lewis on Elektra.



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PBS's proposed pay TV system to be detailed in study

The Public Subscriber Network, the pay television network proposed by the Public Broadcasting Service, got a go sign last week when the executive committee of the PBS board gave its unanimous approval for PBS to launch a \$1.5-million study to lay the network out in detail.

Although the \$1.5 million will have to be raised from outside sources—most likely from foundations—the committee also authorized PBS to use \$200,000 of PBS funds to get going while the \$1.5 million is being raised.

The committee also authorized PBS President Lawrence Grossman to spend time overseeing the project. Grossman will retain his position as PBS president, but will delegate some duties.

A PBS spokesman said the idea for this "feasibility and development" study is to have PSN laid out in detail within one year. Under the plan, PBS will try to set up the 50 markets where it plans to initiate the network during its first year of operation. With the \$1.5-million, a PBS spokesman said, PBS will try to "tie down" institutions and distributors for both the educational programming it envisions for PSN during the daytime and the cultural fare it

plans to run at night. Though during this phase, neither checks nor contracts will be signed, the spokesman said, PBS would like to get PSN to the point that if the full 35-member board of PBS gives PSN the nod, "all they have to do is sign the checks" to get PSN rolling.

Lorimar's Lee Rich warns ATAS of dangers of greed

Producer questions economic sense of Hollywood strikes in Los Angeles luncheon address

One of Hollywood's top television producers has warned "there is uneasiness existing in every sector of our [entertainment] business," and that "there may not be a future for the television industry, or it may change so radically that no one will recognize it."

The co-founder and president of Lorimar Productions, Lee Rich, told a Feb. 26 luncheon audience of the Academy of Television Arts and Sciences in Los Angeles the uneasiness "manifests itself in an attitude of 'screw the next guy, I want mine.' Fingers point at everybody—production companies, networks, actors, directors, writers and theatrical agents."

Ratings Roundup

CBS-TV clobbered its two network rivals with more than a four-point prime-time ratings lead for the week ended March 1—locking up a decisive victory as well for the February "sweeps" (see "In Brief").

During the final full sweeps week of this period, when local-market performance is measured, CBS won with a 21.6 rating and 34 share to NBC-TV's 17.5/27 and ABC-TV's 17.3/27. The week's five top-rated programs all came under the CBS banner, including two films, the made-for-TV *Fallen Angel* (28.4/42) and the theatrical "Amityville Horror" (25.4/37). Night by night, CBS took Tuesday, Thursday, Friday and Sunday; NBC, Monday and Wednesday, and ABC, Saturday.

It was a week heavy with specials, particularly from CBS and NBC, and at times the networks seemed to turn into movie channels. On Sunday, for example, competition overlapped for an hour and a half between "Amityville Horror" on CBS and the made-for-TV *Miracle on Ice* on ABC (18.8/28 for its full three hours) and *Elvis and the Beauty Queen* on NBC (17.5/26 for two hours).

Each network had a movie on Friday as well, and again CBS's drew the largest audience. Head-to-head, CBS's "Wizard of Oz" (20.6/34) beat NBC's *Munster's Revenge* (14.3/23), and ABC's *Midnight Offerings*, starting an hour after them, drew only a 13.9/23—and faced CBS's powerhouse *Dallas* (30.2/52). NBC's two-part *Evita Peron* with Faye Dunaway produced mixed results, earning a 22.7/34 on Monday but was hit hard on Tuesday (18.2/27) by CBS's *Fallen Angel*.

One new series premiered during the week: ABC's *Aloha Paradise* with Debbie Reynolds. In its special two-hour presentation on Wednesday, it scored a 19.4/29.

The First 20

1.	<i>60 Minutes</i>	CBS	30.8/46
2.	<i>Dallas</i>	CBS	30.2/52
3.	<i>Fallen Angel</i> (made-for-TV movie)	CBS	28.4/42
4.	<i>M*A*S*H</i>	CBS	27.2/38
5.	<i>Amityville Horror</i> (theatrical movie)	CBS	25.4/37
6.	<i>That's Incredible</i>	ABC	24.3/35
7.	<i>House Calls</i>	CBS	23.2/34
8.	<i>Love Boat</i>	ABC	23.1/39
9.	<i>Lou Grant</i>	CBS	23.1/37
10.	<i>Evita</i> (part one)	NBC	22.7/34
11.	<i>Laverne & Shirley</i>	ABC	22.5/34
12.	<i>Happy Days</i>	ABC	22.4/34
13.	<i>Little House</i>	NBC	21.9/31
14.	<i>Knots Landing</i>	CBS	21.5/35
15.	<i>Grammy Awards</i>	CBS	21.1/34
16.	<i>Real People</i>	NBC	20.8/32
17.	<i>CHiPS</i>	NBC	20.8/30
18.	<i>Wizard of Oz</i> (theatrical movie)	CBS	20.6/34
19.	<i>Quincy</i>	NBC	20.3/33
20.	<i>Three's Company</i>	ABC	20.0/29

The Final Five

58.	<i>Gangster Chronicles</i>	NBC	12.5/21
59.	<i>Flo</i>	CBS	11.2/29
60.	<i>Charlie's Angels</i>	ABC	10.6/18
61.	<i>Foul Play</i>	ABC	10.4/17
62.	<i>Monster Disasters</i> (special)	NBC	9.2/16

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Rich detailed his criticism of each of those groups, suggesting that greed is the prime motivator for many of their members.

"Let's not be thrust into strikes no one really wants or needs," said Rich, referring to speculation about a strike by directors and writers later this spring. "Despite the gains which the actors felt they achieved from their last strike, how long will it take them to make up for the salaries they lost on the shows that will never be produced? Has anyone calculated what that strike did to our local economy?"

Rich, whose company produces CBS-TV's top-rated *Dallas*, argued "there is an attitude from agents, managers and lawyers who play at being agents and managers, an attitude that has no regard for economic realities." Although not mentioning *Dallas* star Larry Hagman by name, Rich questioned the high salaries some actors are demanding: "How many movies for television can you make at the prices we receive from the networks if the stars get \$150,000 to \$200,000 plus perks?" Hagman, who plays "J.R." on the series, reportedly gets \$50,000 per episode.

As for the networks themselves, Rich cited "a growing antagonism" between them and producers that has already led to some serious problems. He claimed networks too often tell producers where to shoot and whom to hire, and are not aggressive enough in attracting new talent. "The odds of having a hit show on television," Rich maintained, "are anywhere from 5,000 to 10,000 to one."

ABC captures the ice

Network's rights to world skating competition, held in Hartford, sustained by court after challenge by local TV's

ABC-TV's exclusive rights to 1981 World Figure Skating Championships were upheld in a court decision last week, after local stations charged that the exclusivity was unconstitutional.

The competition was held in Hartford, Conn., and WFSB-TV, CBS's affiliate there, argued that the competition was an "important news event for the community" and deserved local coverage, as did ABC-affiliate WTNH(TV) New Haven, Conn.

Chief Judge T. Emmet Clarie of the Federal District Court in Hartford ruled, however, that because skating was a "uniquely visual sport," television coverage by the stations would "diminish its commercial value" to ABC.

The decision, last Monday, had no effect on the stations' plans to carry taped coverage within their regular newscasts on Tuesday. Both stations signed indemnity agreements, accepting legal responsibility for their actions.

A spokesman for ABC, in an apparent compromise, said ABC would permit the stations to cover the preliminary competition with tape, but warned that the use of any visual excerpts of the finals would bring legal action, as that portion was to be featured on ABC-TV's weekend *Wide*

Monitor

See them all. NBC-TV will carry important games of National Collegiate Athletic Association basketball tournament in Philadelphia between March 9 and March 30, but many early-round and consolation games, not televised, will be covered by NCAA Productions. Wold Communications will deliver NCAA-produced games to stations that want them. According to Wold, NBC affiliate in each market has right of first refusal.

Follow the bounding ball. National Invitation Tournament, called college basketball's oldest post-season tourney, will be syndicated by Madison Square Garden Television as three-game package. Games will include one quarter-final contest, March 19, one semifinal, March 23, and March 25 finals.

Another delay. Start-up of Cinemerica Satellite Network has been delayed due to "incompatible" programming and marketing philosophies held by Cinemerica and major financial backer, American Medical Buildings. CSN is seeking new funding sources with launch date now pegged at mid-1981.

Departing. Wolfman Jack resigned last week from NBC-TV's *Midnight Special*, rock 'n' roll variety show he'd hosted for last eight years. Reason for departure is said to be difference of opinion with management on program format.

In the marketplace. New weekly, half-hour series, *Trends in Living*, is being offered to TV stations on barter basis for start in September. Series will deal with such subjects as home financing, conversion of abandoned properties, and environment. It will be syndicated by Karol Media, Paramus, N.J., with National Association of Realtors as national sponsor. Production will be by Planned Communications Services.

From books to bookings. Major book publisher, Simon & Schuster, has signed exclusively with Paramount Pictures for development of television and film projects. Simon & Schuster president Richard E. Snyder said move "is a natural extension of the business of publishing." Paramount chairman Barry Diller said pact would mean "positive growth" for both companies. David Obst was named president of newly created Simon & Schuster Productions.

Disney deal. Smith-Hemion Productions has signed agreement with Walt Disney Productions to produce at least five hours of prime-time programming. First production by independent contractor is docudrama biography of late Walt Disney. Two specials originating from Disney World are also planned under agreement, which is said to be worth approximately \$5 million.

World of Sports program.

At WTNH, general manager Peter Orne said on Wednesday: "They've requested the advance tape depiction of finals be withheld until the end of the broadcast, and that suits us just fine. We will have the necessary information, but as to actual visual representation, we'll have to wait until we carry the *Wide World of Sports*, and we find no problem with that." As an ABC-affiliate WTNH would be the first station in the Hartford-New Haven markets to have the entire footage of the six-day

event.

Unsatisfied with ABC's offer was Richard Ahles, vice president and news director at WFSB-TV. Ahles said it would be in the best interests of the community to include taped reports of all of the games. Pointing out that each of the daily reports was only about two minutes in length, he said: "We'll take our chances on getting sued." If, on the other hand, the indemnity agreement is broken by the sponsors or ABC, then WFSB-TV will be the ones to take them to court.



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Newhouse joins top 10 MSO's with Vision Cable buy

Deal for control of 16 systems will give Syracuse-based firm about 500,000 total subscribers

Newhouse Broadcasting, Syracuse, N.Y.-based multimedia company, has purchased control of Vision Cable Communications Inc., New York, operator of 16 cable systems in six states. When the deal is closed, sometime this fall, Newhouse will become the eighth largest cable MSO with a total subscriber base of approximately 500,000.

Newhouse and Vision, both private companies, are withholding the financial

details of the transaction. But one report, denied by a Newhouse official, puts the purchase price in the neighborhood of \$180 million (\$10 million cash). An undetermined number of shares in Vision will be retained by the present management.

According to Robert Miron, Newhouse's executive vice president, the management of Vision will remain intact and the company will enjoy the same autonomy as many other broadcast and cable operations that are under the Newhouse wing. "We bought a good company," Miron said, "and plan to allow it to continue to operate." Vision management includes Sid Knafel, chairman, and George Lindemann, president.

Michael Willner, Vision's vice president of operations, said that like many cable companies, Vision had been courted by a number of large companies over the past few years seeking to buy into or quickly expand their cable holdings, but most of the entreaties were dismissed summarily. What attracted Vision to Newhouse was the potential of using Newhouse's vast information gathering resources as the basis for the development of "futuristic" informational services for Vision's cable systems, Willner said.

Willner claimed Vision's Bergen county, N.J., system was the first to offer interactive burglar and fire alarm service and added that Vision believes informational and other nonentertainment services are "a major portion of the future of this business."

Newhouse's first move into cable came in 1964 when it established NewChannels. That company has grown slowly and steadily over the years. Newhouse suddenly increased its cable holdings by forming a second cable arm, Metrovision, in 1979 and buying Daniels Properties Inc. (116,000 subscribers) the following year to give the company a solid foundation.

Miron said Newhouse is always in the cable market. "We have no immediate plans, but we'll continue to franchise and look for [acquisition] opportunities. We believe strongly in cable."

Some of the aggressiveness of Newhouse's pursuit of cable may be attributable to a heavy bankroll it received in the spring of 1980. Wishing to get out from under some crossownership problems it was having with the FCC, Newhouse sold its five television stations to the Times Mirror Co. for \$82 million (BROADCASTING, April 7, 1980).

Newhouse has retained its radio interests: WAPI-AM-FM Birmingham, Ala.; WSYR-AM-FM Syracuse, N.Y., and WTPA-FM Harrisburg, Pa.

In addition to its New Jersey system, Vision operates systems in Houma and Alexandria, both Louisiana; Wilmington,

Albemarle, Salisbury, Concord, Jacksonville, Shelby, Morehead City, Southport, all North Carolina; Clearwater and Pinellas Park, both Florida; Florence and Sumter, both South Carolina, and DuBois, Pa.

General Instrument has big plans for earth stations

It forms venture with SED Systems for worldwide sale of terminals; it's especially interested in DBS market

General Instrument Corp., New York, has teamed up with SED Systems Inc., Saskatoon, Sask., to pursue the burgeoning market for satellite earth stations in the 1980's.

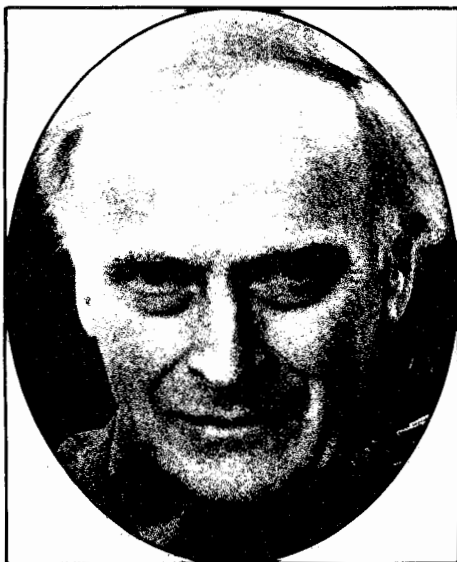
General Instrument, well known to the cable industry as a manufacturer of a broad line of cable products through its Jerrold Electronics division, announced last week that under an agreement with SED it will manufacture and market worldwide earth stations using technology developed by SED.

General Instrument plans to make fixed satellite earth stations, primarily for the cable industry, and, when the market develops, direct broadcast satellite terminals. The earth stations will be put together at General Instrument's existing plants in Toronto and Delhi, Ont., which it plans to expand to meet expected worldwide demand.

"Adding satellite television earth station equipment to our broadband communications system technology is a natural extension of our capabilities," said General Instrument Chairman Frank G. Hickey in a prepared statement. "The addition of these satellite products will enable the company to expand its participation in the cable, MATV, industrial and consumer DBS markets."

Since every earth station General Instruments makes will employ SED-licensed technology or SED parts, SED will profit from every unit General Instrument sells. "We needed the world access and high-volume electronics production capability of General Instrument," explained SED President Michael Hodson. Serving primarily the Canadian cable market, SED has had annual sales of around \$13 million, Hodson said.

The key equipment patents that General Instrument has licensed are for fixed satellite (C-band) low-noise amplifiers and receivers, the electronic components of earth stations, Hodson said. SED will supply General Instrument with DBS low-



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noise amplifiers, he added.

Neither General Instrument nor SED currently makes satellite antennas, an earth station's other major component. SED will continue to buy them from other manufacturers. General Instrument has plans to begin making them at its Delhi plant.

While the SED deal could quickly make General Instrument competitive with major fixed satellite earth station manufacturers like Scientific-Atlanta, Microdyne, Microwave Associates and Gardiner Communications, its greatest significance may be in the direct satellite broadcasting market.

SED has developed the DBS technology through its work with the joint U.S.-Canadian Hermes satellite in the late 1970's. In addition, it has been the primary supplier of small earth stations—1.2-meter and 1.8-meter—to the Canadian government for its experimental satellite communications network using transponders on the high-powered Anik-B satellite, which uses the same K-band frequencies as future DBS satellites.

Hodson predicts an enormous market for DBS terminals over the next 10 years. At a minimum, Canada will demand a million units, the United States, 2.5 million and Germany and France, 10 million, he says. It's a worldwide market that will attract worldwide competition.

But he expects SED/General Instrument to be in there along with the Japanese (any number of companies are making products under license to the Japanese Broadcasting Corp. and OKI Radio) and the Europeans (Thomson-CSF, Siemens and AEL).

Hodson said it's important to be ready for the first DBS market—probably Canada—so that when the next market evolves "tooling will be paid off and you can be very competitive."

No financial details of the agreement, which is subject to the execution of a definitive agreement and the approval of the boards of both companies, were disclosed.

Economic effects of regulation on media

New York law conference ponders impact of government on cable, new technologies and looks at history of TV network rules

The economic aspects of the new media, addressed obliquely in several panels during an NYU Law School conference, also came under the direct scrutiny of several economic experts.

David Wicks, panel moderator and managing director of the investment banking house, Warburg, Paribas Becker, set the stage by noting that the general economic picture for communications is quite good, with capital readily available for projects large and small, and with hard-

ware being produced at record levels. Cable and other communications ventures are moving into public equity markets once again, he said, and private tax-oriented financings are experiencing a resurgence for motion picture and other software projects. The public debt market is also a plentiful source of funding for the field, according to Wicks.

Indeed, when his firm conducted a survey of lending institutions active in cable financing last year, banks were predicting their cable loan portfolios would grow by 75% in 1980. But the initial figures Wicks has compiled for this year's survey show the increase to be more on the order of a whopping 150%, he said.

Wicks did have two words of caution. Escalating demand for debt could conceivably outstrip the supply, if all current unbuilt franchises were to hit the debt market at once. Also, Wicks said he believes there is danger in deregulation of cable at the federal level—it "opens the way to a variety of sins at the state and local levels" particularly with "franchising authorities asking for economically unviable" conditions.

Stanley Besen (senior economist with the Rand Corp.), examined the history of communications regulation, with an eye to what he views as its stifling effects, and to specific recommendations for deregulation. The "highly concentrated" three-network advertiser-supported system of television in this country was a product of regulation, particularly frequency allocation policies, Besen contended, and an important implication of that structure is that audience size and not "intensity of preference" determined programing. Once the "essential parameters for subsequent regulation" were in place, Besen said, not the FCC, or Congress or the public could do anything to affect programing more than marginally. "Best efforts" were symbolic and ineffective, he contended, with the prime-time access rule, network and affiliate regulation and syndication rules merely "shuffling profits" among various segments of the industry. Regulatory actions Besen called harmful included the abandonment of ac-

tions to overcome UHF's disadvantage, cable regulation policies that prevented cable's entry into cities, and the anti-siphoning rules for cable, which he said blocked pay programing.

More recent actions that produced fundamental change were the HBO court of appeals decision that struck down FCC pay rules, removal of barriers to common carrier access that let programing get on satellites and general deregulation initiatives that started in 1972. These combined to increase the number of programing outlets and let entrepreneurs program on a pay-for-viewing basis—for less than the largest possible audience.

Besen said he would further recommend the elimination of the complement-of-four rule for STV, the allocation of more spectrum space for MDS services, the adoption of proposals for VHF drop-ins and the free entry of DBS service.

Viacom Inc. Chairman Ralph Baruch took a somewhat different tack. Looking at the industry from a "businessman's point of view," Baruch argued for "common sense deregulation." The airline industry, he asserted, shows the effect of "deregulation for deregulation's sake," with price wars on some routes and consumers paying higher prices on others.

In the communications field's recent past, said Baruch, there has emerged among regulators the view that "more is better" insofar as program outlets are concerned. "To me, quantity does not always bring quality," the Viacom chairman stated, pointing to current proposals for the radio marketplace. The FCC is considering proposals to add up to 1,000 stations, by Baruch's count, to the 7,000 in existence, while he said he doesn't see a corresponding increase in radio advertiser expenditures. The end result, he suggested, would be less money available for a given program, and a decline in quality for the consumer. Similar logic could also be applied to television, Baruch said.

Finally, Baruch trained his sights on the telephone company, saying its "abuses are well known," and that the case against it should go to trial and not be settled "behind closed doors."

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Stock Index

Exchange and Company	Closing Mar. 4	Closing Mar. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (\$100,000)
BROADCASTING						
N ABC	30 1/4	28 1/2	+ 1 3/4	+ 6.14	5	847
N Capital Cities	83 1/2	68 1/2	- 15	- 18.05	13	856
N CBS	54 1/8	52 5/8	+ 1 1/8	+ 2.85	8	1,508
N Cox	58 5/8	50 1/2	+ 2 1/8	+ 3.76	8	791
A Gross Telecasting	26 3/4	26 3/8	+ 1/8	+ 1.42	7	21
O LIN	29 1/4	28 1/4	+ 1	+ 3.53	10	182
N Metromedia	99 1/2	96 1/4	+ 3 1/4	+ 3.47	11	845
D Mooney	9 3/4	8 1/4	+ 1 1/2	+ 18.18	13	-
O Scripps-Howard	47 1/2	47 1/2	-	-	7	122
N Star	32 3/4	32 1/4	+ 1/4	+ 1.56	10	430
N Telf.	27 1/4	26 3/4	+ 1/2	+ 5.89	8	260

Exchange and Company	Closing Mar. 4	Closing Mar. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (\$100,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	25	23	+ 2	+ 8.69	20	82
A Affiliated Pubs.	27 5/8	27 1/2	+ 1/8	+ 4.5	11	142
N American Family	7 3/4	8	-	- 3.12	9	81
N John Blair	19 1/4	19	+ 1/4	+ 1.31	8	71
N Charter Co.	14	13 1/4	+ 1/4	+ 3.66	1	352
N Chris-Craft	37 7/8	38 1/4	- 1/8	- 3.8	19	119
N Coca-Cola New York	9 1/2	9 5/8	- 1/8	- 1.29	22	167
N Cowles	30	30 1/8	- 1/8	- 41	25	119
N Dun & Bradstreet	59 1/2	59	+ 1/2	+ 84	18	1,859
N Fairchild Ind.	24 3/8	23 1/8	+ 1 1/4	+ 5.41	7	216
N Fuqua	13 3/8	12 1/8	+ 1/8	+ 94	3	179
N Gannett Co.	40 7/8	38 1/2	+ 2 1/2	+ 5.15	11	2,181
N General Tire	22 3/4	22 3/8	+ 1/8	+ 1.67	8	588
D Gray Comm.	58	55	+ 3	+ 5.45	1	27
N Harle-Hanks	31 3/8	31 1/8	+ 1/4	+ 80	15	286
O Heritage Comm.	14 1/4	14 1/4	-	-	7	77
N Inland Corp.	21 3/8	19 1/4	+ 2 1/8	+ 11.03	9	230
N Jefferson-Pilot	25 3/4	23 5/8	+ 2 1/8	+ 9.89	6	564
O Marvin Josephson	12 1/2	12 3/4	- 1/4	- 1.96	8	29
O Kansas State Nat.	31	32 1/2	- 1 1/2	- 4.61	25	58
N Knight-Ridder	27 1/4	27 1/8	+ 1/8	+ 46	10	683
N Lee Enterprises	26 3/4	25 1/8	+ 2 1/8	+ 12.04	13	180
N Liberty	14	13 1/2	+ 1/2	+ 3.70	8	178
N McGraw-Hill	43 3/4	40	+ 3 3/4	+ 9.37	14	1,087
A Media General	35	32 1/2	+ 2 1/2	+ 7.69	9	284
N Meredith	52	49 3/8	+ 2 5/8	+ 5.31	8	162
D Multimedia	29	27	+ 2	+ 7.40	15	261
A New York Times Co.	30 3/8	29 1/2	+ 1/8	+ 2.96	8	364
N Outlet Co.	31 1/4	29 1/4	+ 2	+ 6.83	45	28
A Post Corp.	25 1/4	24 1/8	+ 1/8	+ 20.78	12	46
N Rollins	36 5/8	34 1/2	+ 2 1/8	+ 5.15	15	499
N San Juan Racing	18 7/8	18 7/8	-	-	21	42
N Schering-Plough	39 1/4	39	+ 1/4	+ 64	8	2,084
O Stauffer Comm.	48	46	+ 2	+ 4.35	11	46
A Tech Operations	18 1/2	16 3/4	+ 2 1/4	+ 17.46	20	19
N Times Mirror Co.	45 1/8	42 5/8	+ 2 1/2	+ 3.43	11	1,539
O Turner Bcastg	17 1/4	15 3/4	+ 1 1/2	+ 8.60	17	173
A Washington Post	24 3/8	22 1/2	+ 1 7/8	+ 8.34	10	342
N Wometco	19 3/4	17 1/2	+ 2 1/4	+ 12.85	9	262

Exchange and Company	Closing Mar. 4	Closing Mar. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (\$100,000)
CABLE						
A Acton Corp.	15 3/8	15 1/8	+ 1/8	+ 8	11	46
N American Express	44 7/8	43 1/8	+ 1 3/4	+ 4.05	9	5,199
O Burnip & Sims	13 1/4	12 3/4	+ 1/2	+ 3.92	17	118
O Comcast	27 1/4	26 1/2	+ 3/4	+ 2.83	11	68
D Enton	5	5	-	-	5	4
N General Instrument	80 5/8	77	+ 3 5/8	+ 4.70	14	710
D Rogers Cable Systems	9 5/8	9 1/4	+ 1/8	+ 4.05	19	182
D Tele-Communications	26 5/8	26 1/2	+ 1/8	+ 3.67	26	834
N Teleprompter	33 3/4	33 3/4	-	-	38	574
N Time Inc.	61 1/8	58 5/8	+ 4 1/2	+ 7.94	12	1,720
O Tocom	13	13 1/2	- 1/2	- 3.70	42	42
O UA-Columbia Cable	87 1/4	85	+ 2 1/4	+ 3.46	40	226
O United Cable TV	26 7/8	26	+ 7/8	+ 3.36	19	263
N Viacom	51	48	+ 3	+ 6.25	9	227

Exchange and Company	Closing Mar. 4	Closing Mar. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (\$100,000)
PROGRAMMING						
O Chuck Barris Prods.	3 3/8	3 3/8	-	-	3	10
N Columbia Pictures	39 5/8	40 1/8	- 1/2	- 1.24	11	401
N Disney	59 1/2	59 7/8	- 3/8	- .62	15	1,836
N Filmways	7 3/4	6 1/4	+ 1 1/2	+ 24.00	48	48
O Four Star	1 1/2	1 3/8	+ 1/8	+ 6.67	18	18
O Getty Oil Corp.	70 1/4	70 1/4	-	-	8	6,771
N Gulf + Western	15 3/4	15 7/8	- 1/8	- .76	4	1,175
N MCA	48 3/8	47 3/8	+ 1/2	+ 1.04	9	1,137
O Medcom	7	6 7/8	+ 1/8	+ .81	25	12
N MGM Film	8 7/8	8	- 1/8	- 1.36	0	289
O Reeves Commun.	33	33	-	-	33	119
O Telepictures	6 7/8	5 3/4	+ 1/8	+ 2.17	27	14
N Transamerica	18 5/8	18 3/8	+ 1/4	+ 1.36	5	177
N 20th Century-Fox	63 1/4	62 3/8	+ 7/8	+ 1.40	10	991
O Video Corp. Of Amer.	14 5/8	14 1/8	+ 1/2	+ 3.53	30	14
N Warner	36 3/4	34 1/8	+ 2 1/2	+ 6.37	3	2,158
A Wralther	28 1/8	24 5/8	+ 3 1/2	+ 14.21	0	85

Exchange and Company	Closing Mar. 4	Closing Mar. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (\$100,000)
SERVICE						
O BBDO Inc.	41	42 1/2	- 1 1/2	- 3.62	9	103
O Compact Video	19 3/4	19 7/8	- 1/8	- .53	18	51
N Comsat	43 5/8	42	+ 1 5/8	+ 3.85	9	142
O Doyle Dane Bernbach	18 1/2	18 1/2	-	-	5	22
N Foote Cone & Belding	30 1/2	29 1/8	+ 1 3/8	+ 4.72	8	53
O Gray Advertising	59	59 1/2	- 1/2	- .42	6	36
N Interpublic Group	31 1/2	31	+ 1/2	+ 1.61	6	140
N JWT Group	35 7/8	35 1/2	+ 3/8	+ 1.53	8	103
O MCI Communications	11 7/8	11 1/8	+ 3/4	+ 6.74	59	434
A Movielab	6	5	+ 1	+ 20.00	5	9
A MPD Videonics	5 1/2	5 1/4	+ 1/4	+ 4.76	15	3
O A.C. Nielsen	35	35 1/8	- 1/8	- .70	15	392
O Ogilvy & Mather	26 1/2	26 1/2	-	-	8	108
O Telemation	2 1/4	2	+ 1/4	+ 12.50	12	2
O TPC Communications	5 7/8	5	+ 7/8	+ 16.00	42	5
N Western Union	21 3/4	20 1/8	+ 1 1/2	+ 7.40	10	330

Exchange and Company	Closing Mar. 4	Closing Mar. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (\$100,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	13 1/4	13 3/8	- 1/8	- .33	22	22
N Ampex	33 3/4	33 3/4	-	-	16	392
N Arvin Industries	14 7/8	14 1/2	+ 3/8	+ 2.58	7	115
A Cetec	6 3/4	7 1/8	- 1/8	- 5.26	8	14
O Chyron	12 1/2	11 1/2	+ 1	+ 8.69	23	15
A Coho	8	8 1/8	- 1/8	- 1.53	17	13
N Conrac	19 3/8	18 1/8	+ 1 1/4	+ 6.89	9	41
N Eastman Kodak	78	76	+ 2	+ 2.63	12	15,868
O Elec Missile & Comm	5 3/4	5	+ 3/4	+ 15.00	72	15
N General Electric	65 1/2	67	- 1 1/2	- 2.23	19	4,846
N Harris Corp	48	45	+ 3	+ 6.66	18	1,476
O Intl. Video*	5/8	5/8	-	-	1	1
O Microdyne	18 1/2	18 1/2	-	-	14	49
N M.A. Com. Inc.	24 1/4	23 1/2	+ 3/4	+ 3.19	21	809
N 3M	82 3/8	81	+ 1 3/8	+ 2.25	11	7,265
N Motorola	80 3/4	80 1/8	+ 3/8	+ 1.03	11	7,734
O Nippon Electric	67 3/4	66 3/8	+ 1 3/8	+ 2.07	52	2,229
N N. American Philips	43 3/8	40 1/8	+ 3 1/4	+ 8.09	7	521
N Oak Industries	51 3/4	50 5/8	+ 1 1/8	+ 2.22	17	261
A Orrox Corp.	8 1/4	6 5/8	+ 3/8	+ 4.34	27	3
N RCA	30 1/8	30 1/8	-	-	8	2,256
N Rockwell Int'l.	36 3/8	40 1/8	- 3 3/4	- 9.84	9	2,728
A RSC Industries	4 3/8	4 5/8	- 1/4	- 5.87	11	10
N Scientific Atlanta	46 1/2	42	+ 4 1/2	+ 10.71	47	442
N Sony Corp.	16 3/4	16 5/8	+ 1/8	+ .75	27	3,611
N Tektronix	53 3/4	52	+ 1 3/4	+ 3.36	12	991
A Texaco	25 3/4	23 1/4	+ 2 1/2	+ 10.75	36	36
N Varian Associates	24 1/2	23 3/4	+ 3/4	+ 3.15	11	186
N Westinghouse	28 5/8	28 1/8	+ 1/2	+ 1.77	7	2,431
N Zenith	15	15 1/4	- 1/4	- 1.67	16	201

Standard & Poor's 400 Industrial Average 148.53 144.40 -4.09

Notes: A-American Stock Exchange; B-Boston; M-Midwest; N-New York; P-Pacific; O-over the counter (bid price shown, supplied by Sherman Loebe Rhodes-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 gains or losses. Footnotes: * Stock did not trade on given day; price shown is last traded price. ** No P/E ratio computed; company reported net loss. *** Stock split. **** Stock traded at less than 1/8¢.

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
RCA.....	yr. 12/31/80	\$8,011,300,000	+7.5	\$315,300,000	+11.1	3.35	\$7,454,600,000	\$283,800,000	3.72
Rockwell International.....	yr. 9/30/80	7,052,700,000	+12.1	280,200,000	+7.3	3.77	6,288,800,000	261,100,000	3.66
Rollins Inc.....	6 mo. 12/31/80	213,763,052	+14.3	1,281,349	+23.3	26	187,063,576	1,401,357	1.04
Schering-Plough.....	yr. 12/31/80	\$,740,400,000	+21.4	248,400,000	+11.7	4.62	1,434,000,000	222,300,000	4.12
Scientific-Atlanta.....	6 mo. 12/31/80	20,592,000	+40.3	7,882,000	+51.6	75	85,972,000	5,199,000	.58
Scripps-Howard Broadcasting.....	yr. 12/31/80	76,991,679	+10.0	6,460,580	+3.1	6.38	69,958,353	5,970,073	6.19
Taft Broadcasting.....	9 mo. 12/31/80	194,317,000	+1.7	26,319,000	-2.7	2.69	190,957,000	27,036,000	3.10
Technical Operations.....	3 mo. 12/27/80	7,150,000	+10.1	509,000	+24.1	48	6,496,000	410,000	.30
Time Inc.....	yr. 12/31/80	2,881,783,000	+15.1	141,203,000	+1.9	5.02	2,504,060,000	143,922,000	5.15
Times Mirror.....	40 wks. 10/5/80	1,373,918,000	+4.2	96,854,000	+1.4	2.84	1,203,313,000	109,358,000	3.22
Transamerica Corp.....	yr. 12/31/80	4,384,915,000	+8.4	244,979,000	+2.0	3.75	4,044,647,000	240,202,000	3.66
United Cable TV.....	6 mo. 1/30/80	28,559,000	+38.9	3,813,000	+27.9	43	20,561,000	2,982,000	.36
Washington Post Co.....	yr. 12/28/80	659,535,000	+11.2	34,335,000	+16.5	2.44	593,262,000	29,468,000	1.89
Warner Communications.....	yr. 12/31/80	2,059,414,000	+25.0	137,091,000	-31.7	2.38	1,648,027,000	200,747,000	1.97
Westinghouse Electric.....	yr. 12/31/80	8,514,260,000	+14.4	402,884,000	+21.7	4.71	7,443,051,000	331,071,000	3.85

*Warner Communications 1979 net income include \$91,689,000 gain from sale of 50% interest in cable subsidiary to American Express.

Teleprompter reports 1980 revenue rise of 17%; cable leads way

MSO reports that Westinghouse merger is 'on schedule' with 28% stock purchase completed

Teleprompter, which is in the process of acquisition by Westinghouse, has reported its 1980 results. Revenues were up 17% over the year earlier's \$174,638,000, to \$203,558,000. Income, considered before extraordinary items, was up 20%, to \$23,191,000, \$1.36 per share, from \$19,340,000, \$1.14 per share. After extraordinary items, the company's income jumped 75%—this year saw a 10 cent per share benefit from a favorable tax ruling, while last year there was an 84-cent-per-share charge resulting from a litigation settlement.

According to the company, its cable television division was the principal contributor to the year's results, with revenues up 19% to \$170,281,000 from \$143,458,000. Operating profits, however, advanced only 4%, from \$56,030,000 to \$58,415,000. (Those figures are before depreciation, amortization, interest and income taxes, which aren't broken out by operating unit.)

Filmation Associates logged revenues of \$13,692,000 in 1980 and operating profits of \$3,097,000. Teleprompter noted that Showtime, its joint venture with Viacom, "continued to expand its operations in 1980."

The company also stated that the proposed merger with Westinghouse "is on schedule," with 28% of Teleprompter's common stock having been purchased by Westinghouse on Jan. 30 (after the FCC granted a temporary waiver of crossownership rules). That stock "has been placed in a voting trust and there will be no change in the control of Teleprompter until the merger is consummated."

Bottom Line

Fox stock moves. In filing with Securities and Exchange Commission, Tandem/TAT and Bud Yorkin Productions disclosed they have raised their holdings in 20th Century-Fox to 7.4%, or 782,467 shares. Filing says Hollywood-based production companies, both privately held, bought 93,500 shares week of Feb. 20, just 10 days after acquiring another 118,400 shares. Colorado oilman Marvin Davis is bidding to take over Fox plus distribution of interest in Fox's United Television subsidiary.

Sewed up. New York Times Co. has completed acquisition of Cable Systems Inc. and Audubon Electronics, which have combined total of 55 cable franchises in three southern New Jersey counties (Burlington, Camden and Gloucester), from Irving Kahn for \$119 million.

Dividendless quarter. Decision to omit quarterly dividend has been made by directors of Chuck Barris Productions. Company's cash is to be plowed into production of four series instead. Titles are *The Million Dollar Talent Show*, *Leave It to the Women*, *Dollar A Second* and *Treasure Hunt*, all for fall 1981.

Charge. Cable subscribers nationwide can now use Visa or Master Card credit cards to pay initial service package fees. Development is outgrowth of HBO test marketing program that cable network says had "impressive early results," boosting affiliated systems sales 4.3%. Special agreement HBO negotiated with Chemical Bank, which will administer program, puts 2.9% interest rate on service sales. HBO says plan, initially limited to sign-up payments over \$40, may later be extended to monthly charges.



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Journalism

Hearings set on whether to allow TV coverage in Senate

Rules Committee sets March 25 and 27 to hear testimony after staff report says coverage technically more feasible now

The Senate Rules Committee plans to hold hearings on March 25 and 27 on whether to allow televised coverage of chamber proceedings. Its decision came after a report from its staff concluded that televised coverage is technically much more feasible now than it was in 1977, when last considered.

As that report was being released, the Cable Satellite Public Affairs Network (C-SPAN) released a report of its own, indicating that a majority of senators favor or tend to favor some form of televised coverage. The Rosslyn, Va.-based cooperative based its report on a recent survey of all 100 senators.

The Rules Committee began looking into televised proceedings shortly after the beginning of the 97th Congress when Majority Leader Howard Baker (R-Tenn.) introduced a resolution (S.Res. 20) to allow TV coverage (BROADCASTING, Jan. 12). Since then, the Rules Committee staff has been preparing a preliminary report, released last Monday (March 2), on the feasibility of coverage.

According to that report, new cameras have made it "probable that low-level lighting bright enough to produce acceptable pictures, but not so bright as to be objectionable to senators, can be arranged." The staff based that conclusion on the results of tests it conducted with the three major networks on Feb. 16-17 (BROADCASTING, Feb. 23).

Those tests also revealed that "eight cameras stationed in the gallery can produce a full head-and-shoulders close-up of each senator and that these locations would provide backup to cover temporarily for another camera." Studio cameras, rather than minicameras will have to be used, according to the report, because of low-level lighting conditions.

In the past, technical problems have stymied the Rules Committee's consideration of televised proceedings. Because they have apparently been overcome, the committee's staff recommends that members now focus on determining the impact televised proceedings will have on Senate procedure, practices and costs.

To do this, the staff recommends that the committee hire a lighting expert to conduct a study, costing less than \$2,000, to develop a preliminary design and a firm estimate of cost to install auxiliary lighting. After that, the committee will hold its hearings.

According to Joseph DiGenova, staff director to the Rules Committee, witnesses will include proponents and opponents, industry representatives and legislators from other countries where televised proceedings are already in effect. In addition to testimony from foreign legislators, DiGenova said several committee and staff members may travel abroad to observe the televising of a body, such as Canada's parliament, whose procedures are similar to those of the Senate.

Only if the committee decides it favors televised proceedings, should it, according to its staff, authorize in-depth studies of design specifications for the system and firm cost estimates for all viable operation alternatives. Those alternatives include placing control of the cameras in the hands of the networks, a Senate broadcasting system similar to that in the House, or an outside contractor.

Released the same day as the Rules Committee staff's report, the survey by C-SPAN found that 35 senators favor gavel-to-gavel coverage of proceedings. Another 22 "lean toward favoring some form of TV coverage."

Of senators favoring coverage, 36 are Republicans and 21 are Democrats. Of 19 senators firmly opposed or leaning against TV coverage, eight are Republicans, 10 are Democrats, and one is an Independent.

There are 24 senators undecided or uncommitted, according to the C-SPAN survey, 15 of them Democrats and nine of the Republicans.

Salant sees general news weakened by specialization of new technologies

NBC Vice Chairman Richard S. Salant advanced the proposition that the growth of the new technology, with its emphasis on fragmentation and specialization, may weaken the availability of general information, which he called "one of the gains of the democratic era."

Delivering a lecture at the University of California at Riverside, Salant quoted writer Dominique Wolton as saying, "What will remain of this democratic function when each person reads or punches up on the console only what his

or her own informational needs require?"

Salant asserted that a successfully functioning democracy depends on a common data base for its people and said some of the new technologies threaten that common base. He suggested that "smaller and smaller groups may come to know more and more about less and less."

He said it is possible that the new technologies will not deliver "all the cornucopia of goodies" that are being promised and may provide more and more of what is already available. And in these new technologies, he added, the programming could become available only to those who pay and have cable.

He said he opposed the government's "tilt in favor of the new technologies," but hastened to say:

"Let me make it clear that I abhor government regulation of any kind in this area. I do not suggest abandonment of

deregulation of the new technologies. But let's even it out: It seems to me to be imperative as a constitutional matter, as a societal matter and as a matter of justice that free broadcasting, on the one hand, and the new technologies, on the other, be left equally free to compete in the marketplace."

At the outset of his speech, Salant voiced confidence that network news would continue to flourish despite the growth of the new technologies. His rationale was that if portions of the networks' entertainment schedule and audiences go over to cable and other technologies, news and information will have a larger role in network schedules.

"Not only because they have the organization and expertise in place but because it makes economic sense," Salant said. "Simply put, news is less expensive, by a good margin, than entertainment."

NewsBeat

Part of the act. Tim O'Brien, Supreme Court reporter for ABC, on Tuesday was admitted to practice before that court. O'Brien is lawyer, who is now admitted to practice in Louisiana and Washington, D.C. O'Brien was sponsored for admission to Supreme Court practice by colleague Fred Graham, who covers Supreme Court for CBS and who also is attorney. After taking customary oath and being welcomed to practice by Chief Justice Warren E. Burger, O'Brien took his seat in press section of court to cover argument in case in which three television networks are appealing FCC ruling they violated "reasonable access" rule in refusing to sell time to Carter-Mondale Campaign Committee in December 1979 (see page 110). O'Brien has made news of his own in his coverage of high court; two years ago he beat court four times in reporting actions and decisions before their official release—scoops that did not endear him to Burger. Third network correspondent assigned to Supreme Court, Carl Stern of NBC News, is also lawyer and was admitted to practice before high tribunal in 1969.

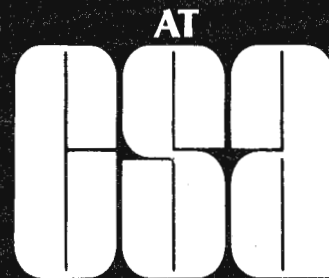
After all, Mike . . . CBS News said last week that *60 Minutes* report on Haiti will be produced, despite correspondent Mike Wallace's original request that correspondent Morley Safer not pursue assignment because Wallace feared for safety of his relatives in Haiti. Wallace said last week he was in error in asking Safer not to report Haiti story and admitted: "I think we'd be derelict if we didn't do the story now." William A. Leonard, president of CBS News, agreed with Wallace and said story would be pursued.

CBS News merger. CBS News has consolidated its special events unit (live coverage of breaking stories) and special reports unit (specials with short lead time and occasional documentaries) into one production operation. Named director and executive producer of new combined unit is Russ Bensley, former director of special events. In other changes, David Buksbaum, deputy director and senior producer, special events unit, and Sam Roberts, a producer with *CBS Evening News*, trade jobs. Hal Haley, senior producer, special reports, takes on additional duties as deputy director, special reports. John Sharnik, senior executive producer, special reports, does not join new unit but continues as head of development for public affairs broadcasts, as well as assuming other assignments still to be announced.

Pa. freedom fighters. The Society of Professional Journalists, Sigma Delta Chi will present its First Amendment Award to the First Amendment Coalition of Pennsylvania for its efforts to strengthen and protect freedom of the press. In four years coalition has given out more than 11,000 copies of its "survival kit," containing advice for reporters and lawyers faced with First Amendment problems.

Reporter's guide. World Environment Center is offering free guide, *Contact: Toxics*, to radio and TV newsrooms in top 100 markets. Book lists some 1,000 specialists on toxic substances—network of sources willing to take press queries. Copies are available by writing Center at 300 East 42d Street, New York 10017. In 1979, Center offered "Guide to Energy Specialists."

TV news expansion. All-news (12 noon to 5 p.m.) programing at Oklahoma City's independent KAUT-TV (ch. 43) has been shifted to compete directly with late afternoon local affiliate and network newscasts. New schedule calls for five complete one-hour newscasts running weekdays from 2 to 7 p.m. Future plans call for extending news format, begun last November, to seven hours daily.



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U.S. showing signs of getting tough with Cuba over AM slots

Government is making it clear it does not want that country to receive majority of new stations created by 9 khz plans

The U.S. appears to be sending out signals it intends to be tough in protecting its interests as the nations of the western hemisphere prepare for the second session of their conference on AM broadcasting, to start in November, in Rio de Janeiro. And the problems ahead suggest toughness may be required, particularly in regard to Cuba. One U.S. official said the U.S. might not ratify the agreement being drafted if it felt Cuba was being treated too

generously.

State Department and FCC officials last week said they have made it clear in international meetings that the U.S. will not accept Cuba's getting a lion's share of the 12 new channels the 9 khz channel spacing plan is intended to provide, as a means of resolving the conflicts Cuba's inventory of needs would create with stations in the U.S. and elsewhere.

The U.S. officials will have an opportunity to make that point to the Cubans next month, in a bilateral meeting in Havana, the first of a series of such meetings with representatives of Caribbean countries.

Studies that surfaced last week at a meeting of the Advisory Committee on Radio Broadcasting tended to confirm the worst fears that were generated by the Cuban inventory of operating and proposed stations, when it was submitted in May, with its heavy quotient of high-power stations. One FCC computer study, whose results have not yet been analyzed, indicates that the number of Cuban stations' day or night incompatibilities with U.S. outlets could run into the hundreds. And Donald Everist, of the consulting firm of Cohen & Dippell, prepared a non-computerized study that indicates the degree of interference to U.S. stations would be considerable, even if the power of the Cuban stations were "significantly reduced." Complicating the problem is that Cuba has not joined the U.S., Canada and Mexico in agreeing to a standard limiting interference to 10% of the time; along with most of the rest of the hemisphere, Cuba will adhere to a 50% time value standard.

Asked "what about Cuba?" last week, Wilson LaFollette, who is chief of the FCC's technical and international branch of the Broadcast Bureau and is the top FCC staffer preparing for the conference, said: "When we go to Geneva, one of our priorities is to protect the U.S. interests. We're not going as a bunch of theoreticians moving stations around." He was referring to the eight-week meeting beginning April 22 that the Panel of Experts (of which he is one) will hold with the International Frequency Registration Board in doing comparative studies of the three frequency separation plans under consideration—10 khz, 9/4 (the American plan) and 9/9 (the Canadian suggestion).

William Jahn, the State Department official who has been working closely with the commission on Region 2 conference matters, said he had warned an IFRB official of the consequences of unreasonably gentle treatment of an uncompromising Cuba, at a preliminary meeting in Fortaleza, Brazil, last month. He said he noted that the IFRB seemed to be trying to

resolve incompatibilities by placing "offenders'" stations on the new channels that would become available if the conference agrees to reduce channel spacing from 10 khz to 9. He said he pointed out that "Cuba will be the worst offender to many countries" and that IFRB was following procedures that would reward that country with new channels. If so, the U.S. won't ratify, Jahn said he told the official. "We won't turn over the new channels to Cuba."

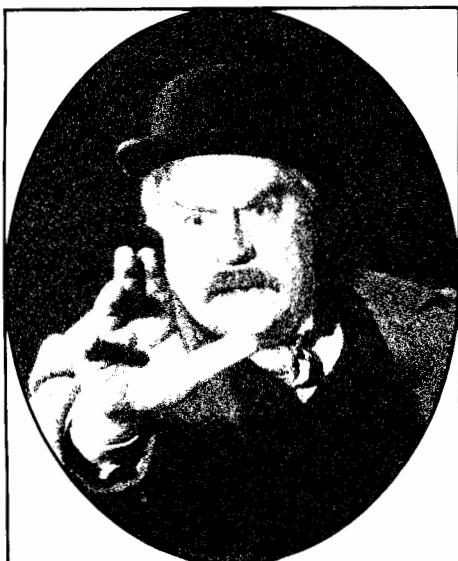
Some problems will not be subject to a technical solution; they are of a diplomatic nature. But much of it requires technical expertise; the FCC computer study alone runs to 1,000 pages. How much private industry will help in preparing the U.S. position in Havana remains to be seen. LaFollette, noting that the commission staff will attempt to be in a position to resolve conflicts in Havana, asked for volunteers to help with the "spadework." No one raised his hand.

The inventory Havana has sent off to Geneva isn't the only matter involving Cuba that was discussed last week. LaFollette said he had been informed, by way of Canada, that the Castro government had abrogated the North American Regional Broadcast Agreement, to which it had been a signatory, as of Nov. 3. However, Cuba has not adhered to the terms of the agreement for years, so as a practical matter, the abrogation is more a deliverance for the U.S., which has been honoring the agreement.

Canada is another neighbor with whom the U.S. seems to be taking a tough stand. U.S. officials visited Ottawa last month in response to Canadian expressions of concern about the FCC decision last May to break down the U.S. clear channels and accept applications for assignments on them ("Closed Circuit," Feb. 16). Canada had hoped to make use of some of the channels itself, after abrogating its participation in NARBA, under which it protects them. Canada regarded the commission action as "a preemptive strike," Jahn said. But, he added, "we didn't break them down to give them to Canada."

However, Jahn also said the talks indicated the problem is "manageable." No decisions were made; the meeting was "exploratory." But it appeared that because Canada wants to locate the new assignments at a considerable distance from the border it might be possible for what are now U.S. clears to be used. In return, the U.S. could place stations on what are now Canadian clears. In any case, Jahn said the U.S. would not modify its basic inventory without consulting Canada.

In another matter last week, one commission official indicated the commission



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Everything's go. Comstar D-4, the fourth satellite of Comsat's Comstar satellite system, has been successfully launched into space aboard an Atlas Centaur rocket by the National Aeronautics and Space Administration. Like the other three satellites of the system, Comstar D-4 will be leased to AT&T, which uses the system for transmission of voice, data and video. Comstar D-4, the former ground spare, is scheduled to become operational on May 1. Comstar D-4 is taking over the orbital slot of Comstar D-1 at 127 degrees west longitude, and Comstar D-1 is being co-located with Comstar D-2 at 95 degrees west. According to a Comsat spokesman, the co-location will conserve the power of the two aging satellites, launched in 1976. Half the transponders on each satellite will be turned off. By sharing the available transponder channels, the two satellites, in effect, function as one. The co-location, it is hoped, will insure the lives of the satellites until 1983, after which they will be replaced by Telstar satellites launched and operated by AT&T.

might make its ultimate decision on whether to back the U.S. 9 khz proposal, which would require stations to move no more than 4 khz, or the Canadian plan, which would require shifts of up to 9 khz, in May. The latter would be more costly to existing stations, but would provide for more new stations in major markets. Louis Stephens, of the FCC's Policy and Rules Division, who heads the advisory committee's subcommittee on allocations, noted that studies on the costs of the 9/9 plan and the relative benefits of the two plans will be delivered to the commission by mid-April. "We'll go to the commission [with the results] in May," Stephens said. That would be at least a month before the IFRB is scheduled to finish its work in Geneva. A decision then would precede by at least a month the completion in Geneva of the comparative studies of the 10 khz and two 9 khz plans.

Meanwhile, the commission has aggregated 3,800-3,900 "instances of need," as Stephens put it, or "potential demand," for new AM stations. The total is "a global pool" from which the commission will select proposals for inclusion in a five-year (January 1983-December 1987) plan. It is to be submitted, along with the plans of other Region 2 countries, to the con-

ference on May 31. The total includes proposals of minority groups, National Public Radio, and daytime broadcasters, as well as a list the commission staff compiled in examining the communities of fewer than 2,500 people with no local service and at least 10 miles from a city of 25,000 population.

The meeting produced another flap involving the industry members, many of them engineers, and the commission staffers, over what the industry representatives felt was the lack of a needed study. Has a study been done of the costs to the public of the interference that adjacent-channel stations would suffer as a result of a reduction in channel spacing from 10 khz to 9? Not a specific one. But, Stephens noted, no industry representative has provided a study to rebut commission estimates that the costs would be slight.

Such a study "would be tremendously costly," Jules Cohen, an engineer retained by NAB, said. The government should undertake it. But LaFollette indicated the staff was not eager to suggest such a project. The issue ended with NAB Senior Vice President and General Counsel Erwin Krasnow saying "a formal request" for such a study would be prepared for the commission.

InSync

Squeeze technique. How can too-long or too-short commercials or programs be made to fit specific time slots? As alternative to re-editing or re-shooting, Lexicon Inc., Waltham, Mass., suggests using its new audio time compressor-expander, which allows playback of recorded material at faster or slower speeds without changing original pitch of audio. Model 1200 permits time compression of up to 25%. Digital device can also be used creatively, Lexicon says. "Dramatic effects may be added by speeding up program segments. Slow-paced programs can be given higher energy levels. News reports can be made to sound more brisk and exciting." Lexicon says 18 advertising agencies have already made time-compressed commercials with prototypes of Model 1200.

Putting cable's best foot forward. Videovision Inc., marketing/production services firm, has entered cable TV market with new aid to system owners seeking additional subscribers. Main thrust of Videovision's service is videotape presentation that spotlights all features cable TV offers as well as testimonials from satisfied customers. Presentation can be displayed in homes of prospective subscribers by means of new portable Video Showcase, recently introduced by Technicolor Inc. Package, which includes market analysis, video presentation and training for sales force of system, is currently being test-marketed in Ohio by Warner-Amex. Information: Les Bortel, Advance Video, 3293 Spring Valley, Suite A, Bath, Ohio 44313; (216) 867-6867.

Test time. Society of Broadcast Engineers will administer SBE certification exams from June 6 to June 20. For applications and list of SBE chapters where tests can be taken: Certifications Secretary, SBE, P.O. Box 50844, Indianapolis 46250.

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The Media

Cities issue guidelines for cable franchising

Code, developed by League of Cities, lists rights of municipalities and offers number of suggestions to deal with local ownership, financial disclosure and lobbying practices

Amid the controversy over President Reagan's economic policies that dominated the National League of Cities meeting in Washington last week, the NLC board of directors adopted and issued a "Code of Good Cable Television Franchising Conduct," which describes itself as "a guide for cities in dealing with the cable industry during franchise negotiations." Adherence to the code is "strictly voluntary," the league said.

The code is specific and comprehensive, suggesting guidelines for the franchising process, cable ownership, financial disclosure and lobbying of city officials. It is the product of five months of work by the NLC's Cable Television Task Force, headed by Seattle Mayor Charles Royer.

The code is also a manifesto of sorts, asserting the powers of cities over cable television. It said a city has the power to franchise; to regulate cable systems, par-

ticularly their subscriber rates, and to assure public, community, educational, municipal and leased-channel access to the cable system. The cities' "important and proper role" in cable television regulation derives from cable's "quasi-monopoly status," the increasing desirability of cable services and the opportunity cable affords for local programming, the code said.

A number of guidelines address the problems arising from the major cable companies' common practice of giving away or selling for a fraction of their worth minority interests (typically 20%) in franchise applications to local groups and individuals. The companies hope that their local partners will be influential enough to sway enough council votes to win the franchise.

While noting that local ownership can be beneficial in encouraging the cable system to respond to local needs, the code warned that the city should adopt safeguards against abuses. The buy-out of the local partners by the parent company shortly after the award of the franchise, the code suggested, can be thwarted by barring ownership changes for a certain number of years after the award or making them contingent on city approval.

The "give-aways" of significant chunks of equity, which may ultimately have to be paid by the cable subscribers through increased subscription fees, can also be discouraged, the code said. The requests for

proposals by the cities should state that "bona fide investment" is desired and that companies with local investors whose percentage of interest is greater than the percentage of dollars or services invested or with local investors who have received loans from the cable companies to purchase their interest "will be looked upon with disfavor," the code said.

Give-aways might also be discouraged by stating in the request for proposals that a portion of investment equal to the give-away "will be excluded from the investment base on which the rate of return is calculated for purposes of rate regulation."

Ownership abuses may also be circumvented, the code said, if the RFP makes clear any preferences the city will make for local ownership and requires full disclosure of applicants' ownership (with percentages).

The code noted that a city should be aware of an applicant's other media holdings in the city and should "consider whether granting a franchise ... would result in an increased concentration of media ownership."

In its section on financial disclosure, the code went well beyond the obvious suggestion that applicants be made to prove that they have "adequate funds" to build and operate the systems they promise. The code would also have cities require disclosure of the applicants' business transactions to guard against "conflict of interest and influence peddling" and their



Videodisk preview. RCA, building exposure for its March 22 consumer launch of its SelectaVision videodisk system, hosted presentation extravaganza in New York. Shown at right is RCA Executive Vice President Herb Schlosser, appearing at the "gala premiere" of the system. At left: Televised presentations by RCA Chairman Edgar Griffiths, Executive Vice President Roy Pollack, Schlosser, the vice president and

general manager of the Consumer Electronics division, Jack Sauter, were viewed not only by an audience in NBC studios, but also by 14,000-plus retailers, press and other guests assembled at 75 locations and linked by satellite. RCA, which has said it intends to back the launch with the highest advertising budget of any new product in its history, will spend \$20 million on its "Bring the Magic Home" campaign.

expenses associated with seeking the franchise, including money spent for legal fees, lobbying, public relations, campaign contributions and donations and gifts to local individuals, groups and institutions.

The code also suggests city officials and consultants working for the city open their books. According to the code, city officials should be made to disclose any financial



Royer

interest or professional or personal relationship with any applicant and any gift, campaign contribution or other considerations, including tours of an applicant's operating cable systems, received from any applicant. Consultants should disclose all relationships with the applicants and with city officials, the code said.

The code also set forth a series of guidelines on lobbying, designed, it said, "to protect the public interest and to make the franchising process fair to all bidders." It listed several rules that have been applied, presumably successfully, in some cities: lobbyist registration, disclosure of all spokespersons, disclosure of contacts with elected officials or key staff. It also advised cities to set up rules for meetings between applicants and city officials and staff.

Among the code's other suggestions:

- The franchising process should be open to the public, community groups and governmental agencies and institutions.

- The process should be structured and well-publicized. The timetable associated with the process should be as rigid as possible and deliberate.

- Inquiries made to other cities about applicants' or consultants' performance should be formal and uniform.

- The franchise fee should be predetermined in terms of a percentage of cable revenues.

- Since the ultimate responsibility of awarding a franchise falls to elected officials, they should be involved in every step of the process.

The code was developed by the NLC Task Force without the cooperation of the National Cable Television Association. In the spring of 1980, NCTA met with the NLC, suggesting that the two organizations work together in developing a joint code, but the NLC unilaterally cut off the

talks after it learned that the NCTA was strongly supporting a Senate bill that it believed would limit the control cities exercise over cable systems.

An NLC staffer indicated last week, however, that there could be a thawing of relations.

With the issuance of the NLC code, Bill Drake, deputy director of membership services, said the NLC is now in a position to begin "informal" discussion with NCTA about a joint code. "We would like to have and maintain a dialogue with NCTA and the industry."

Drake said that the issuance of the code does not mean the end of the task force. It will continue to look at cable matters, particularly the regulation of cable systems after a franchise is awarded, he said.

Initial reaction from the NCTA was generally positive. NCTA President Tom Wheeler called the code a "commendable effort at self-regulation" and said NCTA has long advocated the establishment of uniform franchising procedures. Wheeler expressed some concern, however, about provisions asserting the cities' authority over cable after the award. "We disagree with the NLC's premise that cable in major urban markets provide essential services on a 'monopoly basis,'" Wheeler said. "We are concerned that excessive municipal regulation of cable rates and content will retard the development of innovative services to the public and will violate the editorial rights of programmers."

Arbitron changes to black book

Company plans to switch to diaries for black radio measurement by spring of '82 but COLTRAM feels move to abandon telephone interview is premature

Arbitron Radio plans to switch from telephone interviews to diaries in its measurement of the radio listening of blacks, effective in spring 1982, and some people are not happy about it.

Arbitron officials say that three years of investigation convince them the telephone technique, long used with blacks, results in an under-reporting of black listening.

But some members of the Committee on Local Television and Radio Audience Measurement (COLTRAM), a cross-section of research experts organized by the National Association of Broadcasters, say they feel Arbitron's decision is, at best, premature.

Some feel that Arbitron's telephone technique is what one source called "sloppy," and that if it were improved it would get better results. In any case, they say, Arbitron promised to finish a test of "high quality telephone retrieval" before deciding whether to switch to the diary.

Larry Patrick, NAB research vice president and chairman of COLTRAM, said that "we're very concerned. We had been promised no decision would be made until we had a complete test. They promised us

a test and they didn't finish the test [before deciding]."

Arbitron officials, however, say the test was not related to the decision. "We did not say we would put off a decision until we made the study for COLTRAM," a spokesman asserted.

Arbitron's studies had shown that a modified diary system would produce better results than the telephone system, according to this account. While Arbitron was making these studies, officials said, Arbitron learned that COLTRAM planned to evaluate telephone retrieval and Arbitron applied for, and eventually received, the assignment to do the evaluation study.

This study, officials said, was to evaluate (1) high-quality telephone retrieval as specified by COLTRAM; (2) Arbitron's normal telephone technique, and (3) the diary method now planned to be introduced for blacks in 1982. The field work has been done and the results are expected in April, according to Arbitron.

The diary technique Arbitron plans to use with blacks is a modification of the diary system used with the general public. Arbitron calls it DST, for "differential survey treatment." It includes a special bonus premium for black families selected to keep listening diaries, and a second bonus for families that include a male aged 18-34. There also are frequent callbacks to remind diary families to make their diary entries.



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Katz buying five Park City stations for \$19 million

The Katz Agency Inc., New York, is in the process of acquiring five radio stations at a total price of \$19 million.

Contracts now are being prepared for Katz to acquire four radio stations from Park City Communications for \$16 million. In a separate transaction Katz is buying KWEN(FM) Tulsa, Okla., from Curtis Communications for \$3 million.

The Park City properties are WEZN(FM) Bridgeport, Conn.; WFTQ(AM)-WAAF(FM) Worcester, Mass. and WZZK(FM) Birmingham, Ala.

All transactions are subject to FCC approval.

Katz is forming a wholly owned subsidiary, The Katz Broadcasting Co., to own and operate the stations. Richard A. Ferguson, president of Park City Communications, will become president of Katz Broadcasting. These transactions, if consummated, represent Katz's initial ownership of broadcast stations.

Last year Katz agreed to buy WSIX-AM-FM Nashville, Tenn., from General Electric but that purchase was not completed since it was contingent upon GE's acquisition of Cox Broadcasting. That transaction was called off.

Changing Hands

PROPOSED

■ **KDNL-TV St. Louis:** Sold by Evans Broadcasting Corp. to Cox Broadcasting Corp. for \$13.2 million. Deal to sell station to Buford Television Inc. (BROADCASTING, May 19, 1980) fell through last year. Seller is owned by Thomas M. Evans; wife, Betty; their son, Edward (30% each), and Jack Petrik (10%). They have no other broadcast interests. Buyer is publicly traded, Atlanta-based group owner of five AM's, seven FM's and five TV's and parent of Cox Cable Communications, MSO with more than 880,000 basic subscribers. Garner Anthony is chairman and Clifford Kirtland is president. Anthony is also chairman of family-owned Cox Newspapers, publisher of 14 dailies in seven states including *Atlanta Journal* and *Constitution*. KDNL-TV is independent on channel 30 with 1,190 kw visual, 212 kw aural and antenna 1,100 feet above average terrain.

■ **WMT-TV Cedar Rapids, Iowa:** Sold by Orion Broadcasting Inc. to Guy Gannett Broadcasting Services Inc. for \$13 million.

Sale is second spin-off from proposed \$110-million Orion-Cosmos Broadcasting Corp. merger (BROADCASTING, June, 16, 1980). Seller is owned principally by estate of George W. Norton and family. Norton's nephew, T. Ballard Morton, is president. It has also spun off WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich. (BROADCASTING, Jan. 26), and also will spin off WAVE(AM) Louisville, Ky. If merger is completed, Orion, as wholly owned subsidiary of Cosmos, will retain WAVE-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WMT-AM-FM Cedar Rapids. In addition, Cosmos owns WSAF-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo, Ohio, and WIS-AM-TV Columbia, S.C. Buyer is subsidiary of Guy Gannett Publishing Co., publisher of daily newspapers in Portland, Augusta and Waterville, all Maine. It is controlled by Jean Gannett Hawley (chairman) and family. Its broadcast portfolio includes: WGAN-AM-FM-TV Portland, Me.; WGGB-TV Springfield, Mass.; WINZ-AM-FM Miami; KOFM(FM) Oklahoma City; KSTT(AM) Davenport, Iowa; WXP(FM) Moline, Ill. WMT-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,450 feet above average terrain.

■ **WELE(FM) Deland, Fla.:** Sold by WELE Radio Inc. to Elyria-Lorain Broadcasting Co. for \$1.85 million. Seller is owned by Sidney Frazer (36.5%), Sheldon S. Katz (36.5%), Bernard Rabin (5%) and six others. They also own WELE(AM) South Daytona, Fla. Buyer is owned by Lorain County Printing and Publishing Co. (65.5%), Otto B. Schoepfle (4.9%) and 36 others. Schoepfle is president of Elyria-Lorain, and will vote stock held by publishing company, which has two dailies in Ohio. Elyria-Lorain also is licensee of WEOL(AM)-WBEA(FM) Elyria, Ohio, and WROD(AM) Daytona Beach and WMEL(AM) Melbourne, both Florida. WELE(FM) is on 105.9 mhz with 76 kw and antenna 285 feet above average terrain.

■ **WIFE(AM) Indianapolis, Ind.:** Sold by Indianapolis Broadcasting Inc. to Communicom Broadcasting Partners Ltd. for \$1.3 million. Seller is owned by Herbert Simon (22.8%), Lawrence Rogers (15.38%), Jack B. Simpson (15.1%), John S. Ansted (13.2%), James Calhoun (12.6%), Murray J. Feiwell (7.5%) and four others. Simon is president and 47% owner of Sitel Inc., which owns 49% of CP for new TV in Houston. Rogers is principal in Omega Communications Inc., 38.9% owner of WOFL(TV) Orlando, Fla. Others have no other broadcast interests. Buyer is partnership formed by Broadcast Associates of Denver and Communicom

Some Recent Transactions*

KWTC-AM/FM	Barstow, California	\$ 385,000
KLIK/KJFF	Jefferson City, Missouri	2,100,000
WMYB/WXTL	Myrtle Beach, South Carolina	700,000
KEAM-AM	Nederland, Texas	310,000
WYFA-AM	Patchogue, New York	620,000
WQZQ-FM	Chesapeake, Virginia	275,000
WTTR-AM/FM	Westminster, Maryland	1,742,510
WAIK/WGBQ	Galesburg, Illinois	925,000
KCBR-AM/FM	Steamboat Springs, Colorado	1,100,000

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3/9/81

Corp. of America. Broadcast Associates, which has no other broadcast interests, is owned by E.C. Hamilton (49.5%), Jack A. Vicker and his wife, Carolyn (24.75% each), and Jack M. Stern (19%). Hamilton owns oil and gas exploration interests in Denver, as does Vickers. Stern owns Denver farms and real estate holdings. Communicom Corp. of America is wholly owned by Kenneth E. Palmer, president. He also owns WWDJ(AM) Hackensack, N.J., and WZZD(AM) Philadelphia. WIFE is 5 kw full time on 1310 khz.

■ WPOM(AM) Riviera Beach, Fla.: Sold by Riviera Broadcasting Corp. to Riviera Communications Inc. for \$1,002,500. Seller is owned by Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer is owned by Rodney Dore (29.5%), Garth Reeves (26.25%), William Jones (21%), Ted Hepburn (15.75%) and Vincent Henry (7.5%). Reeves owns 98% of Miami [Fla.] *Times*, weekly paper, and is 3.7% owner and director of Broadcast Enterprises National Inc., Philadelphia-based group owner of eight radio stations and one TV. Dore is former account executive at WAOX(AM) Atlanta. Jones is physician in Richmond, Va., and 2.3% owner and director of BENI. Ted Hepburn is media broker and president of Ted Hepburn Co. Henry is son of Ragan Henry, president and 50.7% owner of BENI. WPOM is 1 kw full time on 1600 khz.

■ KQIN(AM) Burien, Wash.: Sold by Thomas W. Read to All Pro Broadcasters Inc. for \$750,000. Seller owns KTRW(FM) [CP] East Wenatchee, Wash. and is new FM applicant for Ephrata, Wash. Buyer is owned by Willie Davis (66.66%), former Green Bay Packer football player, and the Northwestern Mutual Life Insurance Co. of Milwaukee (33.33%). They also own KACE(FM) Inglewood, Calif., and WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin. KQIN is 500 w daytimer on 800 khz. Broker: Cliff Gill Enterprises Inc.

■ WDLP(AM) Panama City Beach, Fla.: Sold by Media Investors Ltd. to Janus Broadcasting Inc. for \$650,000. Seller is owned by Syndicated Services Inc. (general partner) and 35 limited partners. Syndicated Services is principally owned by Harold Grothaus. Media Investors also is licensee of WFTP(AM) Fort Pierce, Fla. Buyer is owned by Frederick L. Lindholm, president, and Donald G. McCoy, vice president (40% each), and David Johnson (20%). Lindholm and McCoy are general manager and sales manager, respectively, of WGNE-AM-FM Panama City/Panama City Beach Fla., of which each owns 40%. Johnson is physician in Santa Ana, Calif. WDLP is 1 kw full time on 590 khz.

■ WYFA(AM) Patchogue, N.Y.: Sold by Brookhaven Broadcasting Corp. to Long Island Music Broadcasting Corp. for \$620,000. Seller is owned by Perry Silver, president (100%). He has no other broadcast interests. Buyer is owned by Ellsworth A. (Jack) Shiebler, president (51%), his wife, Dorothy H., secretary/treasurer

(24%), and George (Drake) Hoag, vice president (25%). Jack Shiebler is former president and general manager of WALK-AM-FM Patchogue and WRIV(AM) Riverhead, N.Y. Hoag is former station manager at WALK and news director at WRIV. He has no other broadcast interests. WYFA is on 1580 khz with 10 kw day and 5 kw critical hours. Broker: Blackburn & Co. for seller; The Ted Hepburn Co. for buyer.

■ WETH(AM)-WMBL(FM) Morehead City, N.C.: Sold by Carteret Broadcasting Inc. to Bogue Broadcasting Inc. for \$540,000. Seller is owned by Robert R. Pate (75%) and his mother, Corrine (25%). They have no other broadcast interests. Buyer is wholly owned by Ronald E. Kramer, who is vice president and 20% owner of Son-techniques and 33.3% owner of Santec Corp., electronic manufacturing and record pressing companies in Cockeysville, Md. He is also 20% owner of Nante-Crete Ltd., Alexandria, Va., and has no other broadcast interests. WETH(AM) is 1 kw daytimer on 740 khz. WMLB(FM) is on 95.9 mhz with 3 kw and antenna 280 feet above average terrain.

■ WIYD-FM Palatka, Fla.: Sold by Hall Broadcasting Co. to Ronnette Communications Corp. for \$450,000. Seller is owned by Georgie Terwilligar (62.5%) and her son, Ronald G. Tumlin (37.5%). They also own WIYD(AM) Palatka. Tumlin has been general manager at WIYD-AM-FM.

Buyer is owned by Ronald Samuels (42.5%) and Annette M. Tutera (42.5%). Sellers Terwilligar and Tumlin retain options to purchase 15% in new licensee. Samuels is former vice president and general manager of WDOQ(FM) Daytona Beach, Fla. Tutera is housewife and real estate agent in Daytona Beach. WIYD-FM is on 99.9 mhz with 50 kw and antenna 180 feet above average terrain.

■ KTIX(AM) Pendleton, Ore.: Sold by Capps Broadcasting Group Inc. to Agpal Broadcasting Corp. for \$400,000. Seller is owned by Gary Capps (38%); his wife, Sharon (18%); his brother, David (32%), and seven other members of Capps family. They also own KGAR(AM) Vancouver, Wash.; KGAL(AM) Lebanon, KSRV(AM) Ontario and KGRL(AM)-KXIQ(FM) Bend, all Oregon, and KEEP(AM)-KEZJ(FM) Twin Falls, Idaho. Buyer is owned by Andrew F. Harle and his wife, JoAnn (50% jointly), and Cheryl McAnally and her husband, James (50% jointly). Andrew Harle is KTIX's general manager; Cheryl McAnally is station's sales manager. They have no other broadcast interests. KTIX is on 1240 khz with 1 kw day and 250 w night.

■ WABH(AM) Churchville, Va.: Sold by Deerfield Broadcasting Inc. to Blue Ridge Broadcasting Inc. for \$285,000. Seller is owned by Robert L. Dean and Vincent D. O'Connell (50% each). They have no other broadcast interests. Buyer is owned by Alan J. Carter (president) and Jack D.

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Ferguson (50% each). Carter owns lumber companies in Kent, Ohio, and Verona, Va. Ferguson owns laundry, dry cleaning and used car businesses in Staunton, Waynesboro and Stuarts Draft, all Virginia. They have no other broadcast interests. WABH is 1 kw daytimer on 1480 khz.

■ **WATC(AM)** Gaylord, Mich.: Sold by WATC Radio Inc. to Barr Broadcasting Inc. for \$200,000. Seller is principally owned by Les Biederman (52.5%), William H. Kiker (16.25%) and Drew McClay (15%). They own Paul Bunyon Network, licensee of WTCM-AM-FM Traverse City and WATZ-AM-FM Alpena, both Michigan. Buyer is owned by William C. Barr and his wife, Betty (50% each). He is accountant for state of Michigan and with his wife owns rental properties in Gaylord area. They have no other broadcast interests. WATC is 1 kw daytimer on 900 khz.

■ Other proposed ownership changes include **KBYG(AM)** Big Springs, Tex.; **WCBY-AM-FM** Cheboygan, Mich., and **WUCR(AM)** Sparta, Tenn. (see "For the Record," page 158).

APPROVED

■ Ownership changes approved by FCC include **KTTI(FM)** Yuma, Ariz.; **KBBB(AM)-KDKQ(FM)** Borger, Tex.; **KVMC(AM)** Colorado City, Tex., and **WJLJ(AM)** Tupelo, Miss. (see "For the Record," page 158).

CBS switches affiliation to WBAL-TV in Baltimore

Network will leave WMAR-TV in September for Hearst's ch. 11

CBS-TV claimed a major coup last week: the signing of the Hearst Corp.'s WBAL-TV Baltimore as an affiliate.

WBAL-TV, on channel 11 and currently an NBC affiliate, will replace WMAR-TV, channel 2 outlet owned by A.S. Abell Co. (the *Baltimore Sun*), in the CBS lineup. Authorities said the switchover will be next September, when current affiliation contracts expire, unless an earlier date can

be negotiated.

James H. Rosenfield, CBS-TV president, said that with WMAR-TV as the affiliate "our presence in that market has not been up to the standards CBS is accustomed to."

In the last sweeps period, Rosenfield said, WMAR-TV's sign-on to sign-off average audience declined 9.6% while CBS-TV's increased 6.7%.

Apparently WMAR-TV had pre-empted more network programs than CBS liked. "WMAR," said Rosenfield, "is a good station, but it just didn't seem to care about the network relationship."

WBAL-TV's "strength in station time and in news," he added, will make a good combination with CBS's programming.

Franklin C. Snyder, Hearst Corp. vice president, said that "we are pleased to join the CBS-TV network, and with the prospect that the strength of WBAL-TV's local programming combined with the CBS leadership in news, public service and entertainment will attract the largest audiences in Baltimore."

Dale B. Wright, president and general manager of WMAR-TV, took issue with CBS's Rosenfield. Of the network president's assertion that WMAR-TV hadn't provided CBS a sufficient "presence" in Baltimore, Wright asked: "Is that a nice way of saying we're trying to serve our local public instead of carrying network programs?"

Of WMAR's slippage in the last sweep, Wright noted that CBS-owned WCBSTV New York also slipped, by 5.1%. "Do you think they'll switch that affiliation to WPIX(TV)?" he asked.

He said WMAR-TV does carry Baltimore Orioles baseball, Baltimore Colts preseason football, University of Maryland/Atlantic Coast Conference basketball and "a small amount" of Baltimore Blast soccer. The station also carries a weekly public-affairs hour in prime time, "which the network never felt very good about," plus a daily half-hour children's program in network time and telethons for United Negro College Fund, Muscular Dystrophy and the local epilepsy association.

WMAR-TV presumably will move to NBC. WJZ-TV, the only other V in Baltimore, is affiliated with ABC.

Intermedia

Suburbs submissions. Eight cable companies have submitted applications for cable franchise for sprawling Washington suburb of Prince George's county, Md. For franchising purposes, county has been split north and south. Five companies—Cross Country Cable, Metrovision, Storer Cable Communications, Prince George's Community Cablevision (local company) and Cablecom of Maryland—have bid for both sections. Three others—Sammons Cable Communications, Viacom Cablevision of Maryland and Constitution Cablevision Corp.—have applied for southern section alone. Storer, with aid of former county executive Winfield Kelly, has already won franchises for several incorporated areas within county and is seen as best bet to win one or both awards.

At the table. Cable negotiations have begun with Northwest Municipal Conference near Chicago and cable companies that have shown interest. Conference has split into roughly three negotiating groups embracing 19 communities. Nine communities are meeting with Cablenet following preferential vote last month (BROADCASTING, Feb. 9). Six others are leaning in direction of Cablenet based on votes by individual communities' subcommittees. Four others are negotiating with Warner Amex which already has signed agreement with Palantine in area.

First in state. UA-Columbia Cablevision beat out seven competing cable companies to win cable franchises for the 14,000 homes of Taunton, Mass. It also won franchise for 8,000 homes of North Attleborough, Mass. Franchises are first for Westport, Conn.-based MSO in Massachusetts.

Will address. Syndicated columnist George Will will address television luncheon at National Association of Broadcasters annual convention in Las Vegas, April 12-15. Will is Pulitzer Prize winner whose column appears in more than 300 newspapers. He is also regular participant on Post-Newsweek Productions' *Agronsky & Company* and NBC's *Meet the Press*.

More for A-R. Adams-Russell has announced wins of three cable franchises totaling 22,500 homes; Lexington and Hudson, Mass., and Lynbrook, N.Y. Waltham, Mass., company, manufacturer of high technology products, owns 21 cable systems and WYTV(TV) Youngstown, Ohio.

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Continues from page 25.

Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

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

March 29-April 1—Public Telecommunications Institute of the *National Association of Educational Broadcasters* third annual production managers workshop. Galt House, Louisville, Ky.

March 30-April 1—*California Cable Television Association* Congressional-FCC Conference. March 31, dinner honoring Lionel Van Deerlin, former California congressman and chairman of House Communications Subcommittee. Four Seasons hotel, Washington.

March 31—Broadcast town meeting held by members of radio and television code boards of *National Association of Broadcasters*. Louisville, Ky.

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. Speakers include Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, and Elie Abel, dean of Columbia University School of Journalism. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

April 1-2—*Kentucky Broadcasters Association* annual spring convention. Executive Inn Rivermont, Owensboro, Ky.

April 2-3—*Broadcasters Promotion Association* board meeting. Waldorf Astoria, New York.

■ **April 3-4**—*Society of Professional Journalist, Sig-*

ma Delta Chi, region one conference, Sheraton Heights, Hasbrouck Heights, N.J.; region two conference, Holiday Inn, Annapolis, Md., and region six conference, Radisson LaCrosse hotel, LaCrosse, Wis.

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 8**—*New England Cable Television Association* spring meeting. Sheraton-Tara hotel, Nashua, N.H. Information: NECTA, 8 1/2 North State Street, Concord, N.H., 03301, (603) 224-3373.

April 8-11—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

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

April 10—*Syracuse University's Black Communications Society* symposium entitled "Black Media Ownership: The Vehicle for Survival." Speakers include: Robert L. Johnson, president, Black Entertainment Television; Mutter Evans, president, general manager and owner of WAAA(AM) Winston-Salem, N.C. Syracuse, N.Y.

■ **April 12**—*Daytime Broadcasters Association* annual membership meeting. Room 18, Las Vegas Convention Center, Las Vegas.

Errata

In "Changing Hands" and "For the Record," Feb. 16, **seller of KLRA(AM) Little Rock, Ark.**, was incorrectly identified as First Communications Corp. Seller was **KLRA Inc.** In "Changing Hands," same issue, **Mr. and Mrs. John G. Gayer**, principals in seller of KBCR-AM-FM Steamboat Springs, Colo., **were incorrectly identified as owners of KVMF(FM) Vail, Colo.** Gayerses sold Vail FM to Vail Mountain Broadcasters in 1979.

□

S. James Coopersmith, VP-general manager, WROG-TV St. Petersburg, Fla., was not formerly VP-general sales manager of WNEW-TV New York, as reported in "Fates & Fortunes" item March 2, but was WNEW-TV's VP-general manager.

□

Fred W. Wise, applicant for new FM station in Staunton, Va., owns consulting engineering firm in Windsor, Pa., and is not announcer-board operator as stated in "For the Record," Feb. 16. Estimated construction cost for the station is \$99,136 and first-year operating revenue is \$137,500.

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 17-19—Private satellite earth station and low-power seminar, fifth in series, sponsored by Bob Cooper Jr., director, *Satellite TV Technology Inc.*, Washington. Shoreham hotel, Washington. Information: Gail Barnes, (202) 887-0608.

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. Holidome, Oklahoma City.

April 23-25—*Memphis State University Department of Theater and Communication Arts and Memphis Broadcasters Association* conference entitled "Professors and Professionals in Communication: Looking Ahead." Speakers include NBC Entertainment President Brandon Tartikoff; FCC Commissioner Anne P. Jones; ABC News correspondent Lynn Sherr; Corporation of Public Broadcasting program fund director Lewis Freedman; former chairman of board NBC, Julian Goodman; Scripps-Howard Broadcasting President Don Perris; Ben Hooks, executive director, National Association for the Advancement of Colored People; Eugene Jackson, president, National Black Network, and Frank Magid, Frank Magid Associates. Memphis State University. Information: (901) 454-2465.

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

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

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As compiled by BROADCASTING Feb. 23 through Feb. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ **Snowmass Village, Colo.**—Pitkin County Broadcasting Inc. seeks 103.9 mhz, 3 kw, HAAT: —763 ft. Address: Box 4153, Aspen, Colo. 81611. Estimated construction cost: \$91,000; first-year operating cost: \$102,000; revenue: \$84,000. Format: Contemporary. Principal: Larry P. Melnick, pres., and David M. Segal, VP/Sec (one-half each). Melnick is Denver, Colo., businessman. He has no other broadcast interests. Segal owns WGVN(AM)—WDMS(FM) Greenville, Miss. Ann. Feb. 17.

■ **North Platte, Neb.**—Mid Plains Broadcasting Inc. seeks 103.5 mhz, 100 kw, HAAT: 146 ft. Address: c/o C+J Cheese Inc., 1100 S. Dewey, North Platte 69101. Estimated construction cost: \$173,000; first-quarter operating cost: \$57,000. Format: Popular/CW. Principal: Neil I. Nelkin (20%) and his father, Seymour (25%); Charles E. Schwartz (20%); Eugene W. Brase (25%), and Joseph diNatale (10%). Neil Nelkin is free lance producer of radio and TV commercials, and former operations director at KSTC-AM-FM Sterling, Colo. Schwartz is real estate investor and former sports director at KODY-AM-FM North Platte. Brase, Seymour Nelkin, and diNatale are all businessmen in North Platte area. Ann. Feb. 17.

■ **Kane, Pa.**—Huber-Dixon Broadcasting seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 5351 Wm. Flynn Hwy, Rt. 8, Gibsonia, Pa. Estimated construction cost: \$12,500; first-quarter operating cost: \$14,750; first-year revenue: \$50,000. Format: Top 40/CW. Principal: Clarence V. Huber, Jr. and Thomas R. Dixon III (one-half each). Huber is employed by 2001 Night Clubs of America in Bridgeville, Pa. Dixon owns service station in Gibsonia. They have no other broadcast interests. Ann. Feb. 17.

AM grants

■ **Black Canyon City, Ariz.**—Black Canyon Broadcasting Corp. granted 710 khz, 500 w-D. Address: Box 448, Black Canyon City 85324. Estimated construction costs: \$86,000; first-quarter operating cost: \$14,000. Format: CW/popular. Principals: John H. Gates and wife, Betty Mae (50% jointly) and William P. Ledbetter and wife, Evelyn (50% jointly). Gates owns Auburn, Calif., construction contracting firm. Ledbetter is announcer/salesman with KWAQ(FM) Sun City, Ariz. Evelyn is housewife. They have no other broadcast interests. Action Feb. 11.

■ **Bullhead City, Ariz.**—River Bend Broadcasting Inc. granted 1490 khz, 1 kw-D, 250 w-N. Address: 2723 Tatum Ave., Kingman, Ariz. 86401. Estimated construction costs: \$89,245; first-quarter operating cost:

\$23,424. Format: Contemporary. Principals: John W. Mathieson, Jr. and wife Helen (100% jointly). John Mathieson owns beer and ice wholesale dealership, and has various limited partnership interests in real estate, oil and gas ventures. Helen Mathieson is Kingman, Ariz. elementary school teacher, and has joint interest in all of husbands business interests. They have no other broadcast interests. Action Feb. 10.

FM grants

■ **Port Henry, N.Y.**—Peter Edward Hunn granted 106.3 mhz, .818 kw, HAAT: —77 ft. Address: 649 S. Henderson Road, King of Prussia, Pa. 19406. Estimated construction cost: \$9,650; first-quarter operating cost: \$2,100; revenue: \$4,875. Format: variety. Principal: P. E. Hunn (100%). Hunn is programmer at WPEN(AM)—WMGK(FM) Philadelphia. He has no other broadcast interests. Action Feb. 11.

■ **Brookville, Pa.**—Stephen S. Strattan granted 95.9 mhz, 3 kw, HAAT: not given. Address: R.D. No. 3, New Bethlehem, Pa. 16242. Estimated construction cost: \$5,500; first quarter operating cost: \$12,800; revenue: \$24,000. Format: Variety. Principal: Strattan is Clarion, Pa., coal miner with no other broadcast interests. Action Feb. 17.

■ **Kingsville, Tex.**—Megahype Broadcasting granted 92.7 mhz, 3 kw, HAAT: 210 ft. Address: 901 Stratford Lane, Amory, Miss. 38821. Estimated construction cost: \$68,700; first-quarter operating cost: \$10,900; revenue: \$100,000. Format: Contemporary. Principal: Marcus D. Jones (100%). He is one-third owner of WZBR(AM) Amory, Miss. Action Feb. 12.

■ **Washburn, Wis.**—Washburn Public School granted 88.9 mhz, 1 kw, HAAT: 251 ft. Address: 310 West Fifth St., Washburn 54891. Estimated construction cost: \$7,700; first-year operating cost: \$500. Format: Educational. Principal: Eunice Schwenzler is registered nurse and president of school board. Stephen S. Uduari is district administrator. They have no other broadcast interests. Action Feb. 15.

Licenses

■ The following new stations were granted licenses: KBBI(AM) Homer, Ark.; KKLK(AM) Chubbuck, Idaho; KQKI(AM) Bayou Vista, La.; WSSL(AM) Centerville, Miss.; KNMX(AM) Las Vegas; KRZJ(FM) Beloit, Kans.

Ownership Changes

Applications

■ **WELE(FM) Deland, Fla.** (FM: 105.9 mhz, 76 kw)—Seeks assignment of license from WELE Radio Inc. to Elyria-Lorain Broadcasting Co. for \$1,850,000. Seller: Sidney Frazer (36.5%); Sheldon S. Katz (36.5%); Bernard Rabin (5%) and six others. They also own WELE-AM South Daytona. Buyer: Otto B. Schoepfle, pres. (4.9%) and 37 other shareholders. 65.5% is owned by Lorain County Printing and Publishing Co., of Elyria, Ohio, and will be voted by Schoepfle. Elyria-Lorain is also licensee of WEOL(AM)—WBEA(FM) Elyria, Ohio; WROD(AM) Daytona Beach and WMEL(AM) Melbourne, both Florida. Ann. Feb. 25.

■ **WIYD(FM) Palatka, Fla.** (FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Hall Broadcasting Co. to Ronette Communications Corp. for \$450,000. Seller: Georgie Terwilliger (62.5%) and her son, Ronald G. Tumlin (37.5%). Buyer: Ronald Samuels, (42.5%); Annette M. Tuter (42.5%), and Ronald Tumlin (10%) and Georgie Terwilliger (5%). Samuels is vice president and general manager of WDOQ(FM) Daytona Beach, Fla. Tuter is housewife and real estate salesperson. Tumlin is general manager and 37.5% owner of WIYD-AM-FM. Terwilliger has been majority principal of WIYD. Ann. Feb. 25.

■ **WDLP(AM) Panama City Beach, Fla.** (AM: 590

khz, 1 kw-U)—Seeks assignment of license from Media Investors Ltd. to Janus Broadcasting Inc. for \$650,000. Seller: Syndicated Services Inc., general partner, and 35 limited partners. Harold Grothaus is principal of Syndicated Services Inc. They are also licensee of WFTP(AM) Ft. Pierce, Fla. Buyer: Lindholm and McCoy are general manager and sales manager, respectively, at WDPL and each own 40% of WGNE-AM-FM Panama City Beach/Panama City, Fla. Johnson is physician in Santa Ana, Calif., and 20% owner of WGNE. Ann. Feb. 25.

■ **WPOM(AM) Riviera Beach, Fla.** (AM: 1600 khz, 1 kw-U)—Seeks assignment of license from Riviera Broadcasting Corp. to L.J. Communications Inc. for \$1,050,000. Seller: Alan Kornish (33.3%) and Eugene Bartoli (66.7%). They have no other broadcast interests. Buyer: Garth Reeves (26.59%), Rodney Dore (29.5%), William Jones (21%), Ted Hepburn (15.75%) and Vincent Henry (7.5%). Dore is former account executive at WAOK(AM) Atlanta. Hepburn is media broker and president of The Ted Hepburn Co. Reeves owns 98% of Miami Times and is director of BENI, parent corp. of 8 radio stations and one TV. Henry is son of Ragan Henry, pres., and 50.7% owner of BENI. Jones is physician in Richmond, Va., and 2.3% owner and director of BENI. Ann. Feb. 25.

■ **WRBT(TV) Baton Rouge** (TV: ch. 33, 871 kw vis, 174 kw aur, ant. 1,000 ft.)—Seeks assignment of license from Cyril E. Vetter to United Television Inc. for \$14.5 million ("Changing Hands," Dec. 1, 1980). Vetter has no other broadcast interests. Buyer is owned by 20th Century-Fox, Los Angeles-based publicly traded motion picture and television production company. It also owns KMSP(TV) Minneapolis; KTVX(TV) Salt Lake City, and KMOL-TV San Antonio, Tex. Donald E. Swartz is president of broadcast division. WRBT(TV) is NBC affiliate. Ann. Feb. 25.

■ **WIFE(AM) Indianapolis, Ind.** (AM: 1310 khz, 5 kw-D)—Seeks assignment of license from Indianapolis Broadcasting Inc. to Communicom Broadcasting Partners Ltd. for \$1.3 million. Seller: Herbert Simon (22.8%); Lawrence Rogers (15.38%); Jack B. Simpson (15.1%); John S. Ansted (13.2%); James Calhoun (12.6%); Murray J. Fiwell (7.5%) and four others. Simon is president and 47% owner of Sitel Inc., which owns 49% of CP for new TV in Houston. Rogers is principal of Omega Communications Inc., which is 38.9% owner of WOFL-TV Orlando, Fla. Others have no other broadcast interests. Buyer: Partnership formed by Broadcast Associates of Denver, Colo., and Communicom Corp. of America. Broadcast is owned by EC. Hamilton (49.5%); Jack A. Vicker and his wife Carolyn (24.75% each), and Jack M. Stern (19%). Hamilton owns oil and gas exploration interests in Denver, as does Vickers. Stern owns Denver farms and real estate interests. They have no other broadcast interests. Communicom is owned by Kenneth E. Palmer (100%). He also owns WWDJ(AM) Hackensack, N.J. and WZZD(AM) Philadelphia. Palmer is president of Communicom Corp. of America. Ann. Feb. 25.

■ **WCBY-AM-FM Cheboygan, Mich.** (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 105.1, 25 kw)—Seeks assignment of license from WCBY Radio Inc. to Fabiano-Strickler Communications Inc. for \$175,000. Seller: Richard E. Hunt (100%). Hunt also owns WPTW-AM-FM Piqua, Ohio; and WSOO(AM)—WSUE(FM) St. Marie, Mich. Buyer is owned by James C. Gabiano (60%) and William J. Strickler (40%). Fabiano is businessman in Mt. Pleasant, Mich. Strickler owns geological consulting firm in Mt. Pleasant. They have no other broadcast interests. Ann. Feb. 25.

■ **WATC(AM) Gaylord, Mich.** (AM: 900 khz, 1 kw-D)—Seeks assignment of license from WATC Radio Inc. to Barr Broadcasting Corp. for \$200,000. Seller: Les Biederman (52.5%); William H. Kiker (16.25%), and Drew McClay (15%). They also own WTCM-AM-FM Traverse City, WATZ-AM-FM Alpena, and WMBN-AM-FM, all Michigan. Buyers: William C. Barr and his wife, Betty (one-half each). William Barr is Michigan State employee and together with his wife own rental properties in Gaylord area. They have no other broadcast interests. Ann. Feb. 25.

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LANCASTER	10.9	CAPE COD	20.1	TERRE HAUTE	16.5
RICHMOND	6.1	GREENVILLE/ SPARTANBURG ..	10.3	BIRMINGHAM	6.9
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■ WCRV(AM) Washington, N.J. (AM: 1580 khz, 1 kw-D)—Seeks assignment of license from Warren Broadcasting Corp. to Alpha Broadcasting Corp. for \$341,500. ("Changing Hands," Dec. 22, 1980). Seller: Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). They also own WFMV(FM) Blairstown, N.J. Buyer is wholly-owned subsidiary of Alpha Computer Service Corp.; George Vajda is president and 51% owner; Don C. Brennan (24%), and Marvin M. David (25%). Brennan is vice president at Alpha Computer Services Corp. David is attorney and also secretary at Alpha. They presently have no other broadcast ownership interests. Ann. Feb. 25.

■ WFTH(AM)-WMBL(FM) Morehead City, N.C. (AM: 740 khz, 1 kw-D; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of Carteret Broadcasting Inc. from Robert Pate (100% before; none after) to R. E. Kramer (none before; 100% after). Consideration: \$540,340. Principals: Seller is owned by Robert R. Pate (75%) and his mother, Corrine (25%). They have no other broadcast interests. Buyer is Ronald E. Kramer (100%) who is vice president and 20% owner of Sontechiques, Cockeysville, Md., electronic manufacturer; one-third owner of Santec Corp., record-pressing company in Cockeysville, and 40% owner of Nante-Crete Ltd., Alexandria, Va. Ann. Feb. 25.

■ WHIT(AM) New Bern, N.C. (AM: 1450 khz, 1 kw-D 250 w-N)—Seeks assignment of license from Britt Communications Inc. to Delma R. West for \$270,000. ("Changing Hands," Jan. 19). Seller: Charles B. Britt (100%). Britt has consulting and noncompete agreements with WIRY(AM) Plattsburg, N.Y., and WFTR(AM) Front Royal, Va. He has no other broadcast interests. Buyer: Delma West and his family. Stock ownership percentages are to be determined. Delma West is minority applicant and electrical engineer at ITT Research Institute, Annapolis, Md. He has no other broadcast interests. Ann. Feb. 25.

■ KTI(AM) Pendleton, Ore. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Capps Broadcasting Inc. to Agpal Broadcasting Inc. for \$400,000. Seller: David N. Capps (32%), brother Gary (38%) and wife of Gary, Sharon (18%) and seven other members of Capps family. They also own KGAR(AM) Vancouver, Wash.; KGAL(AM) Lebanon, KSRV(AM) Ontario, KGRL(AM)-KXIQ(FM) Bend, all Oregon, and KEEP(AM)-KEZJ(FM) Twin Falls, Idaho. Buyer: Andrew F. Harle and his wife, Jo Ann (50% jointly), and James P. McAnally and his wife, Cheryl (50% jointly). Andrew Harle is general manager at KTI(AM) Pendleton. JoAnn Harle is clerk at United Parcel Service. James McAnally is educator in Pendleton. Cheryl McAnally is sales manager at KTI. They have no other broadcast interests. Ann. Feb. 25.

■ WMYB(AM)-WXTL(FM) Myrtle Beach, S.C. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from Golden Strand Broadcasting Co. to Rawley Communications Corp. for \$700,000 ("Changing Hands," Feb. 9). Seller: Wade H. Alley, who has no other broadcast interests. Buyer: David A. Rawley Jr. and family, owners of 2 North Carolina dailies and 1 South Carolina weekly. They have no other broadcast interests. Ann. Feb. 25.

■ WUCR(AM) Sparta, Tenn. (AM: 860 khz, 1 kw-D)—Seeks assignment of license from WUCR Inc. to Athen Broadcasting Co. for \$425,000. Seller: Robert W. Gallaher (70%); Charles E. Whiteaker (25%), and Charles D. Howard (5%). Gallaher owns 20% of WKXN(FM) Greenville, Ala., and 75% of CP for WBCE(AM), which is pending transfer control. Whiteaker owns 10% of WKXN(FM) Greenville. Buyer: Steve H. Snowden (51%) and his wife, Joan C. (34%); Frank T. Foster; John R. Dorris, and Charles Westbrook (5% each). Snowden is vice chairman and 2.5% owner of First Central Bank, Smithville, Tenn. He also has 1/3 interest in food franchises in Smithville and Pikeville, Ky. Foster is chairman of First Central and 65% owner of office furniture supply store in Nashville. Dorris is Nashville, Tenn., financial consultant and 22.2% owner of Media South Inc., Nashville, and director of Mooney Broadcasting Corp., Knoxville. Westbrook is general manager of WLAR(AM) Athens, Tenn. Ann. Feb. 25.

■ KBYG(AM) Big Springs, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tentex Broadcasting Inc. to Giraffe Communications Inc. for \$185,000. Seller: Hugh D. Frizzell and Robert Williams (one-third each); James E. McAlpin, James F. Steward, and Stephen L. Cropper (11.11% each). They also own KFTS(AM) Texarkana, Tex. Buyer: Dick G. Fields (55%) and his wife, Donna J. (35%),

Projected FCC personnel outlook through fiscal year 1982

Where the cuts will come. This chart shows a department-by-department breakdown of how the Office of Management and Budget's \$5.4 million budget cut will affect FCC personnel in terms of the number of authorized positions. The cuts will be implemented on a pro rata basis (BROADCASTING, March 2).

	FY 1981	FY 1981	FY 1981	FY 1981	FY 1982	FY 1982
	Current Authorized Ceiling	Current Strength	OMB Reduction Prorated Against Ceiling	Revised Ceiling	OMB Reduction Prorated Against FY 1981 Revised Ceiling	Revised Ceiling
Commissioners	49	42	-3	46	0	46
Office of Plans and Policy	26	28	-	25	-1	24
Office of Public Affairs	27	28	-2	25	-1	24
Office of Opinions and Review	18	19	0	18	-1	17
Review Board	11	8	0	11	0	11
Office of Administrative Law						
Judges	26	27	-1	25	-1	24
Office of General Counsel	55	52	-3	52	-2	50
Office of Science and Technology	137	131	-6	131	-4	127
Office of the Executive Director	320	315	-17	303	-10	293
Field Operations Bureau	477	459	-22	455	-14	441
Broadcast Bureau	326	308	-17	309	-10	299
Cable Television Bureau	50	52	-3	47	-1	46
Common Carrier Bureau	316	316	-17	299	-10	289
Private Radio Bureau	272	268	-14	258	-8	250
Total	2,110	2,053	-106	2,004	-63	1,941

and Albert J. Hajny (10%). Dick Fields has been account executive at WTOS(AM)-WZEE(FM) Madison, Wis., and director at Bundy Broadcasting Co., programming consultants in Waukesha, Wis. Hajny has been chief engineer at WEMP(AM)-WNVW(FM) Milwaukee, Wis. Donna Fields is nurse at University of Wisconsin Hospital, Madison. They have no other broadcast interests. Ann. Feb. 25.

■ WABH(AM) Churchville, Va. (AM: 1480 khz, 1 kw-D)—Seeks transfer of control of Deerfield Broadcasting Inc. from Robert L. Dean and Vincent D. O'Connell (100% before; none after) to Blue Ridge Broadcasting Inc. (none before; 100% after). Consideration: \$285,000 plus \$15,000 for noncompete. Principals: Robert L. Dean and Vincent D. O'Connell (one-half each). They have no other broadcast interests. Buyer: Alan J. Carter, pres., and Jack D. Ferguson (one-half each). Carter owns lumber companies in Kent, Ohio and Verona, Va. Ferguson owns laundry, dry cleaning and used car businesses in Staunton, Waynesboro, and Stuarts Draft, all Virginia. They have no other broadcast interests. Ann. Feb. 25.

Actions

■ KTTI(FM) Yuma, Ariz. (FM: 95.1 mhz, 25 kw)—Granted transfer of control of Purr Broadcasting Inc. from Mervyn R. Richmond (50% before; none after) to James L. Evans (50% before; 100% after). Consideration: \$2,000. Principals: Seller is relinquishing his interest, which is one-half of ownership. Buyer: Evans is president/director of KTTI(FM) and 50% owner. This purchase will make him sole owner. Evans has no other ownership interests. Action Feb. 13.

■ KAAP-AM-FM Santa Paula, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 87 kw, ant: 1,500 ft.)—Granted transfer of control from Rancho Broadcasting Inc. to Pac West Broadcasting Corp. for \$1.2 million. Seller is owned by William F. Wallace who has no other broadcast interests. Buyer is owned equally by Gordon Miller, Tom Chilcott and John Lego. Miller is president of Denver outdoor advertising company. Chilcott is Fort Collins, Colo., commodities investor. Lego is former general manager of KLDK(AM) Denver. They have no other broadcast interests. Action: Dec. 31, 1980. (This corrects announcement appearing in "For the Record," Jan. 19).

■ KBBB(AM)-KDKQ(FM) Borger, Tex. (AM: 1600

khz, 5 kw-D; FM: 104.3 mhz, 26 kw)—Granted assignment of license from Borger Broadcasting Corp. to Phillip C. Spivey for \$350,000. Seller is owned by R. Smith Schuneman (60%), and Hugh Wiegman and John Cecil (20% each). They have no other broadcast interests. Spivey is commercial manager and 10% owner of KWEY-AM-FM Weatherford, Okla. Action Feb. 9.

■ KVMC(AM) Colorado City, Tex. (AM: 106.9 khz, 1 kw-D)—Granted assignment of license from Ledrew Ballard to James G. Baum for \$395,000. Seller: Ballard owns 40% each of KLFB(AM) Lubbock; KRGI(FM) Taylor, and KCYL(AM)-KLTO(FM) Lampasas, all Texas. Buyer: Baum is former general manager of KBYG Big Spring, Texas. He has no other broadcast interests. Granted Feb. 13.

■ WJLJ(AM) Tupelo, Miss. (AM: 1060 AM: 1060 khz, 250 w-D)—Granted assignment of license from All America Broadcasting Co. to Lee Broadcasting Inc. for \$230,000. Seller: Gary Hughes (60%) and William Van Devender and James E. Poole Jr. (20% each). They have no other broadcast interests. Buyer: J. A. Baxter, Gordon L. Bostic and Raymond F. Akin (one-third each). Baxter owns Corinth, Miss., department store. Bostic is Laurel, Miss., mobile home dealer. Akin is Tupelo, Miss., mobile home dealer and insurance agent. Baxter and Gibson own one third each of both WJHR(FM) Jackson, Tenn., and is applicant for new AM in Milan, Tenn. Akin has no other broadcast interests. Action Feb. 12.

Facilities Changes

Applications

■ KAYY(FM) Fairbanks, Ark.—Seeks mod. of CP to change type trans. and type ant.; decrease HAAT: 132' (H&V) & change TPO. Ann. Feb. 25.

■ WAPG(AM) Arcadia, Fla.—Seeks CP to change in ant. sys. Ann. Feb. 25.

■ WHIA(FM) Dawson, Ga.—Seeks CP to increase HAAT: 300' (H&V) & change TPO. Ann. Feb. 25.

■ KSPT(AM) Sandpoint, Ind.—Seeks CP to change frequency from 1400 khz to 880 khz; change N power to 1kw and change D power to 10 kw. Ann. Feb. 27.

■ KIOA(AM) Des Moines, Iowa—Seeks CP to in-

crease D power to 50 kw; redescribe TL; and make changes in ant. sys. Ann. Feb. 27.

■ **WLQU(AM)** Louisville, Ky.—Seeks CP to change hours of operation to U, by adding N service with 500 w; install DA-N, and make changes in ant. sys. Ann. Feb. 27.

■ **KIRL(AM)** St. Charles, Mo.—Seeks mod. of CP to change ant. sys.; and change TL. Ann. Feb. 25.

■ **WFNC(AM)** Fayetteville, N.C.—Seeks CP to change N power to 1 kw-N; change D power to 10 kw-L; install DA-D, and change frequency from 940 khz to 640 khz. Ann. Feb. 27.

■ **WAEZ(FM)** Akron, Ohio.—Seeks CP to make changes in ant. sys.; change type ant.; decrease ERP: 11.75 kw (H&V); increase HAAT: 886' (H&V) & change TPO. Ann. Feb. 25.

■ **KTFX(FM)** Tulsa, Okla.—Seeks CP to change TL: 2.7 miles east of hwy. 51 on S 101 Street, Tulsa; increase HAAT: 1278' H&V and make changes in ant. sys. Ann. Feb. 25.

■ **WBUX(AM)** Doylestown, Pa.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; change D power to 1 kw; install DA-2, change freq. from 1570 khz to 1160 khz; redescribe TL & SL; and make changes in ant. sys. Ann. Feb. 27.

■ **WLIC(AM)** Adamsville, Tenn.—Seeks mod. of CP to correct TL to read: 0.3 Miles N. of Hwy. 64, 0.6 miles inside Hardin Co., near Adamsville, Tennessee; correct geographical coordinates to read: 35 14' 00" 88 21' 35" & change SL & RC to: 105 Main Street, Adamsville, Ann. Feb. 25.

■ **WLSN(AM)** Lebanon Tenn.—Seeks mod of CP to change hours of operation to U by adding N service with 5 kw; change freq. to 1200 khz; increase D power to 5 kw; change TL; and make changes in ant. sys. Ann. Feb. 27.

■ **KYKS(FM)** Lufkin, Tex.—Seeks CP to make changes in ant. sys.; change SL & RC to 105 Temple Blvd., Lufkin, change type trans.; type ant.; increase ERP: 100KW (H&V); increase HAAT: 669' (H&V) & change TPO. Ann. Feb. 25.

■ **KGRO(AM)** Pampa, Tex.—Seeks mod. of CP to change TL to: 0.29 miles E. of State Hwy. 70, S. side of State Hwy., near Pampa. Ann. Feb. 25.

■ **KBEC(AM)** Waxahachie, Tex.—Seeks CP to change hours of operation to U by adding N service with 1 kw; install DA-N; change TL; add RC; and make changes in ant. sys. Ann. Feb. 27.

■ **KVNU(AM)** Logan, Utah.—Seeks CP to make changes in ant. sys.; change TL to: 2.4 miles north of Wellsville E. of Hwy. 23, Logan; operate trans. by RC from Main SL & change N directional pattern & specify standard pattern. Ann. Feb. 25.

■ **WPVR(FM)** Roanoke, Va.—Seeks CP to make changes in ant. sys.; change TL to: Poor Mountain, near Roanoke; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 1979' (H&V) & change TPO. Ann. Feb. 25.

■ **KARO(AM)** Vancouver, Wash.—Seeks Mod. of CP to make changes in ant. sys., colocate D TL with N trans. site: Northeast end of Island, Government Island, Washington. Ann. Feb. 25.

Actions

■ **WGCI(FM)** Chicago, Ill.—Granted CP to make changes in ant. system; change type ant.; increase ant. height 603 ft. (H&V); utilize existing ant. as auxiliary, and change TPO (BPH-801105AA). Action Feb. 12.

■ **KFGQ(FM)** Boone, Iowa.—Granted CP to make changes in ant. sys.; change TL; change type ant.; decrease ant. height 300 ft. (H&V), and change TPO (BPH-800909AF). Action Feb. 12.

■ ***KBJC(FM)** Great Bend, Kan.—Granted CP to increase ERP 240 W (H), ant. height 210 ft. (H); conditions (BPED-791018AC). Action Feb. 12.

■ **KURL(AM)** Billings, Mont.—Granted CP to increase power to 5 kw (BP-800707AA). Action Feb. 10.

■ **WAQX(FM)** Manlius, N.Y.—Granted CP to change TL; increase ERP 3 kw (H&V); decrease ant. height 300 ft. (H&V), and make changes in ant. sys. (BPY-800711AI). Action Feb. 11.

■ **WOBK(FM)** Wanchese, N.C.—Granted modification of license to install new transmitter system (BMLH-801106AK). Action Feb. 17.

■ ***WOBC(FM)** Oberlin, Ohio.—The Oberlin College Student Network Inc. Granted CP to change frequency to 91.5 mhz; ch. 218; ERP 440 kw (H&V), antenna

height 125 ft. (H&V), and make changes in ant. sys. (BPED-791206AC).

■ ***WESS(FM)** East Stroudsburg, Pa.—Granted CP to increase ERP 1 kw (H&V), ant. height minus 165 ft. (H&V); conditions (BPED-791226CQ). Action Feb. 12.

■ **WGIT(FM)** Hormigueros, P.R.—Granted CP to change TL; increase ERP .25 kw (H&V), ant. height 870 ft. (H&V); and make changes in ant. sys. (BPY-791213AE). Action Feb. 12.

■ **WAIM(AM)** Anderson, S.C.—Granted CP to change TL and SL; conditions (BP-801020AS). Action Feb. 11.

■ **WGUS(AM)** North Augusta, S.C.—Granted CP to increase D power from 1 kw to 5 kw, and make changes in ant. sys.; conditions (BP-800911AF). Action, Feb. 10.

■ **WIXC(AM)** Fayetteville, Tenn.—Granted CP to increase power to 25 kw; conditions (BP-800703AF). Action Feb. 12.

■ **KBSN(AM)** Crane, Tex.—Granted CP to change hours of operation to U by adding N service with 500 W DA-N; make changes in ant. sys.; conditions (BP-800114AF). Action Feb. 10.

■ **WQRK(FM)** Norfolk, Va.—Granted CP to change from DA to Non-DA; change type ant.; decrease ant. height 480 ft. (H&V), and change TPO (BPH-800722AI). Action Feb. 12.

In Contest

Designated for hearing

■ FCC has designated for hearing applications of Waterman Broadcasting Corporation of Texas and Gainesville Television Inc., to modify their UHF-TV facilities at Fort Myers and Gainesville, Fla. Waterman, licensee of WBBH-TV, and Gainesville, licensee of WCJB(TV), seek to relocate their TL's. Relocations would result in co-channel stations being 14.3 miles short of the 205 mile separation required by the rules. Waterman and Gainesville jointly requested both applications be granted, contending no objectionable mutual interference would result from changes. Commission found to do so, however, would negate advantages of allocation tables and spacing requirements. Applications were designated for hearing to determine extent of short-spacing between proposed sites and degree of interference which would be caused; whether waiver of rules would be warranted to allow grant of one or both applications; to determine which, if any, of applications would better serve public interest. Action Feb. 25.

Procedural ruling

■ Ruidoso, N.M. **FM proceeding**, (Sierra Blanca Broadcasting Company, Et AL.) by two separate actions, ALJ Edward J Lutton granted joint petition by Sierra and Ruidoso Broadcasting Company, approved settlement agreement, authorized the reimbursement of amount not to exceed \$5,000 to Sierra by Ruidoso and dismissed Sierra's application with prejudice; granted joint motion by Triple R Broadcasting Inc. and

Ruidoso, approved agreement, authorized the reimbursement of amount not to exceed \$4,500 to Triple R by Ruidoso, and dismissed Triple R's application with prejudice (BC Docket Nos. 8-270-72). Action Feb. 12.

Satellites

Grants

■ Community Cable of Utah Inc. for Salem, Utah (E2485).

■ Centre Video Corp. for Clarion, Pa. (E2489).

■ Satellite Business Systems for Austin, Tex. (E2618).

■ Satellite Business Systems for Atlanta, Ga. (E2620).

■ Rock Valley CATV Co. for Rock Valley, Iowa (E2670).

■ Satellite Business Systems for Wichita, Kan. (E2745).

■ H.C. Ostertag Cable Television Inc. for West Hempfield Township, Pa. (E2761).

■ Asbury & James TV Cable Service Corp. for Charleston, W. Va. (E2754).

■ Satellite Business Systems for Warren, Mich. (E2767).

■ Satellite Business Systems for Los Angeles (E2768).

■ Satellite Business Systems for Dayton, Ohio (E2769).

■ Mickelson Media Inc. for Hutchinson, Minn. (E2770).

■ Better Cable TV for Pittsfield, Me. (E2771).

■ Better Cable TV for Waterville, Me. (E2772).

■ Warner Amex Cable Communications Inc. for Chambersburg, Pa. (E2773).

■ Valley Video Systems Inc. for Rushford, Minn. (E2777).

Other

■ FCC through its Consumer Assistance and Information Division, Office of Public Affairs, released publication containing six guidelines for significantly improving UHF reception. Proposed by the FCC's UHF Comparability Task Force, guidelines can help consumers improve VHF reception as well. Copies of publication, entitled "UHF Television Comparability," are available from FCC Consumer Assistance and Information Division, 1919 M Street NW, Washington, D.C. 20554. Ann. Feb. 18.

■ 18,708 complaints from public were received by broadcast bureau in Dec. 1980, decrease of 1,925 from November. Other comments and inquiries for December totaled 956, decrease of 73 from previous month. Bureau sent 1,181 letters in response to these comments, inquiries and complaints.

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						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,008	4	9	1,019	122	1,143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2,525	0	0	2,524	252	2,826
VHF	1,389	0	0	1,389	478	1,867

*Special temporary authorization

**Includes off-air licenses

1951

A very special year.

Because that was when WJFM in Grand Rapids, still the nation's strongest FM station, joined with us to strengthen the Fetzer tradition of total community involvement in Western Michigan.



WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

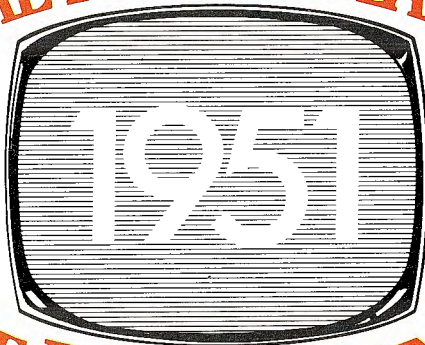
WJFM
Grand Rapids

WKJF(FM)
Cadillac

WWAM
Cadillac

KMEG-TV
Sioux City

THE FIRST 50 YEARS



OF BROADCASTING

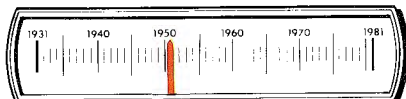
Korea, color TV and Communism occupied broadcasters' attention going into 1951.

The Korean war restored emphasis on broadcasting's role as both instrument of journalism and potential problem in wartime defense plans. Early in the year the FCC outlined preliminary procedures for an "alert-operational phase" of radio and television. The industry focused on issues of civil defense, news and voluntary censorship. To prevent enemy aircraft from using regular broadcasting signals as navigational aids or homing devices, the government developed Conelrad (control of electromagnetic radiation). In the event of an impending attack, stations would cease broadcasting on their normal channels. Broadcasts thereafter would be confined to either of two general channels that could not be associated with a specific station or location.

In a move without precedent even in World War II, the FCC summoned two representatives of each broadcasting facility to a classified meeting in March to discuss the value of radio silence. In October Congress adopted an amendment to the Communications Act to allow the President, "if he deems it necessary in the interest of national security or defense," to seize radio and television stations and suspend their broadcasts in the name of national defense. In another civil defense move, the government used closed-circuit theater TV for orientation of the public in proper civil defense procedures.

To provide Americans with reliable news, the networks sent their correspondents into the front lines. General Omar Bradley, chairman of the U.S. joint chiefs of staff, praised the industry for accurate news reports that he did not "hesitate to give ... to the President."

President Truman in September authorized the heads of government agencies to withhold information deemed injurious to the nation's defense. However, lack of clear guidelines evoked criticism. The American Newspaper Publishers Association said it opposed "an executive order which formally designates each head of a government agency an authority to classify information ... without definition of what breaches national security, and without appeal or review.



In January, a Frankfurt court sentenced Ilse Koch to life imprisonment for inciting the murder of a Buchenwald prisoner. In July, King Abdul ibn of Jordan was assassinated. Here in America, Julius and Ethel Rosenberg were convicted in March of transmitting atomic secrets to the USSR; they were executed in 1953. The 22d Amendment to the Constitution was enacted, limiting a President to election to no more than two terms. Johnny Ray helped to start a vogue for wailing ballads by popularizing "Cry," a million-disk seller for Columbia Records. But the real-life tears were in Brooklyn when New York's Bobby Thomson belted a three-run homer, with two outs in the bottom of the ninth, to give the Giants a 5-4 win over the Dodgers in the rubber game of the postseason playoff for the National League pennant. And in BROADCASTING ...

endanger national security. The request for voluntary censorship served only to draw more criticism. Elmer Davis, ABC commentator who had been World War II director of the Office of War Information, felt "the statements will lead to more confusion than already existed." Charles Collingwood, CBS White House correspondent, said "the President was obviously confused ... and clouded the basic issue of security regulations in government departments by introducing the separate issue of responsibility of news media for making public borderline information."

To cover what BROADCASTING called "probably the greatest news story since the death of Franklin Roosevelt"—President Truman's dismissal of General Douglas MacArthur as commander of U.S. forces in the Far East—networks and stations devoted hours of programing to the four days of MacArthur's homecoming. The coverage included on-the-scene descriptions of the general's take-off from Tokyo, his landing in San Francisco and his arrival in New York. DuMont claimed to televise the first pictures of MacArthur's arrival to viewers in the East and the Midwest. On the West Coast the resources of all 11 California TV stations were pooled to follow the MacArthur story. It was estimated that more than 44 million TV viewers watched some part of the proceedings. The MacArthur-Truman incident carried over to congressional hearings in May.

To conserve raw materials for war needs, the National Production Administration in October said broadcasters could ob-

We feel that the net effect of this ... order would be to formalize the suppression of much news to which the public is entitled." BROADCASTING warned: "Even if every government official dealing with this question makes an honest effort to be objective—a condition without precedent, we must forlornly point out—there will still be wide discrepancies in judgment among departments. The working newsman may expect to encounter silence in one agency and garrulity in another on the same story." To further complicate matters, Truman called on all who disseminated news to use a "common sense" yardstick, rather than official guidelines, to suppress news that might



FREDERIC W. ZIV Co. last week announced a new transcribed, syndicated program, *Bold Venture*, to be released March 26. John L. Sinn (center), executive vice president of Ziv, meets with the co-stars of the new series, Humphrey Bogart and Lauren Bacall, of movie fame. The show will be sold to local and regional advertisers and stations.

—Broadcasting, Jan. 8

tain raw materials such as steel and aluminum for building purposes, but prohibited the production of color television sets as "nonessential" to the Korean war effort. Broadcasters hailed the higher priority for materials as necessary for their competition with newspapers. CBS, complying with the color ban, halted both the broadcast of color programs and the manufacture of color sets, the latter an activity it was later to give up permanently. The NPA's ruling probably saved CBS from serious financial losses as its color sets, priced at \$1,000, were beyond the reach of most television viewers.

Prior to the NPA ban, the Supreme Court in May affirmed the lower court ruling that upheld the FCC's adoption of color standards (see 1950). RCA, unsuccessful in its attempt to prevent the official sanction of a CBS color system, continued public demonstrations of its "improved, compatible, all-electronic system." DuMont, contending that only an all-electronic system would be commercially feasible, denigrated the CBS system as impractical and inefficient.

Meanwhile, CBS on June 25 presented its first commercial colorcast, a variety show that starred Faye Emerson, Arthur Godfrey, Sam Levenson, Garry Moore, Robert Alda, the New York City Ballet and the Bil Baird puppeteers. General Mills, Lincoln-Mercury, Pabst, Revlon, Lipton, National Biscuit, Toni Home Permanent, Procter & Gamble, Standard Brands, Quaker Oats, Best Foods, Pepsi-Cola, and Liggett & Myers for Chesterfields sponsored the hour show. The colors of the Revlon nail polish, the amber Pabst beer, the red of the model's gowns, the flesh tones of the ballet dancers, and even the patina on Godfrey's ukelele fascinated the TV audience for this first color show. On the 10th anniversary of commercial

television, a new medium had emerged.

"The biggest plus for video color," BROADCASTING editorialized, "is the economic factor. Technically, it costs little more to produce live TV color than it does black-and-white. There may be factors of production, lighting and rehearsal that will add to the cost, but these are in no wise comparable to the production of four colors by letter-press, rotary newspaper press or by Technicolor. . . . The commercials—all 16 of them—demonstrated that color TV advertising will deliver an impact unparalleled in advertising or demonstration."

Zenith Phonevision continued to promote its pay-TV service. From January through March Zenith tested Phonevision by offering a choice of three movies a day (at \$1 each) to 300 Chicago area residents with specially equipped TV sets. Commander Eugene F. MacDonald Jr., Zenith's president, explained that Phonevision was "a new and distinct service" instead of a replacement for regular TV or movies. Nonetheless, movie and broadcasting interests carefully watched Phonevision's progress. By October Zenith informally requested permission from the FCC to commercialize its system. Other pay-television ventures included Skiatron Corp.'s Subscriber-Vision, and Paramount Picture Corp.'s Telemeter.

On March 22, the FCC took another giant step toward lifting the freeze on television station grants that had existed since Sept. 30, 1948. The commission issued a proposed TV allocations plan to provide nearly 2,000 VHF and UHF stations for nearly 1,200 communities. It also proposed to switch 31 of the existing VHF stations in 63 cities to new VHF assignments.

But the most controversial part of the plan was the decision that a whopping 10%

of the channels—in both VHF and UHF—should be earmarked for noncommercial, educational operation and withheld indefinitely from commercial use.

Since the beginning of the freeze on TV allocations, proponents of educational television had lobbied the FCC to reserve channels for educational use. Commercial broadcasters, led by the National Association of Broadcasters, opposed the idea, arguing that there was no reason or basis for preferential treatment and that it was a waste of resources to allow channels to lie fallow. Commissioner E.M. Webster, in a partial dissent to the plan, said he did not agree that there had been sufficient showing to warrant the educational reservation at all. He added that he would agree to a specific reservation in a community upon proof of sufficient need. Similarly, Commissioner George E. Sterling, in his partial dissent, felt no need for VHF educational reservations and maintained that educational institutions could compete on equal terms for any channel including VHF. Educational proponents, led by the Joint Committee of Educational Television, loudly opposed what they regarded as commercial suppression of television's educational opportunities. While the NAB argued for most of the industry, FCC Commissioner Frieda Hennock argued for the educators. As part of its data, the National Association of Educational Broadcasters surveyed a week of TV programming in New York and said it found no educational programs aired on the seven stations. Schedules were 25% drama, 18% music and variety, 5% personality shows, 7% quiz, 31% information, 1% religion and 13% children's shows, the NAEB said.

The FCC's enunciation of a policy that reserved TV channels for educational assignments prompted BROADCASTING, speaking for many in the industry, to editorialize that "In an atmosphere beclouded by outlandish demands of educators who would make of the nation a sort of TV pedagogic state, the FCC . . . handed down a laborious third report on TV. . . . To the extent that the plan provides for educational assignments on a 'reservation' basis, in both VHF and UHF, it constitutes a smashing victory for Madam Commissioner Frieda B. Hennock. It was she who single-handedly whipped up a fervor among the teachers and mothers of America that is without precedent in broadcast annals." The Hennock-educator alliance worked.

ABC's alliance with United Paramount Theatres proved to be another merger of influence and power. From the initial agreement in May through a set of hearings, the FCC weighed issues of media concentration, antitrust and ethics. The FCC wanted to distinguish between UPT and Paramount Pictures' role in a 10-year-old government antitrust suit, and to discern the character qualifications of the directors of the proposed company. "Confronting the commission," BROADCASTING wrote, "is the whole question of public policy stemming from the motion picture

consent decree, which forced the divorce-ment of production companies from exhibition houses. The question, succinctly, is whether the joint ownership of TV stations and either movie production or exhibition interests tends toward a monopoly in public opinion." In the words of FCC Commissioner Robert Jones, "Substantially the same key officers were highly placed in Paramount Pictures Inc. . . . over a wide span of years, during which courts have characterized these corporations' business practices as 'willful,' 'unreasonable,' 'unfair,' 'discriminatory' and 'predatory.'"

In the proposed \$25-million merger, Leonard Goldenson, UPT president, was to be president of the new company; Robert Kintner, ABC president, would be president of the broadcast division, and Edward J. Noble, ABC board chairman and chief owner, would become chairman of the finance committee.

While ABC and UPT waited for FCC approval, the entire television industry waited for the FCC "freeze on allocations" to end, and for coast-to-coast television to begin. The FCC drew up a tentative allocation plan to resolve problems of service, interference and competition. DuMont opposed the FCC plan, arguing that it tended to foster monopoly by the bigger networks. The FCC plan allotted four or more VHF channels to only six of the top 25 U.S. markets, a total of 21 cities with a population of 48 million. DuMont argued that a TV network must have affiliates in most of the top markets to exist, and offered its own plan that would allow four VHF channels to 21 of the top 25 markets, a total of 53 cities with a population of 74 million. The FCC plan allocated 558 VHF channels to 342 communities, while the DuMont plan allocated 665 channels to 375 communities. There were 128 objections officially filed to the DuMont plan. They variously criticized the plan for failing to provide VHF channel for given cities, for failing to provide enough VHF channels for given cities and for failing to meet the FCC minimum mileage separations of 70 miles for adjacent channels, and 180 miles for co-channels. As one station put it, "The DuMont plan is a plan of definite segregation . . . VHF for the large cities and metro areas and the crumbs of allocation, or UHF, for the farmers and rural areas."

With the freeze lift approaching, the television networks inaugurated coast-to-coast connections. President Truman's September address at the closing ceremonies of the San Francisco peace conference that officially ended the war with Japan opened the transcontinental video network supplied by AT&T at a cost of \$40 million. Regular use of the system began later that month. Some of the first shows telecast coast-to-coast included CBS's *See It Now* with Edward R. Murrow, NBC's *All-Star Revue* and ABC's *Paul Whiteman TV Teen Club*.

This accelerated growth in television

heightened FCC concern for standards of programming that would provide guidelines for program balance, eliminate excessive commercialism and insure good taste. Broadcasters, worried about another "Blue Book" threat, drew up their own code, which was ratified in October by the National Association of Radio and Television Broadcasters TV board. (NARTB was the new name adopted for the National Association of Broadcasters in February 1951.) In the preamble to the TV code broadcasters asserted: "The American businesses which utilize television for conveying their advertising messages . . . are reminded that their responsibilities are not limited to the sale of goods and the

March 1, 1952.

Besides coverage of General MacArthur's recall, the coverage of Senator Estes Kefauver's (D-Tenn.) Crime Investigating Committee's hearings provided spectacular material for TV audiences. Special New York Hooperatings showed that the Kefauver committee's televised proceedings at times captured 100% of the audience. Representative Jacob Javits (R-N.Y.) used this viewing data to support the reintroduction of his measure that would allow radio and television broadcasting of certain House sessions. The most memorable image of the Kefauver hearings resulted from witness Frank Costello's reluctance to be telecast.



JUSTIN MILLER (l), retiring president of the NARTB, greets Harold Fellows, president-elect, as they appeared at the opening convention session Monday.

—Broadcasting, April 23

creation of a favorable attitude toward the sponsor . . . [These responsibilities] include responsibility for utilizing television to bring the best programs, regardless of kind, into American homes. Television, and all who participate in it, are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production and for propriety in advertising."

The NARTB code's sanctions included the removal of the "Seal of Approval" from an offender. Other provisions in the code, which the industry labeled as "stringent," included lists of programing do's and don'ts, advertising standards and practices, and the recommendation not to sell time to religious groups. Adopted in December, the code became effective

In deference to his wishes and out of respect for an undecided point of law, Costello's face never appeared on camera; instead, the camera trained on Costello's moving hands during his testimony, providing an image of pressure for the soundtrack of his testimony. The Kefauver hearings, as BROADCASTING wrote, "promoted television in one big swoop from everybody's whipping boy—in the sports, amusement, and even retail world—to benefactor, without reservations. Its camera eye had opened the public's."

However interesting for a curious public, the televised Kefauver hearings raised the legal issue of whether a televised hearing abrogated a witness's rights. Two witnesses, Morris Kleinman and Louis Rothkapf, declined to testify unless the TV cameras were removed. They argued that the televised proceedings—with the uncomfortable glare of

lights, the detailing of clothes and posture, the distortion in voice, and the use of film on newsreels—subjected the witness to “unfavorable comment,” from viewers, spectators and news commentators.

As ever, television audiences welcomed new shows. Several favorites were introduced in 1951. Roy Rogers and Dale Evans appeared as the owners of the Double R Bar Ranch in Mineral City. Other regulars of the *Roy Rogers Show*, which premiered on Oct. 4 for CBS, included Trigger, Roy’s faithful Palomino; Buttercup, Dale’s trusty steed, and Bullet, Roy’s canine vigilante. Lucille Ball made her debut as a wacky housewife on Oct. 15 on the CBS series, *I Love Lucy*, which also starred Desi Arnaz as Lucy’s husband, Ricky Ricardo, orchestra leader at the Tropicana Club; William Frawley as Fred Mertz, the Ricardos’ friend and landlord, and Vivian Vance as Ethel Mertz, Lucy’s co-conspirator. *The Amos ‘n’ Andy Show*, based on the radio program that was created and played by Freeman Gosden and Charles Correll, appeared on CBS on June 28. This 30-minute comedy show relating the antics of Andrew H. Brown, the slow-witted president of the Fresh Air Taxi Cab Co. of America, his hard-working and practical partner Amos Jones, and con artist George (Kingfish) Stevens, head of the Mystic Knights of the Sea lodge, gained the distinction of being the first television show to feature an all-Negro cast. *Amos ‘n’ Andy*, which starred Spencer Williams as Brown, Tim Moore as the Kingfish, Alvin Childress as Amos, Ernestine Wade as Sapphire Stevens, the Kingfish’s long-suffering wife, and Amanda Randolph as Mama, the Kingfish’s critical mother-in-law, drew unfavorable comment from the National Association for the Advancement of Colored People because of what the NAACP regarded as use of denigrating, black stereotypes.

Special broadcasts included ABC-TV’s 26-chapter, half-hour presentations of *Crusade in the Pacific*, a documentary on World War II narrated by Westbrook Van Voorhis, and the movie-theater-only telecasts of the Joe Louis-Lee Savold boxing match. The nine-theater showing in six cities drew capacity crowds, and criticism from broadcasters who felt, in the words of BROADCASTING, that “theaters are invading an area where they have no reasonable business.”

The growing audiences also watched such other new shows as *Foreign Intrigue*, a 30-minute NBC mystery detailing the adventures of foreign news service correspondents. Robert Cannon, played by Jerome Thor, and Helen Davis, played by Sydna Scott, and *Strike It Rich*, a 30-minute CBS quiz show that awarded a “heartline” of cash to the contestant with the saddest story. *Mr. Wizard*, an educational show for children, debuted in March. Mr. Wizard host Don Herbert performed and explained various scientific experiments. New variety shows included *Songs for Sale*, with hosts Jan Murray and Steve Allen, and *You Asked For It*, with

Art Baker and Jack Smith. On *Songs For Sale*, Margaret Whiting, Rosemary Clooney, Tony Bennett and the Ink Spots performed the songs of four songwriters on each show for judges Mitch Miller, Morey Amsterdam and Duke Ellington. On *You Asked For It*, ABC honored viewers’ requests for unusual entertainment acts after the opening announcer intoned, “Whatever it is, wherever it is, at home or around the world, you see it here, you asked for it.”

Television was beginning to affect radio. Radio net time sales for the 2,300 AM and 564 FM stations on the air by the end of 1951 increased only \$3 million over receipts for 1950—to \$456,543,000—and the average radio home listened to radio 36 minutes less per day than in 1950. The increase in radio homes to 42 million partially offset the listening loss. Radio networks worried about losing sponsors to television, a medium that grew from an



Faceless Frank Costello

audience universe of 3.8 million or 9% of all households in 1950 to 10.3 million or 23.5% of all households in 1951. NBC in January, because of the opposition of its affiliates, discarded a proposed nighttime radio rate cut in television markets. Undaunted, the Association of National Advertisers renewed a quest for lower network radio rates, arguing that a survey proved: “For the individual stations affected by TV competition, radio time values show declines . . . that run as high as 60%. For the two full radio networks, including the stations in non-TV cities, the reduction in time values attributable to the inroads of TV amounts to 19.2% in the case of NBC, and 19.4% in the case of CBS.” First CBS and NBC fought back with comparative statistics of audience and cost that “proved” radio to be “the better buy in 1951.” Then, CBS, NBC and MBS cut their rates.

CBS announced in April that, effective July 1, radio network rates for the 1-8 p.m. period would be cut 10%, for the 8-10:30 p.m. period rates 15%, and for Sunday afternoon 25%. But morning rates remained the same. The affiliated broadcasters worried that radio, which in BROADCASTING’s words “for 31 years . . . has never taken a backward step” would take one now.

NBC in May followed CBS’s example and announced that, effective July 1, rates would drop 15% for the 8-10 p.m. period,

10% for the Sunday-afternoon period and 10% for all other periods after 1 p.m. Shortly thereafter MBS announced a similar cut of 10% for all time periods from 1 to 10:30 p.m. and varying cuts up to 50% for Sunday afternoons from 1 to 6 p.m.

To compete with television programming, the radio networks resorted to big-name stars. NBC had Hollywood actor Cary Grant and his real-life wife, Betsy Drake, in *Mr. and Mrs. Blandings*, a comedy show with Gale Gordon and Sheldon Leonard in supporting roles. Humphrey Bogart and Lauren Bacall starred in *Bold Venture*, syndicated by the Frederic W. Ziv Co. in 1951 (the show started in 1950) to more than 400 markets. The show, set in Havana, featured Bogart as Slate Shannon, a Cuban hotel owner, and Bacall as Sailor Duvall, left by her dead father in Shannon’s care.

FM languished in obscurity. Manufacturers had no incentive to make FM sets while demand for television receivers was so high and production of war equipment had priority.

FM radio suffered another setback when the U.S. Court of Appeals for the District of Columbia ordered WWDC(FM) Washington and the Capital Transit Co. to cease commercial announcements in street cars and buses because those messages deprived “objecting passengers of liberty without due process of law.” Transit FM, the boon for a struggling system, lost its legal blessing. In an editorial, BROADCASTING summarized FM’s precarious situation: “First came the FCC foray against ‘beep’ services, such as storecasting and functional music, on the ground that they do not comply with regulations requiring sponsor identification. Then . . . the U.S. Court of Appeals dealt what could be the death knell of transit radio—just when that specialized operation was beginning to pull out of the red ink. . . . Despite the moderate success of some stations, FM has had a tortured existence from the start. . . . Now, when more prudent operators turn to specialized services to pull themselves out, both the courts and the FCC propose to pull the rug out from under them.”

While transmitters readied their case for review by the Supreme Court, opponents of the system in their legal brief charged that “forced listening devices disrupt and endanger the American system of broadcasting. . . . Unless the listener or viewer is completely free to select what he wishes to hear or see in a freely competitive field, the American system of broadcasting is deprived of its vigor and becomes a sinister, formless thing.”

Some still worried about the sinister potential of Communist influence in broadcasting. CBS and NBC appointed executives specializing in security. The new post was promptly called the “vice president in charge of treason.” To cleanse the air of alleged Communists, Mrs. Eleanor Johnson Buchanan and her father, Laurence Johnson, a supermarket chain owner, conducted a successful letter-writing campaign addressed to sponsors and



ALTHOUGH TV stole the show with its epic making first coast-to-coast telecast of the Japanese Peace Conference its camera (circled) was nearly lost in this helter skelter array. The 23 lights in this picture were put there for the movie and news photographers. TV could operate efficiently without any of them.

introduced Secretary of State Dean Acheson. Stepping in front of the cameras to be seen as well as heard, Mr. Acheson followed the customarily brief form in introducing the President of the United States.

Mr. Truman, in striped tie and dark suit, read his address slowly and with more than his usual emphasis when he propounded treaty aims: To include Japan in a partnership for peace.

Cameras scanned the stage from time to time to pick up the Presidential party and the audience to watch reactions of the Russian delegation, headed by Deputy Foreign Minister Andrei Gromyko.

An unexpected note of informality came at the conclusion of the President's speech. Walking off-stage, Mr. Truman turned, gesturing to his party to follow him.

No master switch was "thrown" for the start of the first transcontinental telecast. "It was a little more complicated," according to George Mathiesen, who sat at the master control panel as general engineering supervisor for CBS-TV's San Francisco affiliate KPIX.

"There were several feeders which were cut in beforehand," he explained, "but the hundred-odd stations receiving our pictures didn't start transmitting it over their outlets until their time cut was given."

To insure fast identification of delegates, three spotters with binoculars were stationed on the

COAST-TO-COAST TV

COAST-TO-COAST TV was made available to a potential audience of nearly 40 million U.S. viewers last Tuesday as President Truman's address before the Japanese peace treaty conference in San Francisco opened the new transcontinental microwave video network. 95% of the nation's TV sets are reported within range of the network.

The program was carried live on 94 of the country's 107 TV outlets, with most of the remaining 13 stations—not yet connected to the circuit because of their more remote locations—receiving kinescopes of the ceremony for telecast later in the week.

All television networks offered only the Presidential speech at the 10:30 p.m. (EDT) time slot and, although definite results will not be known until station logs are in, it was



President Truman as he appeared on the TV screen . . .



. . . and as he appeared on the stage in San Francisco.

studios after Sept. 30. Availability of veteran guests—such as Burns and Allen and Jack Benny, who may appear on Mr. Cantor's first West Coast show—working in what

tion as a public service and dispatched combined staffs of more than 100 people to the West Coast to announce, handle technical details and arrange special

. . . and as he appeared on the stage in San Francisco.

advertising agencies to pressure them into dropping stars and shows named in *Counterattack* and other publications carrying alleged exposure of persons with Communist associations.

Phillip Loeb's name appeared in *Red Channels*. Despite Gertrude Berg's insistence on retaining Loeb as Jake Goldberg in her show, *The Goldbergs* sponsor, Sanka dropped the CBS show, which reappeared later on NBC without Loeb and with a different sponsor. Elmer Rice, Pulitzer Prize-winning playwright, resigned from the Playwright Television Theater Group, the writers for ABC's *Celanese Theatre*, because of blacklisting. Although contract clauses gave the playwrights control over scripts, casting and production, Rice complained that "I now find that the names of actors selected by you [Stellar Enterprises] are submitted for approval to the Ellington Advertising Agency, whose client, the Celanese Corp. of America, is the sponsor of this program. The agency it appears, then submits these names to its attorney, Walter Socolow, for 'clearance' from the point of view of what is euphemistically called 'public relations.' What this means in

effect is that Mr. Socolow conducts an inquiry into the alleged political opinions and activities of the actors and bases his acceptance or rejection upon his judgment of the propriety of their political beliefs.

... As an anti-Communist and a militant opponent of totalitarianism, I have repeatedly denounced the men who sit in the Kremlin for judging artists by political standards. I do not intend to acquiesce when the same procedure is followed by political commissars who sit in the offices of advertising agencies or business corporations."

But the fear of censure remained unabated among advertisers.

In 1951, the hunt for Communists extended into government. The FCC withstood another search for "Red" influence as part of an investigation into Communist infiltration in all executive agencies conducted by the Senate Special Subcommittee on Internal Security. At the same time, a federal district court ordered KSFO(AM) San Francisco to make time available for Communist candidates despite public opinion since the station's refusal would constitute unlawful censorship.

At yearend, telecasters hoped for a lift-

ing of the freeze on new stations. Radio broadcasters yearned for a return to higher radio rates and previous levels of listening. Educators hoped for reserved TV channels on both VHF and UHF.

Stay Tuned

1. How did Nixon use a national radio-TV broadcast to rescue his vice presidential hopes?
2. How did BBDO embellish Eisenhower's campaign speeches?
3. Who was the Texas Democrat who blocked broadcast coverage of public hearings of House committees?
4. What was the massive breakthrough for TV that occurred in April 1952?
5. Name the bill that provided the first sweeping changes in the Communications Act of 1934?

The answers next week, in "1952"

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

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.

Take charge religious radio manager. We have an outstanding general management position with excellent pay for a person who will take charge and assume responsibility for aggressive spot sales and marketing results in a large midwestern market. We are a growing commercial broadcasting company. Our three stations feature quality bible-centered programs and conservative religious music. The person we are looking for must have an exceptional spot sales track record and be ready to assume overall station responsibility. If you're an aggressive, bottom-line oriented self starter, this position offers you a challenging and rewarding opportunity with top pay and future growth potential. Send your confidential resume to: Richard Bott, Bott Broadcasting Company, 10841 East 28th St., Independence, MO 64052.

New owners of small-market station in Ohio taking applications for general manager. Must be sales oriented and have excellent references. Salary + incentives. Send resumes and salary history to Box C-17.

Successful Midwest station in Medium-Small market looking for Station Manager with heavy background in sales. Must be a leader. A successful track record a must. Send resume to Box C-18.

Account Executive with medium or major market experience to take over a major account list with top rated station in 41st ADI market in Mid-Atlantic state. Good working conditions. Healthy market. Large chain station. All replies in strict confidence. Send complete resume with work history and income history first reply. Box C-19.

Group owner is expanding again. Applicant must have strong management experience including successful ratings and profit performance records. Salary, benefits package, and career growth opportunities are among the best in the industry. Send resume in confidence to Box C-40. E.O.E.

Our Sales Manager has accepted a position with KLIF, Dallas. We need a replacement who is Very good! Salary plus override. Resume to: Chuck Larsen, WHYL/WZUE, 1013 S. Hanover Street, Carlisle (Harrisburg), PA 17013. E.O.E.

Aggressive, experienced sales manager to manage small market AM, FM station. Incentives. Send sales record references. Oil City Broadcasting, P.O. Box 1127, Oil City, PA 16301. E.O.E.

Sales Manager—Major market group seeks experienced organizer and motivator. Salary and commission with good benefits. Box C-92.

Experienced sales-oriented person to manage top station in growing market. Located in Southeast. Submit resume, salary expectations and references in confidence. Box C-96.

Sales Manager. Rapidly growing suburban New York communications group with aggressive, demanding management needs similar person to head sales team at their most powerful radio station. Potential for success in this position is virtually unlimited, as is potential for advancement. You must have the energy and personality to make things happen for you, for your staff and for us. Compensation is salary plus. Benefits are excellent. Reply to Box C-111. E.O.E.

Wanted: Assistant to the owner to eventually become General Manager. Must be strong in sales, promotion and motivation. Excellent opportunity for ownership investment. Southern Arizona Market. Box C-133.

Sales Manager for fastest growing market in the country. Beautiful southwest Florida. Opportunity to make high five figure income and live in paradise. Contact Steve Turner, Dwyer Broadcasting, 3858 College Pkwy Fort Myers FL 33907 813-481-0001 immediate opening.

HELP WANTED SALES

Immediate opening in a college oriented dynamic market, for an aggressive, creative salesperson. Station under new local ownership offers good base against 18% commission. The station is firmly established and going forward. The weather and living conditions are great. Come grow with us. Send resume to KNOR, Box 500, Norman, OK 73070 or call Frank Sims, 405-321-1400.

Panama City Florida's top rated pair, WPFM and 3WQ have sales openings. Top guarantee, good fringe benefits, and paid expenses. Service existing accounts and live on the "worlds most beautiful beaches" call or write: Jim Broadus, Vice President/General Manager, Mediasouth Inc. PO Box 1430, Panama City FL 32401. 904-234-8858. Jim Broadus.

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Account Executive We are looking for a qualified Radio Sales Representative for the Dallas/Fort Worth Texas market with 2-5 years experience. You will be responsible for selling and servicing major radio advertising accounts. Excellent draw against high commissions. Major group broadcaster. Excellent benefits package. No phone calls please. Send resume to Mr. T. J. Donnelly, General Manager, Susquehanna Broadcasting Co., KLIF/KPLX Radio, 411 Ryan Plaza Drive, Arlington, Texas 76011. Equal Opportunity Employer.

Minnesota is a good place to sell radio. If you are familiar with "The Sales Impact Plan", Consult and Sell" and would like to reach your full potential in Radio Sales Contact Ron Wohlenhaus, KRWC Radio, Buffalo, Minnesota 612-682-4444.

Ready to move into sales. Here's your chance. Establishing list and excellent commission plan available to aggressive individual who's ready to work hard. Nice university community in the beautiful Shenandoah Valley of Virginia. Send resume, references and other pertinent information to: Manager, WKCY, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

Man with good sales track record. Must be community minded and like to live in a small community. Excellent opportunity for right person. Immediate job in sales with guarantee and commission. Opportunity for general management. Present manager planning retirement. Contact Coy Palmer, KRDF radio. Call 806-659-2529. P.O. Box 307 Spearman, TX 79081.

WSUS, 24 hour FM in heart of Great George Ski Country, Sussex County, New Jersey. New Jersey's fastest growing County. Join our sales department as we grow and expand. Resumes only to Jay Edwards, WSUS, P.O. Box 102, Franklin, NJ 07416. M/F EOE. Personal interview required of all applicants.

WCHI Radio, Chillicothe, Ohio, needs sales professionals. Earn \$150, \$600 a week. Resume and production record to: First Capital Communications 235 Hillcrest Hotel, Toledo, OH 43699. EOE.

Spring Opening—We are looking for a knowledgeable, articulate, sports personality that can handle play by play, both high school and major college, local sports casts and sports talk show. In addition, this individual must be able to sell, not only the sports broadcasts but at the agency level as well. The individual we are looking for should expect to work hard for the compensation package that has a \$20,000 to \$25,000 potential. Send complete resume, sales track record, and current earnings to: Manager, Box C-95, c/ Broadcasting. EOE M/F.

Southwest Virginia 10,000 Watt Country Music AM needs two experienced retail sales professionals. Immediate openings. RAB or some formal training preferred. Experience a must. Serious, settled pro's only. Draw against commission. Send resume to Mike Brown, WBDY Radio, P.O. Box 509, Bluefield, VA 24605.

Religious radio station located in West Suburban area of Chicago is looking for an experienced Sales Manager. Must be aggressive and able to motivate and train sales staff. Excellent opportunity for advancement. Pay commensurate with experience. Send resume to WCRM 700 Willow Lane Suite 8 Dundee, IL 60118.

Rare opportunity for top flight account executive. Top ranked broadcast group has opening at sun belt beautiful music FM. Two years or more experience necessary, preferably beautiful music. Producers only. EOE-M/F Send resume to Box C-97.

Excellent sales opportunity with new owner. Active list, good compensation, E.E.O. Apply: Corydon Thurston, President, WCNX, Box 359, Middletown, CT 06457.

Florida: Experienced salesman & morning announcer—strong, dependable, \$10,000 to start plus strong incentive for small market. Phone 813-453-3139, Duke Roberts.

If you're tops at your station but aren't earning 30G's, call me! KJQN, the leading station in Ogden, Utah market of 200,000 needs one tough salesperson. Draw against high commission plus medical insurance. Call Tom Greenleigh, KJQN 801-392-7535. EOE.

Sales Manager—Progressive, modern country—24 hour AM in attractive mid-West growth area with major college. Excellent opportunity for successful local sales person who enjoys local selling and can motivate others. Must be sharp on detail. EOE/MF Resume to Sara Crawford, GM, Radio WHPI, Box 550, Herrin, IL 62948.

Retail Sales Pro needed for California's wealthiest county. Could you sell an AM/FM combo against only one other local signal? This is a suburban San Francisco Bay Area market in excess of 750,000 people. If you're an experienced retail sales pro, please forward your resume to General Sales Manager, P.O. Box 5728, Concord, CA 94520.

Experienced Radio Sales person wanted for Florida's most powerful country station. Preferably with knowledge of Central Florida Market. Good opportunity and company benefits. An Equal Opportunity Employer M/F. Contact WGTO P.O. Box 123, Cypress Gardens, FL 33880. Phone 813-324-5400.

Salary base plus commission, expenses. Experienced can make \$20,000 or more. B.S. Degree or equivalent experience required. Medium market, pleasant community. WRCL, P.O. Box 1844, Midland, MI 48640. EOE.

HELP WANTED ANNOUNCERS

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.

Automated 100 kw FM seeking afternoon and overnite experienced announcers. Production and possible Sports Director. Minimum pay \$175-200/week. Send tape and resume to Roger Utneher, WRLO, P.O. Box 509, Antigo, WI 54409.

You gotta be good! Super opportunity for experienced announcer. News and sports experience helpful. Paid vacation and insurance. Five day work week. Prefer midwesterner. Tape and resume. George Wilburn, KWHW AM/FM, Altus, Oklahoma 73521 EOE.

HELP WANTED ANNOUNCERS CONTINUED

WOKX, is looking for a talented morning drive announcer with good production skills. A great opportunity to join a dynamic chain. Send tape & resume to Greg Allen, Box 2808, High Point, N.C. 27261. EOE/MF.

10,000 Watt No. 1 Country station in western Pennsylvania seeks pro jocks who wish to fulfill possible future openings and contribute to a professional operation. Need great production. Tapes and resumes to Brian Cole, WJAC, Hickory Lane, Johnstown PA 15907. EOE.

Morning Personality. Adult contemporary format with emphasis on information. Sales experience. Tape & resume. WFVA, Fredericksburg VA 22401. EOE.

Religious middle-of-the-road station has opening for evening personality, mature, experienced. Call Warren Wilson, WTGN, 418—227-2525. Or write WTGN 1500 Elida Rd., Lima, OH 45805. EOE.

Brand-new 10 KW AM in lovely New England community seeks announcer for creative, pop-adult format. Excellent production skills required, tight board, smooth, up-tempo air manner. Modern sophisticated facility. Female applicants encouraged. Tape, resume to WPOE, Box 823, Greenfield, MA EOE.

Classical Music Announcer/Personality. Format. Experienced preferred. Call Fred Miller or Jane Graffam. 207-883-9596. EOE M/F.

50,000 Watt FM, Top 40 seeks qualified AM Drive air personality. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, Post Office Box 758, Ocean City, MD 21842. No phone calls. EOE.

Country Station in the Texas Rio Grande Valley has opening for DJ. Good pay. Send tape and resume to Chris Clinton, KSOX 345 S. 7th Raymondville, TX.

Great opportunity for early morning personality, must be bright, cheerful, fluent and experienced. Some sales, if desired. This is an excellent opportunity for the qualified person. Send resume to Box C-126.

KXL Newstalk 750 is looking for an outstanding communicator. Excellent opportunity for telephone-talk professional. Send tape and resume to Larry Roberts, KXL, 1415 SE Ankeny, Portland, Oregon 97214. EOE/M-F.

Announcer—Salesperson. Half: air time, on Country format. Half: servicing advertisers. Sales training provided. WMJS, Box 547, Prince Frederick, MD 20678.

Outstanding small market modern country AM station needs one very good afternoon driver. Must do excellent production for AM & FM sister FM. No beginners-good bucks & nice town in Fla. Panhandle for right person. Tape & resume' to Bill Collins, WTOT/WJAQ, Box 569, Marianna, FL 32446.

If you qualify, radio D.J. If you have experience, if you are self motivated, if you have knowledge of traditional country music, if you have experience in automation, if you can type, if your attitude is good, if you have all these attributes, and if your looking for an opportunity on the west coast in a 5,000 watt fulltime, fast growing station, if you phone 503-882-8833, ask for Neil Smith. EOE.

Jazz and Classical Announcers—WEVO has openings for jazz announcer, classical announcer with board experience. Send aircheck, resume to WEVO, 26 Pleasant Street, Concord, NH 03301. EEO.

HELP WANTED TECHNICAL

Number one FM radio station, Houston, Texas needs Assistant Chief Engineer. Studio/Transmitter maintenance. Send resume with salary requirements to: KMJQ, PO. Box 22900, Houston, TX 77027. 713-527-9549. EOE/MF.

Indiana University Radio-TV services seeks a radio engineer for a 34 kw ERP stereo FM. Primary duty: audio production; secondary: maintenance of studio and transmitting equipment. First class license is required. Contact Sam Chapman 812-337-8979.

Chief Engineer for AM & FM Louisiana. Thorough knowledge of automation and directional antenna. Good maintenance a must. Send resume to Box C-38. EOE.

Chief for Chicago area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter, able to work without direct supervision. Contact James Maddox, General Manager, WBMX, 312-626-1030 or 408 South Oak Park Avenue, Oak Park, ILL 60302. An Equal Opportunity Employer.

Looking for a responsible Chief Engineer. For the past two years we have tried the other kind. 5,000 watt AM/100,000 watt FM. Please call Gordon Stafford, KLMR, Lamar, CO 303-336-2206.

Chief Engineer for Milwaukee AM-FM combo. Top pay and benefits for the right person. Preference will be given to applicants with a strong background in broadcast engineering. Send resume and salary requirements to Box C-54.

Engineer/Announcer. Must know automation, FM Stereo and be able to do light announcing. Central California area. EOE. Reply Box B-127.

Ready to move up? if you are a hard-working, take-charge, qualified engineer, this is the opportunity for you. We are a major Radio broadcast group and we need top-notch engineers. If you are ready for broader challenges, send your letter of application and resume to Box C-21. An Equal Opportunity Employer.

A Great Engineer deserves a great salary! 3 leading stations in Ogden, Utah are pooling their budgets to get one super sharp chief. 2 Class C FMs and 1 Class IV AM. Near Salt Lake City and the world's best skiing. We'll give you the support you need to do the job right. Call Tom Greenleigh KJQN 801-392-7535. EOE.

Top 50 Sunbelt Station seeking qualified Chief Engineer. Applicants must be familiar with maintenance of directional AM antenna, studio equipment. Send resume, salary requirements, to: Bob Sinclair, WNIS Radio, PO. Box 1350, Norfolk, VA 23501. WNIS is an Equal Opportunity/Affirmative Action Employer.

KLEB/KZZQ Broadcasting is now taking applications for an engineer with a first class license. Resumes should be sent to KLEB Broadcasting, 1842 Henry St. Golden Meadow, or apply at the station in Golden Meadow. KLEB/KZZQ is an affirmative action equal opportunity employer.

Experienced Broadcast Engineer required by several northwestern New Jersey and northeastern Pennsylvania radio stations. Salary 15-20K depending on experience. Management ability required. Write Box 428, Blairstown, NJ 07925 ATTN: Technical Director. No phone calls please.

Chief Engineer for local AM/FM operation with some automation. Announcing ability a plus. South Louisiana Market. EOE. Box C-93.

Chief Engineer AM/FM—Good equipment, excellent caring staff. Western Pennsylvania. \$14,000 Salary. Box C-94.

Chief Engineer for beautiful southwest Florida market. Fastest growing area in the country. Must also host 2 hour afternoon news block. Contact Steve Turner, Dwyer Broadcasting 3858 College Pkwy Fort Myers FL 33907 813-481-0001 immediate opening.

HELP WANTED NEWS

Experienced News personnel needed for immediate opening. Mail tapes and resume to: Program Director, P.O. Box 8085, Nashville, TN 37207 EOE.

News Director wanted for Montana leader. Part of a 4-station news network. Good opportunity for young and aggressive type. Now's the time, winter is gone. Tape and Resume to Ed Coghlan Box 1331 Great Falls, Montana.

61 WGIR News, New Hampshire's leading news station, seeks aggressive broadcast journalist with strong delivery, crisp, informative writing and positive attitude. We're an award-winning team in the state's finest facilities. Send tape, resume and references to Paul Jacobson, News Director, WGIR, Box 610, Manchester, NH 03105. A Knight Quality Group Station and EOE.

Northern Minnesota chain looking for aggressive reporter to join top rated news team. College required. T and R's to Rich Younger, WAKX, 419 W. Michigan Street, Duluth, MN. 55802. EOE.

Oklahoma AM-FM Community oriented station looking for experienced newperson to head news department. First phone helpful, but not required. Send resume and tape to Jerry Dietz, General Manager, KOKL, P.O. Box 756, Okmulgee, OK 74447. Phone 918-756-3646.

Radio Reporters—WEVO seeks Reporter/producer, Reporter/announcer to join in-depth public radio news team. Send aircheck, resume, WEVO, 26 Pleasant Street, Concord, NH 03301. EEO.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program/Sports Director for automated 100 kw FM. Responsibilities include air-shifts, production and training. Minimum pay \$200/week. Send tape and resume to Roger Utnehrmer, WRLO, P.O. Box 509, Antigo, WI 54409.

Clinical Psychologist needed for afternoon show at talk station in major eastern market. Forward resume, salary requirements to Box C-112. EOE M/F.

New Hampshire Resort AM-FM combo needs PD, AM air shift. Looking for career oriented person. Good adult contemp voice, and strong production skills a must! Could be your first PD job. \$15-\$18, plus benefits. Send tape, current salary, references. Box C-91.

Midwest—established AM/FM has fulltime opening for individual to handle commercial production plus air shift. Some experience or education helpful. Send resume and tape to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Production Manager: Billboard Station of the Year wants creative imaginer who can write, direct, and produce. Join us at our new million dollar facility. Send resume and tape to Damon Sheridan, WDIF, Box 10,000, Marion, OH 43302. EOE.

SITUATIONS WANTED MANAGEMENT

Husband/Wife seeks sales management. Proven track records in local, regional, nat'l sales. Top billers with major broadcasting companies in large market. Combined experience, 19 years in media. Reply Box B-130.

Successful Group V.P. and Major Market General Manager. Excellent credentials in all areas including cost control, FCC R&Rs, sales, sales management, programming. Bottom line oriented. Prefer Southeast. Box B-144.

Save the address. When you're ready for a knowledgeable, imaginative Manager with programming and sales background, write: Manager, 19 Greenhill Lane, Huntington, NY 11743.

Station owners/group owners. Take note: General Manager totally armed with 18 years experience winning the battles of sales and profits in all size markets both AM & FM. Skills include heavy sales and sales promotions, strong leader and motivator. Looking for new battles to win. Best credentials. Box B-177.

General Manager—20 years experience all phases—management, sales, announcing, engineering. Presently Chief Engineer large market automated AM, powerful top rated stereo FM. Prefer medium market Southeast. Minimum salary \$35,000. No hurry but let's start talking now. Box C-51.

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.

General Manager—Proven track record in Sales and Sales Management and as G.M. in top 50 market—currently employed but station sale dictates move. Experienced motivator—very P&L conscious—controlled country, news talk and AOR formats—17 years experience. If you are in a turn around situation, I can turn it for you. Box C-100.

Bottom line manager broadcaster for 30 years complete background in all phases—disc jockey to General Manager to part owner. No bad habits and I am a company man. Box C-129.

SITUATIONS WANTED MANAGEMENT CONTINUED

Looking for Manager. Sales Manager, Salesman? Try me! Over 20 years radio, 6 sales. Now in Nebraska small market. Box B-69.

Attention Station Owners Groupe owners. Where can you find a General Manager that's dedicated, a superior leader and motivator that specializes in strong creative sales and sales promotions. Experienced managing AM & FM all markets. Knowledgeable skills include engineering, FCC, programming. If your looking you found him. 16 years a successful broadcaster. Excellent credentials. Box C-127.

Experienced Dog Handler. If your station hasn't been fetching what it should, maybe I can help. Proven GM with years of broadcast experience. Bring sales and operations skills. Plus, announcing and award-winning copywriting talents. Advertising agency background too. Employed, but interested in a fresh challenge. Tell me about yours. Box C-128.

Experienced Manager looking for stock opportunity. If you have a class C FM in a 50,000 or better population market that's not living up to your expectations, I'd like to talk with you. I have a strong background in market positioning, sales & programming. Solid credentials. Box C-116.

Experienced Manager desires to trade turnaround ability for stock opportunity. Medium to major market background in several different formats. Strong suits include market positioning, sales & programming. Solid track record, excellent recommendations. 713-832-8508.

SITUATIONS WANTED SALES

15-year pro wants out of programming and back into sales. Successful track record in sales, news and programming. Looking for a future. South preferred. Box C-12.

SITUATIONS WANTED ANNOUNCERS

I Love Radio. Looking for chance to be creative. Will work hard to do the job right. Available for any shift. Tape and resume available from Lady L., telephone number: 312-863-3359, mailing address: 2116 South 47th Avenue, Cicero, IL 60650.

On your radio Dedicated, 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.

Experienced announcer. First phone. Master's Degree in English. Ready to relocate. Box B-179.

Experienced, Versatile, young female DJ, good voice. 3rd. Looking to relocate south or west. Management, Commercial and public radio experience. Tape and resume on request. Box C-46.

Experienced Sportscaster: Football, basketball, baseball p.b.p. All aspects of sports journalism, talk show, writing. Dependable, enthusiastic, mature. Write Box C-11.

If you Rock, I'll Roll. I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815-399-3187 or write 1912 Greenfield Lane, Rockford ILL 61107.

Good attitude, voice and reader. Trained by a professional announcer. Anywhere. Jim Laux 3815 S. Lenox St. Milwaukee, WI 53207 414-483-2982.

Disc Jockey, available immediately, versatile can work any format, desire contemporary. Will relocate anywhere. Phone 704-545-4630.

DJ, music and programming experience, 6 years, top 40, AC, AOR. Prefer 25,000+ market with MD or PD position in northeast states or Colorado. Will consider all. Frank Cavaliere, 513 N. 5th Street, Sterling, CO 80751. 303-522-9075.

Cooking Top 40 Personality! Creative, Dependable, Hardworking. Afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately! Call now—Jon Conlon 312-381-2916. 264 Sharon Dr. Barrington, Ill. 60010.

Time is money, energetic DJ, Production Director, copywriter. 1st Phone. C&W—A/P formats. 5 years experience. T.C. 303-336-9580.

College grad with experience, currently in radio, desires position in adult contemporary. Top 40 or similar format. Prefer southwest, other areas considered. Call Bruce, 512-992-4566.

What can your station and a bottle of fine wine have in common? The cork. Corky Hays. Top 40 nights or PM. Drive. Have talent will travel. EOR tape and resume call 312-668-7513 or write Corky Doherty 501 N. Westmore Villa Park, Ill 60181.

Money—May I Help you make it? Smooth Rock announcer. Tape available. Handle news and copywrite. George Quasti—312-348-3314. 1952 N. Seminary Chicago, IL 60614.

Fun Radio—Mature Vet broadcaster does happy informal record show including quips, comedy skits, interesting news items, riddles, dedication talk shows, make believe ballroom, etc. alone or with partner. Authoritative news or commentary if desired. Dependable, cooperative, 1st phone. 4 Pix or details—Ken Smith Rt. 2, Box 698, Rustburg, VA 24588.

Operations Director with over 5 years experience looking for announcing or programming job in medium to large market. Rich Terry 912-244-4489.

Adult Contemporary personality. 6 yrs. Experience, MD & asst. PD, ready to move up to respected professional medium market operation. Box C-114.

Don't answer this unless you care about talent, and ambition. Tape and resume available. Let me hear from your small market operation. Ready to relocate now. Box C-132.

I am back from Guam and ready to deliver for your community. You want ratings, I got ratings. You want personality, information, community-devotion. I got it. My dynamic, daily sports package will hook your audience. Open to all markets. Box C-113.

Announcer New York metro area—six years experience. Part time. P. McKenna 212-664-2610 nites 201-944-1925.

Attention—Northeastern U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414-769-6966.

Professional looking to move up. 4 years experience/A.O.R. Seeking quality and creativity. Outstanding production. Have car will travel. Brad Lee 203 Grant St., Santa Cruz, CA 95060 408-423-5023.

You must think I'm joking! Stand up comedian seeks job as DJ/announcer former broadcast school student. Interning experience, will relocate. John Tozza, 24 Birch St., Everett, MA 02149 617-387-9325.

Major Market. Currently "talking" proud" at Buffalo's number one! Personality Good production. Dependable. Will travel for bonafide opportunity with competitive operation. Mike Ward 716-875-5248.

SITUATIONS WANTED NEWS

Have Good Pipes will travel, creative, dependable, determined loves radio, tape & resume available, Justin Shay 8140 S. Maryland Chgo., IL 60619 312-874-7111 after 6.

Sportscaster—dedicated, motivated, versatile, college graduate, professionally experience; excellent voice, delivery, language skills and reportorial ability. Widespread knowledge, production background, totally committed. Seeking sports-minded station for complete coverage. Can combine with news, sales. Bob 516-741-1298.

Assistant News Director, editor, top-notch reporter, and talented organizer of a top all-news large market station seeks a dedicated major market news team in a management or reporting position. 8 years experience. Box C-14.

Experienced and Polished Anchor, Reporter; looking for successful major market operation with serious news commitment. Currently working top 30 market at the No. 1 station. Also, talk show host experience. 5 years in radio. Box C-15.

33 year old news director 15 years experience including sports, seeking news or other management position. Excellent delivery and track record. Prefer medium to large market in west. Box C-37.

5 years experience, would like medium market or better. Anchor, street, or both. Call before 1 p.m. Doug Cummings 312-446-1326 or 913-272-5765.

Medium market sportscaster seeks move to bigger market. Experience in PBP sportstalk, reporting and sportscasts. 100% effort guaranteed. Willing to relocate. Tape and resume available. Box B-119.

All purpose. sports, PBP news, talk, prod. msvc, erd. Two years major college sports. Preferably northeast. For T and R call Steve, 609-877-2115.

News Professional. Ten years in radio, including top ten. M.A. degree in management. Now directing large award-winning operation in southeast. Box C-115.

Dependable, hardworking newsman B.A., Communications. Excellent news gathering, writing and announcing skills. Box C-101.

If you're looking for stability, professionalism, and someone who takes pride in his work then I'm your man. Over 10 years experience in radio, more than 5 in my current job. I'm seeking that final career move, preferably in the West or Southwest. Solid, award-winning credentials. Top 10 experience. Box C-131.

Dedicated News Director in small midwest market searching for break in medium/major market. Nearly five years experience in all phases of news reporting on city and county level. Box C-99.

Available soon—newsman not afraid to earn paycheck; all sports play-by-play. Box C-117.

Reporter with journalism degree seeks sun-belt, medium-large market station. Able to relocate immediately, salary negotiable. Call or write for tape, resume, references. John McDonald, 452½ Center, Ionia, MI 48846. 616-527-9264.

Medium market sportscaster seeks move to bigger market. Experience in PBP sportstalk, reporting, and sportscasts. 100% effort guaranteed. Willing to relocate. Tape and resume available. Box B-119.

Network Anchor with N.Y. all-news reporting and news director's background, seeks network or top-10 market broadcast or management assignment. Specialties—business and political reporting. Robert Cohen, 212-377-6542. 1375 Ocean Ave., Brooklyn, N.Y. 11230.

Capable Newsman. Excellent voice and delivery. Tape and resume available. Richard Harris 940 Irving Pk. Rd. Bensenville, IL 60106 312-766-0427.

Newsman with approximately 3 years experience looking for reporter spot. Call Gregory Bresiger 717-828-7187.

Talented award-winning sports director looking for a station with a strong sports commitment. Excellent p-b-p, sports talk, production skills. B.A. 5½ years commercial experience. Box C-119.

Newsman with some 3 years experience looking for reporter spot. Call Greg 717-828-7187.

Lots of actualities and strong local news coverage is what I offer 2+ years as a news director. Call Gregory Bresiger 717-828-7187.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Profet Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only. Box C-53.

Multi-talented Communicator with nine years experience in all size markets. Looking for a position that requires diversity, creative imagination. Sense of humor, well-modulated voice with something to say. Telephone talk and copy writing experience. Telephone Bruce 216-732-8383.

Experienced; Talented; Dependable; wants to move up; Strong production; Will consider all; Lets talk. 814-368-3240 after 12:30 p.m.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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.

Creativity equals profit. Versatile, creative, hard-worker with seven years experience seeks Production/Copywriting/Public Relations position. Experienced in all phases of radio including voices, automation and production services. Sales oriented! West coast or adjacent states only. 414-324-4011 mornings.

Again, Program Director with three No. 1 turnarounds including million market. 8 year PD experience. For information just call Kirk Sherwood. 1-207-862-3503.

TELEVISION

HELP WANTED MANAGEMENT

GM—Southwest. Network affiliated station. Strong sales background a requisite. Send resume and salary requirements to Box C-24. Confidential—EOE.

Local Sales Manager Small Market Midwest Affiliate seeks experienced professional to take charge of Local Sales Staff, with additional duties as Station Manager. 2-3 years of Local Sales Management preferred. Excellent opportunity to grow with aggressive small station, and live in excellent surroundings. E.O.E. Box C-35.

Assistant Controller: Central New York network affiliate offers challenging opportunity for career minded individual with accounting degree and 2-3 years public and/or private experience. Knowledge and experience in the broadcasting industry a definite plus. Successful candidate must be a self starter with supervisory experience and good written and oral communication skills. Duties include preparation of monthly financial statements and reports to parent company and regulatory agencies, budget and forecast preparation and other general accounting functions. Position reports directly to Controller/Treasurer and interfaces with local and corporate management. Excellent salary/benefits package and working environment. All interested candidates should send resume and salary requirements to Box C-5. An Equal Opportunity Employer.

Sales and Management—San Diego—I am looking for a broadcast oriented sales and marketing executive who will buy into my company. Must be willing to roll up sleeves, sell, and help get this thing going! Small, closed circuit, hotel in-room, tourist-oriented advertising network with first-class image. Good vital signs. Fantastic growth potential. Needs some horsepower and direction. If you're looking for a change in lifestyle without dumping your experience, contact me. Serious buyer/workers only please. Send resumes to John R. Long, Sunset Communications, 500 Hotel Circle North, San Diego, CA 92108.

Television Operations Manager—Sets operational policies, standards and procedures for top-rated PTV station. Directors all production support and operations staff and budgets. Develops training program and evaluates and recommends equipment acquisition. Requires BS/BA in Communications or related field and 4 years TV production. Salary: \$15,000 minimum. Contact: Richard Lehner, WUFT-TV, 2000 JM, University of Florida, Gainesville, FL 32611. Deadline: March 20, 1981.

HELP WANTED SALES

Promotion Director: Central New York NBC Affiliate accepting applications for Promotion Director with experience and ambition. Strong creative ability a must. Working knowledge of television technical requirements necessary to insure continuing, strong on-air promotion campaigns. Budget, management skills, and broad background of promotion, including print layout and writing ability, important. Excellent opportunity for individual with ideas and enthusiasm. Send resume and salary requirements to Box C-6. An Equal Opportunity Employer.

National Sales Manager: Strong, sizzling VHF Independent seeking National Sales Manager. Previous management and/or national sales experience necessary for this position within an aggressive, growing organization in the top 20 markets. Send detailed resume of qualifications to Box C-3.

Television National Sales Manager for leading group station in Northeast. National sales experience required. Prefer additional station sales background. Thorough knowledge of research. Well organized and free to travel. Send resume to Box C-7. An Equal Opportunity Employer.

Account Executive—Dominant CBS Affiliate in Chattanooga-looking for an experienced professional. 27-28K; 1st yr. E.O.E. Send resume to Ben Cagle, Sales Manager—WDEF-TV—3300 South Broad Street, Chattanooga, TN 37408.

Excellent opportunity for experienced, aggressive TV salesperson to take over established list in mid-sized, midwest market. Send confidential resume to Box C-138. EOE.

Florida network affiliate has an opening for a local sales Account Executive. Marketing or business degree preferred, along with on the street sales experience. Must know today's television marketing concepts. E.O.E. Reply to Box C-135.

HELP WANTED ANNOUNCERS

WPVI-TV Philadelphia seeks an experienced television personality to co-host a morning Monday through Friday talk/variety show. Must be able to co-produce and provide program input for features field assignments etc. If qualified and interested forward a video tape with resume and salary requirements to Charles R. Bradley, Care WPVI 4100 City Line Ave., Philadelphia Pa. 19131. An equal opportunity employer/affirmative action employer.

HELP WANTED TECHNICAL

We're in the market for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package and the Monterey Peninsula to live. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, P.O. Box 1938, Monterey, California 93940. A Retlaw Broadcasting station. EOE.

Chief Engineer for Chicago UHF. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 201 North Wacker Drive, Chicago, IL 60606.

Assistant Chief Engineer with growth potential for established VHF in South Texas. Box C-49.

Opportunity for snow-birds to fly south! VHF in sunny Texas looking for qualified Chief Engineer. Box C-47.

Experienced E.N.G. Engineer Maintenance of cameras, recorders, editing equipment and operate news van. Must have 1st phone license and valid drivers license. Major market E.O.E. employer. Submit resume and references to: Chief Engineer, KXAS-TV, P.O. Box 1780, Ft. Worth, TX 76101.

Television Maintenance Engineer: Prime Sunbelt location. First phone required with minimum of 5 years experience in studio maintenance. Maintain TCR-100, TK-46's amplex quad, one inch, and Harris transmitter. We appreciate our engineers. EOE. Contact Earle Connors, KBMT-TV, Beaumont, TX 713-833-7512.

Videotape Engineer Immediate opening at STV Facility in South Florida. Applicant should have previous videotape, film video experience. Send resume & salary requirements to: Personnel Dept. WKID TV, P.O. Box 200, Hollywood, FL 33022. Equal Opportunity Employer, M/F/H.

Florida needs a chief the only thing we shoveled this year was the gardner. We're asking for a hands on maintenance knowledge of RCA package and Sony ENG. If you're a hard working chief or assistant ready to move to the sun and to a small but sound UHF affiliate in the capitol of Florida write or call, Jim Matthews, WECA Television, P.O. Box 13327, Tallahassee, FL 32308. 904-893-3127.

Assistant Chief Engineer—experience with 3/4" and 2" VTR's, RCA TT50 Transmitter, microwave and general studio equipment desirable. Good manager plus first class license. Contact Chris Burgbacher, WMBB-TV, Box 1340, Panama City, FL 32401 or call 904-769-2313. EOE.

Chief Engineer for Chicago UHF. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references, and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 20 North Wacker Drive, Chicago, IL 60606.

Needed, engineer who understands importance of maintenance, can run a tight shop, speaks digital and is ready to grow from base as studio supervisor in one of Florida's fastest-growing easiest-living markets. If you're our person, write with resume and salary history today to Box C-110. We're an equal opportunity employer with a solid opportunity for a bright future.

Video Production Engineer for growing Northeastern production house, 3/4" and 1". Maintenance and location experience required. Send resume to Box C-134.

Production Engineer with solid knowledge studio engineering and creative ability for South Texas station. Box C-136.

Assistant Chief—Immediate opening on the beautiful California Central Coast. Modern, well equipped VHF network affiliate seeks a fully qualified working engineer, cable of supervising maintenance operation. Self starter with minimum 5 years maintenance experience; maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology and experience with: ACR-25; 3/4 and type "C" 1 inch; Ampex & RCA Quad; Grass 1600; TK-28 and TK-46. Excellent salary and company paid benefits, including pension plan. All replies in confidence to Box C-98. EOE, M/F.

Assistant Chief Engineer for TV station in beautiful highland lakes area of hill country, Austin, Texas. Must have 1st phone, extensive experience maintaining studio equipment, know logic and digital circuits. UHF transmitter experience desirable. Contact Chief Engineer, KTVV, Box 490, Austin, TX 78767 or call 512-476-3636.

Experienced ENG maintenance engineer, familiar with RCA TK-76 Sony BVU, and Microwave Associate equipment. North Carolina's most extensive ENG/microwave station needs first phone maintenance person. Contact Larry White, Engineering Manager, WFMY-TV, Greensboro, N.C. 27420, 919-379-9369. EOE Employer.

Supervisor/Maintenance Engineer Need highly qualified person with supervisory capabilities and minimum of two years experience in studio maintenance engineering with a FCC first class license, who wants to work in a top television station. Send resume to: Lucy Valerio, Personnel, 2185 South 3600 West, Salt Lake City, Utah 84119. EOE.

Director of Engineering—State ETV network. Duties include direct supervision of staff of 28 operating 4 VHF and 1 UHF transmitters, one translator, 10 station microwave interconnection system, and a network origination center. Experience should include system design in addition to management of operation, maintenance, and installation of production and transmission equipment. Salary range of \$16,744-\$25,714. Contact: Personnel, AETN, P.O. Box 1250, Conway, AK 72032.

Television Technical Opportunities. Rapidly expanding cable television MSO & paid programing supplier has the following positions available: Maintenance Supervisor. For 3 man technical staff. Must have solid technical background & extensive experience in 1" VTR's, CMX editor & ENG equipment. Maintenance Technician with experience in servicing and preventative maintenance of the above equipment. CMX Editor with 340X editing experience to edit promotional material & performing arts programs. Music background helpful. Call or send resume to: Joanne Amabile 516-364-8450 ext 261. Cablevision, 3 Media Crossways, Woodbury, New York 11797.

Engineering Supervisor: PBS TV station in Florida wants experienced supervisor for broadcast operations. Send resume and salary history to WEDU Personnel Office, 1300 North Boulevard, Tampa, FL 33607. Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Technicians wanted for maintenance and operation of major television facility. Formal training in electronics and First Phone. Previous experience desirable. No phone calls please. Send resume and salary requirements to: Jack Verner, 1050 Techwood Drive, Atlanta, GA 30318. An equal opportunity employer.

Chief TV Studio Engineer Excellent opportunity to plan, develop and administer operations of an in-house TV production facility. Must have B.S. in electrical engineering- or related degree and experience as a studio engineer. Minimum 5 years background in TV production operations and maintenance. First class FCC license and management experience preferred. Salary—low mid 20's. Excellent benefits. Located in mid-size, family oriented community in east central Wisconsin. Send resume to: Employment, Aid Association for Lutherans; Appleton, WI 54919.

Engineer—must coordinate equipment maintenance and repair. Responsibilities include color TV studio, carrier-current radio station, design and installation of electronic systems and repair of audiovisual equipment. Qualifications—1st class FCC radio phone license; experience desirable. Salary—\$12,800 beginning June 1, 1981. Application deadline—April 15, 1981. Contact—Mr. Bruce Hough, Director, Center for Instructional Technology, 2500 California St., Creighton University, Omaha, NE 68178.

Television Engineers—immediate opening for experienced maintenance engineers in fully equipped northern California VHF facility. Candidates should possess a valid FCC 1st class license and have a background in studio maintenance. Electronics school or equivalent technical training required, including digital technology. For prompt consideration contact: Personnel Department, KNTV, Inc., 645 Park Avenue, San Jose, CA 95110. EOE, M/F.

Responsible for coordination of technical support for all remote television productions. Position requires FCC 1st Class license with a minimum of two years technical school or related experience and at least two years experience in videotape and camera control operation and maintenance. Applicant must be a self-starter with supervisory capability. Send resume to: Leon Drye, C.E., WSWP-TV, P.O. Box AH, Beckley, WV 25801. E.O.E.

HELP WANTED NEWS

News Director: We're committed to Number One News. We have top anchor people, all ENG, Live Eye, Live helicopter, heavy promotion. Ownership with commitment makes you part of the management team. Fast growing market. Never snows—February 10th was 79°. Great place for a family. Box C-28.

Dominant medium market station in sunny south looking for a dedicated journalist. Must have strong ENG/Journalism Background. No beginners please. You probably have 2 or 3 years experience with some newspaper background, are creative and hate being assigned a story. You dig out your own stories and fight for the lead in the newscast. If that sounds familiar, I may have a job for you. Write PO. Box C-31. EOE.

Experienced Anchor for top 100 market in beautiful south. Our current anchor is moving up to a management position. If you love to report as well as anchor, to get involved in the newscast... really care about news, we probably have a job for you. Please, experienced anchors only. Write Box C-32. EOE.

Weathercaster—Firm knowledge of weather essential. Must be personable and have good strong visual program. Salary negotiable. EOE. Send resume, tape to: Jim Dunham, KSFY-TV, 300 N. Dakota, Suite 13, Sioux Falls, S.D. 57102.

Reporter/Anchor Central California Network affiliate seeks reporter with at least 2 years experience. Must also have producing and anchoring capability. Send tape and resume to News Director, P.O. Box 5455, Fresno, CA 93755.

Innovative Producer for evening news. Strong writer & organizer with at least 2 years television news producing experience. Send resume and tape to: Phil Thomas, WHO-TV, 1100 Walnut St., Des Moines, Iowa 50308.

ENG Editor/Coordinator. Need person who is very fast, very organized. Must work well with people. Send tape & resume to Jim Cairo, WNGE TV, Nashville, TN. EOE.

TV News Photographer. Shoot and edit ENG for top rated station in sunny South Carolina. 1 year minimum experience. Send resume and recent tape to Gary Anderson, News Director, WIS-TV, Box 367, Columbia, S.C. 29202. EOE.

Anchor. We are looking for someone who can communicate with enthusiasm, authority and a sense of concern about his community. Must be excellent reporter with proven track record as an anchor. Send resume and tape to Jim Cairo, WNGE TV 2, 441 Murfreesboro Rd., Nashville, TN., 37210. EOE.

Executive Producer—Aggressive number one news operation looking to increase its dominance. Tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An E.O.E.

News Anchor—Western Television station, network affiliate, seeking an enterprising news anchor to join progressive organization. Quality and dependability more than extensive experience. We need an anchor with reporting, editing, production and on-air background. EOE & Affirmative Action Employer. Send resume and salary expected to Box C-130. Attn: Station Manager.

Producer/Producer-Reporter Reporter/Photographer Number one rated station is competitive middle size, Midwestern market is expanding. We need a full time 5 o'clock producer. We also need a 6 o'clock producer and part time reporter. These positions have a base starting salary of \$16,000. We also need a full time reporter and a photographer. We are a state-of-the-art operation with full live capability including helicopter. Our station and parent corporation has a primary commitment to news. Send resume and letter to Box C-137.

News Director needed at group station in eastern medium market. Position must be filled quickly. Offers opportunity to grow with station climbing rapidly in ratings. Equal Opportunity Employer. Send resume to Box C-125.

Reporter: Creative, enterprising and accurate with degree and experience. Group owned with excellent news reputation and ratings. Send resume to Jim Collins, WTVG, 410 W. 6th Street, Chattanooga, TN 37401. WTVG is an equal opportunity employer.

Experienced Feature Reporter for major independent news operation. Looking for reporter with unique approach and proven ability. Send tape with sample stories along with resume to Tony Burden, News Director, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435.

Like to work on your own? A small market TV station on the east coast is looking for a reporter to operate a news bureau in a neighboring county. A good opportunity for a good radio journalist, who wants to make a move into television. Send resume to Box C-107.

Medium size midwest network affiliate seeks co-anchor/reporter. Must have at least one year on-air experience and journalism degree or equivalent. Send resume and salary requirements to Box C-108. EOE.

Number-1 rated news operation in medium midwest seeking reporter/weekend anchor. ENG familiarity important. Two-years commercial broadcast experience preferred. An Equal Opportunity Employer. Reply to Box C-109.

Wanted: Anchor/Reporter, prefer experience, for small market TV station, located in a growing community. EEO employer. KUMV TV Box 1287, Williston, North Dakota, Ph. 701—875-4311.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Wedding bells will soon move out Traffic Manager from her desk. We are looking for a BIAS trained replacement ready and willing to supervise and work in harmony with other departments. Good salary and fringe benefits. Work in a modern office in pleasant community near mountains, sea and both New York and Philadelphia. Details to Terry Baltimore, WBRE-TV, Box 28, Wilkes-Barre, Pa. 18773.

Producer for live daily program. Medium market network affiliate in northeast. Experience in producing and live remotes essential. Send resume. EOE. Box C-106.

Producer-Director. Growing Southeastern market seeks take-charge person. Minimum 3 years ENG/EFP production and engineering experience required. Send resume and cassette to Craig Cartwright, Production Manager, WTVK, P.O. Box 1388, Knoxville, TN 37901. E.O.E.

Co-host for live daily program. Medium market network affiliate in northeast. Production background necessary. Send resume. EOE. Box C-105.

Production Manager Top 50 market. Group owned station. Looking for person with Production Manager experience in smaller market or an excellent opportunity for a creative person with directing experience seeking management opportunity. Contact Bob Jones, WLKY-TV, 1918 Mellwood Avenue, Louisville, Ky 40206. Phone 502—893-3671. EOE employer.

Assistant Director, Program Scheduling and Submissions. Public Broadcasting Service presently has a challenging opportunity in our program scheduling and submissions department for an assistant director. Position requires B.A. degree in communications or equivalent with a minimum of four years work experience in telecommunications preferably in the area of scheduling. Successful candidate must possess excellent verbal, writing and organizational skills with demonstrated ability to deal with details essential. Familiarity with computer terminal systems helpful. We offer competitive starting salaries with excellent non-contributory benefits package. For consideration please submit resume with letter of interest stating salary requirements and the names of three professional references to: Carole Dickert-Scherr, Director of Personnel, Public Broadcasting Service, 475 L'Enfant Plaza West, S.W., Washington, D.C. 20024. PBS is an equal opportunity/affirmative action employer.

Senior Television Producer Director. Design, develop, produce and direct instructional television programs for deaf audiences. Master's degree in TV production or related field and two years experience as a producer/director, or bachelor's degree and four years experience as a producer/director. Four day work week. Send resume: Personnel Manager, Box BR3, Bldg. 60, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. AA/EOE.

Program Manager: Supervise programming, local production and operations for Channel 9. Station also active in telecommunication development, including iTV. Salary range \$33,883-\$37,024. Closing date March 30, 1981 or until filled. Send resume to General Manager, KUAC-TV, University of Alaska, Fairbanks, AK 99701. The University of Alaska is an EO/AA employer and educational institution.

Senior Producer for public affairs requires 5 years broadcast journalism experience, including management. Will formulate and implement station's public affairs commitment. Responsible for content development, budgeting and must have strong production experience, both studio and field. Apply to Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. WYES is an equal opportunity employer.

Writer/Producer of radio and TV newscasts, program inserts, public service spots, documentaries, and other material for major land-grant university. Degree in Radio/TV or related area plus experience preferred. On-air background desired. Salary range starts at \$14,670. Contact Linda Woodard, Employee Relations, Virginia Tech., Blacksburg, VA 24061 by April 1, 1981. An Equal Opportunity and Affirmative Action Employer.

Director of Programing—Responsible for programming policies and objectives for top-rated PTV station. Develops program schedule and directs all programming and production personnel, facilities and budgets. Conducts ascertainment and FCC program related functions. Designs and coordinates local program production. Requires: BS/BA in Communications or related field and 4 years in TV programming/production. Salary: \$18,000. Contact Richard Lehnner, WUFT-TV, 2000 JM, University of Florida, Gainesville, FL 32611. Deadline: March 27, 1981.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Television Production Director. Experienced in newscast directing. Must be a self-starter. Call Steve Cook, March 3 and 4, WMBB-TV, Panama City, FL, 904-769-2313. EOE.

SITUATIONS WANTED MANAGEMENT

Local sales development specialist with several years experience looking for local sales management position. I can develop your sales team to its full potential. Reply Box C-4.

Attorney/Business Affairs Dir., currently with TV/film distributor in international market, wishes to join television or cable operation. Present responsibilities include contract negotiations, drafting, acquisition of programming, royalty payments. Strong knowledge of program market, FCC regs, copyright. Respond to Box C-122.

Senior Local Account Executive with regional and national account experience is ready for national sales manager's slot. Strong with numbers and inventory management. Let's get top dollar for your inventory. Reply Box C-104.

SITUATIONS WANTED TECHNICAL

B.A. in Broadcasting, First phone, seeking entry-level position in engineering or production. Will relocate. Bob 213-462-0605.

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.

Brrr—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907-279-4279.

SITUATIONS WANTED NEWS

Meteorologist: Currently medium market. Seeks solid news commitment and professional weather-casting. 617-632-3687.

Triple Threat—Anchor/reporter/producer. Top-notch writer and communicator. Quick thinker in field or studio. Journalism degree and four years professional experience. Currently well-paid but under-utilized in smaller market. Seek challenging position in a progressive top-80 station. Will reply to all offers. Box C-123.

Solid writer, interviewer, researcher with B.A. Telecommunications. Experience in commercial TV & Radio small-medium market. Willing to relocate in exchange for next meal. Call Eileen 303-925-3620.

Multi-media Entertainment/Arts Critic. 5 yrs. experience looking for spot on TV newscast. Articulate, attractive, personable, available. Joyce 617-423-0210.

Photographer/Field Producer with reporting experience, desires job with an investigative-special projects unit. All markets considered. Reply Box C-102.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Creative! Tenacious! Washingtonian diligently seeks responsible position in TV production/programming. Will relocate. Jan 14217 Piccadilly Rd. Silver Spring, MD 20906 301-871-8018.

Producer-Director. Experienced director of a varied schedule of local productions would like to move to a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse 907-279-4279.

Writer/Producer/Director I have written, directed and produced 3 theatrical features, all of which have been distributed, including Network. I am interested in Docudramas, Documentaries or dramatic short, long form here or abroad. Will travel. Michael de Gaetano, 602-947-7160 or Box C-33.

Television Production Energetic Female looking for all around duties in small Southeastern market. Experience in ENG, video editing, copy editing, public relations. Write Box C-124.

Award-winning top-40 Writer/Producer eager to show credentials in specials, public affairs and children's programming. You provide resources, I'll provide unmatched dedication, creativity, and commitment to quality, as your producer or programming trainee. Single. Relocation no problem. Box C-103.

Woman seeking entry-level TV production position. BA in Communications and Theatre. 3 month TV internship on a live children's show. 4 years radio experience. Will relocate, Debra Scott, Box 344, Mansfield, PA 16933. 717-662-3734.

Experienced, Vibrant Host looking for magazine, format position. I produce great stuff! If you're looking for innovation and viewer identification bet on me! Rick Mogelson 612-929-0535.

Sales Executive—under 30—diverse background for all forms of syndicated programs sales. Related experience in cable, media, and some production. Widely traveled. Top recommendations. Box C-52.

HELP WANTED SALES

Experiences sales manager. Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215-539-5300.

CABLE

SITUATIONS WANTED MANAGEMENT

Super CATV Salesman. Employed. February sales mid teens! Detailed eleven year resume/references includes radio sales; promotions; budgeting; management/operations; programming; talent plus TV producer/host. Seeking executive position in CATV; TV; Radio. 20's. Box C-127.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting. Instructor or Assistant Professor, M.A. or M.S. in Broadcasting required, Ph.D. preferred, teaching experience in radio, three to five years in commercial or public radio with demonstrated skills in announcing and production. Teach courses in announcing, production, sales and management, 4-1-4 academic calendar, five courses per year plus operations manager of college radio station. Salary based on training and experience. Liberal fringe benefits and TIAA/CRF. Phone or write inquiries to Dr. Earl C. Lamme, Chairman, Department Speech and Theatre, 412-946-8761 ext. 334, Westminster College, New Wilmington, PA 16142. AA/EEO employer.

Department Chairperson: Trinity University seeks chair/professor for Journalism/Radio/TV. Outstanding professional program in liberal arts setting at heavily endowed private university. 3-0 majors in 3 sequences. Color TV studios, remote TV van, ENG, 16-track audio, FM, VDT editing. Applicant needs Ph.D. and/or distinguished media record, leadership qualities. Salary negotiable, \$33,000 for 9 months, \$4500 stipend for chair, including summer. Starts Summer 1981. Send resumes by April 1 to: Dr. Richard Gentry, Chair, JB&F Search Committee, Trinity University, 715 Stadium Dr., San Antonio, TX 78284. Affirmative Action/Equal Opportunity Employer.

Youngstown State University seeks instructor to teach courses in telecommunications and speech communication including principles and practices of broadcasting, principles of broadcast operations and performance, and business and professional speech. Ph.D. in speech/telecommunications with commercial broadcast and teaching experience preferred; master's degree considered, salary dependent on qualifications. Send complete credentials, transcripts and three letters of recommendation to: Dr. Daniel J. O'Neill, Chairman, Department of Speech Communication and theatre, Youngstown State University, 410 Wick Avenue, Youngstown, Ohio 44555.

Instructor of radio/TV with some print background to teach courses in Broadcast Survey, Script Writing, Print Newswriting. Will advise college newspaper. A one year replacement position. Masters required. Salary competitive. Send resume and references to Dr. Bernard Russi, Chairman, Mass Media Department, Marietta College, Marietta, OH 45750. An AA/EEO employer.

Media Specialist, half-time position—responsibilities include development and management of media collection, management of audiovisual distribution services; graphic and photography skills desired, promote and work with faculty in the development of media materials, teaching responsibilities include teaching modules in equipment operation and basic transparency production in teacher-education sequence. Qualifications—MS in Educational Media, must qualify for state certification as a media specialist, experience desirable. Available June 1, 1981, application deadline April 15, 1981. Contact—Mr. Bruce Hough, Center for Instructional Technology, Creighton University, 2500 California St., Omaha, NE 68178.

Two Faculty Openings: Tenure Broadcasting positions available August in growing, well-regarded program. Seek persons with teaching abilities at the undergraduate/graduate levels and supervision of student in professional broadcasting work on KRNU(FM) in conjunction with course work. Master's required plus significant professional broadcasting experience. Ph.D. preferred. University teaching experience desirable. Rank will be determined by one's qualifications, but no lower than at the Assistant level. Apply by April 10 to: Dr. Larry J. Walkin, Chairman, Department of Broadcasting, 203A Avery Hall, The University of Nebraska-Lincoln, Lincoln, Nebraska 68588. Affirmative Action/Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Financial Executive. Chief Financial officer of broadcasting and newspaper group seeks senior management position in communications industry. Broad management experience. MBA, CPA. Box C-36.

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.)

Antique Microphones, etc.—Interested in purchasing old microphones and early radio and TV equipment suitable for museums. Please supply description and price. Box C-120.

FOR SALE EQUIPMENT

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.

GE TT 57 30 kw UHF transmitter. \$65,000.
GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$12,000.
RCA TT-50AH VHF Transmitter—\$12,000.
Complete film island—GE-Eastman—\$28,000.
TR-22 RCA Hi-Band VTR—\$12,000.
IVC 500A Color Cameras—ea. \$7,500.
GE PE-350 Color Cameras—ea. \$4,000.
GE PE-240 Film Camera—\$7,000.
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.
New Garrard Turntables, \$100.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.
Leader Test Equipment—Fast Delivery.

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. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

Microwave transmitters and receivers, Lenkurt 76 pair on 7 and 13 Ghz for TV with audio. Call D. Zulli 213-466-5441.

FOR SALE EQUIPMENT CONTINUED

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" editing system. \$145,000 takes it all. Call Bill Kitchen, Quality Media Corporation 800-241-7878 (in GA. call 404-324-1271) for further details.

Chron IIB Used 1 year. Includes Font Compose, single disc drive, extended memory, clock generator, program/storage discs. \$18,000. Contact Steven Wild 313-477-6066.

For Sale 700' of rigid 6-1/8" transmission line. 19 1/2 foot sections. I need 5 sections of 20 foot RCA 50 ohm universal line with marmon clamps. E. McClellan 419-684-9496.

Ampex VR1200's (3). NTSC and PAL. VPR-2 and TBC-2. RCA TR-22 Hi Band. Friendly prices. Call and discuss your needs. John Streets, Merlin Engineering Works, 415-856-0900 or 800-227-1980.

For Sale, Towers for FM, TV, 750', 1,000', 1,425', 1,700'. Available this year. Call 901-274-7510.

Continental 315-B 5 kw AM, Collins 21-E 5 kw AM, Gates BC-5P-2 5 kw AM. Continental 316-C 10 kw AM. Collins 831-G1 20 kw EM. Other units from 1 kw to 50 kw both AM and FM. All units in stock ready for delivery. BESCO International, 5946 Club Oaks Drive, Dallas, TX 75248. A/C 214 630-3600.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 243, Dunkirk, MD 20754.

Traffic System—2 complete traffic systems, 4 week ahead visible wheel. One legal size, 300 frame capacity, includes 260 frames, \$1,995.00. One letter size, 200 frame capacity includes 150 frames, \$1,250.00. Large quantity of data flex strips, 100/box, \$30.00/box. Contact Dale Williamson, First Media Corporation, Box 8550, Washington, D.C. 20027, 301-441-3561.

Elector Mark III time code generator W reader Portable, Battery Operated, Used only once. New, \$2,500. Will sell for \$2,000 or best offer. 615-383-4916.

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.

2.5 KW FM Harris with MS 15 exciter, 3 yrs. old, like new.

3.5 KW FM McMartin with B 910 exciter, 3 yrs old, mint condition.

10 KW FM GEL with many spares, guaranteed.
10 KW FM RCA 10D, exciter and stereo, spares, proofs.

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.

COMEDY

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.

The Dongman Report—Outrageous! Topical! WEEKLY! Two samples, \$3.00. Seastar RD 1, Box 24, Rehoboth, DE 19971.

Dallas Comedian seeks radio opening. Short comic sermonettes called Early Morning Inspirations. Dave Brady, 909 Red Bud, De Soto, TX 75115.

Consultants

Low-Power TV Applicants Increase your chances for a successful outcome of your FCC LPTV application. Obtain the services of a long-established, top-quality firm. "Only those applications that are engineered with care and certified by a technically qualified individual will be accepted for filing and processed. FCC Notice JP Associates, Inc., 3115 Kashiwa St., Torrance, CA 90505 213-539-8533.

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.

Professional voicing of your commercials. Details and Sample, write: Bruce Kayser, 215 Apache Trail, Columbia, Tenn. 38401. 615-381-0930.

Low Power Television—Have a question? Free brochure. Inside Repro-LPTV, TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Having trouble making vital programing decisions? Times running out your next ARB's just around the corner. Call us today and let us help you make the right move for a successful 81. Our number is 1-216-861-8511.

Let us make a complete programing analysis of your station. We have systems to aid you in 'sales' and programing. Call for more details today 1-216-861-8511.

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.

Broadcast news operations audits. Guaranteed exclusive. "No frills" packages. MJO News Associates, Box 11043, St. Louis, MO 63135 314-522-6325.

Weekend Moneymaker: "Good Old Days," swing era tape show. Donald Davis, KTOB, Petaluma, CA 94952.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information. Command, Box 26348-B, San Francisco 94126.

RADIO

Help Wanted Management

General Manager

Southern major market A.O.R. Outstanding class "C" signal, well programmed with excellent ratings in a highly competitive market. Tremendous opportunity for a serious hands-on professional who is highly sales oriented. The right candidate will be able to motivate, train, lead, and still be willing to learn and work within a group owned framework. We'd like to hear about your expertise in sales, both direct and agency; knowledge of program concepts and execution; marketing and research experience. Please put this in letter form together with a personal profile. We promise strict confidence and there will be no background calls placed until you're informed. E.O.E. Box C-59.

Help Wanted Announcers

Deejay/Salesman

If you want to work in sunny Oklahoma, this may be your opportunity. We have an opening for a deejay/salesman. Must be self starter. Base plus commission. If you are tired of being an airman, but don't want to give it up, send us an aircheck and complete resume. Box C-139.

WCKY CINCINNATI

Is looking for a strong feature-oriented news personality. Must target Adults 25-54 and be committed to NEWSRADIO/ENTERTAINMENT programing. Please send resume and tape to Bruce Still, WCKY, 501 Carew Tower, Cincinnati, Ohio 45202. Replies confidential. EOE.

Help Wanted Technical

Chief Engineer—Immediate opening Central California station. Must have knowledge of 55 Kw UHF Klystron transmitter and studio equipment. Equal Opportunity Employer. Contact General Manager, KLOC-TV, Post Office Box 2689, Modesto, California 95352 or call (209) 527-3060.

CHIEF ENGINEER WBDO-AM/FM Orlando, Florida

Central Florida's number one AM and FM stations are looking for an exceedingly accomplished Chief Engineer. Owned by a major group broadcaster with stations from coast to coast, we require an engineer with proven administrative and supervisory ability as well as demonstrated experience in the design, construction and maintenance of a state-of-the-art broadcast facility. Applicants must be heavy in state-of-the-art audio and RF equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

ENGINEER ASSISTANT CHIEF

Instructional TV

The Instructional Television Department is seeking an Assistant Chief Engineer. This position requires several years' operation and maintenance experience in a recognized television closed-circuit or broadcast facility. Some of the experience must have been in a supervisory or group leading capacity.

Benefits include 3 weeks vacation, sick leave, free hospitalization and free tuition for employee and children.

Annual salary in mid-teens. Send resume indicating salary requirements and Ref. No. 156 to:

Employment and Placement
Division of Personnel

RUTGERS UNIVERSITY

New Brunswick, N.J. 08903

An Affirmative Action/Equal Opportunity Employer M/F

Help Wanted News

NEWS ANCHOR

The Christian Broadcasting Network is preparing a unique new program to inform and encourage a nationwide audience. The news anchor on our team will prepare and present several news capsules. Re-write strength is a must. So is medium-to-major market experience. An unusual opportunity for a creative and caring news person. Please send tape and resume to CBN Center, Personnel Dept., Va. Beach, VA 23463. CBN is an Equal Opportunity Employer.

NEWS PRODUCER: One year experience required in producing 10:00 pm weekday fast-paced, highly visual newscast. Sound news judgment and good writing skills preferred. Send letter of application and/or resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

NEWS REPORTER/ANCHOR

CONTINENTAL RADIO—Exciting new wholesome satellite radio network seeks top notch news reporter/anchor. New network and local flagship station located in Norfolk, Virginia. Experienced professionals, superior on-air delivery, attention to accuracy a must. Send tape and resume (no calls) to Personnel Department, CBN Center, Virginia Beach, VA 23463. CBN Continental is a subsidiary of the Christian Broadcasting Network, Inc.—an equal opportunity employer.

METEOROLOGIST

The Christian Broadcasting Network has a unique opportunity for a personable, authoritative, experienced meteorologist. We offer an exciting challenge on a new show with a National audience. Plus CBN's extraordinary facilities and working atmosphere. Please send tape and resume to CBN Center, Personnel Dept., Va. Beach, VA 23463.

CBN is an Equal Opportunity Employer.

NEWS REPORTER: One year reporting experience required for position to gather, write and report on the general assignments beat. Aggressive, intelligent communicator with writing ability preferred. Send letter of application and/or resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

Situations Wanted Announcers

top market Radio Tv



BRIGHT, MATURE, HUMOR ... AVAILABLE

box C-146

TELEVISION

Help Wanted Management

BUSINESS MANAGER WUAB-TV Cleveland, Ohio

This position demands expertise for managing all phases and operations of the Business Dept. at a TV station. Send resume with qualifications and references to: Robert R. Hartman, Ass't. General Manager, WUAB-TV, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Help Wanted Sales

LOCAL SALES MANAGER

Group-owned CBS affiliate. Top 20. Western growth market. Must be quality individual, with management experience, high standards of performance, and ability to take control. Excellent benefits. Unequalled quality of life. Please send resume to Box C-71.

Help Wanted Technical



TELEVISION MAINTENANCE TECHNICIANS

Network owned television station is seeking TV maintenance technicians. Prefer FCC first class license and technical school background. Digital background desired.

If qualified, please send resume or brief letter outlining experience, to:

D.E. Pedro
**AMERICAN BROADCASTING
COMPANIES, INC.**
233 N. Michigan Ave.
Chicago, IL 60601

As an equal opportunity employer, we encourage females and minorities to apply.

Help Wanted Technical Continued

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, PO 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

Help Wanted News

Top-rated CBS affiliate in Southeast is seeking experienced weather broadcaster. Excellent market, well-equipped facility, sound management, lovely city. Station offers good compensation and fringe benefits. Send complete resume and tape to Box B-194.

ANCHOR

We are looking for someone who can communicate with enthusiasm, authority and a sense of concern about his community. Must be excellent reporter with proven track record as an anchor. Send resume and tape to Jim Cairo, WNGE TV 2, 441 Murfreesboro Rd., Nashville, TN 37210. E.O.E.

ANCHOR

Top 25 market searching for Weekend Anchor plus general assignment reporting three days a week. Journalism degree preferred with at least 3 yrs. commercial television news exp. We are an aggressive news operation with all the necessary equipment for you to succeed. What we need is the right person! Please send resume to Box C-140. EEOE, m/f.

NEWS REPORTER

WDTN TV has an immediate opening for a News Reporter who can also anchor, with at least two years solid journalistic background, good communications skills and anchor experience. A degree in Journalism preferred. Qualified applicants should send resume & tape to: John A. Stoddard, P.O. Box 741, Dayton, Ohio 45401.

AN EQUAL OPPORTUNITY EMPLOYER
M/F/H

Help Wanted News Continued

Assignment Editor

Excellent opportunity in top sunbelt market. Responsible for Reporter and Photographer assignments. Need aggressive, take charge person. Live ENG experience required. Send resume and salary requirements to Box B-200. An Equal Opportunity Employer

Attractive co-host for PM Show needed by WFMY-TV, Greensboro, N.C. Excellent staff, top-rated station in market, top-rated cosmopolitan city. Good compensation and benefits. On-Air Television experience requisite. Send resume and tape to David Baxter, P.O. Box TV 2, Greensboro 27420.

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

Help Wanted Programing, Production, Others

DESIGNER/ARTIST WPLG-TV MIAMI—A POST- NEWSWEEK STATIONS

Position immediately available for an experienced creative person with a range of design production skills including on-air & print. Send portfolio samples and resume to Design Manager, WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137, 305-576-1010.

ASSOCIATE PRODUCER

for No. 1 rated PM Magazine. Prefer 1-2 years producing experience in magazine format program. Send resume, tape and salary requirements to Robert Shaw, Executive Producer, WCMH-TV, Box 4, Columbus, Ohio 43216. EEO.

Producer/Director 2

Direct daily public affairs programs, produce and direct special projects. Requires BA in Broadcasting or related field with at least 1 year experience as a Producer/Director. Deadline for applications April 10, 1981. Submit application and/or resume to UNM Personnel, 1717 Roma, NE, Albuquerque, New Mexico 87131, between 8-5 p.m. weekdays. Mention this ad on your application and reference requisition \$266-A.

Help Wanted Programing, Production, Others Continued

WTVJ Copywriter

An immediate opening for an experienced print advertising specialist. Write & book copy for print advertising. Copywriting experience is essential. We offer good company employee benefits. Send resume to Manager of Employment, P.O. Box 010787, Miami, Fla. 33101. Equal Opportunity Employer M/F

VIDEOGRAPHER/EDITOR

Videographer-Editor wanted for prime-time entertainment variety-magazine program in the nation's 19th largest city. All candidates should have at least two years experience on a feature oriented magazine-type show. This job will take a lot of drive, discipline and dedication. Therefore, only applicants that have these qualities should apply. This is a rare, first-class opportunity for individuals who are willing to work extremely hard and looking to expand. There are very few creative limitations. The rewards can, and will be, extremely high for the right people. Send resume and tape to: David R. Sams, Executive Producer, Front Page Saturday Night, WBNS Television Center, Columbus, Ohio 43216.

WBNS-TV is an equal opportunity employer.
M-F

Traffic/Operations Manager

**Reap the benefits of your
experience with progressive
KTLA-TV in Los Angeles.**

KTLA-TV, a major award-winning independent station owned by Golden West Broadcasters, is offering an excellent career opportunity for an individual experienced in traffic and operations management.

The person we're seeking has 5 years experience in traffic plus thorough knowledge of the BIAS systems. Additional requirements include an understanding of sales in broadcast operations, the ability to supervise and train personnel, and a high degree of energy to meet demanding responsibilities.

If you're the individual we select, expect high visibility and all the rewards that go with recognition. We pay our people well, provide them with daily challenges and comprehensive benefits. If you want to be where the broadcast action is and thrive in a progressive atmosphere, send your resume and salary history to: Corporate Personnel Director.

**Golden West Broadcasters
5800 Sunset Blvd.
Los Angeles, CA 90028**

Equal Opportunity Employer



KTLA

Situations Wanted Management

SITUATION WANTED TV GM

I am GSM of one of nation's most successful UHF Independents located in SF Bay Area now seeking a GM position. Thoroughly experienced in sales, product, equipment and financial. Ask owners about my qualifications. Will relocate. Call Tom Maguire (408) 298-6676 or (408) 379-8096

Help Wanted News

HEALTH AND SCIENCE REPORTER

Experienced radio and TV (off-camera) journalist with Ph.D. in Psychology seeks on-camera position. Background includes WNET-TV (New York), WCCO-TV (Minneapolis) and Mayo Clinic. Box C-141.

ALLIED FIELDS

Help Wanted Sales

SALES REPRESENTATIVE Professional Broadcast Audio HAVE THE FIRST SHOT AT OUR NEW TERRITORY

We're ADM Technology, Inc.—the systems, consoles and components corporation whose precision-engineering and innovative manufacturing have made us the leader in our field in just 14 years. In the last 6 years alone, our sales to the television and radio industries have quadrupled.

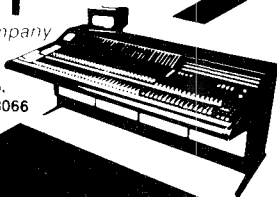
We're expanding our sales operations on the West Coast and have mapped out a new territory that we know has wide-open potential. We want to assign it immediately to a dynamic, take-charge professional with solid sales experience directly targeted to the broadcast market. We're paying an excellent starting salary plus commission. If you've been seeking the kind of opportunity you know your valuable sales capabilities and a product line that's out in front can offer, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400.

ADM TECHNOLOGY, INC.

ADM

The Audio Company

16005 Sturgeon,
Roseville, MI 48066
An Equal Opportunity
Employer M F



TV COMMERCIALS SALES

We need 1 Account Representative to sell our national quality TV commercials in local retail markets throughout our Southeast sales territory. (Atlanta centrally located) Sell during our 7 month year... spend 5 months off. You must be a bright, independent self-starter, with local creative sales experience—local TV or Radio sales ideal. You must like to travel. Write, and include resumé or call (203) 435-2551.

MADISON, MUYSKENS AND JONES, INC.

P.O. BOX 432, LAKEVILLE, CT 06039

An equal opportunity employer.

Help Wanted Instruction

ANNOUNCERS AND D.J.s
Columbia School of Broadcasting seeks personnel for part-time instruction of broadcasting students. Must be currently on the air. Send resume to P.O. Box 1970, Hollywood, CA 90028.

Position Available

One of the largest manufacturers of audio tape recording equipment has an immediate opening for sales manager.

If your experience and qualifications make you a candidate for this position, send resume and other pertinent information to Larry Cutchens, Marketing Manager.

International
Tapetronics
Corporation

2425 South Main St.
Bloomington, IL 61701
Phone: 309-828-1381



Wanted Sales Engineer

Continued growth of our nationally recognized broadcast product line creates an opening for an energetic salesperson with a sales and engineering background in RF test/control and monitoring devices. Excellent compensation and benefits. Send complete resume to Mr. Joe Novak, Delta Electronics, 5730 General Washington Dr., Alexandria, VA 22312.

Public Notice

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE Westford, MA

The town of Westford, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 PM. on May 14, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Westford. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Selectmens office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Richard Emmet; Chairman Board of Selection
Gary Sullivan; Chairman, Cable TV. Study
Committee-Town Hall, 55 Main
St., Westford, MA 01886

Employment Service

MEDIA ALLIANCE

wants;
Anchor/Reporter/Producer
tapes
for analysis/placement in
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Suite 1803, 2600 Netherland Ave.
Riverdale, N.Y. 10463
(212) 796-5985

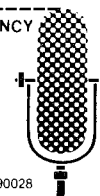
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Confidentially Requests Your Resume

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(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



Miscellaneous

STUDY OF MARKETS WITH OPEN FM CHANNEL ASSIGNMENT

A computerized report revised and published monthly listing the open (available and unapplied for) channel assignments in the country in the following format:
City; Channel (number & class); County; State; Coordinates; City Population (1970 census); County Population (current estimates); County Households (currently); Spendable Income per Household in County; County Retail Sales; Existing Radio in County (number of AM & FM); Population Growth Rate of County since 1970; other notes; any known Special Spacing Requirements; Approximate Location in State, etc.
Price: \$100 Subsequent issues: \$50

WILLIAM P. TURNEY
Consulting Services
P. O. Box 185
Winfield, Kansas 67156
(316) 221-9660
MORE THAN 200 LISTINGS!



**SOUND
EFFECTS**

40 ALBUMS OF NEW SOUND EFFECTS
\$7.98 EACH. WRITE FOR YOUR FREE
COMPLETE CATALOGUE TODAY.

P.O. BOX 1441
BELLINGHAM, WASH
98225

Sites Available

Communications Engineering, Inc. has two broadcast sites with towers available for low power TV or FMS. One in Reno, one in Las Vegas, Nevada. Call 702/873-5000 or write

3420 Spring Mountain Road
Las Vegas, Nevada 89102

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, Nan-king 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. Three seats still available.

Radio Programming

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Business Opportunity

Are you ready? BROADCASTERS

Looking for a partner? This successful broadcast executive seeks opportunity in equity relationship Radio/TV, Small-Medium Market East and Sunbelt preferred. Venture capital available, will be at NAB convention. Reply Box C-142 for further info.

Services

\$\$\$ PROFITS!!

It's what all of us in business are trying to obtain with a minimal amount of problems. Radio Stations have a unique problem—I have a unique solution! Let's get together! I've earned thousands of extra \$\$\$ in advertising sales revenue for Radio Stations all across the nation and I did it my way—with integrity and honesty. What am I talking about? An extremely sophisticated and well-managed telephone sales operation for merchandising your unsold R.O.S. time. No, the concept is not new, but our approach truly is. No obligations—no commitments. For information contact Radio-Active Marketing, Inc. at 715 East Golf Road, Schaumburg, Illinois, 60195—a company dedicated to a straight and clean sales operation with plenty of highly respectable references. Or call me, Ed Lester, person-to-person collect anytime at (312) 885-9573. I really believe in Radio-Active Marketing—so will you!

Consultants

A penny saved—in the wrong place
can cost you plenty.

J.A. RYMAN
COMPANY

214-696-1353

RADIO PROGRAMMING & MANAGEMENT CONSULTANTS
5944 Luther Lane • Suite 505 • Dallas, TX 75225

INSTANT COUNTRY

Complete Mono Library on Cart. Includes Indexed Rotations. Sales Oriented Programing. BILL TAYLOR COUNTRY CONSULTANTS.
213 791 4836

JIM DUNLAP

will add a few more RADIO STATIONS to his CONSULTANCY. Now, EVERYBODY can afford MAJOR MARKET ADVICE on programming, management, personnel and sales. Call (512) 691-2635 between 6 PM and 10 PM (Central) only.

LOW POWER TV

Edward M. Johnson & Associates will prepare complete application. Delivery within two weeks. Call 615/521-6464 or write Suite 702, Hamilton Building, 351 Gay Street, Knoxville, TN 37902.

Help Wanted Programing, Production, Others

MEDIA PRODUCTION FACILITIES ADMINISTRATOR

Ensure the continued success of our sophisticated audio, video and visual multi-image production facility.

Join Digital Equipment Corporation, the world's largest producer of minicomputers, and you'll work within our Media Services Group, a corporate, in-house design and production group that produces A/V materials for marketing, sales, and public/employee relations.

As our Production Facilities Administrator, you'll take charge of the shooting studio, video post-production, audio mix-suite and studio, and multi-image program capabilities. You'll also be responsible for schedules, developing budgets and plans, ensuring effective facilities maintenance, and interfacing with production and design staff, vendors, and management personnel at Digital.

We'll provide a fully competitive salary, generous benefits, including medical/dental insurance and 100% tuition refund. We'll also help you relocate to Bedford, Massachusetts, a suburban New England community that's near all the cultural and recreational attractions of the greater Boston area.

If you'd like to know how you can advance your career while you're working in a state-of-the-art, multi-media production environment, send your resume and salary history to: Trudy Cordeau, Digital Equipment Corporation, Dept. K0302 3926, 12 Crosby Drive, Bedford, MA 01730.

We are an affirmative action employer.

digital

**We change the way
the world thinks.**

Wanted To Buy Equipment

WANTED TV-CP

All replies confidential—D. Wash c/o Mutual Communications Corp., 311 E. Ridge Rd., Rochester, NY 14621 (716) 544-7200.

Want to purchase a CBS Loudness Meter. This unit was manufactured in late Sixties. Reply to: Box C-145.

For Sale Equipment Continued

TK-76A FOR SALE

w/ Fuji 14:1, Fuji 6mm Wide Angle,
AC Supply, 4 Cine 60 Belts.
\$16,000.00.

(213) 980-0704

Wanted To Buy Stations

Network seeking radio stations.
Must bill at least \$300,000 plus.
Confidential. Principals only. Box
C-56.

For Sale Stations

EDEN BROADCAST SERVICES
2500-623-3000
P.O. BOX 647
MEDIA BROKERS
A DIVISION OF EDENHEALTH COMPANY INC.

628 WASHINGTON ST., EDEN N.C. 27288

CLASS IV AM

Falls within top 50 kts. Has half-
wave antenna giving full-time/full
mkt coverage. \$1.2 million. Buyer
will consider terms with opportunity
for attractive leverage. Box C-77.

Beautiful Oregon Coastal Prop-
erty AM-FM combination with
great potential! Write Box C-75.

STEREO FM IN IL

3 times gross which equals over
\$600,000. 12% interest. \$200,000
down. Real estate included. 15 year
contract to qualified buyers. All in-
formation first letter. Box C-80.

FM North Central Arkansas
\$250,000.00, real estate, terms.
King Agency, contact Bob
Rothfus. 501-856-3705. or night
501-257-2567.

CLASS C FM

Top 50 Market. Excellent facility.
Sunbelt. Real Estate Included. Posi-
tive cash flow on revenue of over 1
million dollars. Contemporary for-
mat. Needs more aggressive man-
agement to capitalize on audience.
Asking price: \$5 million cabs. Box
C-76.

For Sale Stations Continued

Missouri money maker 500 watt 21
acres less than 2 1/2 gross
\$340,000. Good terms media ser-
vices 813 939-7066, 1620 Medical
Lane, Ft. Myers, Fla. 33907.

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
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700 New Hampshire Ave., N.W. • Watergate South
Suite 1003 • Washington, D.C. 20037

Perfect for Ma and Pa operation,
full-time AM in Michigan's Upper
Peninsula. Sale includes real estate.
Fine living conditions, excellent
resort area, major highway through
community. Prefer cash. Box C-81.

MAJOR RADIO PROPERTIES

For major radio properties currently
available in the Pacific Northwest,
write to Box B-193. Complete
details available to qualified buyers.

R.D. HANNA
COMPANY
BROKERAGE • APPRAISAL • MANAGEMENT
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

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435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



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P.O. BOX 850 3500 S. PHILLIPS
ALBANY, GA. 31702 SIOUX FALLS, SD 57105
PHONE (912) 883-4917 PHONE (605) 338-1180

FL	AM & FM	795K	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
TN	AM—Down payment	\$30,000	

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Fran-
cisco, California 94104 415/434-1750

East Coast
500 East 77th Street, Suite 1909, New York,
NY 10021 212/288-0737

CLASS II AM

10,000 watts. Sunbelt. Excellent
growth potential for experienced
broadcaster. \$1.1 million. Buyer will
consider financing. Box C-78.

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

TEXAS—Medium—AM/FM—Highly Profitable in Top
Growth Market. \$1,750,000—Terms.
TEXAS—Metro—Fulltime AM—Dominant with Ex-
cellent Growth Possibilities. \$1,200,000—Terms.
TEXAS—Medium—Fulltime AM—Profitable History
but Needs Turnaround. \$790,000—Cash
ARIZONA—Small—Daytime AM—2.2 X Gross—
Limited Competition. Opportunity! \$325,000—Terms
TEXAS—Small—Daytime AM—Good Coverage of
Rich Ag Market. Distress Sale. \$180,000—Terms

SOUTHWESTERN MEDIA ASSOCIATES

Media Brokers—Appraisers—
Consultants
P.O. Box 6130
Lubbock, Texas 79413
(806) 797-1221

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For prompt service
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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

WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
President

Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
(202) 223-1553

Brokers-Consultants-Appraisers

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

ONE, TWO OR ALL THREE

Penna. Two in small markets. One in Medium. Latest, most modern equipment. Owner wants to retire. Confidential. Principals only. Financial Qualifications in first correspondence. Box C-144.

- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- UHF-TV in western Texas city. Buy 100% of assets for \$1.5 million including all new equipment or pay \$420,000 and equip it yourself. Terms.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- 100 watts within 200 miles of Memphis. Large town. \$780,000.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000. Terms.
- 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.
- 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 deal 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. Single Station market reduced to \$200,000 cash.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,000 terms.
- AM/FM in No. Mich. \$190,000.
- VA. Coastal. Attractive. \$650,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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\$265K
\$275K
\$680K
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Terms
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CONTACT

Bob Connelly (603) 431-3421
J.T. Malone (404) 458-9226
Jim Mackin (312) 323-1545
Greg Merrill (801) 753-8090
Corky Cartwright (303) 741-1020
Bill Cate (904) 893-6471
Bill Cate (904) 893-6471

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

WHY BUY? APPLY!

Why spend over \$1 million to cover Tucson when you can apply for the new allocation in Marana? Line of sight to Tucson exists from mountains north of Rattlesnake Pass. FCC application is free, though communications attorney is suggested.

Box C-143.

REGGIE MARTIN & ASSOCIATES

E. Tenn. AM/FM comb. Good med. mkt. adj. larger mkt. Gross \$250. \$550 terms.
Fla. Popular Coastal resort area. FM. AM. Approx. 2 x gross. \$300,000 down payment.
So. Car. Prosperous sub. mkt. 1 K D. Exc. RI. Est. Adj. major hiwy. Gross \$155. \$400. terms.
SE. Sub. 5 K Dt covers very lrg. metro mkt. Exc. rl. est. \$395. Fav. terms.
E. Ky. AM/FM comb. Sm. mkt. Wide area coverage. \$365. Terms.
Fla. Coastal AM/FM comb. Growth mkt. Gross \$360. Val. rl. est. \$1,200,000.
Fla.-Reggie Martin Va.-Ron Jones
(305) 361-2181 (804) 758-4214

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 or Radio, 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. Copy must be submitted in writing. (No telephone copy 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.

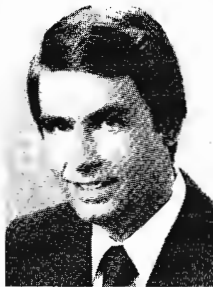
Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Jones



Edens

L.G. (Bob) Jones, president-chief executive officer of Southern Broadcasting Co., Harte-Hanks's radio group based in Winston-Salem, N.C., named vice chairman, succeeded by **Gary D. Edens**, senior VP of Southern Broadcasting and manager of its Southwest group, which includes five radio stations. Edens is also general manager of Harte-Hanks's KOY(AM) Phoenix.

Robert E. O'Connor, VP, program director, Metromedia's KTTV(TV) Los Angeles, named VP, general manager, at co-owned WNEW-TV New York, succeeding **S. James Copper-smith**, who joined Hubbard Broadcasting as VP, general manager, WTOG(TV) Tampa-St. Petersburg, and president, newly formed F&F Productions.



Wesley

James Wesley Jr., VP-general manager, KFI(AM)-KOST(FM) Los Angeles, named to newly created post of executive VP-radio for broadcasting division of licensee, Cox Broadcasting Corp., Atlanta. Wesley will transfer to Cox headquarters there.

Jerry Carr, general manager of WUHF(TV) Rochester, N.Y., and Malrite Television Productions, Rochester, and **Walter Tiburski**, general manager, WMMS(FM) Cleveland, named VP's of stations' licensee, Malrite Broadcasting, Cleveland.

George Francis Jr., VP-general manager, WAKY(AM)-WVEZ(FM) Louisville, Ky., joins WWWE(AM) Cleveland as president-general manager.

Mike Marder, general sales manager, WEAZ(FM) Philadelphia, named general manager.

Jarobin Gilbert Jr., VP-Olympic administration, NBC Sports, New York, named VP, NBC Television Network.

John Eger, Washington attorney and management consultant on communications and information policy, joins CBS/Broadcast Group, New York, as VP-strategic planning and international development. Eger formerly served as legal assistant to former FCC Chairman Dean



Photo from Lancaster Newspapers Inc.

Clair R. McCollough (r), retired president of Steinman Stations, Lancaster, Pa., has received Common Wealth Award for contributions to mass communications. Common Wealth Awards, funded by trust established by late Ralph Hayes, Coca Cola executive, are given in literature, science, invention, sociology, government, public service, dramatic arts and mass communications. **Lowell Thomas**, veteran news commentator, also received award in absentia. Here McCollough accepts \$10,500 check accompanying award from Jeremiah P. Shea, chairman of Bank of Delaware, Wilmington, which administers Common Wealth trust.

Burch.

Mark Conrad, VP-general manager of Harte-Hanks's WFMY-TV Greensboro, N.C., named president-general manager.

Ralph (Pat) Walsh II, head of own media consulting firm, Little Rock, Ark., joins KLRA(AM) there as general manager.



Livergood

George Livergood, manager of operations, Theta Cable, Los Angeles, named VP-general manager.

Thomas Beltram, general manager of Greater Lafayette (Ind.) TV Cable Co., joins California Cablesystems, La Mirada, Calif., as VP-general manager for cable system serving La

Mirada, Rossmoor and other unincorporated areas of Orange county, Calif.

Homes Harden, senior VP and chief financial officer, Reliance Insurance Co., New York, named executive VP and chief financial officer of Warner Amex Cable Communications Inc., New York.

Arnold Sampson, management analyst for Department of Health and Human Services,

Washington, joins Times Mirror Cable Television as director of system development for Baltimore, where company is preparing to bid on franchise.

Advertising



Zimmern

Robert Zimmern, senior VP-client services, Van Leeuwen & Partners, New York, joins Grey Advertising there as executive VP in charge of agency's Revlon account.

Mike Mangano, senior VP-creative director, Doyle Dane Bernbach, New York, and **Helmut Crone**, senior VP-associate creative director,

named executive VP's.

Eleanor Holtzman, senior VP and group management supervisor, DKG Advertising, New York, joins McCann-Erickson/USA there as executive VP, director of research.



YOU'VE COME A LONG WAY, KATIE

Katie's lost her job. She's on the bottle. And on drugs, too. Lally Cadeau gives a memorable performance in this powerful feature film. From our package of 9 movies for television.



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Alan Reiss, VP-management supervisor, Keenan & McLaughlin, New York, joins Creamer Inc.'s Chalek Dreyer Comerford Lubalin division there as senior VP and director of new agricultural products department.

Mark Mullin, senior VP-national sales, Radio Advertising Bureau, New York, joins Chiat/Day as executive VP-general manager of its New York office.

Dwight Davis, creative supervisor, J. Walter Thompson, Detroit, joins Kenyon & Eckhardt, New York, as VP-associate creative director.

Appointments, Kornhauser & Calene, New York: **Meredith Stern**, senior art director, to senior VP, creative services; **Paul Schmeller**, senior research director, to VP, consumer research services; **Dane Bridgewater**, account supervisor, to VP-account supervisor; **Kevin Moriarty**, senior copywriter, to VP-creative supervisor.

James Weitzel, VP-research plans, Keller-Crescent, Evansville, Ind., named VP-marketing services.

Lois Miller, account executive, Dancer Fitzgerald Sample, Torrance, Calif., named media director.

Gregory Rathjen, research supervisor, BBDO, Chicago, joins D'Arcy-MacManus & Masius there as associate research director. **Susan Kiner**, account executive, Tatham-Laird & Kudner, Chicago, joins DM&M there in same capacity.

George Mahrliig, VP, Ketchum, MacLeod & Grove, Pittsburgh, named media director. **Judith Hofschier**, VP-broadcast manager, and **Raymond Cook**, media supervisor, named associate media directors.

Janet Kennedy, director of public relations, Pacific Asia Museum, Los Angeles, joins American Advertising Federation, San Francisco, as assistant to AAF's Western region services director.

Wallace Gordon, associate creative director and copy department manager, Howard Swink, Marion, Ohio, joins Hume Smith Mickleberry Advertising, Miami, as senior creative director.

Sam Stallworth, account executive, CBS Television Stations National Sales, Atlanta, named manager.

Whitney Goit II, Eastern sales manager, Eastman CableRep, New York, named VP-director of sales.

Judie DiGuglielmo, coordinator for Blair Television's TWX operations, New York, named sales support manager for New York office. **Martin Bratman**, account executive, TeleRep, New York, joins Blair TV's ABC/red sales team there in same capacity. **Keith Goben**, from Blair's sales training program, named to its NBC sales team as account executive in Los Angeles.

Kathleen Fox, research supervisor, RKO Television Representatives, New York, joins Petry Television there as program research supervisor. **Kathleen Clinton**, sales manager, independent TV sales division of Katz, New York, joins Petry's falcon sales group there as account executive.

Sandy Spiegel, buyer with Cash Plus, Minneapolis buying service, joins Peters Griffin Woodward, Chicago, as account executive.

Doug Francis, from KFI(AM)-KOST(FM) Los

Angeles, joins Buckley Radio Sales there as account executive.

Erica Berwick, account executive, TeleRep, Atlanta, joins Katz American Television there in same capacity.

Felix Pierre, account executive, RKO Television Representatives, San Francisco, joins Seltel there in same capacity.

Ralph Perry, account executive, Keystone Broadcasting System, New York, named VP-network sales and market planning.

Pam Lontos, local sales manager, KMGC(FM) Dallas, named corporate director of sales for licensee, Shamrock Broadcasting, and will continue to be based in Dallas.

Dianne Smith, VP-general manager, WCHL(AM) Chapel Hill, N.C., named marketing director for licensee, Village Companies there.

Larry Taylor, local sales manager, KFDM-TV Beaumont, Tex., joins WTVC(TV) Chattanooga as general sales manager.

Sharon Costello, president-general manager, WTMR(AM) Camden, N.J., joins KRDS(AM) Phoenix as general sales manager.

Mark Zinda, local sales manager, WMAR-TV Baltimore, named national sales manager.

Stephen Rabb, account executive with TeleRep, Chicago, joins KXTV(TV) Sacramento, Calif., as national sales manager. **Bob Grant**, from KCRA-TV Sacramento, joins KXTV as account executive.

Darelyn Jones, account executive, WKZL(FM) Winston-Salem, N.C., named general sales manager. **Richard Kunkel**, district advertising manager-finance division of Household Finance, Winston-Salem, and **Daniel Gorby**, account executive, WLEQ(FM) Bonita Springs, Fla., join WKZL as account executives.

Don Shores, local sales manager, KTVV(TV) Austin, Tex., named regional-national sales manager. **Joe Harris**, from KTBC-TV Austin, succeeds Shores.

Gerry Brouwer, account executive, KSTP-TV St. Paul-Minneapolis, named regional sales specialist.

Michael Breidenstein, account executive, WGS(AM)-WIOV(FM) Ephrata, Pa., named local sales manager.

Suzanne Seykera, account executive, KQRS-AM-FM Minneapolis, joins WCCO-TV there as local sales representative.

Robert Schuller, station manager, KEIN(AM) Great Falls, Mont., named local sales manager of co-owned KFVR-TV Bismark, N.D.

Basil Storrs Jr., with WVEZ(FM) Louisville, Ky., named local sales manager.

Jill Parker, account executive, KFAC-AM-FM Los Angeles, joins KFWB(AM) there as co-op coordinator.

Roger Williams, account executive, Peters Griffin Woodward, Chicago, joins WBBM-TV there in same capacity.

Benjamin Kulikewski, account executive, WSPK(FM) Poughkeepsie, N.Y., joins WTVR-TV Richmond, Va., in same capacity.

Mary Putzier, account executive, KFGO(AM) Fargo, N.D., joins WFRV-TV Green Bay, Wis., in same capacity.

Larry Gordon, account executive, KWKW(AM) Los Angeles, and **David Bondo**, account ex-

ecutive, KISW(FM) Seattle, join KPLZ-FM Seattle as account supervisors.

Bill Hale, account executive, KJEO(TV) Fresno, Calif., and **Ron Sandilands**, station manager, KYOS(AM)-KMYT(FM) Merced, Calif., join KGNU(FM) Fresno as account executives.

Ira Lovitch, from KBBQ(AM)-KBBY(FM) Ventura, Calif., joins KSRF(FM) Santa Monica, Calif., as account executive.

David Kelch, from KCII-AM-FM Washington, Iowa; **Dirk Keller**, sales executive, Amana Refrigeration Co., Amana, Iowa, and **Debora Hobbs**, from retail shop in Marengo, Iowa, join KRNA(FM) Iowa City as account executives.

Allen McCabe, program director, noncommercial WKSU-FM Kent, Ohio, joins WDBN(FM) Medina, Ohio, as account executive.

Programing

Robert M. Jacquemin, who resigned several weeks ago as VP, sales, Paramount Television Distribution, New York, to join Warner Bros. Television Distribution, Los Angeles, as VP-worldwide marketing (BROADCASTING, Feb. 9), has rejoined Paramount in his former post. He explained he was relocating to West Coast originally for personal reasons but said move out of New York area turned out to be unnecessary.

Jerry Esbin, VP-general sales manager, Paramount Pictures, New York, joins United Artists there as senior VP for domestic sales and marketing.

Walter Mondale, former Vice President, currently associated with Chicago law firm of Winston & Strawn, elected director of Columbia Pictures Industries, New York.

Tom Hall, senior VP for marketing and promotion, Playboy Enterprises, joins JWT/Entertainment, New York, as senior VP-creative director. **Steve Cohen**, former producer-writer, ABC News, joins JWT/Entertainment as director of client services.

Charles Britt, Midwest-Southeast-Southwest-division manager for TV, based in Memphis, Avco Embassy Pictures, named national sales manager-TV, remaining in Memphis, but he will also maintain office at Avco headquarters in Los Angeles.

Allen Ash, sales representative, Midwest region, **Charlie Keys**, sales representative, Western region, and **Al Lanken**, sales representative, Southern region, ITC Entertainment, Los Angeles, named VP's.

Rachel Tabori, manager of mini-series and novels for television, NBC, Los Angeles, joins Columbia Pictures there as director of dramatic development.

Robert LeVitus, from Kresser, Mazner & Robbins, Los Angeles advertising agency, joins SelecTV there as director of advertising.

Jenny Cullinan-James, from United California Bank, Los Angeles, joins Oak Communications' ON-TV subscription television systems, based in Rancho Bernardo, Calif., as advertising manager. **Kevin Elizabeth Morrison**, with American Cinema Division of American Financial Resources, San Diego, joins ON-TV as manager of direct sales. **Esther Rodriguez**, from Alberto Culver, Chicago, joins ON-TV as manager-marketing administration.

John Ripper, executive producer for multimedia production company, Odyssey Pro-

ductions, Portland, Ore., named president of firm.

Robert Lombard, from Kramer/Rocklen Studios Inc., Los Angeles-based producer of rock music television programs, joins Lawrence Smith Productions there as co-producer of nationally syndicated *Hollywood Heartbeat*.

Bob Jameson, account representative, Media Networks, Dallas, joins Sunbelt Network, creator of ad hoc radio station lineups for advertisers, there, as national sales manager.

Bob Laurence, national program director, Mariner Communications, radio group owner based in Boston, joins Drake-Chenault's programming staff in Los Angeles.

Tom Scanlan, former general manager of WEAR-TV Pensacola, Fla., joins Peters Productions, San Diego, as regional manager. **Nick Peters**, account executive for commercial division of Peters Productions, named regional manager for its newly formed cable division.

Phil Barry, program director-air personality, WHNB(AM)-WMJC(FM) Detroit, joins TM Programming, Los Angeles, as consultant.

Mary Muldoon, freelance producer based in San Francisco, joins Group W there as field producer for its *Hour Magazine*.

Harriet Cohen, associate director, ABC Radio Network, New York, joins Enterprise Radio, Avon, Conn., as producer, writer and assignment editor.

John O'Leary, independent consultant based in West Glen, N.Y., joins noncommercial WNET(TV) New York, as Eastern sales manager of its newly formed Enterprises Division with responsibility for marketing of station's production facilities. **Martin Schwartz**, head of his own development management and media consulting firm, based in New York, joins WNET as program officer for metropolitan area program development.

Mark deCastrique, creative services manager, WBT(TV) Charlotte, N.C., named program operations manager.

Frank Marafiote, production supervisor, WYTV(TV) Youngstown, Ohio, named program director.

Terry Peyton, music director, noncommercial WUHY-FM Philadelphia, joins WFLN-AM-FM there as assistant program director. **Mindy Sue Ratner**, host-producer, WUHY-FM, named acting music director.

Pam Miller, director of operations, WDBN(FM) Medina, Ohio, named VP-program director.

Doug Paul, production manager, WKZL(FM) Winston-Salem, N.C., named program director.

Bob McKay, program director, WBCS(AM) Milwaukee, joins KCBQ(AM) San Diego in same capacity.

Scott Farrell, station manager, WFLA-FM Tampa, Fla., joins WJYW(FM) there as program manager.

Kemp Miller, program director, WINA(AM) Charlottesville, Va., joins WAPI-AM-FM Birmingham, Ala., in same capacity.

Georgia Pappas, executive producer, WHDH(AM) Boston, named music director.

Camilla Carr, anchor-reporter, WCCO-TV Minneapolis, joins WDMV-TV Washington, as *PM Magazine* co-host.



Like yesterday. It was almost 30 years ago that NBC-TV's *Today* show started on the air, its prime architect Sylvester L. (Pat) Weaver Jr., head of the television network and later president and board chairman of NBC. Who should pop up on the early-morning program now but Sigourney Weaver, daughter of Pat. She talked about her acting career with *Today* host Gene Shalit, who asked about her father. She replied: "He's working for Comsat, thinking out their plans for satellite-cable programs. You could actually turn on the Bolshoi—Bolshoi Ballet—on opening night, and go to the carnival in Rio, or, I mean, you could really have like a spaceship in your own living room." Shalit commented: "That's your father, the man who writes 110-page memos."

David Mozes, feature reporter, WPTZ(TV) North Pole, N.Y., joins KXTV(TV) Sacramento, Calif., as station's *PM Magazine* co-host.

Allen Moore, anchor-talk show host, WJNO(AM) West Palm Beach, Fla., joins Florida Network, Orlando, in same capacity.

Duane Bryan, director, KSWO-TV Lawton, Okla., joins KOTV(TV) Tulsa, Okla., as production photographer.

Cynthia Barczak, noncommercial WUSF(FM) Tampa, Fla., joins WUWF(FM) Pensacola, Fla., as producer-air personality.

PM Magazine staff named at KWWL-TV Waterloo, Iowa: **Dick Mosely**, field producer for WDBO-TV Orlando, Fla., executive producer; **Cyndy Burgdorf**, KWWL-TV reporter, associate producer; **Diane Carraway**, assistant sports director, KFDM-TV Beaumont, Tex., and **Mike Corbett**, reporter, WTVO(TV) Rockford, Ill., co-hosts.

Steve Dahl and **Garry Meier**, air personalities, WLUP(FM) Chicago, join WLS-FM there in same capacities.

John Fisher, air personality, WLWQ(FM) Columbus, Ohio, joins WMET(FM) Chicago in same capacity.

Roshon Vance, air personality-music director, KOKY(AM) Little Rock, Ark., joins WBJW-FM Orlando, Fla., in same capacity.

Jimmy Smith, air personality, KOKY(AM) Little Rock, Ark., joins WHRK(FM) Memphis in same capacity.

Susan Ryan, from WNFL(AM) Green Bay, Wis., joins KRNA(FM) Iowa City as air personality.

News and Public Affairs

Steve Greenwald, executive news producer, WCBS-TV New York, joins WBT(TV) Charlotte, N.C., as news director.

Bryce Rathbone, director of research for News Advisory Service, ABC-TV, placed in charge of service, succeeding **Peter Jacobus**, who has resigned.

Larche Hardy, reporter, WJHG-TV Panama City, Fla., joins WMBB(TV) there as news director.

Rita Cash, editor, KFWB(AM) Los Angeles, named editorial director.

Abel Dimant, assistant editor, UPI Latin American desk in New York, named editor for Latin American department.

Tom Thompson, producer-reporter, noncommercial KCET(TV) Los Angeles, named executive news producer.

Chuck Barth, executive producer, KMID-TV Midland, Tex., joins KBMT(TV) Beaumont, Tex., as news producer. **Gary Bazner**, weathercaster, KDFW-TV Dallas, joins KBMT in same capacity.

Dan Overleese, director, WTVW(TV) Evansville, Ind., joins KOTV(TV) Tulsa, Okla., as news producer-director.

Larry Ford, reporter, WSJV(TV) Elkhart, Ind., named assignment editor.

Walt Gray, sports director, WERI-AM-FM Westerly, R.I., joins WCWB-TV Macon, Ga., in same capacity.

Alan Mason, news and sports director, WQOK(AM) Greenville, S.C., joins WLOS-TV Asheville, N.C., as Greenville bureau chief.

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(If payment with order: \$55)

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Glenn Counts, general assignment reporter, WBBT(TV) Richmond, Va., joins WLOS-TV in same capacity for station's Greenville bureau.

Bill Thompson, air personality, WSNE(FM) Taunton, Mass., named news director.

Jim Scott, reporter, WISH-TV Indianapolis, named assignment editor.

Ted Robbins, general assignment reporter, KUTV(TV) Salt Lake City, named bureau chief for KUTV's Ogden, Utah, bureau.

Normand Deragon, anchor-reporter, WKRI(AM) West Warwick, R.I., joins WNRI(AM) Woonsocket, R.I., as news-program director.

Carole Coval Sawchuck, air personality, WDBN(FM) Medina, Ohio, named director of news and public affairs.

Pat Wilson, anchor, WDBJ-TV Roanoke, Va., joins WGR-TV Buffalo, N.Y., as anchor-reporter.

Noel Sederstrom, from KARK-TV Little Rock, Ark., joins WGR-TV as news producer. **Janet Gane**, public relations director, Healy Schutte & Comstock, Buffalo advertising firm, joins WGR-TV as weathercaster.

Herb Weisbaum, producer-host of *Focus Three*, WSTM-TV Syracuse, N.Y., joins KIRO-TV Seattle as consumer reporter. **Cliff Watson**, news photographer, KGMB-TV Honolulu, joins KIRO-TV in same capacity.

Danita Blackwood, graduate, Birmingham (Ala.) Southern College, joins WCOV-TV Montgomery, Ala., as reporter.

Andrew Field, general assignment reporter, WLUX-TV Green Bay, Wis., named weekend producer-anchor.

Jack Mullins, director of photography and videography, KMST(TV) Monterey, Calif., joins KSBW-TV Salinas, Calif., as news photographer-videographer.

News staff named at WBBH-TV Fort Meyers, Fla: **Mark Pimentel**, producer, WKEF(TV) Dayton, Ohio, weekday news producer; **Carla Gaines**, reporter, WLEX-TV Lexington, Ky., assignment editor; **Mark Douglas Iusi**, from KOMU-TV Columbia, Mo., Charlotte county, Fla., bureau chief, and **Steve Cole**, producer-reporter, WISN-TV Milwaukee, Collier county, Fla., bureau reporter.

Lon Braithwaite, anchor-reporter, WEEI(AM) Boston, joins WNBC(AM) New York in same capacity.

Gerald Harrington, network correspondent, NBC-TV, New York, joins KHOU-TV Houston as anchor-reporter.

John McKnight, co-producer-anchor, WSBT-TV South Bend, Ind., joins WSB-TV Atlanta as weekend anchor.

John Miller, former president of Seattle City Council, joins KIRO-TV and co-owned KSEA(FM) Seattle as news commentator.

Tom Sutton, sports director, WFRV-TV Green Bay, Wis., joins WISN-TV Milwaukee as sports anchor. **Tom Andrews**, anchor-reporter and producer, KXLY-TV Spokane, Wash., joins WISN-TV as reporter-producer.

Cliff Feltham, news and public affairs director, WSIP-AM-FM Paintsville, Ky., joins WKYT-TV Lexington, Ky., as regional reporter.

Matthew Schwartz, reporter, WXEX-TV St. Petersburg, Va., joins WBBT(TV) Richmond, Va., in same capacity.

Noah Nelson, reporter-assignment editor, KXAS-TV Dallas, joins WKYC-TV Cleveland as reporter.

CBS News Anchorman **Walter Cronkite** was honored Feb. 24 by New York Board of Trade for four decades of service to New York and nation as "preeminent communicator of century."

Dick Engberg, NBC sportscaster, named winner of annual Golden Mike Award of Touchdown Club of America for best football announcing in 1980.

Technology

John Ludutsky, director of marketing for data products division of Lear Siegler, Anaheim, Calif., joins EECO, Santa Ana, Calif., as VP-electronic products division.

Andrew Juettner, director of engineering for Harris Corp.'s Broadcast Products Division, Quincy, Ill., named VP of engineering.

Lawrence Roberts, president of General Telephone & Electronic's CNS products unit and VP of technology for GTE communications network systems, Vienna, Va., named president of newly formed subscriber network products division of GTE Communications products group, based in Vienna.

James Faust, director of sales and marketing for cable and subscription TV, Zenith, Chicago, named general manager of new business group there, responsible for manufacture and marketing of products for cable, STV and videotext.

Walter Ciciora, manager of research and development, electronic systems, Zenith, named director of product and marketing for new business group. **Gordon Kelly**, manager of cable engineering products, Zenith, named director of cable-STV engineering.

Russ Winselar, director of marketing, Omega Video, Lawndale, Calif.-based video equipment distributor, named VP.

Edward Aldridge, manufacturing and quality control manager for AOC International, based in Kansas City, Mo., joins McMartin Industries, Omaha, as director of manufacturing.

Lewis Suders, operations manager, Westmoreland Cable, New Kensington, Pa., joins Erie Telecommunications, Erie, Pa., as chief engineer for new cable system.

Arthur Schoenfuss, consulting engineer with Teleconsult International, Washington, joins Heritage Communications' Telecommunications Group, Des Moines, Iowa, as director of engineering.

Tom Mann, director of technical operations, Image Transform, Los Angeles, subsidiary of Compact Video Systems there, named general manager, responsible for tape to film transfer.

W. Lee Young, former chief engineer, Mobile Video Services, Washington, joins Cable News Network there as technical operations supervisor, responsible for in-house and field technical operations.

Bishop Ellison, assistant chief engineer, KFVS-TV Cape Girardeau, Mo., joins WAFF(TV) Huntsville, Ala., as chief engineer.

Larry Entner, chief engineer, WROC-TV Rochester, N.Y., joins KTVH(TV) Hutchinson, Kan., in same capacity.

Promotion and PR

David Maher, acting on-air promotion director, WGN-TV Chicago, named on-air promotion director. **Tanya Neimark**, promotion intern, WGN-TV, named assistant director of on-air promotion.

Barbara Goen, senior publicist, noncommercial KCET(TV) Los Angeles, named director of public information.

David Dibic, executive writer-producer, TM Productions, Dallas, joins KFJZ-AM-FM Fort Worth as creative services director.

Marion Meginnis, producer of *PM Magazine*, WBT(TV) Charlotte, N.C., named creative services manager.

Denise Burke, manager of awards, ABC, New York, named director of awards and special projects.

Charles Lerner, deputy assistant secretary for communications planning in U.S., for Department of Health and Human Services, Washington, joins public relations division of Earle Palmer Brown & Associates there as VP-public affairs.

Ann Worley, head of own public relations firm, Drake & Worley, Los Angeles, joins Harshe-Rotman & Druck there as group supervisor.

Allied Fields

Gary Stanford, with FCC Review Board staff, Washington, named engineering assistant to FCC Acting Chairman Robert E. Lee.

Dr. Patricia Murray Finn, VP-associate director of communications information services, Young & Rubicam, New York, joins Arbitron there as director of television market development. **Eileen Boylan**, media planner, Doyle Dane Bernbach, Los Angeles, joins Arbitron there as manager of Western advertiser/agency television sales. **Lynn Kilgore**, with Arbitron's Laurel, Md., office, joins its New York office as client service representative for Eastern television station sales.

Maurice R. Valente, fired from presidency of RCA last year (BROADCASTING, June 23, 1980) joins New York investment banker, Wolsey & Co., as general partner.

Brenda Berri, VP of CPM, Chicago-based media management service, named executive VP-East, based in New York.

Dennis Kahane, attorney-adviser with FCC's Broadcast Bureau, Washington, joins New Orleans law firm of Jones, Walker, Waechter, Poitevent, Carrere & Denegre.

Deaths

Georgina MacDougall Davis, 92, one of founders of Women In Communications Inc., died Feb. 15. Davis, in 1909, while at University of Washington in Seattle, helped form first WICI chapter, then called Theta Sigma Phi. Davis was instrumental in formation of other chapters for WICI which changed its name in 1972, and continued her activities with organization until her death.

Tribune Co.'s Dowdle: charting a course for expansion

When Jim Dowdle took the presidency of Tribune Company Broadcasting Inc. a couple of months ago, he was going home. Not only to Chicago, where he was born, but to the Tribune Co., where he started his career selling classified advertising for the *Chicago Tribune* in 1956. Now, instead of selling classifieds, he's the chief executive of a group that encompasses three TV and six radio stations and is looking for more.

Military service put an end to the classified sales job after three months, but he'd had enough of it to know that "I very much liked selling advertising—selling an intangible." When he returned from the Marine Corps, the old job was waiting, but by then he had a wife and three children and didn't figure he could support them on a classified salesman's pay. "So I walked out of here one day in 1960," Dowdle recalls, "with a wife and three children, and didn't know what I wanted to do when I grew up."

What he did was go knocking on doors. Someone having "explained to me what a rep does," one of the doors he knocked on belonged to the Chicago office of Edward Petry & Co., the pioneer station rep. "I was very fortunate to walk in at a time when Mr. Petry had told them that they'd better hire another guy," Dowdle says. "I was the cheap person on the spot at the time."

He's been in broadcasting ever since. He was a salesman with Petry for two years, then with the Katz Agency in Chicago until he became national sales manager at KWTU-TV Oklahoma City. From there he moved to Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul, also as national sales manager, and remained there until the Hubbards sent him to WTOG-TV Tampa-St. Petersburg, Fla., as vice president and general manager in 1973. It was from the sunshine there, where he helped build WTOG into one of the country's top independents, that the Tribune Co. called him in midwinter to head its new broadcasting subsidiary.

Though he has been in broadcasting virtually all of his business life, initially he literally didn't know what he wanted to do "when he grew up." He wanted a business background, and had been told "that if you don't know what you want to get into, accounting is systematic problem-solving and would be a good business background no matter what you went into." So at Notre Dame he got his degree in accounting, and therein lies a tale. He laughs about it now.

"I was doing well in accounting until my



James Charles Dowdle—president and chief executive, Tribune Company Broadcasting Inc., Chicago; b. March 12, 1934, Chicago; BS in accounting, Notre Dame, 1956; salesman, *Chicago Tribune*, 1956; U.S. Marine Corps, first lieutenant, 1956-59; salesman, Edward Petry & Co., Chicago, 1960-62; salesman, Katz Agency, Chicago, 1962; national sales manager, KWTU-TV Oklahoma City, 1962-64; national sales manager, KSTP-TV Minneapolis-St. Paul, 1964-73; vice president and general manager, WTOG-TV Tampa-St. Petersburg, Fla., 1973-80; present post since Jan. 1, 1981; m. Sally Sayers, Jan. 25, 1956; children—Colleen, 23; Jeanie, 22; Sarah, 21; Patie, 20; Jimmy, 17.

last semester, when we got into advanced cost accounting," he explains. "So I went to the chairman of the department and told him, 'Hey, this is just going way over my head.' He asked me what I planned to do after college, and I said sure as hell not go into accounting. He asked me if I was sure, and I said I was.

"So we had a big accounting banquet about two weeks before the final exam and he got me up there, with a Bible, and I had to swear to the rest of the accounting class — he said, 'I'll pass Dowdle on cost accounting if he swears on a Bible that he'll never enter the accounting profession.'"

So he took the oath, and has never regretted it.

"That's terrible," he laughed when reminded of the incident "But it's true."

He sees more excitement ahead in broadcasting than is apt to be found in accounting, or in any other line of work.

"These are confusing times but very interesting times," he says. "I think it's so challenging, and there are so many opportunities out there, that if you don't put your head in the sand and if you accept some of the changes that are definitely going to happen, the opportunities are unlimited."

He has strong convictions about some of the changes to come:

"I believe very strongly that the com-

petition for that television set is going to be very keen. Through cable, where people in Sarasota, Fla., could turn their television sets on and receive four television stations, now they can receive 51 channels. That is a *major change* for those television stations in that market.

"With the prospect of utilizing that television set for other things, there is just definitely going to be more competition, [comparable with] what radio went through."

Television broadcasters, in Dowdle's view, had better prepare for all that extra competition — or else:

"If you've grown up with only three or four competitors, you definitely have to readjust your thinking to eight, nine, 10 or 12 competitors. You might be programing against a local cable signal, against a distant signal—the ball game has just changed.

"There's room for growth for those who want to grow," he says. "But it's going to take some dice-rolling. I've always thought that one problem with many companies in the broadcasting business, as compared to other industries, is that other industries will allocate a percentage of gross to R&D [but] we as broadcasters tended not to put R&D money into our business. Therefore we have let a lot of people and companies spend R&D money to get into our business, and they've been successful."

In broadcasting in today's climate, he says, "you'd better start spending some R&D money. If you don't, I don't think you'll have a position—or a *strong* position, let us say — in the 1990's.

"You can't be followers."

Dowdle isn't ready to specify where he plans to spend R&D money for the Tribune Co. stations. In the few weeks he's been in the job he has been visiting the stations, getting acquainted with the people, reviewing the financial records "and just going to school on the various markets and stations we have." He is satisfied that the group forms a good foundation on which to build.

"In television," he says, "with stations in New York, Chicago and Denver, that's an extremely good base to start from. In radio, with WGN radio [WGN(AM) Chicago] being the strong station that it is, the radio stations, too, have a very good base from which to grow."

He means to enlarge those bases, numerically and qualitatively. "With the resources of the Tribune Co.—very strong in the newspaper business as well as broadcasting, with its forest products division and now a separate entity for cable—with all of us working together," he says, "we should come out of the 80's with a very positive posture for the future—whatever it might be."

CBS-TV has won February sweeps by substantial margin and was only network to show ratings improvement over comparable period last year. During Arbitron period (Feb. 4-March 3), CBS claimed 20.5 prime-time rating to ABC-TV's 19.0 and NBC-TV's 17.0. For Nielsen period (Feb. 5-March 4), CBS won with 20.6 to ABC's 18.9 and NBC's 16.9. With both sets of numbers, CBS said it improved 6% over last year's sweep weeks, while ABC declined 12% and NBC dropped 11%. CBS added that its average was highest for February sweeps since 1975 and that it won by largest margin in February sweeps since 1973. ABC took February sweeps last year.

Joint bid by Knight-Ridder and Dow Jones to acquire UA-Columbia Cablevision (BROADCASTING, Feb. 23) won 8-6 approval of UACC's directors. Offer had been upped Tuesday from \$72 for each of 3.3 million shares to \$75, for total of \$247.5 million. "No" votes included those of five directors associated with United Artists Theater Circuit, holder of 28% of UACC stock, which had previously sworn to fight acquisition bid. Key element in reaching agreement in principle between UACC and offering partners was deletion of requirement barring UACC from entertaining competing bids, leaving UATC option of trying to find better offer.

Report from FCC is that **three of five active commissioners are now turning against move to Rosslyn**, with James H. Quello and Joseph Fogarty joining Abbott Washburn in opposition to recommendations of Acting Chairman Robert E. Lee and Anne Jones (story page 37).

White House on Friday tried out another new system for maintaining order at presidential press conferences. President Reagan and press secretary James Brady on Thursday selected names from jelly bean jar, then at press conference President called on reporters in order of their selection. Like first departure—in which reporters remained seated and signaled for attention simply by raising their hand—lottery system assured order. But there was grumbling from reporters who were not at press briefing when press secretary Brady announced lottery plan and invited reporters who wanted to ask question to drop name in jar. One major change wrought by new system was that only one network reporter—ABC's Susan King—had chance to ask question. President took questions from 19 reporters in conference that lasted little over 30 minutes. Names of 40 reporters—eight of whom were selected by lot just before conference began—were on his list.

U.S. Court of Appeals in Washington has denied request for freeze of low-power television and translator applications during pendency of FCC's rulemaking on subject. Request was filed by Corporation for Public Broadcasting.

Las Vegas Hilton has informed NAB it may not have available up to 150 rooms reserved for annual convention, April 12-15, due to slow-up in repair of rooms damaged by fire on Feb. 10 (BROADCASTING, Feb. 16). Many of rooms had been pegged as radio hospitality suites, but as of last week, NAB had relocated most of those within Hilton and found alternative sleeping rooms for conventioners in other hotels along "strip" in Las Vegas.

FCC Commissioner **James Quello says he's "changed his mind" about 9 khz issue** and would vote against reduced AM separation if question came before FCC again. Addressing NAB conference for state association presidents (from which reporters were barred by Quello's request) last Thursday, March 5, Quello also said he continues to believe RKO decision (in which FCC took away three TV licenses and put the rest in jeopardy) was wrong and leveled "unusually harsh punishment."



Digges honored. Sam Cook Digges (l), retired president of CBS Radio, called on the government last week to "get out of the business of regulation of broadcasting, except for technical matters." Digges made his plea last Monday (March 2) when he received the Gold Medal Award of the International Radio and Television Society from (r) Avram Butensky, president of IRTS and corporate senior vice president of Ed Libov Associates, New York. Digges, who was honored for his contributions to broadcasting over the years and who ended a 32-year career with CBS in January, told the awards banquet that deregulation should apply to television as well as radio.

CBS Sports, for \$48 million, has acquired broadcast rights to **NCAA basketball championship games** in 1982-84. That's about 60% increase per year over \$9.9 million NBC is said to have paid for this month's games. Although unconfirmed, NBC's renewal offer is believed to have been \$46.2 million, with ABC and TVS having quit bidding earlier.

Federal Trade Commission Acting Chairman **David Clanton** said he thought **children's television advertising rulemaking proceeding will have relatively low priority** at agency, noting that "other options" short of rule will be explored "in depth." Clanton said he had reservations about banning or restricting TV ads for children—proposals suggested by former FTC chairman Michael Pertschuk. (Also see story page 36.)

Negotiating new U.S.-Canadian post-sunset broadcasting treaty will be topic of discussion on April 5 in Quebec when NAB Joint Board Chairman Thomas Bolger, WMTV(TV) Madison, Wis., and NAB executive VP-general manager, John Summers, meet with Canadian Association of Broadcasters President Ernest Steele and VP-engineering, Sandy Day.

Representative Timothy Wirth (D-Colo.), chairman, Telecommunications Subcommittee, is **trying to forge compromise with Reagan administration on proposed budget cutbacks to Corporation for Public Broadcasting.** Addressing NAB conference for state association presidents last Thursday, March 5, Wirth said he will "sharply curtail" CPB funding for 1984-86 if administration agrees to abandon proposal to rescind funding already appropriated in 1982-83 budgets.

Tracy Broadcasting Co. has sold KUPL-AM-FM Portland, Ore., to Scripps-Howard Broadcasting Co. for **\$4.8 million.** Tracy is owned by Richard B. Stevens, who has no other broadcast in-

terests. Buyer is owner of three AM's, three FM's and six TV's and is part owned by Scripps-Howard newspaper group of 17 daily and 22 weekly newspapers.

Cable systems owned by Storer Broadcasting Co. will begin using news and informational programing developed by Storer Television stations. Twenty-part mini-documentary on nuclear power produced by Storer's WKW-TV Cleveland, already used in all Storer stations' news shows, will play as single program eight to 10 times in week on Storer cable, starting with Miami and Hollywood, Fla., systems. As plan develops, Storer's satellite distribution system will be used.

Networks and others using AT&T program transmission services have been stunned by new tariffs company has filed for those services. AT&T, attributing changes to new cost manual adopted by FCC in January, has produced tariffs networks say will increase television costs from \$57 million to \$79 million annually. Radio costs, which now total between \$25 million and \$30 million, would be up by \$5 million. Opponents are scheduled to file their views on tariffs this week.

Top executives of cable industry gathered in Phoenix last week under aegis of NCTA for three days of instruction on "enhanced," primarily nonentertainment, cable services. Ed Dooley, who made his debut there as NCTA's top spokesman, said series of panel sessions and speeches was intended to expand industry's vision of what cable marketplace is by reminding industry leaders of data transmission services cable can and should provide. According to Dooley, one of liveliest sessions featured Dennis Sullivan, assistant VP-residence marketing and product management of AT&T. Telephone company intends to compete head-on with cable in serving data transmission needs of homes and businesses.

House Telecommunications Subcommittee will hold first of six "baseline review" sessions on Tuesday, March 10. To be covered at sessions are introduction to and history of telecommunications, specialized terminology, companies involved, theory of regulation and future international telecommunications. While members study up, staff will be preparing for eventual hearings on cable franchising and early projections of elec-

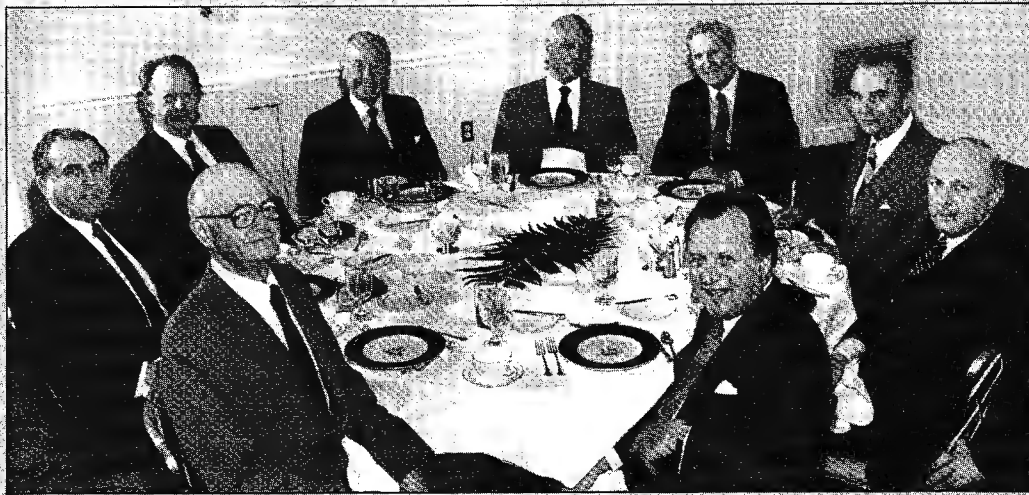
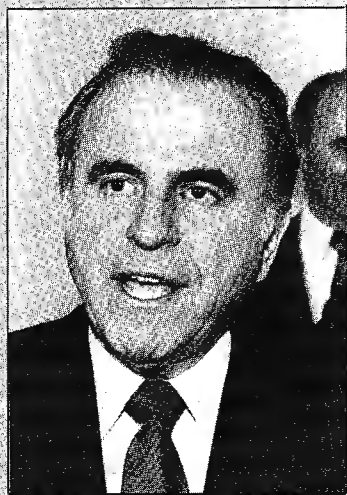
tion results. Subcommittee will hold first formal hearings—on public broadcasting—on March 25-26.

Robert Wells, radio VP of **Harris Enterprises**, Garden City, Kan., and former FCC commissioner, **elected president-elect of AP Broadcasters Inc.** He will take his new office at APB convention in Washington in June, when president-elect Charles Whitehurst, WSA-TV Montgomery, Ala., succeeds Ralph Renick, WTVJ-TV Miami, as president for two-year term.

Max D. Paglin, who served FCC over years as general counsel, executive director and consultant on revision of broadcast application and hearing procedures, has **joined law firm of Weil, Gotschal & Manges**, as Washington counsel. **Michael Botein**, professor of law at New York University and director of Communications Media Center, has **joined firm in its New York office** as special consultant.

Up Coming

On Capitol Hill: House Appropriations Subcommittee will hold hearing on FCC budget in room H 310, Capitol building, Tuesday. Same committee will hold hearing on FTC appropriations at same place on Thursday. **CPB's** Robben Fleming, Fred Wacker and Lillie Herndon will testify at Senate Appropriations Subcommittee hearing on Corporation for Public Broadcasting's 1984 appropriations, room 1111, Dirksen Senate office building, Thursday. **Also in Washington:** NAB executive committee meets at association's headquarters Tuesday and Wednesday. **Herbert Klein**, editor-in-chief of Copley Newspapers, will address first of spring series of business/media luncheons sponsored by The Media Institute at University Club Tuesday. **In New York:** NATPE's five-day conference opens at New York Hilton and Sheraton Center Friday (see page 47). **Producers** Grant Tinker, Lee Rich, Mark Goodson and Alan Landsburg will face IRTS newsmaker luncheon at Waldorf-Astoria Thursday. **In Nashville:** Country Music Seminar will be held at Hyatt Regency Friday and Saturday (agenda, BROADCASTING, March 2). **In Hollywood:** Writers Guild of America resumes negotiations with Hollywood producers on payments for new media today (Monday).



Charles Z. Wick (l), California businessman, was named last Friday by President Reagan to be **director of International Communications Agency**. Wick had met preceding week with group of former ICA, U.S. Information Agency and Voice of America officials at dinner hosted by RKO General's Frank Shakespeare ("Closed Circuit," March 2). Pictured on that occasion (clockwise from far left): Wick; Kenneth

Giddens, former VOA director; James Keogh, John Reinhardt and Shakespeare, former directors of USIA or ICA; Henry Loomis, former VOA director; Gilbert Robinson, who will be assistant director of ICA under Wick; Leonard Marks, former USIA director, and FCC Commissioner Abbott Washburn, once deputy director of USIA. The gathering brought together over two decades of agency experience.

The right thing

Until assignments are sorted out, in, say, a month or so, the FCC will be operating with a figurehead chairman, serving out the time he needs to take maximum advantage of quirks in the government pension scheme, and an acting chairman who last week got what he always wanted, a letter from the President to frame. "Dear Bob" was told that his presence as acting chairman "in the coming weeks" would give the President much satisfaction. Perhaps Robert E. Lee's future visitors, admiring the presidential endorsement on display, will not notice that it was sent to the wrong address.

Oh, well, not much has gone exactly right in the transition of the FCC from the Carter to the Reagan era. For a while, several days before the dispatch of the letter, it had appeared that the White House was on the verge of turning down Charles D. Ferris's imaginative plan to collect a lifetime pension of \$21,000 a year beginning at the age of 48. If Lee were to be appointed chairman, however briefly, that would end Ferris's tenure in that job ahead of the magic date of April 10 when he can begin the pension. If he left the chairmanship and FCC before that date, he would be ineligible to tap the pension until age 62, losing 14 years and \$294,000 in the process.

For reasons that will not be guessed at here, the Ferris annuity was salvaged, Lee got his letter, and the agency got one more chairman than it needs. Before things are finally unscrambled, it may have three chairmen, unless the White House can figure out how to get Ferris and Lee out of the way before Mark Fowler emerges from the clearance process and moves into that southwest corner office on the eighth floor.

As noted here before, the White House is taking care of everybody, except, of course, the taxpayer.

Wanderlust

The FCC has been stalled, at least temporarily, on its way to new headquarters in the Charles D. Ferris memorial tower in Rosslyn, Va. A little late perhaps, but congressional committees have begun to take an interest in a move that was arranged with clearly inadequate investigation of alternatives and complete disregard for people who do business with the agency.

Despite Acting Chairman Robert E. Lee's continued defense of the high-handed actions of Real Chairman Ferris, the testimony at last week's hearing before the House Committee on the District of Columbia proved how desultory the agency has been in seeking new quarters in Washington. Alone among commissioners, Abbott Washburn wants to stay where the agency belongs.

Washburn is finding support on the Hill. He ought to find unanimous support among those whom the commission regulates and those who live off FCC regulation.

Man and movement

The promotional and competitive scramble by rival network news organizations, induced by Walter Cronkite's departure from the *CBS Evening News* anchor desk, is perhaps the truest personal tribute among all the many he has lately received.

We suggest, however, without taking anything from Cronkite, that the scramble by ABC and NBC to pick up former Cronkite viewers, and the profusion of newspaper and magazine space devoted to the Cronkite-to-Dan Rather transition, are also testimony to the strength and vigor of network journalism itself. No personnel change on a newspaper or magazine could possibly

produce such sustained coverage.

Cronkite has of course contributed much to the vitality of broadcast news, and especially to the sense of trust in which it is held by millions. Broadcast news has come a long way since Cronkite got into it—as has Cronkite—and it hasn't always been easy for either of them. (Though it may seem as if he has ruled the evening news ratings forever, there was a time, remember, when NBC's *Huntley-Brinkley Report* was king of the hill and Cronkite, improbable as it seems now, was taken off the 1964 Democratic convention because his ratings on the Republican one had been so bad.)

Along with more professionalism, advances in technology and longer newscasts, the years have brought the incarnation of ABC News as a bustling, worthy competitor to make the news a three-network race. It could be, as ABC and NBC hope, nip and tuck for the leadership now. We shall see. Whatever the outcome, thanks to hundreds of dedicated people and many organizations, but to Walter Cronkite more than most, he has left television's day-to-day journalism a great deal better than he found it.

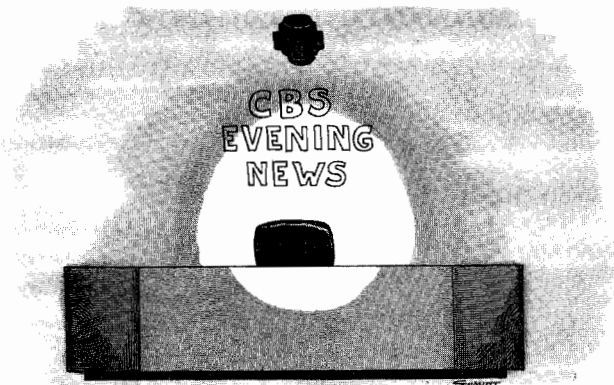
Much better than nothing

Repair work on the Communications Act of 1934 is proceeding with unexpected alacrity in the Senate Commerce Committee. Hearings were held two weeks ago on the radio deregulation bill introduced by Senator Harrison Schmitt (R-N.M.). Hearings have been scheduled on the television bill introduced last week by Senator Barry Goldwater (R-Ariz.). The impressive array of co-sponsors of both bills suggests a wider range of support for remedial legislation than has been evident before.

Neither the Schmitt nor Goldwater bill goes as far as broadcasters would like, but both go far enough to improve regulatory conditions. Indeed the radio deregulation promised by the Schmitt bill—with the repairs suggested by leading broadcast witnesses in the hearings—would constitute the first real relaxation of government controls since the act was adopted.

The Goldwater bill would not deregulate television, except to the extent of extending license terms from three years to five. It would, however, restore reasonable stability to the license renewal process. That sort of legislation has been needed ever since the FCC's aberrant decision in the WHDH-TV case exposed major licensees with multimedia holdings to every kind of predator.

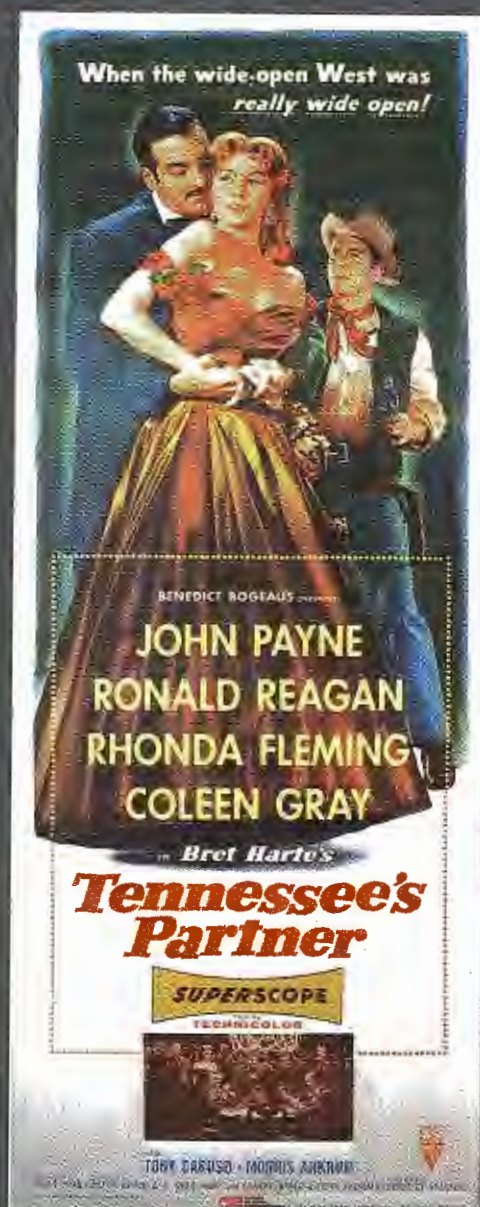
Broadcasters will continue to hope for broader legislation later. But it will be more than worth the effort to get both Schmitt and Goldwater bills through the Congress this year.



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