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The Week in Brief

TOP OF THE WEEK

THE THRILL OF VICTORY □ ABC's Olympic coverage guarantees it a first place in the sweeps. **PAGE 23.**

FROM NBC TO NAB □ Lobbyist Ken Schanzer succeeds Donald Zeifang at the trade association. **FROM NAB TO NCTA** □ Brenda Fox jumps a lowering fence to the cable association as its general counsel. **PAGE 26.**

COMMISSION ACTION □ The FCC decides not to issue a notice of proposed rulemaking to set up a screening process for petitions to deny license renewals. It also grants a waiver of its crossownership rules to WALB-TV Albany, Ga.—one of the "egregious" cases. **PAGE 28.**

MOVING TOWARD MORE FM'S □ The FCC starts a rulemaking to change its allocation procedure to allow more stations in the FM band. **PAGE 30.**

AWARDS TIME □ A record number of awards are presented in the annual duPont competition, but Columbia's Elliott says the number of entries should be higher. **PAGE 30.**

AT LARGE

LIVING TOGETHER □ Thomas E. Wheeler, president of the NCTA, believes that there are still important differences between cable and broadcasting, but the common ground between them is expanding. He elaborates on that in a special interview and offers his views on what's down the road. **PAGE 32.**

BUSINESS

TACKLING VIBRATIONS □ Backe explains that CBS's corporate strategy changes will cause some uneven financial reports in the next few years. A first-quarter drop is expected and the second quarter "looks tight." **PAGE 40.**

LESS PAPERWORK □ The NAB's latest proposal for deregulation is embodied in a request that the FCC no longer require licensees to file the annual financial report. **PAGE 48.**

TECHNOLOGY

TALL PROBLEM □ Tests of new transmitting equipment on top of New York's World Trade Center reveal high levels of radiation. **PAGE 50.**

LOOKING AHEAD TO VEGAS □ GE will be there as it re-enters the U.S. transmitter market. It's also expected that Broadcast Electronics will be on hand with a new line of FM transmitters. **PAGE 50.**

GETTING TOGETHER □ Microdyne is to acquire its Ocala, Fla., neighbor, Antennas for Communications. It will afford one-stop shopping for those seeking satellite receivers and dish antennas. **PAGE 51.**

PROGRAMMING

GAMES BROADCASTERS PLAYED □ For ABC-TV and the rest of the radio-TV world, the winter Olympic games were an alternating series of challenges and triumphs. An on-the-scene report of the 12 days in Lake Placid. **PAGE 53.**

JOURNALISM

CAMPAIGN 1980 □ Networks and local stations quickened their pace in the political jousting that climaxed last Tuesday in New Hampshire. **BROADCASTING** was there, too, and offers this complete summary of the movable media feast. **PAGE 60.**

MUFFLED GUNS □ A federal district judge dismisses the \$300-million suit that a Michigan group had filed against CBS in the wake of a 1975 documentary on hunting. **PAGE 65.**

PROFILE

LOOSE REINS, TIGHT GRIP □ Peter Kizer's management style is to hire strong teams for each of the Evening News Association's stations and then let them operate independently. But the vice president of ENA's broadcast division stays near enough to be sure the standards they set are high. **PAGE 89.**

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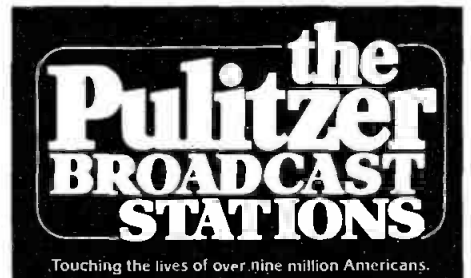
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Closer, closer

With House ready for full Commerce Committee mark-up of Communications Act common-carrier revisions, Senate may not be far behind; on larger scale. Negotiations between majority and minority of Senate Communications Subcommittee have been fruitful, with bill—including broadcast provisions—nearing completion. Apparently conflicting views on major sticking point—spectrum fee charges—have been reconciled to point where possibility of compromise on size of fees appears possible.

List grows

Newest candidate to surface in quest of seat now occupied by FCC Commissioner James H. Quello is Brian Moir, 35, legal counsel to House Commerce Committee. Moir, whose work involves communications legislation primarily, was suggested to White House by Representative Harley O. Staggers (D-W.Va.), outgoing chairman of committee, Moir's boss for last six years. Before that, Moir was staff attorney at FCC's Cable Television Bureau. Earlier, he had been counsel for Tele-Communications Inc., cable MSO based in Denver.

Moir has also received endorsement of Representative John Murphy (D-N.Y.), Commerce Committee member. And Henry Geller, head of National Telecommunications and Information Administration, has submitted memorandum to White House personnel office giving Moir very high marks. However, Geller made clear last week Moir is not his candidate; he said he has submitted favorable evaluations of others whose names have been submitted for consideration.

'Interstellar commerce?'

Exploratory study, looking toward rulemaking to limit multiple ownership of cable systems (possibly paralleling rule of seven stations each in TV, AM and FM), is being made by FCC Commissioner Abbot W. Washburn. Although he says it's too early to assess outcome, he feels that with satellite feeds, single entity could serve vast number of homes, undercutting essential local service by terrestrial stations.

Nancy Carey, Washburn legal assistant, is directing study which has roots in FCC consideration decade ago of licensing cable systems, but that was summarily dropped. With satellite service, cable systems may be said to engage in "interstellar" commerce as well as interstate, Washburn

has said, and presumably would thus be subject to federal licensing.

News loses

Sticking point in CBS-TV's plan to expand weekday *Morning News* (BROADCASTING, Feb. 25), is said to be FCC's children's inquiry. *News* is at 7-8 a.m. NYT and there was talk of expanding to 8:30 and also adding meteorologist, "people column" and perhaps other features—which may still be added—but FCC action cooled expansion talk because *Captain Kangaroo*, now seen at 8-9 a.m., would have to be cut to half-hour—which would win no points at FCC and also stir up *Kangaroo's* Bob Keeshan, whose contract was renewed couple of weeks ago.

Lookers on

House Communications Subcommittee will have its own observers in Buenos Aires at meeting of Region 2 countries to begin developing plan for their use of AM spectrum. Harry M. (Chip) Shooshan, chief counsel, and Charles Jackson, staff engineer, plan to leave for Buenos Aires next week.

How much of three-week conference, which begins on March 10, either or both will attend depends on progress of major common-carrier legislation through mark-up sessions this month. But staffers' attendance at Region 2 meeting reflects importance Subcommittee Chairman Lionel Van Deerlin (D-Calif.) attaches to outcome.

Passing of a pact

North American Regional Broadcasting Agreement, which for some 30 years has governed relations among U.S., Canada, and other countries in region in their use of AM frequencies, is due to pass into history in next few years. Canadian officials, who in past have been more guarded in discussing their position on issue, have passed word their government plans to abrogate treaty after Region 2 agreement—on which work begins in Buenos Aires next week—comes into force, probably in 1983. Canadians say North Americans could not live under two different sets of rules—that one would "derogate" other. Canadians, however, say they want to retain subsidiary agreements regarding pre-sunrise and post-sunset operations to extent they do not conflict with provisions of new pact.

Consequences of abrogation for U.S. broadcasters are not yet clear. But FCC official said impact on pending proceedings—including proposals to break down clear channels (NARBA now

provides substantial protection for clears) and increase power of Class IV stations—would have to be assessed.

Death warrant

FCC's order denying license renewal to three RKO General stations—WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles—was supposed to be out by end of February (BROADCASTING, Jan. 28). Looks as if it won't be out for another week or more. Six attorneys working on it have completed memorandum of 100-plus pages and are now working on opinion, which is FCC's legal defense for its action.

One tricky problem in opinion is setting out timetable for course of action in future proceedings, since there are so many facets to case. What will happen to RKO's other 13 stations, should court uphold FCC's order?

Room for local sale

ABC-TV officials think they'll be setting precedent with compensation plans for upcoming late-night newscast (Monday-Thursday, 11:30-50 NYT): Affiliates will have commercial participation within it. Plan has been used on late-night Iran specials that have been running since mid-November, with affiliates and network sharing commercial positions 50-50, but ABC authorities say they know of no instance where it's been used by any network in regular newscast series. Formula has not been set, they say, but they don't encourage speculation that it will be 50-50 pointing out that regular series will be much more costly than Iran specials.

ABC sources say there's been some affiliate opposition, particularly in central time zone, but that majority of stations are "waiting for the other shoe to drop," as one said, meaning for full details of ABC plans. ABC hopes to provide them in closed-circuit report late this week or early next. March 24 is likely start date.

Settlement

Media Corp. of America, New York, which was at edge of bankruptcy last summer (BROADCASTING, Aug. 6, 1979, et seq.) seems to have resolved its financial problems. Creditors committee has accepted plan for consenting creditors to receive 21% of funds owed to them as of last July 19. Approximately \$3 million will be distributed shortly to creditors, including broadcasting stations, and additional eight cents on dollar will be sent out later over period of time. Media Corp. has stayed in operation throughout.

Business Briefly

TV ONLY

Rug Doctor Nineteen-week campaign for rug steam cleaning device begins March 10 in more than 30 markets including Houston and St. Louis. Spots will be placed in day and fringe times. Agency: Vantage Advertising, San Leandro, Calif. Target: total adults.

Quick Mfg. Campaign for mops begins April 14 and runs through early August in about 50 markets including Houston, Dallas-Fort Worth, Charlotte, N.C., and Columbus, Ohio. Agency: LSF, New York. Target: women, 18-49.

Stouffers Second-quarter campaign for frozen French Bread pizza begins in early March and runs through May in 65 markets. Spots will run in day and fringe times. Agency: Creamer, Inc., Pittsburgh. Target: women, 25-54.

Kal Kan Eight-week campaign for Crave cat food begins this week in 12 markets including Los Angeles. Spots are placed in prime and fringe times. Agency:

D'Arcy-MacManus & Masius, St. Louis. Target: women, 25-54.

Kahn's Meats Eight-week campaign for various meats begins April 7 in more than 50 markets. Spots will run during day, fringe, prime and weekend programming. Agency: Sive & Associates, Cincinnati. Target: women, 25-49.

Ariens Eight-week campaign for outdoor equipment begins March 15 in more than 25 markets including Charlotte, N.C., Atlanta, Minneapolis-St. Paul and New York. Agency: Western International Media Corp., Los Angeles. Target: total men.

Heublein Eight-week campaign for Harvey's Bristol Cream sherry begins March 10 in 18 markets. Spots will run during fringe, prime and news times. Agency: SFM, New York. Target: adults, 25-49.

Chevron Eight-week campaign for

Garden Home Products pesticide begins April 14 in Atlanta and Charlotte and Raleigh, both North Carolina, Memphis, Miami and Jacksonville, Orlando and Tampa, all Florida. Spots will run during news times. Agency: McCann-Erickson, Atlanta. Target: adults, 35 and over.

Citrus Central Six-to-eight-week campaign for Natural Sun orange juice begins March 17 in Dayton, Columbus, Cincinnati, Milwaukee, Buffalo and Rochester, N.Y. Agency: Colarossi/Griswold-Esheleman, New York. Target: women, 18-49.

Estee Candy Seven-week test flight for Hermasetas sugar substitute begins March 10 and runs through May in Birmingham, Ala., and Grand Rapids, Mich. Spots will run during day, prime and fringe times. Agency: RDR Associates, New York. Target: women, 25-54.

3M Six-week campaign for Scotch Guard begins April 7 in Denver and Oklahoma City. Spots will run during prime times. Agency: BBDO, Minneapolis. Target: women, 25-54.

General Mills Six-week campaign for fruit roll-ups begins March 31 in about eight markets including St. Louis. Spots will be placed in day and prime times.

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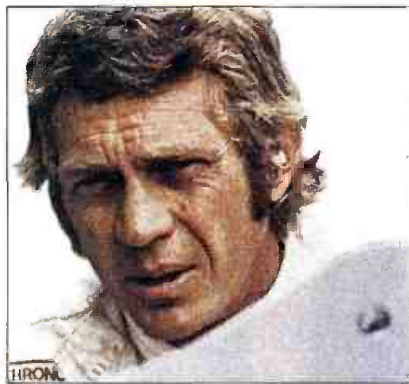
WBIA(AM) Augusta, Ga.: To Savalli/Gates (no previous rep).

WHCU(AM) Ithaca, N.Y.: To Savalli/Gates (no previous rep).

WHON(AM)-WOLK(FM) Richmond, Ind.: To Savalli/Gates from Regional Representatives/Devney.

WLCF(FM) Southport, N.C.: To Savalli/Gates from PW.

KBKW(AM) Aberdeen, Wash.; KXLE(AM) Ellensburg, Wash.; KSEM(AM) Moses Lake, Wash.; KOHI(AM) St. Helens, Ore.: To Savalli/Gates from Market 4.



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Murphey-Phoenix □ Six-week campaign for Murphey's Oil Soap begins March 24 in 17 markets. Spots will run during day, fringe and prime times, plus weekend programming. Agency: John Goulet Advertising, Cleveland. Target: women, 18-49.

Bob Evans □ Six-week campaign for sausages begins March 10 in about 10 markets including Buffalo, N.Y. Spots will run during prime and fringe times. Agency: Marschalk, New York. Target: adults, 18-34.

Pet Inc. □ Five-week campaign for Sego Diet Food begins in second quarter in about 15 markets including Dallas-Fort Worth, Atlanta and Birmingham, Ala. Agency: The Haworth Group, Edina, Minn. Target: women, 25-54.

Citizen Watch □ Four-week campaign for Citizen watches begins April 28 in 15 markets including Washington, Minneapolis-St. Paul and Pittsburgh. Spots are placed during fringe and prime times. Agency: Wells, Rich, Greene, New York. Target: adults, 25-54.

Arco □ Three-week campaign for mini-markets begin March 10 in 25 markets. Spots are placed during fringe times. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-49.

RADIO AND TV

Atlantic-Richfield □ Six-week radio and three-week TV campaigns begin May 12 in 22 markets and June 2 in 16 markets respectively, for service stations. TV spots will run during fringe and prime times. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 18 plus.

AdVantage

Romance push. Harlequin Enterprises, Don Mills, Canada, is launching \$2.3-million advertising campaign today (March 3), exclusively in network television to promote its Harlequin book line of romantic fiction. Campaign will con-



tinue until mid-August on ABC-TV and CBS-TV in prime time, daytime and fringe periods. Three 30-second commercials, created by Compton Advertising, New York, focus on appeal of Harlequin romances to women in Japan, Spain and France. Company spokesman said 1980 network TV budget is twice as much as expenditures for similar effort last year. Commercials were filmed abroad by Bill Fertik & Co. Inc., New York.

Moving in. Phoenix-based Armour & Co., division of Greyhound Corp., enters television arena this month by purchasing full sponsorship of March 17 NBC-TV prime-time special, *Bob Hope in 'The Starmakers.'* Company is looking to full sponsorships of four to six network specials in coming year as effort to create new corporate image under president, Donald J. Shaughnessy. Company is looking for personality or family

oriented specials. Young & Rubicam is agency.

□
A spot without Anita ... Anita Bryant's status as media representative of Florida citrus industry apparently is over. Her contract with Florida Citrus Commission expires in August and agency says no more TV commercials are planned with Bryant. She has represented industry since 1968, but began to lose favor last year after leading campaign against homosexual rights.

□
Lifelike. Endorsing Kenner's new "Live Action Football" game this fall will be Fran Tarkenton, former star quarterback of the Minnesota Vikings. Kenner claims a breakthrough in electronic toys with a dimensional football player in uniform instead of computer blips or dots. Added attractions are realistic sound



effects and a digital score board. Sive & Associates is the ad agency, and David Edwards, senior VP-creative, handled the copy and produced the spot. A September start date is scheduled for the TV network and spot campaigns. Spots will run in at least the top 25 markets.

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Where Things Stand

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□

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 khz to 9 khz to create more radio channels, and U.S. will submit that proposal at Region 2 (western hemisphere) conference beginning March 10, in Buenos Aires (BROADCASTING, Jan. 14), where it must be approved; U.S. cannot move unilaterally.

□

AM stereo. Year and half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last year (BROADCASTING, May 28, 1979), and Chairman Charles Ferris has said FCC will deal with issue in early spring.

□

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

□

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions, in response to Greene's motion. Greene now has to decide on basis of record. There is possibility of another oral argument.

□

Automatic transmission systems. FCC has allowed automatic transmission service for

nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments were filed late last year; majority supported more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□

Broadcasting in Congress. House of Representatives has been on live television feed since last March (BROADCASTING, March 26, 1979), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country.

□

Cable deregulation. FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated-exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7, 1979). National Telecommunications and Information Administration has proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24, 1979). Congressional Research Service, on other hand, has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concluded that only Congress can authorize retransmission consent (BROADCASTING, Dec. 3, 1979). NTIA continues to assert FCC has authority (BROADCASTING, Feb. 4). FCC is aiming for May/June date to release report and order in proceeding.

Carter use of broadcasting. President has held 54 televised press conferences since assuming office, but last July he abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences radio call-in shows and possibly other formats (BROADCASTING, Aug. 27, 1979). He did call-in show on National Public Radio last Oct. 9 (BROADCASTING, Oct. 15, 1979).

□

Closed captioning. ABC, NBC and Public Broadcasting Service announced captioning project for benefit of hearing impaired will begin March 15 (BROADCASTING, Jan. 28). ABC and NBC will caption five hours a week (in prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process (BROADCASTING, Oct. 1, 1979).

□

Communications Act. House Communications Subcommittee has approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill will probably go to full Commerce Committee some time this month, when additional common carrier amendments will likely be introduced. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.) (BROADCASTING, Dec. 24, 1979), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 12, 1979.) Both bills have been redrafted and comments on each have been received. Staffs have been working on compromise language for one bill, and mark-up is expected early this year.

□

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, six have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of four remaining cases, three have asked for reconsideration of FCC's denial of waiver request and one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7).

□

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of programing via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planners hope to have system operational by 1983 and details ready for filing at FCC this

month. FCC meanwhile, has been conducting inquiry on Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present charter. On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee will hold hearings some time this month to determine if legislation in this area is necessary.

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is preparing draft notice. FCC hopes to consider issue this month.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable

systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission voted in February to increase equal-employment requirements of stations, effective April 1, 1980. Stations with five to 10 employees are required to have 50% parity over-all with available workforce, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC also voted to take look at employment practices of three commercial networks, to see if, and how, minorities and women are employed in decision-making jobs. Meeting is scheduled for early this month.

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

doctrine" (BROADCASTING, Dec. 24, 1979).

Federal Trade Commission. FTC concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Entire matter may be dropped, however, if legislation approved by full Senate becomes law (BROADCASTING, Feb. 11). Both House and Senate versions of FTC authorization bill impose tough restrictions on commission, usurping its power in number of areas. Unlike House version, however, Senate version contains no one-house veto provision, which would allow Congress to override FTC actions without presidential approval. House-Senate conferees are expected to meet this month to work out compromise language.

FM quadraphonic. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed later that year (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early last year, and final comments have been received (BROADCASTING, Jan. 15, 1979).

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Commission now has asked Supreme Court to review case (BROADCASTING, Dec. 3, 1979).

License renewal forms. FCC Broadcast Bureau Chief Richard Shibben has plans for rulemaking to study possibility of short-form renewal applications. Form would have less than half-dozen questions, and AM, FM and TV licensees would be required to complete it. Minimum sample of 5%, however, would have to submit longer form or go through field audit. (BROADCASTING, Feb. 18).

Minority ownership. Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association

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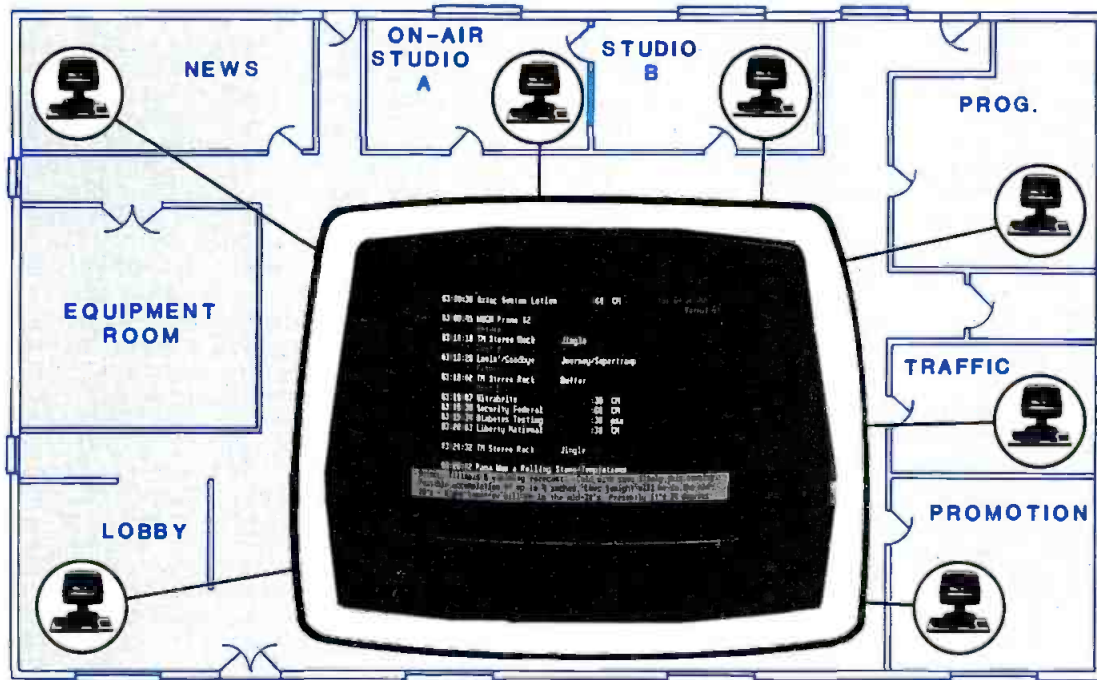
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of Broadcasters has raised about \$10 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979).

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry would be best solution for effective regulation. Staff believes even though commission has jurisdiction to regulate networks, network/affiliate economic relationship is successfully entrenched, and further attempts to regulate it would prove fruitless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multi-point distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies pose "severe" barrier to development of more networks. (BROADCASTING, Feb. 11).

□

Network standings. Prime-time TV ratings averages, Sept. 17, 1979, to Feb. 24: ABC 19.8, CBS 19.4, NBC 17.9.

□

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and

solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments for all, except FM educational assignments, have been received; comment period for FM assignments has been extended indefinitely.

□

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits may now perform routine technical chores at radio stations (BROADCASTING, Jan. 1, 1979). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. FCC will issue further notice of proposed rulemaking next spring, addressing operator license restructuring and continuing examination requirement.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). As industry, pay cable reaches more than 5 million subscribers (BROADCASTING, May 28, 1979).

□

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

□

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments are due March 25.

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979).

□

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

□

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

□

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

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■ indicates new or revised listing

This week

March 2-4—*Ohio Cable Television Association* annual convention, Sheraton-Columbus hotel, Columbus.

March 3—Deadline for entries in competition for *National Broadcast Editorial Association's Award for Excellence*. Information: Susan Veatch, WCBS-TV, 51 West 52d Street, New York 10019.

March 4—*Association of National Advertisers* television workshop, Plaza hotel, New York.

March 4—*Ohio Association of Broadcasters* "Salute to Congress" dinner and White House briefing, Hyatt Regency, Washington.

March 4—*Colorado Broadcasters Association/Denver Advertising Federation* advanced sales seminar, Writers' Manor, Denver.

■ **March 4**—Hearings on H.R. 5430, legislation introduced by Representative Ronald Mottl (D-Ohio) requiring broadcasters to make financial statements available to public.

March 5—*International Radio and Television Society* anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc., Waldorf-Astoria, New York.

March 5—*Association of National Advertisers* media workshop, Plaza hotel, New York.

March 5—*National Association of Broadcasters* workshop on "Dollars and Sense Law—Using Contracts to Solve Business Problems"; Hyatt Regency O'Hare, Chicago.

March 5—*Radio Advertising Bureau* sales success clinic, Pittsburgh Hyatt House, Pittsburgh.

March 6—*Radio Advertising Bureau* sales success clinic, Hyatt Regency Dearborn, Detroit.

March 8—Panel discussion of *American Women in Radio and Television* on "You Can Own Your Own Radio and Television Station"; Summit Hotel, New York, 9:30 a.m. Speakers: Allen B. Shaw, radio consultant, New York; Bruce Houston, media broker, C. L. Richards Co., Falls Church, Va.; Allan Griffith, VP, Bank of New York.

Also in March

March 10—*Washington Association of Broadcasters* annual meeting, Red Lion Inn, Seattle.

March 10-29—Region 2 conference of *International Telecommunications Union* for medium frequency broadcasting, Buenos Aires.

March 11—*Television Bureau of Advertising* regional sales seminar, Seatac Red Lion Inn, Seattle.

■ **March 11**—*National Citizens Committee for Broadcasting/U.S. Office of Consumer Affairs* brown bag lunch on fairness doctrine and equal time laws, Carnegie Building, 1530 P Street, N.W., Washington. Speaker: Bill Monroe, executive producer/moderator, NBC's *Meet the Press*. Information: Paul D'Ari, NCCB, (202) 462-2520.

■ **March 11**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal Awards reception, Rayburn Building, Washington. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101; (717) 233-3511.

March 12—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Frederick Pierce, president, ABC Television, Century Plaza hotel, Los Angeles.

■ **March 12**—Hearings on H.R. 6228, legislation on cross-ownership introduced by Representative Allan Swift (D-Wash.).

March 12—*New York Market Radio Broadcasters Association* "Big Apple" awards for "creative excellence in radio advertising," Sheraton Centre, New York.

■ **March 12-16**—*American Association of Adver-*

tising Agencies Southeast/Southwest councils' joint annual meeting, Frenchman's Reef, St. Thomas.

March 13—*Television Bureau of Advertising* regional sales seminar, St. Francis Drake, San Francisco.

■ **March 13**—*Advertising Hall of Fame* awards luncheon honoring Neil H. McElroy and Atherton W. Hobler, Waldorf-Astoria, New York. Information: Margie Kiessling, American Advertising Federation, (202) 659-1800.

March 14—Deadline for entries in annual *Radio-Television News Directors Association* awards.

March 14-15—11th annual *Country Radio Seminar* on "Answers to the Questions of the 80's," Hyatt Regency, Nashville. Keynote speaker: Paul Harvey, ABC Radio.

March 16—*Public Radio in Mid-America* business meeting, Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

March 16-17—*Kentucky CATV Association* spring convention, Hyatt Regency, Lexington.

March 16-18—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*, Williamsburg, Va.

March 16-20—*National Public Radio* annual conference, Crown Center hotel, Kansas City, Mo.

March 17-18—*Society of Cable Television Engineers* addressable technology seminar and live system demonstration, Holiday Inn, San Jose, Calif.

March 17-19—*Advertising Research Foundation's* 26th annual conference and research exposition, New York Hilton.

March 18—*Radio Advertising Bureau* sales success clinic, Seatac Red Lion Inn, Seattle.

■ **March 18**—*New York Cable Television Association* annual legislative meeting, Empire State Plaza, Albany.

March 19—*Radio Advertising Bureau* sales success clinic, San Francisco Hyatt Regency, San Francisco.

March 19-20—Action for Children's Television eighth national symposium, "Children and Television: The Health Connection," Shoreham Americana hotel, Washington. Speakers include NBC vice chairman Richard Salant, Norman Lear, Michael Kievmann, Surgeon General Julius Richmond, and Secretary of Education Shirley M. Hufstедler. Registration information: Denise Recht, (617) 527-7870.

March 20—*Radio Advertising Bureau* sales success clinic, Travel Lodge, Los Angeles.

March 20-21—*Georgia Cable Television Association* annual meeting, Allanta Sheraton. Information: George Paschell, Cablevision of Augusta, Box 3576, Augusta, Ga. 30904.

March 21-23—*Intercollegiate Broadcasting System* annual convention, Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

March 22-29—Third Annual International Public Television Screening Conference, hosted by *Corporation for Public Broadcasting*, Dupont Plaza hotel, Washington.

March 23-26—Advertising financial management workshop, *Association of National Advertisers*, Sea Pines Plantation, Hilton Head Island, S.C.

March 23-29—International public television screening conference, under auspices of *Rockefeller Foundation and various North American and European broadcasters*, Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

March 24—Conference on Communications Law and Principles of Regulatory reform, sponsored by *Regulated Industries and Communications Law Committees of Federal Bar Association*. Speakers: Henry Geller, assistant secretary of Commerce, National Telecommunications and Information Administration;

Charles D. Ferris, chairman, FCC; Representative Lionel Van Deerlin (D-Calif.), and Charles Brown, chairman, AT&T. Panel on broadcast matters includes Pluria Marshall, National Black Media Coalition; Nina Cornell, Office of Plans and Policy, FCC; Ralph Jennings, Office of Communication, United Church of Christ; Charles Firestone, University of California at Los Angeles; John Lyons, broadcast program manager, NTIA, and Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters. Marriott Key Bridge Motel, Rosslyn, Va.

March 24-25—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

March 25—New deadline for comments on FCC's radio deregulation rulemaking proceeding (Docket 79219). Reply comments due June 25. FCC, Washington.

March 25—*New York State Broadcasters Association* annual membership meeting. Essex House, New York.

■ **March 25-26**—*Oklahoma Cable Television Association* spring meeting. Holiday Inn West, Oklahoma City.

March 26—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker: Kitty Carlisle Hart of N.Y. State Council on the Arts.

March 26—*Radio Advertising Bureau* sales success clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

March 26-28—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by *British Post Office*. Wembley Conference Center, London. North American coordinator: TMAC, 680 Beach St., Suite 428, San Francisco.

March 27—*Radio Advertising Bureau* sales success clinic. Sheraton Airport Inn, Minneapolis.

March 28—*Alabama UPI Broadcast Advisory Board* meeting. Holiday Inn-Airport, Birmingham.

March 29—*Alabama UPI Broadcasters Association* annual convention and awards banquet. Holiday Inn-Airport, Birmingham.

March 31-April 1—*West Virginia Broadcasters Association* spring meeting. Charleston House, Charleston.

March 31-April 1—*Alaska Association of Broadcasters* annual meeting. Anchorage Westward Hilton.

April

April 1—Deadline for entries in competition for Community Service Awards of *National Broadcast Association for Community Affairs*. Information: Tom Roland, WTAR Radio and TV, 720 Boush Street, Norfolk, Va. 23510. (804) 446-2600.

April 2—*Radio Advertising Bureau* sales success clinic. Arlington Park Hilton, Chicago.

April 3—*Radio Advertising Bureau* sales success clinic. The Regency, Denver.

April 4—Deadline for nominations for *American Legion's Fourth Estate Award*. Information: Fourth Estate Award, Public Relations Division, The American Legion, Box 1055, Indianapolis 46206.

■ **April 7-9**—*Arkansas Cable Television Association* annual convention. Camelot Inn, Little Rock.

April 8—*Television Bureau of Advertising* regional sales seminar. Hilton Plaza Inn, Kansas City, Mo.

April 8-12—*Satellite 80*, international satellite con-

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Major Meetings

March 16-20—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

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

April 18-24—*MIP TV* international program market. Cannes, France.

May 4-8—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 12-15—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

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

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

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

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

June 11-15—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York;

June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

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

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

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 16-18, 1981, Hyatt Regency, New Orleans.

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

Jan. 18-21, 1981—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles.

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

March 13-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

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

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ference and exposition. Palais des Expositions, Nice, France.

April 9—*New England Cable Television Association* spring meeting. Sheraton-Wayfarer, Bedford, N.H.

April 9-11—*American Forces Radio and Television Service* world-wide joint workshop. Sportsmans Lodge, Los Angeles.

April 9-12—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial Palace hotel, Las Vegas. Speakers include Don Hewitt, *60 Minutes*; Charles Osgood, CBS News, and Gordon Jump, *WKRP in Cincinnati*.

April 10—Research workshop of *Association of National Advertisers*, Plaza hotel, New York.

April 10—*Television Bureau of Advertising* regional sales seminar, Loew's L'Enfant, Washington.

April 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

April 10-13—*Broadcast Education Association* annual convention. Convention Center, Las Vegas.

■ **April 11-12**—*Maryland-Delaware Cable Television Association* spring meeting. Gateway West, Ocean City, Md.

April 13—*Association of Maximum Service Telecasters* annual membership meeting. Las Vegas Convention Center.

April 13-15—*Illinois-Indiana Cable TV Association* annual convention. Ramada Inn Convention Center, Champaign, Ill.

April 13-16—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

April 15—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

April 15—*Radio Advertising Bureau* sales success clinic. Sheraton Inn International Airport, New Orleans.

■ **April 15-18**—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

Errata

In "For the Record" (Feb. 11, page 122), it was erroneously reported that **Thomas R. Holter**, applicant for new UHF in Lakeland, Fla., has interest in WISM-FM Madison, Wis.

□

In Feb. 18 "In Brief" **obituary on Donald A. Getz**, his son, Lawrence, was incorrectly identified as general sales manager of WEL(AM) New Haven, Conn. He is vice president and general manager.

■ **April 16-20**—*International Television Association* 12th annual conference. Aladdin hotel, Las Vegas.

April 17—*Radio Advertising Bureau* sales success clinic. Le Baron hotel, Dallas.

April 18-20—*Carolinas UPI Broadcasters* annual meeting. Ramada Inn, Wrightsville Beach, N.C. Information: Bill Adler (704) 334-4691.

April 18-24—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020: (212) 489-1360.

■ **April 19**—*Radio-Television News Directors* region 1 workshop. Ridpath hotel, Spokane, Wash. Information: Dean Mell, KHQ(AM) Spokane.

April 20-24—*American Institute of Aeronautics and Astronautics* eighth Communications Satellite Systems conference. Orlando Hyatt House, Orlando, Fla.

April 22—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Speaker: Elton H. Rule, president, ABC Inc.

April 22—*Radio Advertising Bureau* sales success clinic. Sheraton Tara, Boston.

April 23—*Radio Advertising Bureau* sales success clinic. White Plains hotel, New York.

April 23-25—*Indiana Broadcasters Association* spring conference. Marriott Inn, Clarksville.

April 24—*Radio Advertising Bureau* sales success clinic. Baltimore Hilton, Baltimore.

April 25-26—*Oklahoma Associated Press Broadcasters* annual convention. Holidome, Oklahoma City.

April 25-27—*Indiana Associated Press Broadcasters* annual convention, FOI workshop and awards ceremonies. Essex hotel, Indianapolis.

April 25-30—*Pennsylvania Association of Broadcasters* spring convention. Cancun Caribe hotel, Cancun, Mexico.

April 26—Third annual Great Lakes Radio Conference. Central Michigan University, Mount Pleasant, Mich. Information: Alpha Epsilon Rho, 340 Moore Hall, CMU, Mount Pleasant, Mich. 48859; (517) 774-3851.

April 28-29—*Society of Cable Television Engineers* meeting and workshop. Sheraton Inn, Memphis.

April 30—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

May

May 2—1980 Midwest Acoustics Conference on microphone techniques for recording and broadcasting sponsored by *Audio Engineering Society, Chicago Chapter of Acoustical Society of America, Chicago Section of Institute of Electrical and Electronics Engineers, Chicago Acoustical and Audio Group and IIT Research Institute*. Hermann Hall, Illinois Institute of Technology, Chicago.

May 2-3—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

May 2-4—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

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Open Mike®

Is this really necessary?

EDITOR: In a few days, the U.S. government will meet in Buenos Aires to convince South Americans to convert to 9 khz AM spacing. They will claim "bad interference" if we don't switch, claims based on theoretical projections that don't seem to fit reality.

Note that Europe has been on 9 khz spacing through three sunspot minima already, and there is no record of interference occurring in the Northeast due to European signals. It's equally improbable that harmful interference will occur in South America due to African interference, noting Africa went to 9 khz spacing at a 1966 Geneva conference and for the past decade no interference to general listeners is reported except for one or two freak occurrences.

In the absence of a pressing need of their own, is this vague threat of interference by itself enough to convince other Region 2 governments to make a change that many North American broadcasters don't want?

It's ironic that no attention is paid to the real threat to good reception quality on AM—poorly designed TV receivers that radiate sweep oscillator harmonics, and noisy electrical machinery. This accounts for practically all the noise pollution on the AM band. This is the real technical threat to wider-bandwidth AM radio's attempt to catch FM, and to AM stereo, and I question whether the newer detectors for AM stereo can handle this noise problem.—*Robert Foxworth, New York.*

Thurston backer

EDITOR: I can well understand Phil Lombardo's recent ringing caution in your pages to the National Association of Broadcasters elders against bestowing the Distinguished Service Award on one of their own ["Open Mike," Feb. 11]. But in choosing Don Thurston, it seems to me, the selection committee went this year for a real worker, instead of a legend.

The DSA award is probably poor compensation for all the miles he has logged on our behalf and for all the hotel rooms and times away from his wife and family.—*William O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.*

Quello correspondence

EDITOR: The letter in your Feb. 18 issue from Joseph Aguayo was interesting. Aguayo either neglected to mention or you deleted the fact that he has been actively attempting to replace FCC Commissioner James D. Quello with himself.

Together with the other Hispanic

stockholders of this corporation, I ask the following questions:

1. What are the qualifications for the position that applicants such as Aguayo possess in comparison to Quello's?

2. To what extent do applicants like Aguayo have knowledge of commercial broadcasting, practical as well as formal, in comparison to Quello?

The thought that this administration might appoint a commissioner to a regulatory agency as strict as the FCC without concern for basic qualifications is absolutely frightening.—*Nelson G. Lavergne, chairman, WADO(AM) New York.*

Editor's note. Aguayo, assistant to the president of Children's Television Workshop, omitted mention of his candidacy in his letter, which advocated the appointment of a Hispanic-American to succeed Quello.

Survival of the fittest

EDITOR: Having read the replies ("Open Mike," Feb. 18) to the letter from Louis Seltzer of WCOJ(AM) Coatesville, Pa., I feel a summary is needed, as I understand the points of view.

Seltzer dislikes the addition of stations to his coverage area. He is, understandably, protecting his interests. When market saturation occurs, stations would fall silent if income and capital appreciation were not capable of sustaining operations. Even at that point, the stations that survive will be those that the public chooses to listen to. Preventing competition is not the way to best serve the public; rather, weeding out the less desirable formats and operations, and stations themselves if need be.

Seltzer should not bemoan competition. He, if anyone, should recognize its merits. After all, he is rapidly expanding his cable TV operation, adding significant competition to the television stations. Or is good for the goose not good for the gander?—*David H. Solinske, broadcast engineer, Chicago.*

The world loves a clown

EDITOR: Your report of Willard Scott's new assignment with NBC (BROADCASTING, Feb. 25) recalled fond memories of Willard in the early 60's when he became the original Ronald McDonald for the local McDonald's franchise. Ronald was conceived by Barry Klein in the production department of what was Kal, Ehrlich & Merrick Advertising, in association with me. Thanks to Willard's deep commitment to developing the character, our Ronald captured the hearts of children, and the rest is marketing history.—*Ralph E. Becker, president, Ziff-Davis Broadcasting Co., New York.*

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Monday Memo®

A broadcast advertising commentary from Richard A. Goldstein, president, Katz American Television, New York

Marketing a medium: a rep's design on the broadcast future

Advertising industry projections suggest that both radio and television will command larger shares of advertising budgets in the 1980's. But these rosy projections could be premature. In making these projections, the experts try to take into account the unknowns our business will encounter in the next decade as new communication technology begins to take hold. But can the forecasters really know?

Consider the torrent of technology pouring into the broadcast industry: satellites, cable systems, fiber optics, big-screen TV, videotape recorders, video-disks, two-way communication systems. Incredible.

But what is more incredible is that it's here now and no longer just in the imagination of the author of a Buck Rogers cartoon.

By 1985 it is expected that 35% of all U.S. homes will be wired. At that level of penetration, cable television can reach more than 75 million people. *Life* magazine was considered in its heyday one of the most potent mass media ever conceived—yet its circulation reached only 12 million readers.

As if 36 channels on a cable system aren't enough to distract people from the sights and sounds of traditional broadcasting stations, they will also devote time in the future to using computer devices that hook up to a TV set to help in preparing tax returns, keeping grocery accounts, or playing a game of chess. More immediately—in fact, this coming year—some viewers and listeners will decide to invest in DiscoVision, which promises entertainment and education through videodisk libraries that may rival home record collections. And right now, in Columbus, Ohio, folks will be busy voicing their opinions via Qube, the two-way cable system with which Warner Communications hopes to chip away at the public's interest in traditional radio and TV programs.

If this much technical wizardry is not enough, the specialists in future shock are ready with a grand finale. They are conjuring up images of direct-to-home satellites in the sky, spinning dreams of an unlimited-channel future, with every person his own programmer.

What we have known as traditional broadcasting patterns may be relegated to the dinosaur room at the Smithsonian Institution.

Change, yes. More and tougher competition? Absolutely. But no reason to panic.

First, all broadcasters know how to util-



Richard A. Goldstein is president, Katz American Television. He went to Katz in 1970 from a position as senior media buyer with Ogilvy & Mather. In 1974 he was appointed a team sales manager. Later that year he was named a vice president of Katz Television. When Katz Television inaugurated its regional sales management system in 1975, Goldstein was named regional sales vice president-East. And when Katz originated its American and Continental sales divisions, Goldstein became vice president for sales and general manager of Katz American Television. He was elected a vice president of The Katz Agency Inc. in 1977. In 1978, he was named senior vice president, sales, for Katz Television. He was named president of the American Division of 1979.

ize technology and will find ways to turn these new developments to their advantage. In the marketplace, stations—with their reps—will compete ferociously to increase share dollars. How we compete will determine the measure of our success.

The competition will prove healthy for our industry. It will demand more and better sales people, and it will place a particular burden on those of us in the representative business to develop new and sophisticated sales systems.

The second step was to give our staff the technology to use modern marketing concepts in selling local audiences to national and regional advertisers.

And the final progression was to make this marketing approach available to the stations we represent.

Here is a key advantage to broadcasters

of a strong, healthy rep system: The ability to have sales partners who are prepared to invest heavily in the marketing tools their clients need to compete in an ever more sophisticated marketplace—at both the national and local levels.

In practical terms this means, for instance, customizing audience data by geographic targets for fast-food advertisers, auto dealer associations and agricultural marketers. It means customizing demographic data for the merchandising manager in the shoe department of a discount store who wants to reach a target audience dictated by the manufacturer's fashion requirements.

It means combining geographic and demographic data for the retailer who wants to run a power tool promotion in a five county area, aimed at men from ages 24 to 38. It means capsulizing listener or viewer information into zip code definitions so the "upscale" advertisers, such as brokerage houses or Mercedes Benz dealers, can evaluate audience in relation to zip codes that rank highest in median family income. It means showing advertisers of all types how various media interact and providing them with plans to achieve the maximum affordable reach and frequency for their advertising investment.

At the national level, reps are expanding selling systems from the traditional national sales approach that centered on vying for shares of markets budgets. Of course, we dig in for share of budget at the buyer level, but we also are interested in pre-selling at the media planner and account executive levels within agencies and working directly with clients.

Perhaps the greatest innovation we will see in national broadcast sales in the 1980's will be increased involvement at the advertiser level. Computerized marketing systems are a real aid to advertisers in matching their marketing objectives to media decisions.

We have to relate media factors such as demography, geography, reach and frequency to a marketer's brand positioning and target customer profiles which are not strictly limited to broadcast media.

The fact is that a number of broadcast stations, groups, and representatives are moving in this direction. It is the direction I believe broadcasters must move toward to be prepared for the heightened competition new technology will surely bring to media business in the 1980's.

The outlook for the rep business is excellent if we accept the fact of increased competition in the years ahead. It can be the prod that assures continued strong growth for radio and television advertising—as long as we maintain leadership in marketing, not just selling our product, the audience.

TOP OF THE WEEK

ABC gets the gold

Olympic coverage powers network to February sweeps win, giving it momentum for remaining weeks of the season; CBS wins nights when there were no games, despite strong numbers for NBC last week

As most of the broadcasting world expected, ABC-TV skated to a relatively effortless victory in the February Arbitron and A.C. Nielsen ratings sweeps concluding last week. The network's coverage of the winter Olympics in Lake Placid, N.Y., carried it well in front of its prime-time competition and provided a powerful lead for the end-of-the-season race in March and April.

ABC's performance outside the Olympics was considerably less spectacular, but its solid win for the month put it four-tenths of a rating point ahead of second-place CBS-TV and two points ahead of third-running NBC-TV in the 23-week season-to-date race.

For the Arbitron sweeps period (Jan. 30-Feb. 26), ABC averaged 21.6, CBS 19.3 and NBC 19.0. For the Nielsen sweeps (Jan. 31-Feb. 27), ABC averaged 21.5, CBS 15.4 and NBC 18.9.

As one exuberant ABC spokesperson put it last week: "Obviously, we're pleased we creamed them."

According to consultant Michael Dann, formerly head of programing for CBS, the ABC victory—helped especially by the performance of the U.S. Olympic hockey team, has put that network in a commanding position that in all likelihood will result in a victory for the season. Citing April 20 as the conclusion of the season, Dann said that the less-than-half-point lead will "most probably mean a win for the year" for ABC.

"I never thought it would take the American hockey team to make my prediction come true," he said. "It made an honest man out of me." (Dann was referring to his oft-quoted prediction of last summer that ABC would win the season—which looked to be in considerable doubt earlier this year when CBS tied and then passed ABC.)

ABC's victory was due in large part to the concluding week of the Olympics when it combined with a special-studded NBC schedule to smother CBS by almost eight ratings points. It was the worst beating CBS has received all season.

During the 13 days of Olympics

coverage (Feb. 12-24), ABC devoted 34 3/4 hours of prime time, over 80% of its schedule, to the games. For that period, it averaged a 23.3 rating—versus NBC's 19.4 and CBS's 17.7. There were 15 days during the Arbitron sweeps in which no Olympics coverage appeared. During that time, CBS led with a 20.7 rating—to ABC's 20.1 and NBC's 18.7.

According to William Rubens, NBC's vice-president for research, "I would describe the effects of the winter Olympics as fleeting." It is unlikely, he said, that local stations will experience any sales increase as a result of the unusual February results. Local CBS and NBC affiliates especially, he noted, will probably break out the Olympics when showing the February numbers to advertisers.

Rubens also noted that the Olympics failed to increase ABC's audience when compared to last February. According to Rubens, ABC was still 6% below its 23.0 rating in the February 1979 sweeps. Conversely, NBC was up 9% and CBS up 2%. Breaking out the Olympics, Rubens noted, ABC was 12% below its performance a year earlier.

In defending its February record, ABC noted that the Lake Placid games logged

an 11% rating increase over the 1976 games from Innsbruck, Austria, and a 22% increase in households.

ABC estimated that its prime-time Olympics coverage averaged 18,080,000 households per minute for an average audience of approximately 38 million. The network also estimated that 170 million persons watched some or all of the 13 days of coverage.

Its telecast of Saturday, Feb. 23, achieved the highest homes delivery per average minute (22,050,000) of any winter or summer Olympics ever telecast and had the highest rating of any winter games airing ever. (That night's program included the final competition for the women's figure skating championship and came the night after the American hockey team defeated the Soviet Union's. The next morning, the American team defeated the Finnish team for the gold medal.)

According to Dann, the American team became the star of the Lake Placid games with its defeat of the Soviets, and ABC profited from "a wave of nationalism" that swept the nation that final weekend of the games.

Other than the games, however, ABC



Ear to the ground. Wilson C. Wearn, the president of Multimedia Inc., was given the top honor of the Southern Baptists Radio and Television Commission in Fort Worth last Thursday. (Wearn [c] is pictured here with Vincent T. Wasilewski [l], president of the National Association of Broadcasters, in whose honor the award is named, and Jimmy R. Allen, president of the radio-TV commission.) Accepting it, he cited signs of hope:

"I sense a subterranean rumbling of discontent with government interference in our lives. There are signs that people have more government than they want or are willing to pay for. When you hear congressmen attack government on the floor of Congress you have the feeling that perhaps a message may be seeping through. I hope so."

Wearn—who coupled his remarks with a stout defense of the NAB's code mechanisms—went on to say that: "Because I believe that the more government makes the decisions for us, the more our independence becomes dependence. The more things government does for us the less we do for ourselves—and for others. The more that government regulation expands, the more self-regulation and self-reliance shrink. I believe independence, service and self-reliance are American qualities worth preserving and fighting for."

showed some areas of enhanced power—especially on Sunday night. Its new series *Tenspeed and Brown Shoe* continued offering formidable opposition to CBS's traditionally powerful block of comedies. *Tenspeed* (9 p.m. NYT) aired twice during the month, reaching 24.9/35 share on Feb. 3 and 25.4/35 Feb. 10 and holding even with its principal foe, CBS's *Archie Bunker's Place*.

ABC's two-part airing of "The Deep," Feb. 10 and 11 also proved competitive. Part one's Sunday presentation averaged 24.6/36—winning the 9-11 period—and the Monday show averaged 23.9/37—beating all of its competition except CBS's *M*A*S*H*.

As the month drew to a close, CBS's \$6-million miniseries, *Scruples*, appeared destined to win the concluding nights for that network. Part one on Monday, Feb. 25 averaged a 23.6 rating, and the Tuesday show averaged 25.4. Wednesday night's Grammy awards averaged 23.9. The final chapter of the three-part miniseries did not air until Thursday and was not counted in the February numbers for either ratings service.

Against regular programing, CBS continued to dominate Friday nights with its *Incredible Hulk-Dukes of Hazzard-Dallas* line-up and managed to remain virtually

even with ABC against the Olympics. Twice during the Olympics, however, CBS lost Sunday night. Monday nights also generally held for the network.

CBS did log notable programing failures with movies and specials, however. "The Exorcist" (Feb. 12 and 13) lost to regularly scheduled ABC situation comedies on Tuesday (Feb. 12) and nosed by the Olympics preview program that night by half a point. Part two of the movie the next night did worse. Its Wednesday (Jan. 30) "Marathon" did a 15.6/24, Feb. 5's "Because We Care" a 15.5/23 and Feb. 9's "Hard Hat and Legs" a 15.6/26. All three lost to regular ABC programing.

Robert A. Daly, president of CBS Entertainment, admitted last week that "The Exorcist" showing turned out to be a "major surprise and disappointment" to his network. "We thought it would clearly average a 40-share or above," he said. Last week, Daly was still uncertain why the film failed and vowed to pore over the national ratings books when they become available to find out where the film did poorly.

In the last full week of the season, two Tuesday (Feb. 19) specials were swamped in the ABC-NBC tidal rush—*Liza and Goldie Together* (10.8/15) and *Ladies and Gentlemen—Bob Neuhart* (9.9/15). The network also showed two news specials

on Wednesday nights, and one of them, *The Trouble with Women* (Feb. 20), had the distinction of being the least watched prime-time show of the month (7.8/12).

NBC demonstrated considerable if sporadic strength across the month. The network did well with a number of movies and specials, but the brightest spot on its schedule was, perhaps, its Wednesday 8-9 series, *Real People*, which twice during the month achieved a 40 share or better. The program now appears to have solidified its position in the network's schedule and to have taken its place along with *Little House on the Prairie*, *CHiPS* and *Diff'rent Strokes* as a stalwart of NBC's series-weak line-up.

People beat out ABC's *Eight is Enough* twice during their traditional head-to-head competition (both leaving CBS in the lurch), but the NBC show also showed its muscles Feb. 20 when ABC ran *Charlie's Angels* an hour early as its lead-in to that night's Olympic coverage. *People* swamped the angels 27.5/42 to 21.2/32.

And even the much-maligned *Hello, Larry* (Wednesday, 9:30-10) demonstrated that it, too, may be able to hold its own against ABC's strong Wednesday night schedule and CBS's movies. On Wednesday, Jan. 30, the opening night of the Arbitron sweeps, *Larry* got its highest

InBrief

President Carter and his chief rival for Democratic presidential nomination plan **heavy spending on media in next several weeks**. Carter-Mondale committee in New York said it plans "very sophisticated" media advertising campaign between now and state's presidential primary on March 25. Noel McCleary, state campaign manager, said total cost for all advertising would exceed \$1 million. Kennedy campaign, short of funds, will cut its payroll in half but plans to spend some \$270,000 for network time. Stephen Smith, Kennedy campaign manager, told news conference in Washington on Friday that Kennedy has asked each network for half hour over course of next several weeks to deliver major addresses on his candidacy and "what it stands for." (Smith said each broadcast would cost about \$90,000.) Meanwhile, Smith has **asked FCC to order three networks to afford Kennedy equal time** to respond to President Carter's Feb. 13 news conference attacks on him. Smith said Carter devoted more than five minutes of that news conference to attacking Kennedy. Networks earlier rejected Kennedy campaign's request for equal time, contending that news conference was bona fide news event and therefore exempt from equal opportunities law (BROADCASTING, Feb. 18). Commission is expected to agree.

Taking advantage of 1977 by-law allowing chairman to serve two terms, **Douglas Ditrack**, president of Douglas Communications, was **re-elected chairman of National Cable Television Association** in Sarasota, Fla., last week at first of four annual board meetings. Elected vice chairman—and, by tradition, likely successor to Ditrack—was **Allen Gilliland**, president of Gill Cable Inc., San Jose, Calif. Elected treasurer was John Saemans, president and chief executive officer of Daniels & Associates, and secretary was Jerry Lindauer, senior vice president, new market development, T-M Communications. Proposed budget, **totalling nearly \$2.5 million, 25% increase** over current budget, was approved by board after three hours of discussion, but without significant amendment. Included: \$5,000 grant for Walter Kaitz Foundation, created to instruct citizens on legislative process and how it affects communications industry; allocation for consulting contract with public relations firm, Marston-Rothenberg Public Affairs Inc., and funds for hiring three new staffers, one each for public affairs, research and

engineering departments. Senator Ernest Hollings (D-S.C.) addressed meeting and Brenda Fox, new general counsel (see story, page 26), met board.

Turner Broadcasting, entity behind Cable News Network, incipient 24-hour news service for cable systems, has **filed suit against RCA Americom** in U.S. district court in Atlanta, claiming it has contract with RCA assuring it of **two transponders on Satcom I**. Turner was dismayed by RCA's announcement two weeks ago that moved CNN and all other cable programers displaced by loss of Satcom III over to Comstar II, satellite that can't be reached by most cable systems.

FCC last week rejected petitions opposing tariff revision filed by **Western Union, allowing new dedicated transponder service to go into effect** today (March 3). Nine broadcasters and cable programers tentatively signed contracts for new transponder service (BROADCASTING, Feb. 4). Petitions were filed by number of Westar customers—including three major television networks—who wanted new service, but not across-board rate hike also included in tariff revision. Although all provisions of revisions will go into effect, certain charges, which FCC feels might be excessive, will be included in FCC's ongoing investigation into Western Union's original tariff. (According to FCC staffer, that investigation is being held in abeyance until rulemaking on competition among common carriers is complete.)

In hope that at least some will be accepted, CBS News and NBC News—and presumably ABC News—have numerous correspondents **seeking clearance to return to Iran** since Iran's ruling Revolutionary Council said it will **readmit U.S. reporters if they are cleared as fair by Iranian diplomats in their countries**. CBS and NBC news sources confirmed that approach; ABC News said only that it would be ready if and when American reporters are readmitted. None had been admitted late last week, and one NBC news crew and newspaper reporter were said to have been turned back when they attempted to enter on strength of United Nations press cards.

National Association of Spanish Broadcasters last week disclosed **extent of effort on part of Hispanic-American community to persuade President Carter to nominate Hispanic to FCC seat now held by James H. Quello**. His term expires June 30, but he is seeking reap-

rating of the month with 20.6/31 against "Marathon" on CBS and *Charlie's Angels* on ABC. Its worst showing of the month, Feb. 13, was 18.2/28 against ABC's Olympics and CBS's "The Exorcist," part two.

By far, NBC's best week of the month was the last when it combined with ABC to obliterate CBS.

Other high points of the NBC month were a two-hour *Little House* Feb. 4 (28.9/40) and *Disney's Wonderful World* two-hour "Escape to Witch Mountain" Feb. 17 (22.5/34).

On the downside, however, NBC logged some less than impressive numbers for some special programs. Feb. 2's "Damien—Omen II" film (18.5/28) lost out to regular series competition on ABC; the Feb. 8 *Lucy Moves to NBC* (16.7/26) fell victim to CBS's strong Friday line-up, and "The Swarm" Tuesday, Feb. 12 (16.1/24), couldn't take off against CBS's "The Exorcist" and regular series and the opening ceremonies of the Olympics on ABC.

For the record, ABC won 16 of the 28 nights of the Arbitron sweeps, CBS eight and NBC four. In Nielsen, the score was, respectively, 16, 8 and 4.

In tables at right: the top series programming and special programming during the February sweeps.

Top Series

| Rank | | Rating | Share |
|------|---|--------|-------|
| 1. | Little House (N) | 27.3 | 38 |
| 2. | Three's Company (A) Dallas (C) | 27.0 | 39 |
| 4. | Dukes of Hazzard (C) | 26.6 | 41 |
| 5. | 60 Minutes (C) | 25.9 | 39 |
| 6. | Real People (N) | 25.3 | 38 |
| 7. | Tenspeed/Brown Shoe (A) M*A*S*H (C) | 25.2 | 35 |
| 9. | Big Event (N) | 24.9 | 37 |
| 10. | Fantasy Island (A) Happy Days (A) | 24.2 | 37 |
| 12. | Monday Night Movies (N) | 23.8 | 36 |
| 13. | Eight is Enough (A) | 23.7 | 36 |
| 14. | Love Boat (A) | 23.5 | 37 |
| 15. | Barney Miller (A) Alice (C) CHiPs (N) | 23.1 | 33 |
| 18. | Goodtime Girls (A) | 23.0 | 34 |
| 19. | Archie Bunker's Place (C) | 22.9 | 33 |
| 20. | Diff'rent Strokes (N) | 22.7 | 34 |
| 21. | Sunday Night Movie (A) | 22.6 | 34 |
| 22. | Taxi (A) Jeffersons (C) | 22.2 | 32 |

Top Specials

| Rank | | Rating | Share |
|------|---|--------|-------|
| 1. | Olympics-Sat. 8 p.m. (A) | 28.9 | 47 |
| 2. | Olympics-Thu 8 p.m. (A) | 27.4 | 42 |
| 3. | Olympics-Sat 9 p.m. (A) | 26.1 | 42 |
| 4. | Olympics-Wed 9 p.m. (A) | 25.9 | 40 |
| 5. | Scrupes, Part 2 (C) | 25.4 | 40 |
| 6. | Olympics-Tue 8 p.m. (A) | 24.4 | 36 |
| 7. | Olympics-Fri 8:30 p.m. (A) Grammy Awards (C) | 23.9 | 37 |
| 9. | Scrupes, Part 1 (C) | 23.6 | 34 |
| 10. | Olympics-Fri 8 p.m. (A) | 23.2 | 36 |
| 11. | Olympics-Wed. 9:30 p.m. (A) | 22.7 | 36 |
| 12. | Good Skate-C. Brown (C) | 22.1 | 31 |
| 13. | Olympics-Mon 9 p.m. (A) | 21.4 | 32 |
| 14. | Olympics-Sun 7 p.m. (A) | 21.3 | 32 |
| 15. | Olympics-Thu 8:30 p.m. (A) Exorcist (C) | 21.0 | 33 |
| 17. | Olympics Preview (A) | 20.5 | 31 |
| 18. | All Star Family Feud (A) | 19.8 | 28 |
| 19. | Boy Who Drank Too Much | 19.7 | 31 |
| 20. | Bob Hope USO (N) Ice Follies Highlights (N) | 18.9 | 27 |
| 22. | Galactica 1980 Pt 2 (A) | 18.4 | 22 |
| 23. | Galactica 1980 Pt 3 (A) | 17.9 | 27 |
| 24. | Pink Panther Olympinks (A) | 17.7 | 30 |

pointment. NASB released packet of copies of letters it and nine other such groups sent to President urging Hispanic appointment. Groups are Congressional Hispanic Caucus, Mexican American Legal Defense and Educational Fund, League of United Latin American Citizens, Hispanic American Democrats, Radio Broadcasters Association of Puerto Rico, Puerto Rican Institute for Media Advocacy, United States Hispanic Chamber of Commerce, Hispanic Employes Council (Foreign Affairs Agencies) and Federacion Nacional de Asociaciones de Comerciantes Hispanos Inc. Another letter in packet urging appointment of Hispanic was signed by Corporation for Public Broadcasting's Ivette A. Torres, coordinator for minority affairs.

□

Public Broadcasting Service recorded what it said was first in U.S. broadcast history last week in **televising event live in two languages**. Event was Republican candidates debate broadcast from Columbia, S.C., on Thursday, from 9 to 10:30 p.m. PBS offered program in both live English version and simultaneous Spanish-language translation. Two-language broadcast was **achieved through PBS's DATE** (Digital Audio for Television system), which permits distribution to television stations of programs with up to four channels of high quality television sound. PBS affiliates could broadcast program live in either Spanish or English, making other language version available simultaneously over cooperating FM in community, or they could broadcast in one language while recording other audio version for use in television rebroadcast. Video and both audio versions were distributed to stations by public television's satellite interconnection, Western Union's Westar I.

□

Ten of 11 broadcasters in "Stock Index" (page 87) were losers in week ended Feb. 27, with **networks leading rout**. ABC went from \$33.875 to \$30.50 last Wednesday following announcement of earnings drop that took Wall Street by surprise (see page 40). Investor fear of possible **"profitless prosperity" due to industry's cost escalation** is cited as reason for general decline. Still, by week's end networks gained on bargain basement prices, CBS reaching \$47.25 by mid-afternoon Friday.

□

Energy Action, Washington, and Citizen-Labor Energy Coalition, New York, two consumer groups, have mailed letters to 30 TV stations that carried **'Edward and Mrs. Simpson'** syndicated miniseries demand-

ing equal time for what they said were **"overtly political" advertisements** telecast within program for Mobil Oil Corp. (BROADCASTING, Jan. 28). Series was carried by 50 stations but spokesman for Energy Action said group did not have full list at time letters were mailed. Group plans to be in touch with remaining outlets. Mobil spokesman said Energy Action is "trying to intimidate television stations" and said organization "seems less interested in gaining access themselves than in frustrating access of others."

□

Thomas M. Girocco, president and general manager of Time Inc.'s WOTV(TV) Grand Rapids, Mich., named senior VP, television distribution, Time-Life Films Inc., New York, effective April 1, replacing **William E. Miller**, who continues as senior VP and assumes new duties in new program distribution opportunities area, reporting to Austin O. Furst Jr., president of film company. **E. Thayer Bigelow**, VP and general manager of Time-Life Satellite Network, named to new post of senior VP, finance and corporate development, Time-Life Films.

□



Harold L. Neal Jr., 55, president of ABC Radio for seven years until resignation year ago (BROADCASTING, March 19, 1979), died Thursday at home in Darien, Conn. Death was attributed to heart attack. Before taking over as head of ABC Radio, Neal was president of ABC-owned radio station group for nine years of 35-year ABC career that started at WXYZ(AM) Detroit as staff announcer and narrator for such network programs as *Lone Ranger*, *Green Hornet* and *Sergeant Preston*. Survivors include his wife, Shirley, and three children.

□

FCC has appointed its first black office chief, **Terry Michael Banks**, to become new head of Office of Opinions and Review. Banks, 32 years old, currently works in General Counsel's Office as associate general counsel. He joined FCC in March 1979, after leaving Equal Employment Opportunity Commission where he served as director of Office of Systemic Programs. Immediately before that, he served as executive assistant to EEOC Chairman Eleanor Holmes Norton. Banks succeeds David Warren, who is retiring after 36 years with FCC. Also, **Jim C. McKinney** will succeed Phyll Horne, who has retired, as chief of Field Operations Bureau. McKinney is presently deputy chief.

NAB chiefs decide on Schanzer as new top lobbyist

Executive committee settles on NBC man to replace Zeifang; Elson reportedly resigns

Personnel matters dominated the agenda at last week's monthly meeting of the National Association of Broadcasters' executive committee. The day-and-a-half meeting ended with NAB's top government affairs spot—vacated by Donald Zeifang—being filled by Ken Schanzer, an NBC lobbyist.

Zeifang left the spot in January to head a communications branch in the Washington office of a Cleveland law firm, Baker & Hostetler. NAB's president, Vincent Wasilewski, and general manager, John Summers, have been carrying the lobbying torch since Zeifang's departure. Word had it that the NAB wanted someone who could run the government affairs office with a strong administrative arm, as well as carry out aggressive Hill activities.

Roy Elson, currently the number-two man in the government relations department, was passed over—although not because of his lobbying abilities, which are highly regarded at the NAB and on Capitol Hill. Elson has his own style and reportedly wanted to be able to do the job his way—which didn't match what the association felt was needed.

Both the executive committee and the joint boards feel a close working relationship should exist between them and NAB's staff.

Bob King, chairman of the television board, from Capital Cities Communications in Philadelphia, said he is especially impressed with Schanzer because "of his commitment to administrative and management organization, and the understanding that there are two jobs in Washington—the big job of knowing Washington and being sure that members of NAB know what's going on here."

Summers said: "There is basically the feeling that he has the attributes that we are interested in and the board is interested in—he's aggressive, he's schooled in the political arena, and he's fair."

Elson reportedly has stated his intentions of leaving the NAB, although there is the possibility of the NAB contracting for his services as a consultant.

The executive committee will soon have to grapple with filling the position being vacated by Brenda Fox—the assistant general counsel who is leaving to become general counsel of the National Cable Television Association. It's expected that the NAB will look for a woman, and one with FTC experience, as Fox had before joining the NAB.

In other committee actions:

- The NAB has decided to send a list of questions on communications issues to all



Schanzer



Fox

the presidential candidates. Subjects covered will be radio deregulation, equal time rules, and direct-to-home broadcasting.

- It decided that Donald Thurston, former joint board chairman, and president of Berkshire Broadcasting Co., North Adams, Mass., will accompany George Bartlett, NAB's vice president for engineering, to the Region 2 conference on AM broadcasting in Buenos Aires this month. NAB has said it would like complete engineering data before a position on 9 khz spacing, a Region 2 agenda item, is taken. It has sent a letter to the 22 Latin American countries participating in the conference stating this position.

- Two new committees will be named: "How to Communicate with Your Association Better" and a committee on new video technology.

- There was also some discussion on implementation of the Futures Committee report, which was presented to the board for approval at the January meeting in Palm Springs, Calif. The report advocated a realigning of NAB's internal structure, so that there would be clear management roles instituted. Some members of the committee felt that once the report was approved, it would be implemented, and expressed disappointment that the actual staff appointments still have not been effected.

Schanzer: young old hand signs back on with the NAB

The National Association of Broadcasters has a new top lobbyist: Kenneth D. Schanzer, currently director of government relations for NBC.

Schanzer will fill the slot vacated by Donald Zeifang, who left the NAB in January to head the communications branch in the Washington office of a Cleveland law firm, Baker & Hostetler.

Schanzer, a 34-year-old Columbia Law School graduate, worked for the NAB as a

legislative counsel between 1973 and 1975. He then left to manage Senator H. John Heinz's (R-Pa.) 1976 election campaign. He joined NBC following the election.

Schanzer says he's close friends with Zeifang, but says that they have different backgrounds and he will do things differently at NAB. "I'll maintain a low profile my first few months," Schanzer said. "I don't intend to do a great deal of speaking engagements in the beginning, except to NAB members to see what they want from their government affairs office. I will then integrate that with what I think ought to be done."

NAB President Vincent Wasilewski said Schanzer is "an aggressive, highly articulate advocate, well versed in communications matters."

Schanzer will start at the NAB on March 17, at a reported salary of \$70,000.

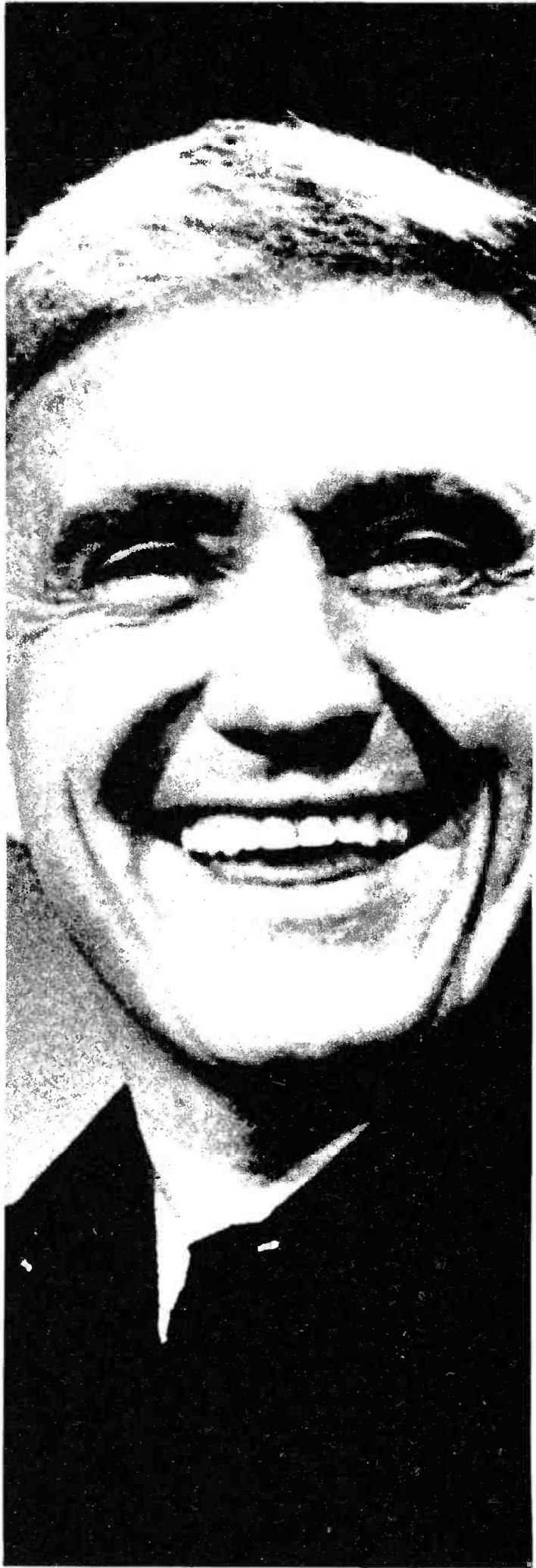
Brenda Fox leaves NAB to become NCTA's general counsel

During the 1960's and early 70's any link between the National Association of Broadcasters and the National Cable Television Association would have been unthinkable. But that's been changing in recent years as the industries began thinking there might be room for both.

And a closer working relationship will be even more evident on March 17, when Brenda Lee Fox, NAB's assistant general counsel, takes over NCTA's top legal spot—general counsel.

Tom Wheeler, NCTA's president, said he didn't hire Fox because she was from the NAB. "We hired her because she's extremely qualified, extremely competent, she has an excellent reputation in Washington, and she's an excellent fit into our team."

But both he and Bob Ross, NCTA's senior vice president for law and government relations, admit that there is a sign of maturity on the part of both industries



It's very clear... our Merv is here to stay.

The traffic among talk/variety show hosts has become quite brisk of late.

Perhaps there has never been a time when there was less stability in this category of programming.

But amid all the uncertainty, one fact remains clear: "The Merv Griffin Show" is stronger than ever.

In fact, from sign-on to sign-off, the program is a decisive first — Number One in markets, homes, total persons, adults, men, and women.

Which should surprise no one. For Mr. Griffin is, among other things, one of the medium's brightest showmen and one of its foremost innovators.

It's Merv's show that introduced the "theme" idea. It's Merv's show (and only his) that has regular originations in Hollywood, New York, Las Vegas and Atlantic City. And it's Merv's show that first brought the excitement of such places as Monaco, Israel and Venice to talk/variety viewers. Coming up: Remotes from Lake Tahoe and Marbella, Spain.

Talk/variety show hosts come and go. Indeed, the exception to that rule is quite rare.

But then, Merv is a rare and exceptional guy.

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Source: Nov. 1979 NSI Syndicated Report

which makes such an appointment acceptable.

Ross, who said Fox's work for NAB was "never an issue," contends that "there is an increasing compatibility between the two industries," and "disputes" are "rapidly disappearing."

Ross said he interviewed "about 20 to 25, maybe 30" people for the job. The deciding factor on Fox: "Her credentials and experience were most suited to the kind of job we needed here," he said. "She has established a track record as being an articulate spokesperson for her clients."

Fox went to the NAB seven years ago from the Federal Trade Commission, where she worked as a trial attorney with its Bureau of Consumer Protection's National Advertising Division. At NAB, she was responsible for advising the Code Authority on the appropriateness and legality of certain issues and advertisements. She also worked with the Broadcast Ratings Council on setting standards by which to judge the rating services. Recently, Fox has been most visible in her role as legal point-woman for the children's proceedings before the FTC and the FCC ("Profile," Dec. 17, 1979).

Fox says she has "hopes for a closer liaison" between the two industries. "I have received nothing but support from everyone at NAB," she added.

Vincent Wasilewski, NAB's president, said: "Brenda Fox is an outstanding attorney and she departs with our best wishes. This is a promotion for her and I am sure she will prove equally valuable to NCTA."

In recent months, NCTA has hired others from the broadcast industry: Chris Weaver, NCTA's vice president of science and technology, came from the ABC network in New York, and Charlotte Beale, director of research, came from WRC(TV) Washington.

FCC shows concern over 'frivolous' denial petitions; one of the last 'egregious' cases will get a break

The FCC has decided not to issue a notice of proposed rulemaking establishing a threshold screening process for petitions to deny license renewals—not now, at least.

The National Association of Broadcasters had filed a petition for rulemaking seeking adoption of guidelines and procedures to assure compliance, by petitioners, with the Communications Act. NAB also asked that the commission institute an inquiry to determine whether protestors are abusing the petition to deny process.

And while the FCC is not ready to go along with NAB's suggestion at this time,



Powell



Schmitt

Getting the word in Washington. The 25th annual conference of State Association Presidents and Executives convened in Washington last week. Among the highlights of their meetings: addresses Friday morning by Senator Harrison Schmitt (R-N.M.) and White House Press Secretary Jody Powell. Schmitt assured the delegates that "there will be broadcast legislation soon." Questioned about what he thought of the FCC's recent efforts to reregulate the industry through higher equal employment opportunity requirements—while at the same time proposing radio deregulation—Schmitt answered: "the FCC would rather not have a broadcast bill at all. But it's time for the Congress to take action whether or not the FCC tries to undercut it." Powell was asked two broadcast-related questions, one by a Michigan delegate who wanted to know whether he would support the renomination of FCC Commissioner James H. Quello. Powell said that "a press secretary does not get involved in the nomination process" but that the remarks would be passed along. A Utah broadcaster asked if the White House would support radio deregulation. Said Powell: "I don't know."

it did feel that the concern was valid enough to instruct the staff to come back with a report of its own.

Commissioner Tyrone Brown asked the staff whether there was a way that the commission did not have to deal with frivolous petitions to deny. Broadcast Bureau Chief Richard Shibben said that under the bureau's delegated authority from the commission, it does not have the power to decide on whether petitions were "frivolous or not." He said: "The commission has said it wants to rule on all petitions, whether or not the Broadcast Bureau has said they are frivolous."

Commissioner Anne Jones said that perhaps the NAB petition should be issued as a rulemaking, saying "it might provide a framework and a way to get valuable ideas."

Commissioner James Quello said that he would like to see some guidelines on petitioners' standing. "We have one petitioner who is a convicted felon, and another who's been accused of molesting three employees," he said. "There should be some way of weeding these out."

General Counsel Bob Bruce answered that his staff was working on a report on the standing issue, and Brown said that the whole item should be held until the commission sees an entire package.

In another action, the FCC granted a waiver of its crossownership rules to WALB-TV Inc., licensee of WALB-TV Albany, Ga. WALB was one of the 16 "egregious" cases ordered to divest of

either a broadcast or newspaper property by June 1. WALB-TV, along with Anniston Broadcasting Co. and Owosso Broadcasting Co., asked the commission to reconsider its Oct. 25, 1979, denial of their previous waiver request (BROADCASTING, Jan. 7).

Anniston and Owosso were denied waivers, on the ground that their situation had not changed. WALB-TV, on the other hand, was granted a waiver, by a three-to-two vote—Commissioners Joseph Fogarty, Quello and Washburn voting for, Brown and Chairman Charles Ferris against (Commissioner Robert Lee was absent and Jones was not participating)—because a local black physician had been granted a construction permit for a new television station in the town.

The staff had recommended against the waiver, saying some of the financing for the new station was coming from WALB.

Fogarty said, however, that the FCC has "to prioritize our policies, and here we'll have a 100% minority-owned station in the South. I think our minority policy takes precedence here over our crossownership policy."

Ferris disagreed, however, saying that "we are not furthering our minority policy, if the station goes out of business in a year, if the market cannot support it."

Brown, too, said, "If we are going to waive the rules every time a minority interest is involved, we are only going to frustrate our minority and crossownership policies."



**ABC
salutes the
great athletes
who made
the '80 Winter
Olympic Games
the most
unforgettable
of all!**

The most thrilling and dramatic Winter Olympics ever are over. But who can ever forget them? Of course, America was jubilant over our hockey team's incredible victory, Eric Heiden's spectacular performance... plus the achievements of Phil Mahre, Linda Fratianne, Leah Poulos-Mueller, Beth Heiden and Charles Tickner. But all the superb athletes participating gave a remarkable display of courage, stamina and skill that made the XIII Winter Olympics so memorable. ABC is proud to have been there and of the role played by ABC Sports and ABC Broadcast Operations and Engineering.

**The American Broadcasting Company ^{abc}
ABC Television • ABC Radio**

FCC makes firm move to adding FM's

Commission announces rulemaking that anticipates loosening of current allocations structure; NAB questions technical feasibility

The FCC has instituted a rulemaking to open the spectrum to additional FM's.

If it is adopted, there will be two new classes of stations, as well as rules that would allow existing classes of stations to operate in areas where they are now restricted. The bureau estimated that a "substantial" number of stations could be added.

The notice of proposed rulemaking was in response to petitions, filed by two individuals, which sought permission for Class A stations to operate in B and C areas. The National Telecommunications and Information Administration also has filed a petition asking for new classes of FM stations and for studies of directional antennas, terrain shielding devices, reduction of FM channel spacing and co-located adjacent channel stations.

FM stations now operate on 100 channels between 88 mhz and 108 mhz. The first 20 are assigned to educational broadcasting and are not part of the table of allocations. Of the remaining 80, 20 are for use by Class A stations; the remaining 60 are reserved for use by Class B or Class C stations, depending on the geographical location of the station. Class A stations operate throughout the country in small communities; Class B stations provide coverage to the larger communities in the Northeast (Zone 1) and most of California (Zone 1-A); Class C stations provide service to the larger communities and in some cases sparsely populated areas of the rest of the country (Zone 2).

Under the commission proposal, Class A facilities could operate on Class B and C channels if a Class A channel is not available. The commission would also create two new classes of stations—B1 (an intermediate facility between Classes A and B) and C1 (intermediate between B and C). B1 could operate at maximum 20 kw power and antennas 92 meters above average terrain; C1 could operate with 100 kw and 305 meters of antenna height. Also, the commission is considering permitting Class B facilities in Zone 2.

Another proposal anticipates requiring that existing Class B and C stations meet certain operating minimums for power and antenna height or be subject to reclassification to a lower class of channel. And the FCC proposed adopting a separation table to reflect updated propagation curves.

The staff of the Broadcast Bureau, which presented the item at last Thursday's open commission meeting, said NTIA's other proposals on directional FM

antennas and terrain shielding involve numerous technical problems, and therefore did not recommend that the commission act on that proposal at this time. The staff added that the creation of new FM stations made possible by the proposed rulemaking would be delayed by such a technical proceeding as NTIA proposed. The bureau, however, did say it would ask NTIA for supporting data.

Commissioner Tyrone Brown said the rulemaking "is another step in expanding opportunities for new voices to enter the broadcast industry."

Chairman Charles Ferris said: "This is a

good item and moves towards our goal of furthering diversity in the marketplace."

George Bartlett, vice president for engineering at the National Association of Broadcasters, was not quite so enthusiastic about the idea.

In previous comments filed with the FCC, NAB had opposed the proposal, mainly because insufficient technical data had been compiled on its feasibility. "You can make all sorts of theoretical judgments, but until you have data on the technical and engineering aspects, you can't really make sound judgments," Bartlett said.

duPonts: More given out, more wanted

At presentation of journalism honors, Columbia's Elliott says number of entries should be higher

Alfred I. duPont-Columbia University jurors last week presented the largest number of awards ever in its annual competition for the best in broadcast journalism—11 Silver Batons and 12 citations from more than 1,300 entries.

There was disappointment, however, along with the praise. During the ceremony, televised over the Public Broadcasting Service Thursday night, Osborn Elliott, dean of the Columbia University Graduate School of Journalism and chairman of the jurors, cited the "steadily improving quality" of the entries and said their numbers were up a third from the previous year. But, he added, "We believe there could and should be more." Thirteen hundred entries, he said, amounts only to one for every 10 radio, television and cable outlets.

Speaking for the jurors, Elliott also chastised the network owned-and-operated stations, which, he said, have been "notably reluctant" to invest more than a small fraction of their profits back into news and public affairs.

He also repeated duPont-Columbia's earlier calls for an hour-long network evening newscast, claiming its absence "becomes harder to justify" with each passing year. In light of the success of *60 Minutes* and the three network newscasts, Elliott also pushed for a weekly prime-time documentary. "What, we jurors ask, is holding you all back?"

Seconding the jurors' calls for more news time was Frank Reynolds of ABC's *World News Tonight*. Reynolds, one of the duPont-Columbia Awards presenters, cited ABC News's late-night efforts and encouraged broadcasters not to underestimate the intelligence and news appetite of viewers.

Others handing out the honors were Edwin Newman of NBC News, Mike Wallace of CBS News's *60 Minutes*, independent producer Frederick Wiseman and Tony Batten of noncommercial WETA-TV Washington. Batten called for more progress in bringing minorities into the news business

in behind-the-scenes decision-making roles. He cited some examples of progress but said, for example, that an unnamed major public television station has regressed, having gone from 10 black producers in 1969 to only four in 1979, despite substantial budget increases at the station.

1978-1979 duPont-Columbia winners follow:

Awards

- KXL(AM) Portland, Ore.** □ *The Air Space—How Safe?*
KCTS-TV Seattle □ *Do I Look Like I Want To Die?*
KDFW-TV Dallas □ For investigative reporting.
KUTV-TV Salt Lake City □ *Clouds of Doubt*.
WGBH-TV Boston □ *World/Inside Europe: F-16 Sale of the Century*.
WHA-TV Madison, Wis., Catalyst Films and Wisconsin Educational Television Network □ *An American Ism: Joe McCarthy*.
ABC News □ *Closeup* series.
ABC News □ "Second to None?" segments on *World News Tonight*.
CBS News □ *CBS Reports: The Boat People*.
CBS News □ *60 Minutes*.
Bill Moyers □ For outstanding reporting on CBS-TV and WNET-TV New York.

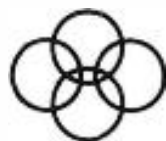
Citations

- KOIN-TV Portland, Ore.** □ *Northwest Illustrated*.
KQED(TV) San Francisco, Joan Churchill and Nicholas Broomfield □ *Tattooed Tears*.
KTCA-TV/KCTI-TV St. Paul □ *Power Play*.
KYW(AM) Philadelphia □ *Three Mile Island: Seven Days of Fear*.
KYW-TV Philadelphia □ For investigative reporting
WCCO-TV Minneapolis □ *A Death in the Family*.
WHIO-TV Dayton, Ohio and Martha Dunsky □ *Epitaph for Mon*.
WNET-TV New York and Mariposa Film Group, San Francisco □ *Word Is Out*.
D.I.R. Broadcasting, New York □ *Politics of Paranoia: Jim Jones and the People's Temple*.
Dorothy Tod and the Vermont Council on the Humanities and Public Issues □ *What If You Couldn't Read*.
CBS News □ 1968.
CBS News □ *Sunday Morning*.

A VERY JOYOUS
20th ANNIVERSARY GREETING
TO
WMAL'S HARDEN & WEAVER.



GENTLEMEN, YOU'VE GOT IT ALL!



McGAVREN GUILD RADIO

People who know the territory.



There are still important differences between the broadcasting and cable businesses, but fewer each day than before, and more and more common ground between them. For one thing, the transformation of cable from a hardware business to a programming business is virtually a fait accompli— which may intensify the competition for product but tends to make both sides think alike. Whatever the future's differences, there's no longer any doubt that cable will be an important factor in shaping the future of broadcasting, and vice versa. Thomas E. Wheeler, president of the National Cable Television Association, makes that and more perfectly clear in this "At Large" with BROADCASTING editors.

We're all in this together now

What is your most conservative projection of where cable is going to be in terms of subscribers, penetration and gross revenues in 1985?

There are two factors working on this. One is the general growth in television homes. The other is how fast we are growing.

I don't know what the most conservative estimate is, but I think the most realistic is to say that in the mid-80's, we are going to be pushing the 40% to 50% of TV homes kind of numbers. Probably half of those will also be pay cable subscribers.

That's a long way to go. I was impressed—or perhaps "de-impressed" is a better word—by the Arbitron television census [BROADCASTING, Feb. 18] that shows cable at 18% penetration. The interesting thing was that the total television universe, the over-the-air TV universe, is growing at an absolute rate higher than cable. If the ab-

solute rate of regular television homes keeps growing faster than you do, I can't see how you'll ever catch up.

Well, let's look at it another way. Probably in the mid-80's, we're going to be looking at 30 to 35 million cable households. Now, what that works out to percentagewise depends on the growth of television households.

Where is cable now?

We're at about 15 million subscribers, roughly 20%.

So you're talking about doubling, a little better than doubling, the cable homes in essentially a half decade. Is that realistic at the build rate that is now going on?

It's predicted that 1980 is going to be our first billion-dollar year for construction. Why? Because we now are getting large chunks of subscribers in major-market franchising activity.

Our growth is predicated upon getting additional subscribers in these kinds of significant chunks.

You know, if we look at cable growth from 1975 on, it was on a plane up to about late 1977 or early 1978 and then it takes off. This is the kind of curve we're on now.

What caused that sudden rise?

The chief cause was that we found new sources of income that enabled us to build new markets that otherwise would not have been built, and the key to that, of course, was pay.

But we've had the classic problem—how do you stimulate the demand to justify the cost of building? We were able to get new product to stimulate demand, and that's been the breakthrough.

Is there any forum in which cable still has to prove itself?

Yes. I think we have to prove ourselves in the

"Broadcast Electronics' Control 16
not only made automation affordable for us...
but also indispensable!"
Jim Moll - Station Manager



KE WE

98.1 FM

"California Light"

Mr. John Burtle
Director-Automation Products
Broadcast Electronics, Inc.
P. O. Box 3606
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Dear John:

This is a long overdue letter of appreciation to you and your staff for the help and professional assistance given us during the break-in period of our Control 16 automation system.

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John, if you haven't gotten my drift thus far, we are pleased with the system and your company's service. Please put us down in the column of very, very satisfied customers! I would be happy to talk with prospective clients of yours to sing the praises of the Control 16.

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marketplace. I think that the American public and the public policymakers are giving us an opportunity. I think the people have determined—and the public policymakers have represented this—that they want alternatives. They're willing to give anybody a chance to be that alternative; they just know they want something else, they want something better and different.

We have not been anointed to be that choice. We and others have recognized the fact that there is a demand for better television out there, whether it be STV, MDS, videocassettes, direct broadcast satellites, whatever. Everybody sees it.

So I think that our proving ourself will be in the marketplace. The idea is right, the people appear to want it, and it's going to be how we structure it, how we respond. If we continue to have the same kind of entrepreneurial risk-taking, of continually reaching out to stimulate additional consumer demand, and saying to consumers: "What is it you want? Let me try this for another incremental bite."

And that's the final hump. I think we've gotten over the technological hump, we've gotten over the ancillary hump. To a large extent—not entirely—we've gotten over the regulatory hump: All of those we have gotten over only for the ability to go into the marketplace and find out, really, what's there. I think we've got the better mousetrap, but we've got to keep trying new variations to make sure it's the better mousetrap.

Is there an accepted figure among your industry colleagues as to what people are willing to pay?

No. I don't think there is a magic number. They used to say \$10 a month was the magic number for basic pay, but I don't think there is one.

Where will the bulk of the cable revenues come from? Advertising, pay TV, or the basic subscriber fees?

I think we're going to end up receiving our revenues the same way that magazine publishers receive their revenues—in various styles. We talk about ourselves as being video publishers, and going into the video publishing business, and being to television what specialized magazines were to mass circulation magazines.

There's another interesting analogy to the magazine business, the publishing business, and that is that we're going to generate income in three ways. We're going to have magazines, video magazines, that will be entirely consumer supported, like *Consumer Reports*. At the other extreme, we are going to have video magazines that will be entirely advertising supported, like the local advertising periodical that you pick up in your neighborhood. And then in the middle we will have programming that will be supported just like *Time* and *Newsweek* are, by a combination of subscriptions and advertising.

I am not ready to predict which one of those is going to come out as the big leader—I think it's going to be evolutionary. Clearly, I don't think advertising is going to have a significant income-generating potential for a little while longer. You know, we've increased our advertising revenues four-fold over 1976, but we're still at only \$8.5 million or \$9 million. I think it's coming.

I've had a series of meetings with advertising people and they kept banging on me about quantifying everything, and we can't. We can show them very reasonable rates—\$650 a

minute is an amazingly good price to be able to reach four and a half million TV homes. That's kind of a rule of thumb right now—with satellite services like UA-Columbia or ESPN or Turner, whatever.

Look at it this way. Bristol-Myers just signed with Turner's Cable News Network for \$25 million over a 10-year period. That's two and a half million a year. Using conventional television Bristol-Myers can do a 30-second spot once a week for a year for \$3 million. On CNN it is going to do a 30-second spot 40 times a week for two and a half million dollars. That's why advertisers are coming to cable today. And I think it's very significant that Bristol-Myers is making that kind of an investment because I believe they were the first major advertiser to step up to this new-fangled thing called television 20 or 25 years ago.

And so there's going to be advertising on cable, it's going to continue to grow, and the real breakthrough, I think, will come when we can quantify the subscriber base out there, because advertising agencies and advertisers like a number. They say, "Give me a number, any number, but give me a number."

Give us a picture instead of a number. Give us a picture of what the media marketplace might be in five years. What will cable's position be in that marketplace, what will radio's position be, what will conventional television's position be? Or any other media you think

I think we've got the better mousetrap, but we've got to keep trying new variations to make sure it's the better mousetrap.

might be involved at that time. And who will be doing what?

I think that five years out, in a major market, you will have national advertising distributed by satellite, which you have today. And you will have local advertising—which, incidentally, I think is going to end up being the great stimulus for local programming. I don't think we'll be at the third stage of advertising, as I understand it, which would be national spot sales. But I do think we will be doing the local Chevy dealer and Tony's pizza parlor.

What about the various teletext and viewdata services?

I think there will be three providers. There will be the telephone company's video text, over-the-air's teletext and viewdata over cable. I think we're all going to have different kinds of services. I think we all have advantages over the others, and there will be room for all of us. You know, my gut feeling about the 80's is: (1) Yes, it is going to be the video decade, and (2) what we're going to find is that there is room for all of us out there. Look at videocassette recorders. They're going to be in 30% of TV homes in 1985. Now that's sure going to have an impact on cable television. But I think we're going to find that there will be room for all of us—STV, DBS—because we've just begun to scratch the surface of what we can do. The television set has to be one of the most underutilized appliances in the home.

How can it be underutilized with over

seven hours a day as the average viewing time?

Well, it's on that long. I'm not sure it's being used seven hours a day. Some of the studies I see indicate that there's a lot of background noise going on. But it is now viewed primarily as a way of delivering *Three's Company*. In the future, it is going to be *Three's Company* plus premium entertainment, information services, and other services that come over the same cable that are also bringing you others—whether it be meter reading or burglar alarms. And this all sounds pretty blue sky, but the fact is they're all being done.

Have you successfully held off the telephone company as a competitor, especially in that ancillary area?

I don't think our philosophy is to hold off competition. And I think you find that in our response to the direct broadcast satellite—we haven't gone into battle to say: "Keep them out." I think competition has to be an article of faith with this industry. We've felt the sting of people wanting to preclude competition.

Where I hope that legislation will end up with regard to the telephone company is that there will be three levels of services. There will be plain old telephone service which they will offer, there will be cable television service which we will offer, and there will be a middle ground—a gray area, if you will—of all these information services where we will all compete for them and

devil take the hindmost.

The big challenge to government in the 80's is going to be to resist the temptation to encroach on that middle ground, and to say: "Ah ha! You look like something I knew five years ago, and therefore I'm going to regulate you like that. You look like a broadcaster; therefore, I will treat you as a broadcaster. You look like a common carrier; therefore I will treat you as a common carrier." Because they're neither. They are amphibians. OK? So I think there will be competition.

I don't quite understand what that gray area is, technologically.

I think the gray area is going to be information retrieval services, it's going to be burglar alarms, it's going to be meter reading, it's going to be teletext, etc.

You're excluding the ancillary area from the specific cable area?

That is not cable television.

What is cable television?

I think cable television is delivering video programming to multiple subscribers on a subscription basis.

If a big part of cable systems in the future are these ancillary services, and the telephone company gets into the same business and has the same services, as

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part of the regular telephone, is there a danger that they'll become one and the same? That the cable business will no longer be an entertainment medium, but a utility?

No. Essential to the definition of something as a utility is that it has to be a necessity, and it has to be a monopoly. And I don't think that is where this industry is going. I think we're talking about choice services, optional services, and we're talking about services that can be offered by numerous means—you can have burglar alarms over the telephone line, you can have burglar alarms using RF, you can have movies into the home via MDS, cable or DBS. And so I don't think we're going toward a utility. I think one of the big challenges for government will be, again, not to fall into the trap of shoving people into predefined boxes.

A nuts-and-bolts question. What will the typical cable system be like in the next decade in terms of the number of channels, and what will those various channels be doing?

Well, it's safe to generalize that there will be expanded capacity on virtually all cable systems. Whether new or rebuilt. I am told that the jumps go 12, 36, 54 channels. Now, the 400 megahertz systems that are out there right now have a 54-channel capacity. I don't mean to imply that every cable system in America is going to have 54 channels next week, but that appears to be the outer boundary for channel capacity down one cable. And that has a lot of problems with it, as well, in terms of increased cost of converters, increased cost of more frequent amplifiers, and the answer to your question will come when we finally figure out where the cost and channel capacity lines intersect. I don't think we know that yet. That's one of the things we're trying to find out.

What are they promising in the franchise contests? How many channels?

It varies. For instance, the most recently awarded major franchise, Warner's in Pittsburgh, is 78 channels of capacity. They're actually going to have three loops, as I understand it; two loops into the home and an institutional loop. I don't know how many channels they're going to put down that, but the Qube model alone says 30 channels.

But we've got to be careful that we don't say a 78-channel capacity means 78 different programs on there. There is the capacity to offer 78 different programs. I think those programs are coming along, and there certainly is the stimulation to develop those, and one is driving the other. But we don't want to be caught behind an 8-ball where a new program comes on and you don't have the capacity to carry it, which we're facing in many of our 12-channel systems.

What is the greatest number of channels now being offered in cable?

The current state of the art is 36 channels. But I recently saw an operating 54-channel test. It's not out in the subscriber's home, but it is up and operating. There are at least three companies I know of that have it—Scientific Atlanta, Jerrold and Magnavox.

Which broadcasters do you anticipate being the most greatly affected by cable?

None! And I don't say that for show. I think

there has been a very serious flaw in broadcasters' planning as to the role of cable television in their future. And that is, they are assuming the status quo.

I think broadcasters don't give themselves enough credit. I think they're smarter than that, and I think they are going to begin to respond, and they already have begun to respond competitively, and to offer new services, designed to attract audience that might otherwise go to cable.

My favorite example of the fact that broadcasters are not going to sit on the sidelines and watch their empire dissolve is Chattanooga, Tenn. It's a shift town, with a lot of shift workers coming home in the early hours of the morning, but none of the TV stations there went all night. Then they built a cable system and brought in channel 17 in Atlanta, which goes 24 hours a day. The shift workers had something to watch. One of the local broadcasters then said: "Uh oh, I've got to compete," so he went 24 hours a day. Now the people have two channels they can watch, whereas before they had zero.

That's one angle.

The other angle is that if you look at the Nielsen studies, particularly the ones done for Young & Rubicam, they say that the significance of cable is that it is bringing more viewers to the set. Not that it's stealing viewers from existing programs. This was backed up in the economic inquiry, as well.

You know, Les Brown [of the *New York*

ABC is entering into supplying cable. NBC's parent, RCA, owns the Satcom satellites. I think they obviously see great benefits to cable. And again, I go back to what NBC's Fred Silverman and CBS's David Blank have said in various speeches: that there's going to be an impact, but the business isn't going to disappear. It's going to be *de minimus*.

Any impact on radio?

Again, I don't think so. You know, if anything, radio also is going to go crazy in this decade. I mean, there's turning out to be a great demand for more and more specialized radio, and I don't see cable having a serious impact on that.

What is NCTA's—and cable's—biggest problem?

I think our biggest problem in Washington is breaking out of the old boxes, being viewed in the old terms, and stuffed into some regulatory cubbyhole.

Is that going on in the Communications Act rewrite activity? Is there an ongoing proceeding that concerns you a lot?

Well, yes. The Communications Act and the rulemaking that has come out of the FCC's economic inquiry are clearly the two paramount issues that we're concerned about.

What do they mean to you pro and con?

We're going to quit thinking about broadcasting, cable, microwave, videodisks, and we're going to start talking about the video center in the home—and there will be a half-dozen ways to reach it.

Times is fond of saying that one-third of the television homes in America do two-thirds of the television watching. Our market is for the two-thirds that make the active choice to turn off instead of turn on. And because that's where we are going, and because I expect broadcasters to respond competitively, and because we're not stealing eyeballs from them, we're bringing more eyeballs to the set to watch us, I don't see cable having significant impact on broadcasters.

Which segment of the broadcast industry do you think might be most helped by cable?

It's been historic that the segment most helped is UHF. Again, that proved out in the economic inquiry, that there was a significant benefit in terms of parity on the dial and extending their signal and everything else, that the UHF stations enjoy from cable.

Are they convinced of that yet?

I haven't seen them flocking to praise us to the sky, but all I can say is what the studies have shown. I think, like anybody else, they tend to react defensively and myopically. They have a good thing going, and they're afraid that they may get hurt, but I think there are also a lot of very good benefits.

What about the networks?

Well, CBS is entering into supplying cable, and

What can they do to you positively or adversely?

Well, let's start with the FCC and what's going on in terms of signal deregulation. What we found when we went out to talk to America, in the Hart survey and some other things, is that when you ask the people what they want in television, they say two things—program diversity and time diversity. And interestingly enough, it is in the opposite order. Time diversity is most important and program diversity is second. Now, clearly, we're meeting the program diversity challenge. But if I'm a *Trekky*, a *Star Trek* freak, and *Star Trek* comes on at 10 o'clock in the morning, I can't watch it because I'm at work, and if the cable system imports a channel at 8 o'clock at night that has *Star Trek* on it, under the current rules, they have to black it out, so I have been denied the time diversity that I would like to have. I would like to see *Star Trek* when I don't have to be at the office. But I can't. The current rules militate against consumers having that kind of diversity of time—time diversity as to when they can watch programs.

Now, you put that together with the fact that if that is a major consumer demand or want—and again, that's what our studies show—then that is the engine that drives everything else. In essence, you build a cable system by meeting the first demand—not just with rebroadcast signals—and then going out into other services. And the engine that is driving program

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diversity, even, is time diversity, and if the rules do not allow us to offer consumers the kind of time diversity that they want, then the rules slow down or retard that engine which forms the basis for the other kinds of programing.

So I think that's the real impact of the rules, that retransmitted broadcast signals are the guts of a television cable system, and that holding back on those signals has an effect down the line of holding back other services, and that's why those rules ought to be changed.

Is that a matter of icing on your regulatory cake, as opposed to a life and death issue any more? If it goes against you, is it going to stop any new-buld situations in Pittsburgh?

It's going to make them more difficult. I'm not sure it's life and death, but it's certainly the difference between a vibrant good health which enables you to go and do other things and just poking along and just existing. I think it's very important. It's not important to us, it's important to the consumers, and that's why it's important to us.

So it's a very core issue. It's not icing on the cake. It's the guts of the whole thing, and I see some of the filings that some interests have made in this proceeding, and I'm amazed at some of the things they propose as they "compromise." For example, that you would lift all distant signal importation rules, but keep syndicated exclusivity. That's like saying, fabulous, you can have this new car, but I'm not going to put an engine in it. And that makes no sense at all.

But the industry has progressed to this point without that.

At great risk. And the fact is that consumers want it, therefore, we ought to be able to provide it. And the provision of it is keyed to our continued growth in the development of other programing alternatives.

You implied that if you're allowed to supply the time diversity, you're going to have more program diversity. So when is that program diversity going to come about? When are we going to see all that local programing that's been promised?

Well, I don't think it's a fair statement to suggest that cable operators aren't doing local programing. You can take a look at the kind of local programing awards that this association gives. One of my favorite examples is the San Francisco system, which has a terrible problem with must-carries—really exceeding their total channel capacity—but still has a local programing channel. On one of the talk shows on that channel they had Harvey Milk and Mayor Moscone and the guy who shot both of them, and all three of them were talking about violence and crime and what they were going to do to eliminate crime. I think that's very legitimate local programing.

Take a look at what's happening in Reading, Pa., with what they're doing hooking the schools together with the older folks, so there's dialogue among the generations. And take a look at what's happening in Columbus with Qube—providing 10 channels of community programing and thousands of people are coming through the studio, with an opportunity to express themselves, whether it be a high school marching band or a choir. I don't want to lead you to believe, however, and I know you don't, that all cable systems run whiz-bang local



programing outlets. But I think that's going to change, and I think it's going to change for a very simple reason. We talked about it earlier: advertising. As cable awakens to advertising, and advertisers awaken to cable, there is now a national outlet via satellite for advertising. But there really isn't, except for those pre-existing local channels, a local outlet, and I think that the desire to create space for advertising is going to stimulate local programing. We are going to want to give the local Chevy dealer or the local pizza parlor a place to advertise, and, therefore, we will create the programing that will go around that.

What do you think of the Cable News Network? Will it work?

Yes.

Will it make money?

People smarter than I think it's going to make money, so I give them the benefit of the doubt to say yes. I think it's going to make money.

If that happens, will the Cable News Network be carried by all cable systems?

What you're finding right now is that if you go into a major city to franchise and you don't offer Cable News Network, if you don't offer Black Entertainment Television and some of the other services, that you might as well just hang up your application and leave town. That's

going to be the key impetus toward making sure it's carried.

Let's assume that it does get carried, is there a provision for local breakaways on CNN? Will that national news service drag cable into a local news service operation?

It has the capacity to. There will be 12 commercials an hour, I think, on CNN, two of which will go to the local operator to use. And that advertising will be a driving force in local programing. That is why you've got such great local news now on conventional television.

You know what my feeling is? I mean, I really feel in my gut that you ain't seen nothing yet. I really do. Ted Turner is already talking about what his next step is going to be. Brian Lamb [of C-Span] is already talking about what his next step is going to be, and there are people out there in the wings who are saying, "Hey, wait a minute, maybe I can do this or that." I think this is just the tip of the iceberg.

And they're not the only ones who are looking down the road; I know that HBO and Showtime and Prism are not just sitting back twiddling their thumbs, and that's very, very healthy for the folks out there. You know, it's entirely possible that one of the things you're talking about may be special entertainment, because if you look at the pay channels right now, the name of the game is differentiate yourself, one from the other, and do that

through your own kind of specialty.

Is there a danger of a concentration of ownership in the cable business?

That is so much malarkey. Everybody asks the question, and they have a legitimate right and reason to ask it, but there are two facts. Number one, we have to build these new markets, and it costs between 50 and 80 million dollars to wire a major market. You don't get that from your corner banker, and it's going to require the involvement and investment of people who can put out and generate that kind of cash.

There's a two-edged sword here. People say, "Well, my goodness, you've been at it 30 years and you've still only wired 20% of America," and then they turn around and say, "Well, I'm not sure I like all these big guys coming into your business." You can't have one without the other. If we're going to get to the major markets, we can't do it unless we have an influx of new capital, and that's one of the things being represented by new entrants in the cable television field.

Second, the fear of concentration is totally unfounded, particularly when you compare it to other industries. When you stop and think that it takes the top 25 MSO's to generate 50% of the subscribers, I mean, that is so far from concentration as to be ludicrous.

That's going to change a lot because it's going to be those 25 top MSO's who are going to get into the big markets.

And it's not just going to be one to a market, as they're showing out there right now. They are splitting that pie up, and it's still being spread out like this. And you look through the 80's and you're still looking at numbers like that, of box car numbers like that before you get to the majority of cable subscribers.

And while it's legitimate that people ask the question and keep a watchful eye out, I just don't see it happening. And it's also somewhat frustrating, as I said, when you compare it with the fact that if you're going to get from here to there, you've got to have some new people and some new blood and some new money coming in.

So what should we be told by the entry of American Express into cable?

One, they've already started a shopping service experiment in Columbus and Reston, Va. Two, it's safe to assume that American Express has some needs for alternative local loops for distribution of data, and that cable loop provides an alternative to the telephone loop, and I think those are two pretty powerful signals. And they both lead back to this gray area, the middle ground of services.

I think that by the end of this decade we will see cable revenues being 50% generated by entertainment and 50% generated by things which don't even exist today on a wide scale in terms of ancillary services. That is, if this development can take place in the competitive marketplace and if the government doesn't step in and say well, wait a minute, you look like you may be providing some kind of common carrier function, and therefore we're going to regulate you as a common carrier. And that would be the death knell, that would put the squash on these kinds of developments.

What will the size of the total cable pie be in another decade?

When you stop to think that within a few short

years the cable TV industry has developed into the largest user of communications satellites in the world, it's kind of difficult to project a full decade ahead. So I hesitate to speculate on an exact revenue figure for 1990, but it doesn't take a crystal ball to predict an exceptionally healthy picture for cable TV during the '80's.

So, if we're talking about "the pie," I'd say cable's piece will turn out to be directly proportional to the dissatisfaction with current broadcast television fare. Additionally, the burgeoning technological developments within the telecommunications field in general will continue to play a vital role in cable's expansion.

What business should you be in during the 80's—cable or conventional television?

You ought to be in both. I mean, there's plenty of room. Well, I don't mean both simultaneously, but there's plenty of room for both.

Here I go on this again—but there is so much out there that can be done. You know, the telephone companies and the broadcasters have responded identically to the introduction of cable. They're afraid it may spoil the nice little monopoly they've had.

Now all they've got to do instead of reacting negatively is to ask themselves, "What is the cable experience telling me about where I ought to be going?" Because clearly cable is not existing in a vacuum. Clearly there is a demand there, and how do I go and meet those kinds of demands—rather than going to Washington and saying to them, "Don't let these new demands be met" or, as the telephone companies historically did, say, "I'm going to control the path to the house and you're not going to get on my poles." It's a burgeoning field and there is room enough for everybody.

How far out in the future do you have to look to find the distinction between broadcasting and the cable industry disappearing?

Totally disappearing? I think you won't see a disappearance, you'll see a melding, and I think the melding, again, is going to take place in this decade with all the services. We're going to quit thinking about broadcasting, cable, microwave, videodisks, and we're going to start talking about the video center in the home—and there will be a half dozen ways to reach the video center in the home.

And so I don't—I'm not sure that the broadcasting-cable differentiation will ever disappear, but it will meld or be subsumed into a greater whole.

When will the cable operator begin to think of himself as a broadcaster, if that's a fair term, or a programmer, as opposed to someone in the hardware business?

It's taking place, it's happening. When I came to this association four years ago, I can remember great arguments among various people as to whether we were in the hardware business or the programming business. Those arguments don't take place any more among the people who are building the major markets in America. We are programmers who, as a means of distributing their programming, have to build a plant into your home, have to run a wire into your home. That's the business we're in.

And it's a 180-degree change in direction, it's a revolution. I'm not saying it's universal, but I'm saying the people who are out there on the cutting edge have made this distinction, and that's why they're on the cutting edge.

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CBS makeover will mean some ups and downs, says Backe

Moving into new media will create uneven results in next few years, he tells analysts; Jankowski emphasizes program cost controls

A new CBS corporate strategy of focusing on markets created by emerging communications technologies will lead to uneven financial reports in the next few years, said the company's president last week. Speaking before security analysts in New York, John Backe said CBS is "changing the direction of the ship." But the immediate bad news: An earnings decline for the CBS/Broadcast Group, along with a slide in the margins of CBS/Publishing, will be the primary cause of an anticipated companywide drop in the first quarter. And, he said, the second quarter looks "tight."

Still, Backe voiced confidence that for the full year the company and each of its divisions would post earnings gains. And in the next decade, considering what he termed the company's "unique" positioning for participation in the new technologies, "I don't see how we can miss," Backe said.

Broadcast Group President Gene Jankowski was on hand, along with other division heads, to help field inquiries. Jankowski explained the expectations for diminished first-quarter earnings as partly a function of the natural business cycle of the broadcast industry. The February sweeps competition means the first three months of the year are the quarter with the second highest expenditures, while it ranks third in revenue, he said. Moreover, within "the next 40 days" the network will introduce seven new programs, with their costs also being counted in the quarter.

Jankowski hoped that "two or three [of those seven] will be successful enough to come back in September," which he claimed would then give CBS its strongest season start in five or six years.

CBS is predicting 1980 growth in broadcast industry revenues to be 14% on the network level, 9% in national spot and 12% in local, with local passing spot in actual dollars.

Jankowski said, "I hope to maintain margins in 1980."

Jankowski didn't strenuously object to one analyst's assumption that 14% industry growth on the network level could yield 16% growth for CBS revenues. Such

growth would be sufficiently "healthy" to cover any cost pressures over the next 12 months, Jankowski said. And he thinks the increase in ratings that CBS has been experiencing should translate, when selling starts for the fourth quarter, into an additional two share points of the network revenue pie for CBS.

In discussing broadcasting results for last year, Jankowski noted that the CBS policy of "constantly trying to watch the

way we spend" showed that it was possible to achieve "ratings success without frivolous spending." He indicated that low-cost programming options the network would be considering included news series such as the *Universe* project that's been given a go-ahead. However, in the news field, it was suggested CBS will be inclined to expand its evening news as opposed to starting an 11:30 p.m. broadcast. "We haven't come to ABC's conclusion on



The business side of show business. This CBS executive team played host to New York security analysts at a jam-packed presentation last week. At the podium: CBS President John Backe. The panelists on his left (l to r): Gene F. Jankowski, president, CBS/Broadcast Group; Walter R. Yetnikoff, president, CBS/Records Group; John R. Purcell, CBS Inc. executive vice president (with responsibility for the CBS/Publishing Group and the CBS/Columbia Group), and Thomas Kirwan, vice president-finance, CBS Inc.



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11:30," said Jankowski, asserting that it was necessary to look at the whole programming block from 11:30 to 2:00 a.m. in making such an evaluation. Expanding the evening newscast, he said, would produce "more substantive benefit" for the audience.

Both Backe and Jankowski emphasized the importance of regular series as cost-effective programming, and both decried the inventory position in which CBS found itself in 1976. "All we had left was *Ball Four*," said Backe, when the network's proved programs started to slip. "That will never happen again," he vowed. For the present, "careful acquisition" with "better cost control than the competition" has led to "solid ratings gains" while "under-spending the competition," the CBS president claimed.

As to how CBS might introduce the six or seven programs it plans to have "on the shelf" by the fall, Jankowski spoke of possibly finding a way to "showcase" some earlier to achieve a better sampling than possible against "blockbuster" competition, and also holding off on some introductions until after the World Series on NBC-TV.

Backe stressed two principal areas in discussing CBS's plans for participation in new technologies. The new CBS Video Enterprises unit of CBS Records will be operating in a field that is a natural one for the company, he said, and in an industry that CBS expects to have a \$4 billion-to \$5

billion potential by 1990.

Additionally, Backe said the company's Columbia House division, with its mail-order record business, "should play a major role" in the videodisk business "at least in the first few years."

Beyond the well publicized involvement of the CBS/Broadcast Group in over-the-air teletext through its experiments at KMOX-TV St. Louis, Backe said the CBS/Publishing Group is experimenting with

interactive viewdata systems, seeking to be a provider of information software.

On the satellite front, Jankowski indicated that he feels "many, many years will go by" before satellite-to-home broadcasting becomes a reality. Meanwhile, Backe, responding to an analyst's questions, said there is "no reason we couldn't" establish a pay service like Showtime and that CBS has a transponder on Westar that "is for whatever we want to use it for."

Changing Hands

PROPOSED

■ **WATU-TV Augusta, Ga.:** Sold by Augusta Telecasters to WATU Television Inc. for \$5 million ("In Brief," Feb. 25). Seller is owned by J. Thomas Jones (55%) and Francis Robertson (45%). They have no other broadcast interests. Buyer is owned by Schurz Communications, South Bend Ind.-based publisher/group broadcaster, which is owned principally by Franklin Schurz. It owns WSBT-AM-TV/WVJY(FM) South Bend, Ind., and WDBJ(TV) Roanoke, Va. Also owned by parent are cable systems in Hagerstown, Md., and Carl Springs, Fla. Schurz is chairman of parent, and Warren Wheeler Jr. is president. WATU-TV is NBC affiliate on ch. 26 with 263 kw visual, 29.5 kw aural

and antenna 1603 ft. above average terrain.

■ **WTMC(AM) Ocala, Fla.:** Sold by Hunter-Arnette Broadcasting Corp. to WTMC Radio Broadcasting Co. for \$1.1 million. Seller is owned by William Hunter (40%), Vernon and Sara Arnette, husband and wife (40%), and five others. Hunter owns WDOT(AM) Burlington, Vt., and 42.66% of WDAT(AM) Daytona Beach, Fla. Rest of sellers have no other broadcast interests. Buyer is owned by Charles Jackson, Birmingham, Ala., CPA who has no other broadcast interests. WTMC is on 1290 khz with 5 kw day and 1 kw night. Broker: Blackburn & Co. Inc.

■ **KFOG(FM) San Francisco:** Noncontrolling interest sold by country music singer Charley Pride to Jim Long for \$1.1 million. Pride is selling 412,500 shares of nonvoting class A stock (71% of his class A holdings) in Cardinal Broadcasting, licensee. Pride will retain 23% of total Class A stock and will retain 49.998% of station's class B voting stock. Long, former president of TM Productions and TM Programming, Dallas, will own 36% of total class A stock, but has no voting interest in station, which was spun off to Cardinal Broadcasting by General Electric Broadcasting Co. for \$3 million as result of General Electric-Cox merger (BROADCASTING, April 23, 1979). Other controlling stockholders of KFOG are former professional football player (San Francisco 49'ers and Detroit Lions) Gene Washington (24.002%); broadcaster L.A. (Sonny) Buxton (24%), and San Francisco stockbroker Dick Schutte (2%). Long and Pride are equal partners in KEYN-AM-FM Wichita, Kan. Long owns 25.1% of KSSM(FM) Little Rock, Ark. KFOG is on 104.5 mhz with 7.9 kw and antenna 1,454 feet above average terrain.

■ **WWNS(AM)-WMCD(FM) Statesboro, Ga.:** Sold by C.H. Grider, W.C. Woodall Jr., James Orndorff (30% each) and J. Barton Lanahan (10%) to Nathan Hirsch and Dell Pressey (50% each) for \$790,000. Grider owns WIMO(AM) Winder, Ga., and 21% of WPFA(AM) Pensacola, Fla. Woodall owns WDWD-AM-FM Dawson, 51% of WBBK(AM) Blakely and 25% of WGRA(AM) Cairo, all Georgia; 50% of WGSW(AM) Greenwood, S.C., and 50.2% of WPFA(AM) Pensacola, Fla. Orndorff and Lanahan have no other broadcast interests. Hirsch is currently operations manager of WWNS-WMCD.



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Pressey owns TV sales and repair shop in Statesboro. They have no other broadcast interests. Wwns(AM) is on 1240 khz with 1 kw day and 250 w night. Wmcd(FM) is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

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

■ **WZAL(AM)** Jackson, Ga.: Sold by Tarkenton Broadcasting Co. to Devan-Moore Communications for \$235,000. Seller is owned by Dallas Tarkenton (75%) and wife, May Ree (25%). They also own WJGA(FM) Jackson. Buyer is owned by Richard Moore (40%); James Devan and wife, Karen (30% each). Buyers are associated with Georgia Network Inc., Atlanta news and sports network. Moore is correspondent, James Devan is executive vice president and general manager, and Karen Devan is bookkeeper. They have no other broadcast interests. WZAL is 1 kw daytimer on 1540 khz.

■ Other proposed station sale is **KCCL(AM)** Paris, Ark. (See "For the Record" page 67).

APPROVED

■ **KTVB(TV)** Boise, Idaho: Sold by KTVB Inc. to King Broadcasting for \$14 million. Seller is owned by Georgia M. Davidson and family, who have no other broadcast interests. Buyer is principally owned by Dorothy S. Bullitt and her daughters, Harriett Bullitt and Priscilla B. Collins; Ancil Payne is president. It also owns KYA-AM-FM San Francisco; WRTH(AM) Wood River (St. Louis), Ill.; KGW-AM-TV-KINK(FM) Portland, Ore.; KING-AM-FM-TV Seattle and KREM-AM-FM-TV Spokane, Wash. KTVB is NBC affiliate on ch. 7 with 166 kw visual, 26.9 kw aural and antenna 2,560 feet above average terrain.

■ **KOAX(FM)** Dallas: Sold by Metroplex Communications to Westinghouse Broadcasting Co. for \$7 million, second highest price paid for FM. Record price for FM is \$8.25 million paid by Doubleday Broadcasting for WBFM(FM) Detroit, still pending before FCC (BROADCASTING, Feb. 4). Seller is owned by Norman Wain and Robert Weiss, who also own KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla., and wwok(AM) Miami. Buyer is subsidiary of Westinghouse Electric Co. and major group broadcaster. It owns seven AM's, three FM's and five VHF TV's. KOAX is on 105.3 mhz with 100 kw and antenna 1560 feet above average terrain.

■ **WFMB(FM)** Springfield, Ill.: Sold by Capital Broadcasting Co. to Springfield Advertising Co. for \$1,275,000. Seller is owned by Harold J. Hoskin, R. W. Deffenbaugh, W. F. Wingerter and J.W. Johnson (25% each). They also own 1.66% interest

in ch. 55 WBHW(TV) Springfield. Wingerter owns an additional 11.66% interest in WBHW as individual. Buyer is owned by Eastern Broadcasting Corp., owned by Roger A. Neuhoff and family. Eastern also owns WCVS(AM) Springfield; WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State College, Pa. WFMB is on 104.5 mhz with 20 kw and antenna 245 feet above average terrain.

■ **WNIA(AM)** Cheektowaga, N.Y.: Sold by Niagara Broadcasting System to Quid Me Broadcasting Inc. for \$575,000. Seller is owned by estate of Gordon P. Brown, which also owns WSAY(AM) Rochester, N.Y. Buyer is owned by Chester M. Musialowski (50.5%) and seven others. Musialowski is salesman for WGR-TV Buffalo, N.Y. WNIA is on 1230 khz with 500 w day and 250 w night.

■ **KTEE(AM)** Idaho Falls, Idaho: Sold by Communications Corp. of Idaho to Southwest Television Ltd. for \$545,000. Seller is equally owned by Merlin Farnes, Barney Goodwin and Clifford J. Barborka Jr., who have no other broadcast interests. Buyer, owned by Edward B. Berger, Eugene A. Adelstein and 31 others, is applicant for new TV's at Albuquerque, N.M.; Spokane, Wash., and Chico, Calif. Berger is Tucson, Ariz., attorney. Adelstein is general manager of KZAZ-TV Nogales, Ariz. KTEE is 5 kw daytimer on 1260 khz.

■ Cable Television systems serving Davie, Dania, Lauderdale Lakes, Cooper City and Broward County, all Florida: Sold by Cable Holdings Inc. to Broward Cable TV Inc. for approximately \$10 million. Seller is New York-based CATV company. Richard Treibick is chairman and principal owner. He also owns cable systems in Smyrna, Ga.; Oakridge, Tenn.; Boyertown, Pa., and Aurora, Ind. Buyer is owned by Tyler, Tex.-based Buford Television Inc., which owns WBTI(TV) Cincinnati and KTRE-TV Lufkin and KLTV(TV) Tyler, both Texas, has bought 80% of KTMA-TV Minneapolis, the last subject to FCC approval, and owns cable systems in Elkhart, Goshen, Mishawaka, Plymouth, Rochester and South Bend, all Indiana. Brothers Robert, Gerald and Geoffrey Buford own one-third each of company. Florida systems have combined a total of 4,000 basic cable subscribers, passing 33,000 homes.

O&M's vision of the media future

Ogilvy & Mather envisions a communications world in the 1990's that places an accent on personalized media, while network TV audiences will drop by 20 share points and radio will survive by adapting to

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changing conditions.

These are some of the highlights of a presentation given last week before an audience of advertiser and media officials in New York. The thrust of O&M's report, delivered by Larry Cole, senior vice president and director of media services, was that changes in demographics and life styles and the advent of new communications media will lead to fragmented audiences and a need to cater to specialized and personalized needs of the audience.

Called "One to One," the presentation contends that the new technologies will have a special impact on network television. It asserts that the 1970's proved that consumers will pay for alternatives to regular network TV. It predicts that by 1990, cable penetration will exceed 60% of TV households and that 60% of those households will be pay-channel subscribers.

"Because of the central place of these technologies in the expanding home-entertainment market, it is not unreasonable to assume \$500 per year per family budgeted solely for TV programing," the presentation states.

O&M projects that over-all viewing is "likely to increase, perhaps dramatically," because of increasing viewer acceptance of such other technologies as subscription TV, satellite networks, two-way TV video, videocassettes and videodisks, video games and home computers.

But network audience shares will decline, O&M predicts, particularly in

prime time, resulting in a 20-share point loss by 1990. It envisions the networks' role will change—from that of programmers to stations to one of program suppliers, competing with film studios, production companies and independent producers.

Ogilvy is more optimistic about radio's prospects. It says radio will adapt to changing conditions, and adds:

"The older, slow-growth population of the 1980's probably means a graying of the radio audience," Ogilvy ventures. "Since radio's heaviest listeners—those under 30—will decline as a percentage of the population, the industry will have to work hard to retain today's younger audience. There'll be a growing number of older radio formats, and growth in the total number of stations. The pre-eminence of FM is already assured. While radio ad rates are expected to increase, the medium will gain a relative cost advantage over other major media."

The presentation also envisions the growth of personalization in the print media, with mass magazines developing special editions for special-interest audiences and newspapers creating special and suburban sections to reach specific target audiences.

The presentation offers a number of suggestions to help advertisers and agencies cope with the emerging, personalized media; define prospects on the basis of media usage patterns as well as demographics, geography and psychographics; gain experience and seek opportunities in

the new technologies; encourage audience measurement services and market researchers to gather data on all the new video activities; experiment with and prepare for more fragmented media plans; encourage all new media to accept advertising; consider regionalized, localized and personalized copy, and gain test experience with radio, which may prove highly efficient, compared to other media opportunities.

How Oak grew from the acorns of STV

Everitt A. Carter, chairman of Oak Industries, described the prospects for his company in glowing terms to a packed luncheon crowd last Wednesday at the New York Society of Security Analysts. Last year's earnings, he said, advanced 103% to \$11.2 million, \$2.71 a share, on a 46% revenue rise to \$281.3 million. Fourth-quarter revenues and profits, \$79.2 million and \$3.5 million, respectively, were the best of any quarter in Oak's history. And despite these improvements, Carter decried the impact of an accounting regulation for provision of stock appreciation rights that he said cut 1979 net \$1.1 million and per share by 28 cents.

Carter acknowledged that the company's long absence from security-analyst forums resulted from its "dodging brickbats" from the investment com-

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| Company | Period/Ended | Revenues | Current and change | | | | Year earlier | | |
|------------------------------|----------------|---------------|--------------------|--------------|----------|-----------|---------------|-------------|-----------|
| | | | % Change | Net Income | % Change | Per Share | Revenues | Net Income | Per Share |
| Affiliated Publications..... | year 12/30/79 | \$183,487,000 | +14.8 | \$12,635,000 | +41.1 | 2.46 | \$159,801,000 | \$8,952,000 | 1.76 |
| Arvin Industries..... | year 12/30/79 | 493,211,000 | + .08 | 20,422,000 | -11.5 | 2.88 | 489,079,000 | 23,066,000 | 3.36 |
| John Blair & Co..... | year 12/31/79 | 197,341,000 | +15.6 | 12,157,000 | +12.0 | 3.27 | 170,597,000 | 10,852,000 | 2.95 |
| Comsat..... | year 12/31/79 | 262,635,000 | +24.4 | 40,185,000 | +17.4 | 5.02 | 211,114,000 | 34,238,000 | 4.28 |
| Cowles Communications..... | year 12/31/79 | 16,131,000 | +11.7 | 5,745,000 | +16.0 | 1.45 | 14,443,000 | 4,953,000 | 1.25 |
| Oak Industries..... | year 12/31/79 | 281,348,000 | +46.4 | 11,170,000 | +130.3 | 2.71 | 192,181,000 | 4,850,000 | 1.45 |
| Reeves Communications..... | 6 mo. 12/31/79 | 18,452,000 | +50.6 | 1,497,000 | +74.9 | .62 | 12,249,000 | 856,000 | .38 |
| Zenith Radio Corp..... | year 12/31/79 | 1,075,200,000 | + 9.7 | 19,000,000 | -18.5 | 1.01 | 980,000,000 | 23,300,000 | 1.24 |

munity. However, "the New Oak," which has "bet our corporate life on STV," is now starting to attract the favorable attention of Wall Street, according to Carter.

Carter documented what he termed Oak's "surprising switch" (a pun on the firm's traditional electronics parts businesses) to an entertainment-oriented company by giving breakdowns of the company's sales and earnings for the past three years. Communications operations have grown from 8% of sales in 1977 to 28% last year, and from an operating loss three years ago (reflecting STV start-up costs) to 42% of Oak's operating income in 1979. Communications' percentage of net income approaches 50%, according to company executive vice president, finance, Frank Astrologes.

Carter expects 1980 to be another record year for Oak, "barring total

catastrophe" in the general economy, although he didn't care to forecast the coming year's results. He drew his optimism in part from an order backlog that now stands at \$111 million.

Reviewing Oak's communications operations, Carter said the company's joint STV venture with Chartwell Communications in Los Angeles has now grown to 200,000 subscribers and expects 300,000 by year end. Expansion of the Phoenix STV system that Oak is independently developing has been hampered, he said, by the refusal of network affiliates to sell Oak advertising time, leading the company to contemplate a restraint of trade suit against them. Responding later to a question from the audience, which he said "touched a nerve," Carter acknowledged that growth of that system (now at 5,000 subscribers) will also be "limited some-

what" by an existing MDS operation and two cable franchises in the general area. Still, he insisted there is "enough for us" in Phoenix.

Carter says Oak's Miami-Fort Lauderdale STV system (currently 4,000 subscribers) had an "excellent start" and the company expects to start Dallas-Fort Worth STV operations in the fall.

For the future, Carter said the people at Oak "believe in cable," not only from Oak's vantage as a provider of 50% of the industry's converters and 70% of pay decoders, but also with an interest in owning an MSO. "We hope to be able to afford (one) at current prices . . . we have no more or less philosophical approach than that," claimed Carter. In financing such a move, Oak would "take the risk of dilutive effect" on earnings, the chairman said, adding that "the question is how much."

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HELP WANTED TECHNICAL

Are you a First Class licensed technician frustrated with the humdrum waste of your abilities? Would you like to work in a well-equipped three man lab with a crackerjack "No. 1"? We are a rapidly expanding, sophisticated CATV system—soon 300 miles—and, WCOJ, a well-established 5000 watt fulltime AM station. Location: 30 miles west of Philadelphia, in picturesque historic Chester County. Liberal company benefits, profit sharing plan. EOE. Contact: Louis N. Seltzer at 215-384-2100 or write to PO Box 231, Coatesville, PA 19320.

Chief Engineer FM/AM combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500w, partially automated with Harris 90 system. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, OH 45014. 513-874-5000.

Chief Engineer for 5,000 watt daytime, two tower directional simple pattern and low-power class A FM. STL, Marti remote, 2-Way ready to automate. All new equipment. Lost present engineer to Pittsburgh major. Benefits. General Manager, WKMC/WHPA, 1108 Twenty Eighth Ave., Altoona, PA 16601. 814-224-2151.

Broadcasting Engineer—to maintain full-time AM-FM station. Good pay and benefits. Send resume to KBUR/KGRS, Box 70, Burlington, IA 52601.

Maintenance Technician (Equipment Technician I) needed by KPBS-FM. Responsible for installing, maintaining, repairing studio equipment. Must be familiar with modern stereo studio and test equipment. Experience with MCI & digital equipment helpful. Qualifications: First phone and one year related experience required. College electronics courses in engineering, industrial arts, highly preferred. Salary: 16,068-19,320. For application write: Employment Division, San Diego State University, San Diego, CA 92182. Application closing date, March 7, 1980. An Equal Opportunity/Affirmative Action/Title IX Employer.

Chief Engineer. Full charge for operation and maintenance of 6K FM noncommercial University radio facility. First class license required. Prefer experience in development and maintenance of off-air production equipment for radio and television laboratories. Responsibilities include providing assistance to faculty and staff of instructional services center in maintenance of A/V equipment. Position begins July 1, 1980. Send resume to Dr. Charles Evans, Dean, College of Arts and Sciences, University of Evansville, PO Box 329, Evansville, IN 47702. Deadline: April 4, 1980. EO/AEE.

Chief Engineer for dominant Midwest medium market 5 kw AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resume with references and letter of application with salary requirements to: Box C-86.

Chief Engineer, KUTI/KUEZ-FM Yakima, Washington, 5-kw AM daytimer, Class C Automated FM. Good equipment, good work conditions. Engineering only, no board work. Present Chief retiring, talk to him yourself. 509-248-2900, Box 2309, Yakima, WA 98907. Equal Opportunity Employer.

Group chief needed. New station acquisitions have necessitated the search for a group chief engineer. Experience is the key word, we don't need or want a panicker under pressure. All properties have a chief now. This position is over all. Salary commensurate to ability and stability. Please reply with employment history resume and references to Box C-53.

San Diego's KCBQ has a position available for Chief Engineer with background in directional arrays, transmitter installation and studio construction. Send resume with references and salary requirements to: Chief Engineer, KCBQ, PO Box 1629, San Diego, CA 92112.

Engineering Assistant: No. 1 beautiful music station, Houston, TX. Group owned, good benefits. First phone-experience preferred. Send resume and salary requirements to Jon Bennett, Chief Engineer, KYND, 1001 E. Southmore, Pasadena, TX 77502. EOE.

Chief Engineer, Southeast: Group owner purchasing 100,000 watt FM in Top 50 market looking for Chief Engineer to start in April, work with Group Technical Director to construct brand new studios with all new equipment, install STL and new transmitter/antenna system. Must possess strong knowledge of FM transmitters, have experience in studio construction, have administrative abilities, a sensitivity to programming and be a team player. This is a growth position offering long term career opportunities with an expanding company. Equal Opportunity Employer M/F. Send resume and salary requirements to Box C-58.

Chief Engineer for operation of community-based public radio station and for construction and operation of new VHF-TV translators in Ketchikan, Alaska. Applicant must have: 1st Class Radiotelephone FCC license, at least 3 years engineering experience in FM broadcasting and a working knowledge of VHF-TV facilities, and a desire to settle in a small community with a very rainy climate. Ketchikan is Alaska's "gateway" and 4th largest city whose major industries are fishing, logging and tourism. Salary: \$18,000-\$20,000 plus benefits. DOE. Send resume and references to: Bruce Theriault General Manager, KRBD FM, 2415 Hemlock Street No. 1007, Ketchikan, AK 99901. Rainbird Community Broadcasting Corporation is an equal opportunity, affirmative action employer. Applications accepted through March 31, 1980.

Chief Engineer—for operation-maintenance 1 kw AM simple directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Manager, KOSY, PO Box 2018, Texarkana, AR 75501. Equal Opportunity Employer.

"I need you yesterday" We're growing faster than engineers but we are looking for a good, experienced, reliable, able, well adjusted engineer. AM, full-time, directional, STL, all new studios and equipment. Automated FM. Salary range, to \$15,000. Total background information with references first reply to Box C-57.

HELP WANTED NEWS

Experienced news director northeast top 50 market. Big staff, new equipment, Lucrative compensation. Replies to Box B-178.

Paul Harvey, Lowell Thomas Type Newsperson needed now to add a special touch to Major Market MOR Morning Drive News. If you can communicate with an adult audience tell us about it. The more unique the better. Call Box B-196.

Tender Lovin' Country has opening for dedicated news reporter for anchor and street work. Must have experience. Tape and resume to Dave Broman, KTLG, Box 65, Twin Falls, ID 83301 208-733-3381. EOE/MF.

Anchor. Award winning all-news station with great growth potential for strong performers is soliciting applications from women and men for future openings. Writing and reporting experience is important, but strong delivery is a must. Nonreturnable tape, resume, references to News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

News Director: To head three member department at highly respected AM/FM in Midwest. Good pay, facilities and work environment. Send tape, letter and resume to: Vince Beckey, KWPC/KFMH, Box 116, Muscatine, IA 52761. Or call 319-263-2442.

Radio News Director—prefer college degree or previous experience in Radio News. Send tape and resume to: Bob Armstrong, WMIC/WTGV-FM, 19 South Elk Street, Sandusky, MI 48471. An Equal Opportunity Employer.

Immediate Opening: anchor/reporter for nights and weekends. Growing news department, expanding news programming. Send tape and resume to John Strickling, News Director, WAPI Radio, PO Box 10502, Birmingham, AL 35202.

One of America's best radio stations has an opening for an experienced and knowledgeable newscaster. Telephone talk experience also desired. EOE M/F. Send resume to Box C-5.

News person wanted: Illinois's Capital City is looking for an afternoon news reporter. Duties will include some night meetings and weekend work. Tapes and resumes to WFMB, Walt Platz, News Director, 819 Myers Building, Springfield, IL 62701, or call 217-528-0595. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Come to Upper Midwest—6 station group seeks experienced, mature program/operation manager for our small market group. You will direct, inspire, train, and enjoy long term future and stability. Box B-147.

On air entertainer and wizard in copy production. West Palm Boca. Send copy, production, show aircheck, salary requirements—Mark Prichard, WKAO, Box 1510, Boynton, FL 33435. Call 305-737-5000. (EOE).

Production Director, WASH-FM, Washington, D.C. Nationally renowned adult-contemp needs savvy production pro with good voice, strong copy & sharp razor blade. Some airwork involved. Send resume, aircheck, production samples to: Bob Hughes, WASH-FM, Washington, DC 20016. No calls. Equal Opportunity Employer. Minority applicants encouraged.

Adult Contemporary Illinois automated AM seeks night/weekend announcer/operator. Finest equipment. Major group home office station. Contact Ken Buel, WKAN, Six Dearborn Square, Kankakee, IL 60901; 815-937-2750. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Executive Producer: for All Talk, 50,000 watt, network affiliate in top 5 market. Responsible for scheduling guests and program themes for main dayparts. Experienced applicants only. All replies in confidence. Equal Opportunity Employer. Send resume and salary history to Box C-76.

Radio Broadcast Operations/News Producer \$5.18 per hour and excellent fringe benefits. Previous experience required; appropriate communications degree or license highly desirable. Inquire Personnel Office, Arizona Western College, PO Box 929, Yuma, AZ 85364. Equal Opportunity Employer.

Central New York medium-large requires copy/production manager. Creative copy, sharp production with possible part-time air for up-tempo contemporary. Legitimate samples and resume to Rick Thomas, G.M., WFBL, PO Box 1390, Eastwood Station, Syracuse, NY 13206. EOE.

Want to live in the beautiful Ozarks? KWTO, a top country station in Springfield, Missouri, needs sharp Operations Manager to handle air sound, promotions and internal operations. Send resume and tape to: Orv Koch, Stuart Broadcasting, 625 Stuart Building, Lincoln, NE 68501. 402-475-4204. EOE.

SITUATIONS WANTED MANAGEMENT

Broadcast Professional, ten years competitive medium market experience, desires position as General Manager. Proven success in sales and program management. Presently employed. Box B-74.

Mature General Manager with strong sales and programming background. Successful record in achieving maximum profits with AM/FM and CATV. Will consider strong positive investment opportunity. Interested in relocating to Florida or sunbelt, will consider other areas. Excellent business, personal and financial references. Box B-165.

Florida General Manager—Experienced all phases, large & small markets. Emphasis on sales. A serious, honest manager. Florida only. Box B-10.

General Manager/Group Management. Lengthy experience with documented performance record in major and medium markets as vice president of station groups and general manager. Various formats, AM & FM. Availability due to sale of station. Excellent administrator, strong sales management, plus all the other qualifications needed for successful station or group management ... with references to prove it. Carefully looking for long term association with quality organization as general manager or in group management. Box C-10.

Experienced Engineer wants to get into mid-management—was college trained in finance and some accounting and personnel—experienced all phases broadcasting and FCC rules. Prefer Florida, Georgia, or Alabama. Reply to RMS. c/o 27 Riverside Terrace, Quincy, IL 62301 or call 217-223-1448 after 7:30 PM. (C.S.T.)

Experienced General Manager would like a position at a Black programmed station. Strong sales and station operation background. Presently employed. Box C-23.

Dedicated pro, eight years experience all phases. Presently sales and major college sportscaster. Seeks G.M. post small college town longterm commitment. Let's talk. 813-484-9220.

Manager: Experienced all formats, latest with beautiful music FM. Sales and Promotion conscious executive. Currently employed with No. 1 station in major market. New owners force relocation. Phone 904-765-6409.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box C-39.

SITUATIONS WANTED SALES

Successful Co-op Coordinator seeks challenge of establishing and maintaining co-op network for Radio/TV chain. Six years experience. Now selling co-op exclusively for one of the nation's most dominant radio stations. Box C-14.

Top 10 market Research Director—young, assertive, articulate—seeks sales position with communicating sales Team. The Team matters, not market size. Box C-74.

Veteran newsmah wants to learn sales, return to New England. Familyman, BA Degree. Box C-36.

SITUATIONS WANTED ANNOUNCERS

Male D.J., 21, creative, hardworker. 3rd phone. R.B. or Disco format. Resume and tape available. Small market radio. Relocate immediately. Call or write Gethmus Lavender, after 5:00 pm 213-599-3106. 1496 Walnut, No. 9, Long Beach, CA 90813.

Experienced "Audio Philosopher", who's reliable, not afraid of long hours, and willing to relocate. For air check and resume call 312-388-3040 or write Jim Mulvaney, 12832 May, Chicago, IL 60643.

Veteran talk show host with stable track record seeks move to major market talk operation or talk/MOR format. Have management, sports and news experience. Box C-78.

College Grad looking for first job in Michigan, Indiana, Ohio area. Call Harry 313-522-0144.

Natural voice polished by 6 years airwork in AOR, MOR, production. Enthusiastic broadcaster will produce results for your southeast operation call Marc 404-252-7079.

Dedicated broadcaster with 4 years experience looking. Call 513-631-4657 nights. Will relocate.

Small-Med Markets- Mid-Atlantic-South. Mature & experienced. Don Wilson, 1717 W. 7th St., Frederick, MD 21701.

Announcer, 7 months experience, seeking position in Southeastern Wisconsin. Any format. Call Aaron 414-782-1182.

Expert play-by-play in hockey, football, baseball, and basketball. I am willing to relocate immediately in Canada or U.S.A. and also have P.B.P. tape, and personal resume available. Ask for Joe 312-652-2452.

Beautiful music-pop/adult 8 year pro, currently number one station in top 20, wants announcer or operations manager position. Box C-42.

Second class ticket, reliable & cooperative. Any shift. Single. Available now. Paul Kaishian, 510 N. 106 St., Wauwatosa WI 53226. 414-453-4548.

End your PBP search: sportscaster with commercial experience seeks move upward skilled production air shift news sales single available will relocate Mitch 212-376-4664.

Announcer with experience as program director, reporter, talk-show host and more. Seven years in adult contemporary. Mature, dependable, capable. Seeks Northeast. Box C-47.

15 years experience, seeking on air and production, would consider announcer/sales. Prefer country, midwest Box C-2.

Versatile air personality seeking TOP 40, AOR or Adult Contemporary position. Will relocate. For tape, resume. PO Box 302, Pittsburgh, PA 15230.

DJ, sports, news, prod. 3rd eng. MOR/ROCK/CW. Tightboard. Jim Gomes 415-791-0692.

Experienced D.J. any shift. All Formats. Creative, dependable. 3rd. Small or large market. Will relocate midwest. Tape and resume. Box C-52.

SITUATIONS WANTED TECHNICAL

1st class entry level. Copy and air experienced. Ready to learn. Will relocate. (Prefer west.) Jim Roberts 714-463-2771. 7256 Jackson Dr., San Diego, CA 92119.

SITUATIONS WANTED NEWS

Former pro athlete currently sports director in mid-west medium market seeks sports position. with P-B-P. Preferably East. Call Jim 617-696-1442.

Need Professional Help? Check me out! Newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Employer will provide excellent references. Box B-84.

Award-winning sportscaster—employed—seeks sports talk/TV/PBP. All offers considered. Degree (Journ.). Top references. credentials. Box B-148.

PBP-Sportscaster. Currently own production company originating college basketball midwest. 28, M.S. communications. 7 years experience. Seek medium-major market PBP and/or right sportscasting situation. Tom 316-231-9200.

Sports Broadcaster: College graduate. Wealth of experience, P-B-P Talk Show Host. Reporter. Covered Super Bowls, World Series, interviewed top pros. Hard worker, available now. Tapes, References, Phone Bruce Weber 412-463-7744, 640 Diamond Ave., Indiana, PA 15701.

First job, anywhere; thirties, British accent, lawyer, editor; can review films, write commercials, call soccer; broadcast school graduate; catholic musical tastes; news preferred. Morrisk, 201 W 11th St., New York City, 10014. 212-242-0931.

Diligent sportscaster. Currently play-by-play and producer for state-wide major college network. Award winner. Six years pro. Box C-19.

Recent college graduate seeks full-time position as sports/news announcer. Have 4 years professional experience in Top 15 market. Willing to relocate with salary negotiable. Tim Mote, 184 Barbara Lane, Mableton, GA 30059. 404-941-9788.

Versatility in Sports—Six years P-B-P, color, announcer, talk host, etc.—seven years Major League Baseball/Soccer PR. Communications degree. Pacific Northwest preferred. Radio or TV. Call 206-784-6282.

5 year news pro wants return to New England. Now in large-medium market. Married, BA Degree. Box C-36.

Evenings, Weekends, Radio Newscaster, write, 1st class license, for Southeast Wisconsin, trained, some experience. 414-545-6558.

Newstalk Lady: From reporter to co-anchor, talk producer to communicator. I'm ready to move to either coast. Call Peggy 712-347-6865 afternoons.

Seeking New Challenge: Medium market News Director. 5 years experience. Solid reporting skills. Excellent references. Currently employed. Degree. Jay 607-687-0371.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Stop! Why look further? I'm a creative pro with 6-1/2 years experience. Super production, excellent copy, tight board and more. Seeking production and/or air shift at medium market A/C or top 40 station or ad agency. Words can only say so much. For air check with production and copy samples, call 614-383-1905. E.O.E. (Equal Opportunity Employee).

Experienced auditor in broadcasting, desires divisional controllership or senior audit position. Degree, early thirties, single. Will travel. Resumes furnished. Box B-82.

Reporter/Producer—2 1/2 years major market, creative, imaginative, looking to produce public affairs or magazine show. Box C-71.

Good P.D., strong on administration and commercial production, seeks larger market. Prefer off-air position, but will negotiate. Also prefer MOR or adult contemporary formats. Will offer best resume, references. A highly-experienced pro awaits your response, to Box C-85.

TELEVISION

HELP WANTED MANAGEMENT

Wanted—Controller for South Florida Net Affiliate. Must have Broadcast experience. EEO/M-F. Salary open. Fringe benefits, relocation expense paid. Box C-4.

Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

Pops without noise

Tom Keller, Director of Engineering:

“The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s . . . With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera.”

2 IRE, but a complaint

Ken Hori, Senior Engineer for Advanced Development:

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE . . . For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour . . . We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too . . .”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

Washouts and dropouts

*Bill Fairweather,
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact **Ikegami Electronics (USA) Inc.**, 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

Ikegami HK-312

See us at NAB Booth #927.

NAB's latest proposal for deregulation

It asks FCC to eliminate 'unnecessary' requirement that stations file annual reports on their financial standing

The National Association of Broadcasters has petitioned the FCC to abolish its requirement that all commercial broadcast licensees must file annual financial reports.

NAB said elimination of this regulation would be consistent with the efforts of the Carter administration to "take and support strong actions to reduce the burdens imposed by the collection of information by the federal government [and] to insure that only essential or statutorily required information is collected."

NAB noted that the Communications Act does not specifically authorize the FCC's "collection of financial data except in evaluating the financial qualifications of applicants for construction permits." The association said that any need for the FCC to consider the "financial well-being" of a particular broadcaster could be met on a "case-by-case" basis.

NAB admitted that when "broadcasting was an embryonic industry" in 1938, the FCC may have been justified in its "extensive collection and retention" of data on industry trends. But "the broadcast industry has come of age," the petition said, "and after 42 years, the practice of requiring annual financial reporting from a mature industry seems little more than a continuation of a regulatory ritual."

NAB suggested as an alternative that the commission re-evaluate the necessity of an annual reporting form. "The census is conducted every 10 years, and many industries report trends biannually or every five years or more."

This week, the House Communications Subcommittee is expected to hold hearings on H.R. 5430, a bill introduced by Ronald Mottl (D-Ohio), which would require the FCC to make these forms public. FCC Chairman Charles Ferris has already stated, during oversight hearings last October, that he would not oppose the idea.

Reagan movie triggers equal-time requirement

FCC-wise Baker supporter tips his campaign, and station offers candidate 32 minutes of time; others don't make requests

Executives of WGTU(TV) Traverse City, Mich., weren't sure, back in January, whether running a 1957 Ronald Reagan

movie would subject the station to an equal-time demand by his competitors for the Republican presidential nomination. After throwing caution to the winds, they found soon enough that it did. Senator Howard Baker (R-Tenn.) now has an offer of 32 minutes of free time on the station.

Foster Winter, vice president and general manager, said that two days after "Hell Cats of the Navy" aired, on Jan. 29, the station received a request for equal time from Baker's field coordinator in Michigan, Julie Weeks. She had been tipped by a WGTU viewer with an apparently sound knowledge of FCC rules.

Winter, who was about to visit a Na-

tional Association of Broadcasters seminar on political broadcasting in Chicago, checked his problem out there, and found that the Baker people had a case. So he timed Reagan's appearance, and offered Baker 32 minutes of free time. Winter's only consolation is that none of the other candidates for the Republican nomination made requests of their own within the seven days prescribed by commission rules.

Thus far, the station has received no answer from the Baker camp as to how or when it wants to fill the time. But Winter offered a suggestion in a letter to the senator inviting him to Traverse City. He is

Washington Watch

Copyright calendar. Copyright Royalty Tribunal has set dates for next phase of dispute that will ultimately end with \$12 million in royalty fees divided among claimants. On March 20, tribunal will hold hearing on eligibility of Public Broadcasting Service programming for compensation; four evidentiary hearings will begin March 24 and conclude April 22 with National Association of Broadcasters. Hearings will not include syndicated exclusivity or broadcast day as compilation in copyright, although petition for review of tribunal's decision on those issues is still pending before U.S. Court of Appeals in Washington.

Undercover operation. Stansfield Turner, director of Central Intelligence Agency, told Senate select committee last week that CIA had "in very limited occasions" used journalists, clergymen and professors as spies. Representative Les Aspin (D-Wis.) sent Turner letter asking for list of journalists that CIA used for its work.

SBS action passes review. FCC action authorizing Communications Satellite Corp., IBM and Aetna Life & Casualty Co. to enter into agreement to establish Satellite Business Systems to provide common carrier service by satellite has been affirmed by U.S. Court of Appeals in Washington. Action had been opposed by Justice Department, Federal Trade Commission and other companies now providing common carrier service by satellite. They charged merger violated antitrust laws.

FCC upheld on franchising move. U.S. Court of Appeals in Washington has affirmed FCC decision to repeal commission rules setting cable franchise standards for local franchising authorities. FCC action, in September 1977, was appealed by number of citizen groups.

Regulatory reading. American Association of Advertising Agencies has published "Government Regulatory Issues and Advertising," which examines FCC and Federal Trade Commission, with look at current programs and likely future plans. Booklet is first in series of reports authored by participants in Loaned Executive Assignment Program, with additional volumes to be added by future participants in coming years.

Good reviews. National Association of Broadcasters has endorsed H.R. 6103, offered by Representative Lionel Van Deerlin (D-Calif.) to exempt broadcasters from providing equal time for political messages by candidates for President and Vice President. NAB president, Vincent Wasilewski, in letter to Van Deerlin, commended chairman of Communications Subcommittee for his support of free speech.

Too much. ABC told FCC that, "contrary to [National Association of Independent Television Producers and Distributors'] view, ABC scheduling of college football games and other sports coverage has been highly sensitive to the requirements of the prime-time access rule and sports runovers have been, and continue to be, few and limited." NAITPD had complained to FCC saying ABC's sports runovers were having "devastating impact" on some of its members' shows, and it asked FCC to do something about it, including issuing declaratory ruling that at least three-and-a-half hours must be allowed for games before they can run post-7 p.m. (BROADCASTING, Jan. 7).

sure, Winter wrote, the "viewers would be interested in your thoughts regarding 'Hell Cats of the Navy.'"

New ALJ for the FCC

The FCC has appointed Edward J. Kuhlmann, a former attorney for Citizens Communications Center, as an administrative law judge.

Kuhlmann served with Citizens for two years, until July 1979, when he was appointed an administrative law judge for the Department of Labor.

He began his law career at the FCC, in 1966, where he served in the general counsel's litigation division until 1972. After leaving the FCC, he became general counsel of the Cable Television Information Center of the Urban Institute in Washington, where he served until 1973. He then became a partner in the Washington law firm of Renouf & Polivy, specializing in communications law. He joined Citizens in 1977, where he engaged in appellate litigation for two years before joining the Labor Department.

Kuhlmann replaces ALJ James J. Cullen, who has joined the Department of Health and Welfare.

Quello defends self over New Jersey flap

He writes White House, countering charges by some of state's congressional delegation

FCC Commissioner James H. Quello has provided the White House with his side of what some regard as an issue in his bid for reappointment to the FCC—his position on New Jersey's efforts to secure additional VHF service. But indications at the White House are that his apparent concern may be premature.

"My votes and comments on the New Jersey matter have been very positive," Quello wrote in a letter to President Carter. "It is inconceivable that my New Jersey views possibly could be considered as a basis for disqualification by any reasonable, fair-minded legislator."

Quello was responding to a letter Democratic Representative Andrew Maguire and six other members of the New Jersey congressional delegation wrote to Carter last month opposing Quello's renomination. His term expires June 30. The letter charged that Quello's treatment of New Jersey's concern about the lack of in-state VHF service has been "frivolous and insulting," and cited Quello statements it said backs up the charge (BROADCASTING, Feb. 18).

Quello had responded to that letter with a three-and-a-half page memo sent to all members of the New Jersey delegation. And he enclosed a copy with his letter to the President.

He said in the memo that the statements "were taken out of context"—apparently "for the express purpose of embarrassing

me"—and he denied "any insensitivity to the needs of the people of New Jersey," particularly in connection with their desires for additional television service in the state.

Quello cited his votes on the New Jersey issue that, he said, reflect a positive attitude. He voted for adding six UHF stations to the state, and for a rulemaking to mandate network affiliation for a New Jersey UHF station. He also recalled his vote to require an additional physical presence in New Jersey by nine New York City and Philadelphia television stations to assure greater service.

However, the television issue has revolved principally around the demands by citizens and officials for what would be

New Jersey's first in-state VHF television service.

The tone of Quello's letter and memo seemed in marked contrast to the manner in which the matter is being considered at the White House. "If I were seeking reappointment," said one official, "I'm not sure I'd jump at every little thing."

By the same token, the official noted, a letter endorsing Quello would not decide the issue, either. And letters calling for Quello's reappointment—most are copies of letters sent to members of Congress—are continuing to flow into the White House.

But so are letters recommending others as candidates—some of them self-nominations.



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| Anchorage: | 907-243-4319 |
| Anchorage(Sunday): | 907-277-2964 |



**NORTHWEST ORIENT
CARGO**



Tall problem

Tests of new transmitting tower on World Trade Center in New York show high levels of radiation; move of other stations is delayed while standards are developed

New York television stations' use of the new antenna mast atop one tower of the twin-towered World Trade Center was threatened with further delay last week—by a problem that broadcasters said might eventually affect telecommunications throughout the U.S.

Officials of the Port Authority of New York and New Jersey, which owns and operates the World Trade Center, said tests had shown potentially harmful levels of microwave radiation and that stations could not begin regular transmission until these have been reduced, perhaps this fall. Use had been expected to start this spring.

New York broadcasters, now in their 13th year of work toward moving their transmitter operations from the Empire State building (in most cases) to the north tower of WTC, said the radiation was only 10%-12.5% as strong as permissible levels that have been proposed nationally, and only 2% of the maximum currently set for broadcasting. They also saw the radiation health issue—and the standards ultimately adopted to meet it—as much more than a local problem.

The standards could affect "all telecommunications in this country," said Otis Freeman, engineering vice president of WPIX(TV) New York and chairman of the TV Broadcasters All-Industry Committee, which is composed of officials of stations involved in the tower project.

The Occupational Safety and Health Administration or the Environmental Protection Agency will set standards "somewhere along the line," Freeman said, but in the meantime "the nation's best minds in this field" ought to be giving serious thought to what those standards should be.

Port Authority officials said tests with two UHF stations whose transmitters are already in place on the WTC tower—WXTV(TV) Paterson, N.J. (ch. 41) and WNJU-TV Linden, N.J. (ch. 47)—subjected the top of the second tower to 200 microwatts of microwave pressure per square centimeter. This is about 10 times as much as the U.S. claimed Russian bugging equipment was imposing on American embassy personnel in Moscow in a diplomatic dispute a couple of years ago.

The Port Authority's concern is for the 1.5 million people who visit the second tower's observation deck each year—a money-making venture for the Port Authority—and for workers who would

occupy the floors immediately below. The tower on which the antenna mast stands would not be affected.

Officials of the Port Authority said they were considering construction of a roof over the second tower's observation deck and shielding the top floors with a transparent mylar film as protection against radiation. They said they were working with RCA, which designed the antenna—at 351.5 feet billed as the world's largest single-stack broadcast antenna—to find solutions.

But they also said that regular use of the new transmitter site cannot begin until radiation has been reduced to 30 microwatts inside the second tower and to 100 microwatts outside.

On behalf of the broadcasters, Freeman said in a statement that the 200 microwatts at WTC was one-eighth of the level being considered by the National Institute for Occupational Safety and Health, one-tenth of that proposed by the American National Standards Institute and one-fiftieth of currently allowable limits for broadcasting emissions. Further measures under consideration at WTC, he said, would increase the safety margin still farther.

The broadcasters, Freeman said, recognize that they must protect public safety and health and feel they have done so and will continue to do so—and that they anticipate early resolution of the current issue. He called again for early adoption of national radiation standards.

If required to operate with reduced power, the stations could suffer serious losses of coverage. They do not face the same problems in operating from the Empire State building because there are no buildings of comparable height within emission range. One of the big arguments for moving has been that the World Trade Center blocks part of the signal path from the Empire State.

The New York Board of Health proposed a year and a half ago that 50 microwatts be made the standard for fixed transmissions in areas "accessible to the public" (BROADCASTING, Aug. 7, 1978). The board then decided, however, to wait for federal standards.

OSHA has recommended that industrial workers not be exposed to more than 10,000 microwatts—about 50 times the levels found by the Port Authority. But many expect final standards to be much lower.

Ten television (and 15 FM) stations are slated to operate from the WTC. In addition to the two UHF stations used in the Port Authority test, WCBS-TV New York (ch. 2) was said last week to be virtually "ready to go" at the new site. The others were reported in various stages of near-readiness, with the expectation that all could be ready before the end of summer.

Total cost of the antenna and related gear, plus new transmitters, was estimated

at \$32 million. TV stations reportedly pay \$60,000 each in rental at the Empire State building. Broadcasters said rent is expected to approach \$100,000 a year at WTC.

GE re-enters U.S. transmitter market

That firm and, reports have it, Broadcast Electronics, will be at NAB with equipment lines

There is a finite number of broadcasting stations in the United States, but this doesn't seem to stop the influx of manufacturers into the transmitter business.

At the National Association of Broadcasters convention, which moves into Las Vegas for four days beginning April 13, General Electric will return to the marketplace after an eight-year absence. And, it is rumored, Broadcast Electronics—to date known as a manufacturer of tape cartridges and audio consoles—will be there with a new line of FM transmitters.

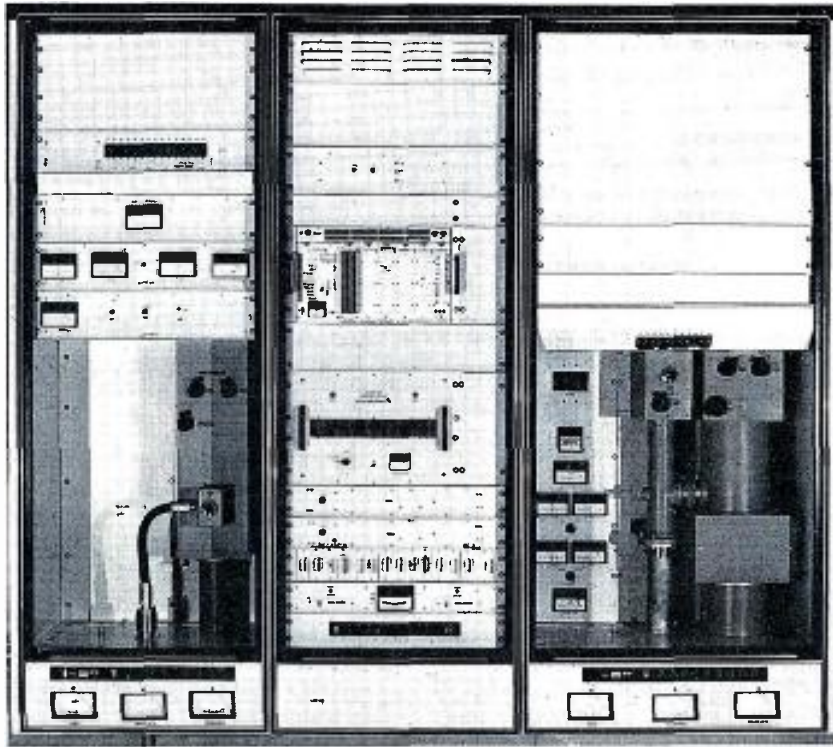
GE was prevented contractually from selling broadcast equipment in the U.S. when it sold its broadcast equipment division to Harris Corp. in 1972. But now that a noncompete agreement attached to that sale has expired, GE is back in business, selling transmitters and antennas manufactured by its Canadian General Electric division. (CGE, unaffected by the Harris-GE deal, has thrived in Canada for over 30 years.)

Heading GE's efforts in the U.S. will be Lewis Page, who went from GE to Harris along with the broadcast division, but is now back with his old employer. Page said that he will be running "basically a sales outlet" for goods manufactured at the CGE plant in Toronto.

Currently, those goods include a com-



Page



GE's new TTC-16000 F/H 16 kw VHF transmitter.

plete line of VHF low- and high-band transmitters and directional television antennas. But, according to Page, GE and CGE have designs on the UHF market—"pay TV and religious broadcasters." Page said that the company plans to manufacture 55 kw and 110 kw UHF transmitters to serve those growing markets.

Page said that GE's move back into the U.S. had been "in the mill a long time"—it was legally able to re-enter the market in 1977—but was delayed because "the product line wasn't ready."

GE doesn't, however, have plans to manufacture broadcast products in the U.S. again. Page said that GE is interested only in marketing the Canadian products, and "that's the way it will remain."

Reports that Broadcast Electronics was entering the FM transmitter business have been around since the company hired Hans Bott, an RF engineer, away from Harris in July 1977. Since then, industry observers have been carefully watching BE and waiting for the introduction of a transmitter. It is now believed that BE will use this year's NAB to unveil a 30 kw FM transmitter.

Lawrence J. Cervon, president of Broadcast Electronics, who was pushed out of Harris in 1974 during Joseph Boyd's rise to the chairmanship, has attempted to keep his company's activities secret. And Cervon has no intention of revealing any of his plans until he is ready. "We don't announce any [product] until it's absolutely ready for delivery."

Despite Cervon's disclaimers, the rumors persist and no one in the business would be surprised if Cervon has an FM transmitter on the floor this April.

GE's line of "F" series VHF transmitters are available in both high- and low-

band at a wide range of power levels: 250 w, 3 kw, 6 kw (low-band only), 5 kw (high-band only), 16 kw, and 30 kw. The 6 kw low-band transmitter (TTC-6000F/L) and the 16 kw high-band unit (TTC-16000F/H) will be exhibited at NAB.

According to Page, the transmitters are all solid state except for the final visual and aural power amplifier tubes. The intermediate power amplifier of the 16 kw transmitter, for instance, generates 1,000 watts of peak power using UHF and microwave power transistors.

Page also pointed out that the exciters incorporated into all the transmitters have built-in processing amplifiers and sync pulse regenerators and that the integrated logic circuits that control the transmitter can be bypassed manually for easy repair.

Although CGE has been manufacturing directional TV antennas for the Canadian broadcaster, Page foresees little market action for them in the U.S. since directional antennas are little used in the U.S.

Microdyne, AFC make a marriage

Earth station maker, manufacturer of antennas decide to get together

In a move designed to enhance its prominence among the growing number of earth station equipment suppliers, Microdyne Corp. has signed a definitive agreement to acquire Antennas for Communications Inc. in a stock transaction valued at \$20 million.

The agreement calls for an exchange of 875 shares of Microdyne stock for each share of AFC. Both stocks are traded over the counter.

The deal is the result of the close working relationship that has evolved between the two companies over the last four years. Both have headquarters in Ocala, Fla. Microdyne is a manufacturer of satellite receivers and associated electronics, and AFC is a maker of dish antennas for terrestrial microwave and satellite communications. When Microdyne was asked to supply a turnkey earth station, it was AFC it went to for the antenna; when AFC needed a receiver to complete an earth station it turned to Microdyne.

According to AFC's vice president, Steven Galagan, the idea behind the merger was to create a company "stronger than its parts." Galagan, who with AFC President Howard Hubbard will join Microdyne as vice presidents, said the combined companies will be able to compete "more effectively" and be able "to take on bigger deals."

"Customers used to look at us as being too small," he said. "We're not too small now."

Lou Wolcott, chairman and president of Microdyne, posts he will continue to hold after the consummation, said that "the vertically integrated companies" will be able to be "more competitive in the pricing of complete earth stations."

The deal will place it among the few earth station suppliers able to manufacture a station's two major elements—the antenna and the receiver. According to Microdyne's executive vice president, Donald Feller, the low noise amplifiers—a

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small but vital component of every earth station—will continue to come from an outside manufacturer.

The deal is similar in many respects to M/A-COM Inc.'s previously announced agreement to acquire Prodelin Inc. for over \$2 million. M/A-COM has the electronics and Prodelin the antennas for putting together complete earth stations. (A spokesman for M/A-COM said that the acquisition should be closed some time in May or June.)

Microdyne reported total sales of \$13,216,000 in fiscal 1979. In addition to the satellite electronics it makes for cable television, it makes telemetry equipment, primarily for the government. The cable sales, however, generated 64% of the company's total sales in 1979—significant, considering that Microdyne made its first sale to a cable company just five years ago.

AFC recently adjusted its fiscal year to concur with Microdyne's. It had total sales of \$2.4 million for the 10 months ended Oct. 30, 1979. Galagan said that 25%-30% of that came from sales to cable systems. The remainder came from sales of microwave antennas to AT&T.

The companies anticipate closing the deal, still subject to approvals by their stockholders and the Securities and Exchange Commission, in late March or early April.

Australia opts for Ceefax

After three years of tests, Australia has become the latest country to adopt a full-scale teletext service.

Australia's minister for post and telecommunications, Tony Staley, announced government approval of the service, which is based on the British Ceefax system, although he said there would be a review of the various teletext systems in three years time. The main competitor of the British system is France's Antiope. Although some engineers see Antiope as more sophisticated and versatile, it is not yet operational, and any country wanting to purchase an immediately usable teletext system must go with Ceefax.

Australia joins five European countries that have decided to go ahead with the British system. Austria and Sweden have fully operational teletext services with hardware and software sold largely by British manufacturers. West Germany is operating an experimental service that is expected to expand into a full service. There are already 7,000 teletext-equipped sets in West Germany. The Netherlands and Belgium are to begin transmitting teletext within the year.

In Australia, two of the leading commercial stations in Sydney, TCN-9 and ATN-7, were among the first to set up teletext services.

Both stations have complete computer and software set-ups sold by V.G. Electronics in Britain. Peter Mothersole of VG said there are currently only 1,000 teletext television sets in the country, but he predicts the number will soon increase sharply with the government approval.

In Sync

Looking skyward. Communications Technology Management, new enterprise of Bob Schmidt, former president of National Cable Television Association, is moving ahead with plans to provide nonentertainment services to cablecasters. First step is construction of \$750,000 earth station alongside C-SPAN's antenna in suburban Washington. Earth station will include two antennas and with joint-use arrangement worked out with C-SPAN for use of its antenna, Schmidt said CTM will have access simultaneously to all three domestic satellite systems. And since all three antennas will be steerable, Schmidt said, CTM will have complete flexibility. Schmidt was vague about what services CTM would be offering over the earth station—he is saving details for NCTA convention next May—but did say he is negotiating with Cable News Network and "broadcasting organizations" for use-sharing arrangement. He also didn't want to say who would be getting the earth station contract. C-SPAN's was supplied by Scientific-Atlanta.

□

Honored. Edwin Howard Armstrong, inventor of superheterodyne receiver, has been inducted into National Inventors Hall of Fame. Superheterodyne circuit is integral element in almost all radio communications equipment and its development by Armstrong during World War I led directly to development of FM radio. Armstrong died in 1954.

□

The shuffle. FCC has approved reorganization of Office of Science and Technology that delegates some of authority formerly concentrated in Office's head, to allow chief scientist more time to act as commissioners' scientific adviser. Reorganization creates two deputy chief posts. Deputy chief for policy will be responsible for spectrum management and international activities. Deputy chief for technology will manage technical planning, equipment authorizations and standards, research and analysis activities. In addition, three divisions will be established: Authorization and Standards Division, Spectrum Management Division and Research and Analysis Division.

□

More digital. Society of Motion Picture and Television Engineers continues to put accent on digital technology. Workshop, "The Digital Decade—Its Impact on the Broadcaster," is being put together by society for presentation at National Association of Broadcasters convention in April. Workshop will take form of panel including William Connolly, CBS engineer and chairman of SMPTE's Study Group on Digital Television Tape Recording; Michael Fisher of ABC, chairman of SMPTE Committee on Television Video Technology; Robert S. Hopkins of RCA, chairman of SMPTE Committee on New Technology; Michael A. Negri of NBC, and Rolland Zavada, SMPTE engineering vice president.

□

Features. C-COR Electronics Inc., which has been selling broadband cable gear for 27 years, announced that it is accepting orders for 400 mhz equipment in anticipation of eventual availability from TRW or Motorola of 400 mhz hybrid circuit. Circuit will be heart of C-COR's and other manufacturer's 400 mhz systems. Although there is great pressure being exerted on two semiconductor companies, when circuits with adequate performance characteristics will be available is still great unknown.

□

Independent production. Ampex Corp. and Trans-American Video Inc., division of Merv Griffin Productions, have announced \$1.2-million deal for 12 Ampex VPR-2 helical scan one-inch videotape recorders.

□

Bye-bye birdies. In scenario that closely resembled that for loss of RCA's Satcom III last December (BROADCASTING, Dec. 17, 1979), National Space Development Agency of Japan lost its Ayame 2 experimental communications satellite. Twenty-five-million-dollar bird was launched on Friday, Feb. 22, but when kick motor that was to have boosted spacecraft into geostationary orbit (22,300 miles above equator) was fired three days later, ground stations lost contact with it and haven't been able to relocate it. Chain of events was same for Satcom III, which RCA only recently gave up as irretrievable, filing \$77-million insurance claim. North American Air Defense Command, which has been passively searching for Satcom III since its disappearance, has been asked by Japanese government to do same for Ayame 2.

□

Moving ahead. Signal Companies and Ampex Corp. have taken next step toward consummation of merger announced two weeks ago (BROADCASTING, Feb. 25). Directors of both companies approved \$415-million agreement whereby Signal will absorb Ampex, leading manufacturer of broadcast equipment. Closing is still subject to definitive agreement by directors, approval by stockholders, favorable tax rulings and nod from government.

Programing

The serious business of broadcasting games

Providing the world with coverage of the XIII Winter Olympics provided ABC with problems, from bears biting cables to sub-zero temperatures to satisfying various countries' demands for programing

On the afternoon of Feb. 13, Dr. Charles Morgan Kerr, a Utah psychiatrist, climbed a flight of red-carpeted stairs in Lake Placid, N.Y., and, with the Olympic torch, lit a flame signifying the official beginning of the XIII Olympic Winter Games. For a small army of broadcasters, stationed in a 70,000-square foot, two-story garage 150 yards away, a psychiatrist was very much in order.

Preparing for the games had been a long, tedious process, with more than the usual number of logistical problems. Broadcasters had learned early what the rest of the world would later find out: Lake Placid, a tiny two-lane village in the middle of the Adirondack mountains, was not ideally suited to accommodate the games, and providing services for the influx of athletes, journalists and spectators would stretch Lake Placid's resources to the very limit.

Security in the town was rigid, as were the rules governing the accreditation of personnel and vehicles. Moving from one location to another was often an olympian task, with a seemingly endless line of obstacles standing in the way of those covering the games.

The cost of televising the games was also a cause for anxiety. Whereas rights to provide coverage of the winter games cost \$200,000 in 1964, and \$10 million in 1976, ABC paid \$15.5 million for the rights to televise these games.

But the TV rights were only one reason for the high cost of being the Olympic network. New and better technology has meant possibilities for expanded coverage, and ABC, taking advantage of the latest state-of-the-art equipment, also spent an estimated \$25 million on production.

Installing the equipment, as well as winterizing it, added to the task as well. The frigid temperatures made special modifications necessary for the cameras, and actually getting the cameras and cables in place required the use of heavy equipment, helicopters and snowcats—snowmobile-type vehicles that can go most anywhere.

But with all the planning—which had been going on for years—there were the unforeseeable, and perhaps unsolvable, problems that kept everyone on guard: the weather, the threat of terrorist activities, power blackouts—incidents that broadcasters would have no control over and could conceivably bring the curtain down early.

There was also one other factor that would contribute to the need for the services of a Dr. Kerr: Over a 13-day period, ABC, which had agreed to provide the entire world with coverage of all events, would offer 52 3/4 hours of programing,

meaning round-the-clock work by a lot of personnel, with a never-ending flow of tape to edit. For those who could get free from work, however, if tickets to events weren't available—and they often weren't—there were few diversions in Lake Placid other than overpriced meals and drinks. And to further complicate matters, the flu found its way to the broadcast center and missed the shuttle bus home. There were, in short, more than a few cases of cabin fever, and as the games got under way, it seemed as if not many tears would be shed over the extinguishing of the Olympic flame. □

For Dave Eschelbacher, nothing during the Olympics was an impossible task—except, perhaps, exhausting the list of near-impossible tasks that needed attention each day.

Eschelbacher is head of ABC production services, and although he had been through this before, Lake Placid, with limited access to goods and services provided the most awesome challenge yet.

At times throughout the games, ABC had up to 1,100 people working, approximately 800 of whom were permanent ABC employees, brought in from network headquarters and stations around the country. It was Eschelbacher who saw to their needs—arranging for everything from housing to food to laundry services to delivery of the Sunday *New York Times*.

Eschelbacher was one of a small group



Cold facts. An ABC camera crew on Whiteface mountain; an equipment-moving helicopter hovering above the slopes.



Top brass. Touring the ABC Sports broadcaster center are (l to r) Jim Shaw, vice president, ABC Television; Frederick Pierce, executive vice president, ABC Inc., and president of ABC Television; Elton Rule, president, ABC Inc.; and Jim McKay, ABC anchorman for coverage of the Lake Placid Olympic Games. At right, Roone Arledge, president of ABC News and Sports, directs coverage of the games from master control.

who, over a period of years, became intimately familiar with Lake Placid. Included in this group were Marvin Bader, director of special projects for ABC Sports, and Julius Barnathan, president of ABC broadcast operations and engineering.

Bader was the money man; when something had to be done—whether it was the purchase of special clothing for the troops or contracting for helicopters to move the cameras into place—Bader was there.

Barnathan, who directed the technical aspects of five previous Olympic games, was responsible for all the necessary equipment at Lake Placid. With approximately 300% more equipment at Lake Placid than at Innsbruck in 1976, the 85-by-100 yard broadcast center housed more than \$75 million worth of valuables.

One touchy moment for Barnathan came on Jan. 24, when a mobile unit was destroyed and three received severe smoke damage in a New Jersey field shop fire. The units had been brought in to be winterized before being shipped to Lake Placid, and the following week was spent completely dismantling the equipment and putting it back in working order.

Another problem came in the form of animals: 52 miles of camera cable was laid on Whiteface mountain, where the ski competition was held, but an unusually warm winter kept animals out of hibernation. A bear got hold of the cable in one spot and gnawed through it. Advanced technology allowed ABC to pinpoint the break almost to the inch, without having to dig up miles of cable.

ABC gained experience with cold weather work with the televising of last year's World Cup ski races, where temperatures dipped to minus 25 degrees. All cameras were put through temperature chamber tests and lenses went through the factory to be winterized. To be on the safe side, blankets and heaters were used to keep the equipment warm.

ABC crews also had to be protected against the elements, and the problem was that the special clothing had to be ordered a year in advance, which meant guesses on how many of each size would be necessary.

The broadcast center, which will now become a garage at an adjacent airfield, was

built by the Lake Placid Olympic Organizing Committee for the games, and was only an empty shell when ABC and the world broadcasters moved in. The LPOOC put in the electricity, and the broadcasters put in everything else.

The everything else was just that: *everything* else. In addition to a studio and two production control rooms, each equipped with 35 television monitors, ABC had seven editing cubicles. The world broadcasters also had major production facilities, with the Canadians, for example, operating back-to-back studios that sent French- and English-language broadcasts back home.

Preparations involved with getting the signals to the broadcast center were also extensive. Coverage of the expansive cross-country course was done with snow cats carrying cameras and portable microwave transceivers and power supplies. To get the microwave feed back to home base, 14 microwave towers were built.

In short, after three years of planning, a complete TV station, sending signals all over the world, was put into operation for 13 days of work. By next week, the building will once again be an empty shell.

□

"We've given the toys to production, and now they can play their games."

The speaker is Joe DeBonis, the chief engineer in charge of coverage at the Lake Placid Olympics, and the toys DeBonis provided for the ABC production teams prove that, yes indeed, there is a Christmas.

To cover the venues, ABC had on hand 105 cameras, including 68 Philips LDK-5's, 13 Bosch Fernseh studio cameras, six RCA TK-44's and a complement of Ikegami HL-77's and HL-79's. Except for 12 Sony U-Matics, all of the recorders were Ampex products, most of which were one-inch machines.

To cover the Alpine events at Whiteface mountain, 25 cameras were used, linked to the control room with 52 miles of triaxial and coaxial cables. Inserted in the longer cable runs were RF repeater amplifiers to insure strong signals.

At the broadcast center, ABC had what amounted to a complete TV station: three cameras, two slow-motion machines, two two-inch videotape recorders and 12 three-quarter-inch videocassette recorders.

Also located in the center was a digital Quantel 5000 Plus, the latest unit for providing video effects, which allows five distinct video signals on the screen simultaneously, and Grass Valley Group 440 routing switcher. The switcher, which was shown at last year's National Association of Broadcasters convention, has the capability of 64 inputs and distribution to 96 locations, plus four levels of audio.

With such new equipment to work with, ABC had a good insurance policy in the broadcast center: vendor support. There were technical people on hand to service equipment at all times, although the help was not needed.

One worry, the responsibility for which was outside the broadcast center, was power failures. In one week before the games, there were four power outages, and power went down for 12 minutes one morning during the Olympics, blacking out biathlon coverage.

Because of the way the coverage was arranged, when one venue went down, all of them went down as well. On the morning the power failed, Eric Heiden, who was to set an Olympic record with five gold medals, was preparing to skate. ABC rushed over two ENG crews to capture the action, and while the American coverage was barely interrupted, European coverage suffered from the power outage.

For hours after the power failure, European TV stations reported that the live transmissions were fine, but they were not able to replay material. There were similar problems with speed skating at one point, with European stations unable to record the events for later showing.

The broadcast center was also overflowing with TV sets. The Canadians, who negotiated for the world broadcasters, brought in 560 14-inch color sets, 146 of which were at the center, the rest spread out at the various venues.

For the Canadians, cabling the center—which started in October, and was completed the day before the Olympics

began—was like cabling a fair-sized community, with 675 drops.

Jimmy the Greek could probably pick up a few pointers from Price Weisman.

For the fourth time, Weisman produced ABC's "Up Close and Personal" Olympic profiles, giving viewers inside information on top contenders from around the world. But with limited production time, and hundreds of potential competitors to choose from, Weisman's selections conceivably could have all come up snake eyes.

Weisman was lucky. With 48 profiles in the can, Weisman's pieces, as in past Olympics, were regular features throughout the games, a number of which were right on the money with their predictions.

The process started 13 months before the Olympics, with Weisman, ABC's vice president for program production, Chuck Howard, and Olympic researcher David Downs drawing up a list of athletes who would probably figure prominently in the games. The target was for 50 profiles, but the East Germans were not available for interviews, reducing the final number to 48.

Of these, Weisman produced and directed 46; a Russian biathlete was ill on the scheduled shooting day and Soviet TV did the filming for Weisman at a later date, while ABC News filmed a Japanese figure skater. In the end, only one athlete who was profiled—an American bobsledder—didn't qualify for the Olympics, and one man—Odvar Braa, a Norwegian cross-country skier—refused to be interviewed.

The shooting started in May, after last winter's competition ended. Traveling with a cameraman and a sound person, Weisman averaged one-and-a-half to two days of shooting for each profile—up from the one-day average for the 1976 winter games.

Weisman did not set a specific length for profiles, relying instead on the subject, and the interest he or she may generate, to determine the time of the piece. Weisman said he tried to create a framework in which otherwise unknown elements of an athlete's personality would emerge.

In the end, Weisman said he hopes the pieces answered the same kinds of questions that viewers at home asked, giving a sense of what a person is really like. "It is critically important to our coverage," he said, "because to go without it leaves out something fundamental."

Part of the reason for the enormous amount of equipment ABC brought in for the Olympic Games was that it agreed to provide the world with a picture of all the events.

Approximately two-thirds of the equipment was used for worldwide coverage, which included coverage seen in American homes, while the rest was used specifically for unilateral, or "Americanized," coverage.

All day long, feeds of events were recorded at the broadcast center. Pictures sent overseas were sent with voice, which



Putting it all together. Technicians kept a careful eye on all of the center's equipment, including: the mater control panels (top), tape machines (left) and the Grass Valley Group 440 routing switcher and Quantel 5000 Plus (right). Joe DeBonis, engineer in charge of ABC Sports' Olympic coverage (l), with Julius Barnathan, president of ABC broadcast operation and engineering, work out details in the broadcast center (bottom).

was done either on location, where booths were erected for each country to do individualized reports, or the voice was added at the broadcast center or in the studios at home.

As might be expected, there was at least some difference of opinion on the way to cover certain events. The Europeans, for example, are more comfortable with side shots of the ski jump, while ABC also included shots from the front and back of the jump.

There were also complaints from time to time that ABC was not providing a truly "clean" feed, meaning no bias in the

coverage. For example, when an American figure skater was waiting for the judges' scores, commentator Dick Button was seen interviewing the skater. There were complaints, since Button is not well known outside the United States, and his interviews were not being carried in other countries. ABC wanted the interviews, and a compromise, of sorts, was reached: Button did his interviews, but stayed off camera. This did not appease a lot of Europeans, since the microphone was still in the picture, and the skater was speaking, but no voice was being heard on European TV. Throughout Europe, viewers called

stations wanting to know what was wrong with the audio.

To work out such problems, a world broadcasters meeting was held each day, with representatives from ABC, Canada's CTV, Japan's NHK, and the EBU/OIRT, representing western and eastern Europe.

At one meeting, procedures involving accreditation were discussed, as ENG crews were being denied access to some arenas because they had the wrong color passes; coverage of the figure skating was talked over, with questions raised about the broadcast rights to music supplied by the Lake Placid Olympic Organizing Committee; and a request came from EBU/OIRT that marks for figure skating be held on the screen until the announcer had finished reading the scores.

Lou Volpicelli, who represented ABC at the meetings, thinks the process worked well to solve problems, as well as to head off new ones. "We don't pretend to be omniscient," he said, adding that the friendships made at the Lake Placid Olympics will help smooth out the rough spots at future games.

Volpicelli said he was very aware of the barriers foreign broadcasters had to face, and ABC did all it could to accommodate them. One major concern, for example, was that events be broadcast at the expected time, since satellite time is so expensive.

Sending the signals out was in fact a complicated process, with the satellites just one link in the process. ABC had perhaps the easiest time in that regard, with land lines to New York, and the signals sent from there.

For the rest of the world, three land line circuits went to New York City, coordinated by EBU/OIRT. Japanese TV, NHK, had one signal for its transmissions, with only the opening ceremonies, broadcast in Japan at 4 a.m., going live. In New York, NHK coordinated with Home Box Office to have its signals sent to Jamesburg, Calif., where they were transmitted to Japan. Working with four commentators, NHK did approximately 50 hours of coverage, with very few problems or complaints.

The European community had a far greater logistical problem to work out. In addition to all the multilateral coverage, there were requests from individual countries to do unilateral reports, beamed only to their viewers.

EBU/OIRT had negotiated with Comsat to have a ground station installed in Lake Placid, but it turned out not to be possible. The three signals were therefore sent to Europe via Intelsat from Andover, Me., and Etam, W. Va., after going through New York and then to ground stations in Yugoslavia, West Germany and England. From there, the signals were routed to Belgium and Prague, where they were rerouted to all the European countries. Intelsat booked 448 hours of satellite TV transmission through the games, with signals going to Australia, Mexico and Venezuela, in addition to Europe and Japan.

Canada's CTV, which coordinated the



Detente. Talking over the coordination between ABC and the world broadcasters, outside the master control room of the European Broadcasting Union, were (l to r): Lou Volpicelli, ABC director of program planning for the games; Manuel Romero, chief engineer of EBU/OIRT; Ellie Riger, ABC Sports producer; and Jarle Hoeyaeter, head of EBU/OIRT.

feed for the rest of the world, sent its French- and English-language broadcasts back to Canada for distribution via two special video circuits going through Keeseville, N.Y. Joe Colson, technical coordinator for CTV, was giving high marks to AT&T and New York Telephone for what he described as excellent circuits.

But Colson was not overjoyed with all aspects of the telephone situation, although his gripe was not with the phone company. To have one phone installed at the broadcast center cost \$440.40, the bulk of which went to the LPOOC, for reasons unknown.

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ABC provided the world with coverage of the Lake Placid Olympics, but even with the free-of-charge feed, most of the world almost stayed away.

For the first time in Olympic history, there wasn't a true "host." While ABC provided a picture, and tried to assist other nations in coordinating their coverage, ABC did not have the role of an organizer, which left burdens on foreign broadcasters that almost proved too great to overcome.

No one faulted ABC for the problems of foreign nations; the structure of American broadcasting, with its competing networks, is such that a host broadcaster, which would work out all details for the rest of the world, is not really feasible.

As such, foreign broadcasters found themselves with all sorts of questions that were not easily answered. And for the first time, mostly because of the cost of transmitting, some European countries—including Czechoslovakia and Poland—didn't cover the games.

In fact, because of difficult negotiations with the LPOOC, all of Europe almost missed seeing the games.

According to Jarle Hoeyaeter, who represented the European Broadcasting Union and the Eastern European nations at world broadcasters meetings, the EBU/OIRT was "on the edge" of not being able to transmit the games.

Hoeyaeter said there were three major roadblocks that contributed to the situation: (A) The cost of the broadcast rights is escalating, and many European countries have just about reached their limit; (B) expensive facilities had to be erected, and then torn down; and (C) communications-wise, it was not an easy area to get signals out of.

During the games, representatives from Yugoslavia, where the next winter games will be held, met with broadcasters to ascertain exactly what facilities would be needed. Each country makes specific requests and Yugoslavia, acting as the host, will make all the arrangements. This will include everything from studio space to land line connections, which the foreign nations had to contract for independently at Lake Placid.

Hoeyaeter, a Norwegian, said that with arrangements already made for the Moscow Olympics this summer, he believed that EBU/OIRT would not change its plans. But he further predicted that if the situation at the 1984 summer Olympics in Los Angeles is similar to that in Lake Placid, the European broadcasters would not be on hand.

Joe Colson, of Canada's CTV, said the world broadcasters would not accept the same sort of situation in 1984, and he directed a good deal of the blame for the problems at the LPOOC. "They were a laugh from day one," he said.

Colson complained that it was impossible to determine how much money was actually being spent, since there were new charges every day, with new problems arising.

CTV had a particularly large responsibility, as it coordinated the sending of signals worldwide. Approximately 60 people—representing CTV, the LPOOC and the world broadcasters—began meeting in December 1976 to work out plans. Most of the meetings were in New York City or Lake Placid, although some were in Europe. As the games got closer, the

meetings were more frequent.

But the coordination process proved difficult because with 37 European countries participating, authority had to be granted by each to spend money on specific items. This was turning out to be a cumbersome process, with little progress being made, and one year ago CTV finally got the authority to spend money on behalf of the world's broadcasters.

The Canadians were in a better position than EBU/OIRT to put everything together, given their familiarity with the United States, and the close proximity. But it was still a monumental job, and the Canadians insist that a host broadcaster, providing all the necessary services, will be absolutely essential in future Olympics.

Johnny Esaw, vice president for sports at CTV, said there would be "bitter opposition" from Canadian and European broadcasters if there were not a true host for the 1984 summer Olympics in Los Angeles, which ABC will also televise. Colson thinks that ABC isn't equipped to be a host, simply because of the structure of American television. The Europeans, he said, are used to a system where things are done on a cooperative basis, and although ABC tried to accommodate the world, it simply was not in a position to do so. "We'll insist before we sign notes that someone provide us with the basic requirements: a world picture and international sound delivered to our master control. We also want space to operate," Colson said. "We won't design a building and pay for it by the square foot." (They had to pay \$33 a square foot in Lake Placid.)

The Japanese were also unhappy about the lack of a host, but did not seem nearly as upset as the Canadians or Europeans. Toshioki Tanaka, of NHK, said: "We're happy so far, except for some circuit trouble and the blackout. In principal, ABC isn't the host, but they're trying very hard. Our operation is going very well."

The faces in the ABC control room at Lake Placid were familiar. Boone Arledge, president of ABC News and Sports, was executive producer of the coverage, while Jim McKay, long-time ABC commentator, was host.

There were also familiar faces at the events: Frank Gifford, Chris Schenkel, Al Michaels, Bill Flemming.

But covering these Olympics was tricky; for the first few days, the stories concerning problems at Lake Placid, such as the faulty transportation system, grabbed as much attention as the events. The calls to ABC concerning its coverage were mixed: some viewers were incensed that ABC was ignoring the problems, while others complained that the network was paying too much attention to the problems, and not enough to the games. One ABC spokesman remarked that that must mean they were doing their job well.

Press reports about the coverage were also hot and cold, but the ratings showed that the viewing public was very much interested in the coverage.

For the first week, the Olympics gave ABC a 2.5-point win in the prime-time rat-

ings, pulling ABC back into a tie with CBS for the season.

For that week, the games accounted for two-thirds of ABC's programming—29 of 44 half-hours—and produced a 22.6 average rating and 35 share.

With the cost per commercial minute \$135,000 for the Olympic games, ABC had 25 major advertisers committing at least \$800,000 worth of advertising time each.

But if advertisers were pleased with the first week's results, they were no doubt happier when the next batch of figures was revealed.

For 20¼ hours of prime-time coverage the second week, ending Feb. 24, ABC, averaged a 24.5 share and a 38 rating. This was up from 21.2/33 for the second week of the 1976 Innsbruck Olympics—a jump of 16% in both rating and share. In addition, the Saturday (Feb. 23.) telecast, with a 28.9/47, had the highest rating of any

winter Olympics ever televised.

Over the two weeks of prime-time coverage, ABC averaged a 23.7/37—an 11% increase in rating and a 12% increase in share over the Innsbruck coverage. Figures show that 38 million viewers per average minute watched these Olympics, compared with 31 million per average minute for Innsbruck, and ABC research estimates that 170 million people nationwide watched some or all of the coverage.

One of the most popular pastimes at the Olympic games was trading and selling pins: small charms with logos of companies or teams, some with flags of various nations, and some with the Olympic rings. One of the hardest pins to find was that of the Taiwan team, which was barred from participating in events under its own flag and went home. But by far the most popular pins were those with the ABC logo, different varieties of which sur-

Monitor

BET to show. Paramount Studios' pay TV division will make 16 black-oriented films available to Black Entertainment Television, cable satellite programmer that began transmitting two hours weekly of programming—mostly movies—on Jan. 25.

Riding on TV. Television stations in 85 cities have signed to carry finals of Houston Livestock Show Rodeo from Astrodome as one-hour special during period between Thursday (March 6) and March 17. Program was taped by Blair Pro-Rodeo Enterprises, division of John Blair & Co., and marks beginning of second year of production of professional rodeos for telecast. Latest rodeo special will be sponsored by Toyota, Adolph Coors Co., Levi Strauss & Co., Firestone Tire and Rubber Co. and Curtis Mathes Co. (TV set manufacturer). Blair Pro-Rodeo produced and distributed three programs in 1979 and plans to double output in 1980.

Attention: writers. Writers Guild of America East Foundation is offering eight fellowships in screen and television writing, each with a stipend of \$3,500. Applications and details may be obtained from foundation at 555 West 57th Street, New York, 10019.

Syndicator's note. KTLA(TV) Los Angeles has signed 10-year renewal for Levy-Gardner-Laven Productions' *The Rifleman*, assuring former ABC-TV show of 27 years of continuous showings, according to Dick Colbert of Colbert Television Sales. Program is now seen in 30 markets, but Los Angeles has distinction of having show longest.

In. Three new shows will be joining CBS-TV prime-time line-up: *The Tim Conway Show*, one-hour comedy-variety series, will debut Saturday, March 22, 8-9 p.m. NYT, replacing *The Chisholms*. *Conway* is Dummy Productions project, Joe Hamilton, executive producer. *Flo*, spin-off of Warner Bros' *Alice*, will premiere Monday, March 24, 8:30-9, replacing *House Calls*. Ron Landry, Tom Biener, and George Geiger are supervising producers. Universal Television's *The Contender* will debut Thursday, April 3, in special 90-minute episode at 10-11:30, replacing *Knots Landing*. Jon Epstein is executive producer. *Chisholms*, *House Calls* and *Knots Landing* have not been canceled by CBS, however.

Four in a row. Hallmark Cards Inc. has committed to its fourth *Hallmark Hall of Fame* presentation on CBS-TV for 1980-81 season. Norman Rosemont Productions, in association with Marble Arch Productions, will produce Charles Dickens's "Tale of Two Cities." It will be Hallmark's 137th production and begin 30th year of series.

And from Columbia Pictures Television . . . Production has been temporarily shut down on six-hour NBC-TV miniseries, *Beulah Land*, after Feb. 19 heart attack of director, Virgil Vogel, on location in Natchez, Miss. David Gerber is executive producer. Columbia has also announced that *The Quiz Kids*, half-hour weekly children's show, will go into production March 1 at WNAC-TV Boston for RKO Television Stations.

faced as the games wore on. Early in the schedule, an ABC pin could be bought for a few dollars; as the days passed, and worried collectors faced the prospects of going home without a full complement of souvenirs, the price of the ABC mementos escalated, until reports filtered down to the broadcast center that the asking price on Main Street was up around \$100. What the speculators were really after, though, were NBC/Moscow pins, few of which were in evidence. The talk on the street was that if the U.S. boycotted the Moscow Olympics, and NBC decided not to televise the games, the NBC/Moscow pin would be perhaps the best bargaining chip for traders at future Olympics.

On Monday, Feb. 25, the day after the Olympics ended, a number of tractor trailers moved alongside the broadcast center, and the task of removing the equipment began.

For ABC, there was no problem figuring out what to do with the hardware: A large portion of it will be on its way to Detroit and New York, sites of the upcoming political conventions. What isn't needed there will go to the stations, and the Grass Valley switcher will be returned to the factory for modifications.

Most of those not needed to move the equipment headed home, leaving Lake Placid looking, as one ABC employe described it, "dreary, with no one around."

"There was a kind of sadness when it was over," he added. "It was a real let-down."

But the planning for the next Olympics in Sarajevo, Yugoslavia, and Los Angeles has already started, and the sadness will soon once again be frenzy. "1984 seems so far away," this same person said. "And suddenly it will be here."

PlayBack

New in "spoken word." Gert Bunchez & Associates, St. Louis, Mo., is offering new five- and three-day-a-week short radio programs to advertisers and stations. They are: *A Moment In Sports* with Andre Baruch, featuring memorabilia of sports greats; *Baruch Department of Hysterical History*, with Baruch and wife, Bea Wain, highlighting history with humor; *Gardening Tips* with Bob Thomson, host of gardening program on 200 public TV stations; *Critic At Large* with Frank Hunter, featuring movie reviews by entertainment editor of *St. Louis Globe-Democrat*; *Earning Money Without a Job* with Jay Levinson, who wrote book by same title; *Time to Think* with D. Paul Reilly, discussing success motivation, and *Fashionable Fraud* with Joe Chalmers, featuring Runyonesque comments on horse racing. Offerings in near future from Bunchez & Associates will include series of weekly, hour-long Spanish "novellas," or soap operas.

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Spring-time promotion. Six months of preparation will end March 12 and 13 when KVA-AM-FM San Francisco holds its second annual "World's Largest Indoor Garage Sale." That weekend 225 nonprofit organizations will set up booths in Fort Mason's pier 2 and keep all proceeds from items sold. Last year's sale drew 25,000 people and netted \$170,000 for 200 organizations, among them, Heart Association, Easter Seals, March of Dimes, local YMCA's, churches and high school athletic programs. KVA promotion director, Sharon Rosenbush, says station solicits participants through mail campaign and series of PSA's and booth-space is awarded on first-come, first-served basis. During sale, station provides free parking and shuttle bus service to pier.

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New consultant. Tracks Inc., Nashville-based music publishing and production company, has formed consulting and syndication division entitled Proud Country. Services include format guidance, weekly music conference and regular critiques of client stations' on-air sound. Heading Proud Country is Don Keith, program director at WJRB(AM) Madison (Nashville), Tenn., who has been programing in various formats for 11 years and who describes company's system as emphasizing uptempo, traditional country music and personalities. Located in Nashville's music row area, company hopes to, "get releases sooner, solve record service problems and give even smallest stations voice in Nashville." Tracks Inc. is owned by Jaco Inc., which also owns WJRB and WVOK-AM-FM Birmingham, Ala.

□

First five. These are the top five records in airplay on contemporary radio stations in the U.S., as reported by *Playlist*. (1) *Longer* by Dan Fogelberg on Epic. (2) *Crazy Little Thing Called Love* by Queen on Elektra. (3) *Working My Way Back To You* by the Spinners on Atlantic. (4) *Another Brick in the Wall* by Pink Floyd on Columbia. (5) *On the Radio* by Donna Summer on Casablanca.

□

The weekly BROADCASTING PLAYLIST, charting the top 100 records in contemporary American airplay, is available to subscribers for \$12 annually to cover first-class postage and handling. 1735 DeSales Street, NW, Washington, DC 20036.

Radio to the rescue

Most of the U.S. didn't get live coverage of the American Olympic hockey team's game against the Russians, but radio listeners in and around Minnesota—home base for about half of the team—heard it live, thanks to KSTP(AM) Minneapolis and Canada's CTV network.

Unable to get ABC-TV to cover the game live from its 5 p.m. NYT start, and with ABC unable to get Olympic officials to move it into prime time (because the Russian team wanted it seen live back home), KSTP made last-minute arrangements with CTV to carry the audio portions of CTV's live television coverage. CTV not only agreed, according to Don Michaels, KSTP assistant program director, but helped arrange emergency phone lines. Even the CTV play-by-play reporters seemed to cover it as if for a radio audience, Michaels said.

Two other Minnesota stations arranged to pick up the feed from KSTP—KXGR(FM) Grand Rapids and WEBC(AM) Duluth—and WGR(AM) Buffalo, N.Y., picked up the third period live. KSTP's Michaels called it "one of the biggest things this station's ever pulled off," with "hundreds" of telephone calls from grateful fans. Regular advertisers got a bonus: KSTP made no effort to sell the game, but ran the commercials normally scheduled for that time period.

For programers only

Actors have Oscars and Emmys, singers have Grammys, and soon, if all goes according to plan, radio announcers and programers will have their own annual awards ceremony. Such a ceremony would be one function of the Society of Radio Personalities and Programers, (SRPP) now being formed with headquarters in Kansas City, Mo.

Gary Owens of KMPC-AM-FM Los Angeles, is president of the new society, which was created as a nonprofit organization to elevate the status of the radio performer in the eyes of the broadcasting industry and the consumer. Jerry Fogel, formerly a morning personality at WBBF(AM) Rochester, N.Y., and currently seen in CBS's TV series, *The White Shadow*, is the society's executive vice president and chief organizer.

In addition to the annual awards ceremony, the society plans a monthly newsletter, a quarterly magazine and a tape bank program for job referrals. It will also offer optional programs, including "pension-type" coverage, group life, sickness and accident and income replacement insurance and participation in the Cross Roads Motor Club.

The society will offer a regular membership, for a \$35 annual fee, to radio personalities and programers. It will also offer an associate membership, at \$20 per year, to former air personalities, educators, consultants and format syndicators and a student membership, at \$15 per year, to

broadcast students and collegiate broadcasters. All members may participate in the society's programs, but only regular members will elect its board of directors and determine programs and policies.

Dick Purtan of CKLW-AM-FM Windsor, Ont., is the society's vice president, Brant Miller of WLS(AM) Chicago, its secretary and David Lawrence of WDAF(AM) Kansas City, Mo., its treasurer. Members of the SRPP board of directors, which is not yet complete, are Jerry Bishop, KGIL-AM-FM San Fernando, Calif., and Bill Morse, of KMBZ(AM), Morgan (no other name), of KCMO(AM), and Dick Wilson and Jay Cooper of KYYS(FM), all Kansas City, Mo.

Fogel may be contacted at (816) 555-3500 for further information.

ACT on health

With Congress threatening to shut down the Federal Trade Commission's children's advertising inquiry, renewed attention has been focused on the issue recently. And the subject will undoubtedly receive a further airing March 19-20 when Action for Children's Television sponsors its eighth national symposium, this one on children's TV and health.

The conference, "Children and Television: the Health Connection," will be held at the Shoreham Americana hotel in Washington and will be designed as a response to a report by the surgeon general calling for a renewed national commitment to disease prevention and health promotion.

The keynote address will be given the first morning by Surgeon General Julius Richmond. A panel discussion focusing on the potential of alternative technology will follow in the afternoon. Featured on the panel will be Richard Salant, NBC vice chairman; William Reed, senior vice president of the Public Broadcasting Service, and Sheila Mahony, executive director of the Carnegie Commission on the Future of Public Broadcasting.

A second session on day one, "Strategies for Change," will explore self-regulation, dialogue with broadcasters and legal action. Featured on the panel will be Michael Kievman, chairman of the National Association of Broadcasters Television Code Board; Nancy Forbord, president of the Washington Association for Television and Children, and the Rev. Everett Parker, director of the Office of Communication, United Church of Christ.

The special needs of children and adolescents will be looked at on the second day, with talks by Professor Aimee Dorr of the Annenberg School of Communications, University of Southern California, and Thomas Cottle, lecturer at the Harvard Medical School.

A morning panel on day two, featuring Norman Lear, among others, will take up, "How TV Can Talk to Young People About Health."

Additional speakers at the conference will include FCC Commissioner Tyrone Brown and Secretary of Education Shirley Hufstедler.

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New Hampshire: a movable media feast

Networks and even local stations up their coverage efforts as the political pace quickens

Imagine, if you will, a tight camera shot of Senator Howard Baker in earnest conversation with another man as they walk along in the open air. Then imagine the camera drawing back for a long shot to reveal the two men walking down a muddy path, not alone, but tightly ringed by a score of correspondents and television cameramen—their lenses only a foot or two from the faces of the men they are taping—and by radio reporters holding microphones to pick up the conversation—which concerns, as it happens, the manner in which the small plant in Candia, N.H., they are visiting processes tree trunks into cut, split and bundled firewood.

Or imagine a private plane landing at a postage-stamp-sized airfield in northern New England to disgorge Senator Edward M. Kennedy and his aides—as a fleet of six or seven other aircraft prepare to descend. One of the planes carries Secret Service protection. But the rest are filled with print and broadcast correspondents, cameramen and producers. On the ground, they pile into buses to follow and report on Kennedy as he makes six or seven campaign stops before relatively small audiences in the area.

There are other incidents that illustrate the same point. But they demonstrate as well as any that campaigning in the primaries is a movable media feast.

It's true, as an Austrian television journalist observing the quadrennial ritual in New Hampshire a couple of weeks ago remarked, that the candidates were establishing personal contact with the voters in the state. "It's a grassroots thing," said

Hugo Portische, of Austrian Television, who was in the country gathering material for a documentary on the mood of America as it enters the 1980's. "It's unlike general elections [he has observed in the U.S.], where you get the feeling the candidate is remote, isolated, where the candidate seems to be the fruit of the media. Here, you see them pressing the flesh." But behind most voters shaking hands with a candidate, it seems, are several cameras recording the event for possible use on the evening news.

And if not for a network newscast, then for the local news, which, in a primary election contest, is about as important for the candidate.

Campaign 1980

It may be too much to say that the media overwhelmed the event in New Hampshire. But it's probably not too much to say that they seem to have tried.

Never mind that the Iowa caucuses and the Democratic caucuses in Maine had already attracted considerable national attention, thereby dulling New Hampshire's claim to the first significant political event of the presidential season. As NBC news executive Gordon Manning pointed out, in the lounge of the Sheraton Wayfarer Inn in Manchester, N.H., the unofficial headquarters of most of the media people covering the event, New Hampshire "is still the first state primary election in which people voted directly for a candidate." More than that, as CBS News correspondent Bill Plante said a day earlier in the same place, "the candidates set the agenda." The intense effort of the seven Republican and three Democratic presidential hopefuls, then, defined the effort

of the media. And it was intense.

The networks, which began setting up shop in Manchester early in February, had imported a total of close to 500 people by primary night—correspondents, anchor-men, camerapeople, news executives, technicians, secretaries, public relations types and the like. They worked out of the functional equivalent of news bureaus—CBS's and NBC's in the Wayfarer, and ABC's in a Howard Johnson's motel—from which taped pieces were transmitted by telephone line to New York.

By the weekend preceding the vote, the networks had built studio sets where they originated their news and election night broadcasts. (NBC was particularly proud of its set, on the second floor of the town hall of Bedford, a town adjoining Manchester. The 70-year-old building, to New Yorkers' eyes, had just the New England-like quality—with its broad-beamed flooring and grange tables, even a wood-burning stove in a kitchen—that made it appropriate for broadcasting the results of the New Hampshire primary. Why, the ground floor of the town hall even served as a polling place, which provided a dandy backdrop for a Tom Brokaw standupper on the *Today* show on primary morning. CBS's and ABC's sets, NBC representatives sniffed, could have been located *anywhere*. And, in fact, they are moved from election site to election site.)

Then, too, there were the stations—and not only the local ones. For New Hampshire demonstrated a growing phenomenon in broadcast journalism—the aggressiveness of stations in going far beyond their market area to cover a story. KDFW-TV Dallas and KPRC-TV Houston sent crews to New Hampshire some 10 days in advance of the primary. WFAA-TV Dallas and KXAS-TV Fort Worth followed



Baker. The Tennessee senator crooks a beckoning finger while on the campaign trail, in Londonderry, N.H.



Kennedy. The Massachusetts senator and his media cadre enter a high school in Manchester, where he addressed the student body.



Pivotal moment. The scene of what some analysts feel provided the start of Ronald Reagan's surge to the lead in the New Hampshire primary—the Manchester high school auditorium, where the League of

Women Voters's first Presidential Forum was held. Other early arrivals on the stage were Senator Bob Dole (R-Kan.), to Reagan's right, and Senator Howard Baker (R-Tenn.).

with crews of their own a week later. Even KNXT(TV) Los Angeles was on hand for a quick visit.

The Texas stations were interested primarily in George Bush of Houston and former Texas governor John Connally. (WFAA-TV even sent a separate crew to tail Connally when he left New Hampshire after the League of Women Voters debate on Feb. 20, to make fund-raising visits to Chicago and Jacksonville, Fla.) And KNXT-TV Los Angeles has been following the campaigns of California's present and former governors, Edmund G. (Jerry) Brown and Ronald Reagan. But all seemed determined to take more of a national and less of a provincial approach to the story; their cameras ranged beyond the faces of the men whose presence was the principal justification for their trip.

For the Boston stations, the New Hampshire primary was practically a local event—they include southern New Hampshire in their market. But it was an event made particularly compelling because of Kennedy's presence.

WCVB-TV, under the direction of Jim Thistle, vice president for news, went after the story with particular zest. It operated out of the Manchester Queen City Motor Inn for two weeks before the primary, feeding pieces by microwave to Boston. And by election night, it had some 60 people in the studio and in the editing, news and control rooms in the motel, as well as at remote locations around the state. Total cost for WCVB-TV: an estimated \$55,000.

WBZ-TV made a lesser but still substantial effort. A Manchester crew that Ken Tucci, a field producer, said ranged up to 30 members by election night, operated out of two rooms on the 15th floor of Hampshire Plaza in Manchester. It, too, fed stories to Boston by microwave.

But WNAC-TV, which, according to the station's assistant news director, Jack Fitzgerald, got started late in its planning, tried to make do with very little.

(Fitzgerald attributed the delay in part to the uncertainty as to whether or when the RKO General station's license would be transferred to New England Television. Now, of course, there is uncertainty as to whether RKO even has a license it can transfer [BROADCASTING, Jan. 28]). Two crews and two correspondents, plus field producers and an editor, operated out of one small room in the Wayfarer—it was used both as an editing room and a studio. By election night, two more correspondents and crews had arrived as reinforcements. And to feed pieces to Boston, WNAC-TV relied on the generosity of CBS, with which it is affiliated, in sharing its telephone line.

If in their lavishly financed, head-to-head competition, ego satisfaction and financial gain for the company are the goals of the network news divisions—each of which, incidentally, is headed by a man facing his first presidential election in his new job, ABC's Rooney Arledge, CBS's Bill Leonard and NBC's Bill Small—they are also the goals of the stations in their effort to provide extensive coverage of the New Hampshire primary and those that follow. Going national is a way for a station to distinguish itself from the others in the market. "We're head to head with WFAA," said Bill Brown, one of KDFW-TV's reporters who covered the New Hampshire primary. "We're challenging them for number one." (New Hampshire was not the high-water mark in travel for KDFW-TV. It had a team in Pakistan. But then, of course, WFAA-TV had had one in Cambodia.)

And New Hampshire won't be the last primary covered by out-of-state stations. Brown said KDFW-TV is likely to cover the primaries in South Carolina, Florida, Illinois and California. And Thistle said that after the Massachusetts primary, this week, WCVB-TV will send two crews to Florida—one to Tampa, the other to Miami—then dispatch one to Chicago for

the Illinois primary and another to New York City to cover the contest in that state.

Besides the broadcast contingent of course, there were battalions of print journalists, representing the local and national press. (For some of those correspondents, by the way, the networks made life a little easier on election night. Each had set up a press room, equipped with typewriters and worktables, and monitors to watch the election results as provided by the networks. CBS even installed computer terminals that presented National Election Service figures—raw votes and percentages—as they became available, and CBS News estimates.)

One result of such an infestation of journalists was that Manchester—and particularly the Wayfarer—became the kind of place journalism groupies would flock to, if there were such a groupy strain. Media stars were common as dirt in the Wayfarer's lounge and dining room. At dinner one night, NBC's David Brinkley and Bob Jamieson were at a table that, in the course of an hour or so was visited by syndicated columnist Joseph Kraft, the *Boston Globe's* Martin Nolan and ABC's Jim Wooten.

Sitting at another table was the *Washington Post's* David Broder. Columnists Jack Germond and Jules Witcover were in and out of the bar. So was CBS's Plante. Columnist Mary McGrory stopped by one afternoon for lunch while following Kennedy. NBC's John Chancellor and Tom Brokaw and CBS's Walter Cronkite showed up late in the week, to prepare for their coverage of the primary election. Theodore White, who was researching his next "Making of the President" book and who did commentary Tuesday night for NBC, which plans to turn White's book into a documentary, was also on view. It seems there could not have been enough problems needing analysis to go around.

(What, by the way, is White's view of the media's impact on the electoral pro-



ABC. Barbara Walters does a standup for ABC News in front of the Bedford Town Hall, where NBC had its broadcast studio. (Bottom) ABC News's Brit Hume and editor Pat Roddy work on a piece on George Bush in an edit room that was part of ABC's election headquarters in a Howard Johnson's motel in Manchester.

cess? Since it's something he has written about, White responds in a few, rapid-fire sentences: "There is no media. There is a series of screening committees. It starts with the Washington press corps screening for the nominating committees, which are the three big networks. They decide whom they will cover. So eliminate Dole. Anderson, too. But he's fighting back. The networks are offering five or six people. It's all they can offer, because of the limits of space and time. There's no malice involved ...")

The sheer weight and brilliance of the media representatives on hand inevitably drew attention from ... the media. The *Boston Globe* assigned a reporter to do a story on the "media madness." The presence and role of the print and broadcast journalists were themes in color stories in a number of newspapers. NBC's Linda Ellerbee added another dimension in a piece she did for the *Nightly News* on Tuesday on the media covering the media. But the most bizarre expression of that phenomenon occurred in that clearing in the woods in Candia, as a handful of reporters and cameramen awaited the arrival of the Baker motorcade. One crew was from Japan's Asahi Television, a commercial network, and its members proved a fascinating subject for a crew from ABC's Close-Up division, which is preparing a documentary on the presidential electoral system, including the media's role in it. So the ABC crew turned its minicam on the

Japanese—whose cameraman, in turn, focused his Ikegami on them.

The Japanese were not the only foreign press at the Candia site. A Canadian television crew was on hand, as was one from Italy's RAI, normally based in New York. And those crews were only an indication of the considerable interest on the part of other nations in the presidential election contest now under way. "In Europe," Austrian Television's Portische said, "people want to know what kind of America it is. America has lost leadership through Vietnam and Watergate. Maybe its leadership is gone. We're trying to find out whether America is inward or outward looking."

Portische was speaking, on Feb. 22, on a balcony overlooking a gymnasium of the Greek Orthodox church in Manchester, where a crowd of several hundred Greek Americans were awaiting the arrival of Rosalynn Carter and her party at an early evening reception. (Previously, she had been at Irish-American and French-American receptions in the city.) And among the press following Mrs. Carter—and at the moment climbing the stairs to the balcony area reserved for the media—were a group of 32 Washington or United Nations correspondents from 20 foreign countries who had bought space on a Foreign Press Centers tour of the New Hampshire primary arranged by the U.S. Information Agency. It was a tour organized along traditional lines—with a

tour guide, tour bus and fixed schedule. "We are looking at the campaign," said the guide, Mary E. Shen, "at the background. Carter is today. Tomorrow, it's Kennedy. Then Baker, then the debate [on Saturday night]. We're also doing Brown and Reagan. We have three days, and we're trying to get a little of each candidate. Last night was Anderson."

The television crews covering New Hampshire used essentially the same kind of equipment with which they had covered the primary there four years ago. But there was a difference. There was no reliance on film, and the crews were more comfortable with the electronic newsgathering equipment with which they went into the field than they were in 1976. As a result, they enjoyed greater flexibility; they could operate under later deadlines.

But there were still the same kind of complaints heard about the coverage. The 22-minute evening news show did not allow more than about two minutes for most stories. And the issues are not simple. How, for instance, can a reporter who follows a candidate who in the course of a day makes two or three significant statements manage to encapsulate the news in a 90-second or two-minute spot? Plante, who first traveled to New Hampshire in 1968, with George Romney, draws on his previous journalistic experience: "It's like composing a lead for a wire service story."

Each network's morning news programs, though, do provide a kind of safety valve when the pressure builds for time to do a story in reasonable length. Plante had four-and-a-half minutes on the *CBS Morning News*, on Feb. 21, to report on the League of Women Voters' "Presidential Forum," held the previous night. Of course, the forum, in which seven candidates expressed views on a variety of subjects, ran 90 minutes. Nevertheless, Plante said: "Each candidate was heard on something he said. All you can hope to present are the interesting highlights."

In observing that the candidates "set the agenda," CBS's Plante was not only explaining the reason for the media's enormous appetite for news of the New Hampshire primary, he was also justifying the media's major effort in covering the Iowa caucuses in January and the Maine Democratic caucuses in February—events that in the past went largely ignored by the media.

And because they started chasing candidates earlier than usual, some correspondents and producers talked of feeling "burned out," even before what in the past had been the first major electoral contest, the New Hampshire primary. "I've been covering Reagan with Jerry Bowen of the Los Angeles office since the first of January," said Plante. "I get the sense that it's been under way forever, and here it is—New Hampshire."

Some of the press had been at it even longer. Coverage of Kennedy, for instance, has been intense since his formal announcement of candidacy last Nov. 7. Indeed,

networks and newspapers had been assigning reporters and crews to Kennedy since early in September, when he signaled his intention to run by announcing that his wife and mother had approved such a move. And the strain of keeping pace with Kennedy—who has been campaigning hard, with frequent stops—seemed evident as reporters, producers and cameramen following him flopped in a room set aside for the press in a Ramada Inn in Concord, N.H., on Feb. 20.

Kennedy had spoken at 1 p.m. at the Franklin Pierce Law Center, and, since his appointments for the rest of the afternoon were private, the press had plenty of time to file stories and relax. As it happened, although the speech, on energy, was billed by Kennedy aides as "major," the national press found nothing particularly new in it, and none of the networks asked their crews for a piece. (The local stations carried pictures, however.) So the time was filled with dozing, or with catching a late lunch or drink in the hotel bar, or with ruminating over the work of the past few months. As journalists will, they made it seem like work.

Ellen McKeefe, a field producer for NBC in her mid-30's, wearing jeans and a down vest, got off the phone after filling her news desk in on the Kennedy speech, and, in conversation with a visiting reporter, spoke the obvious: "I'm exhausted. I've been on the run since Oct. 22—except for a week, when I went to Panama to cover the shah."

And it wasn't simply the daily grind that was wearying. "He's [Kennedy's] capricious, he's spoiled, he changes his mind, which requires changes in our plans. And the press now is flying planes to keep up with him." The Kennedy chartered jet was given up weeks ago, not only because of lack of funds but because large jets are not suited for campaigning in northern New England, with its short distances between stops and small airfields. And McKeefe said that a Kennedy campaign trip can mean "seven or nine planes" in the air, including the candidate's. (The print press calls its plane "Air Pulitzer.")

There is, moreover, a sense of futility as well as of the macabre in covering Kennedy. His chances of success in his quest seem remote, at best; yet he is the only candidate to whom the networks have assigned two crews. If it were anyone but Kennedy, the networks would be comfortable with one crew. But the extra one, as those following Kennedy delicately put it, is "just in case."

Massive as the networks' effort to cover the 1980 presidential campaign is, politics—to the frustration of the network correspondents covering it—is not the major story on the evening news programs. Foreign affairs is. Lester M. Crystal, NBC News's senior executive producer for political coverage and special programs, who visited the NBC operation in Manchester for a few days, two weeks ago, observed, "Who would have thought that a week

before the New Hampshire primary, politics would be in the second half of the [Nightly News] show? Iran, Afghanistan, the U.S. 'official' pullout of the summer Olympics—those issues dominated."

NBC News correspondent Jamieson made a similar point. "Kennedy's announcement of candidacy wasn't the lead on the *Nightly News*," he said. "The hostages situation was. So there's probably been less politics in the news than four years ago. We're conscious of that," he added, "so we try to do a better job every time we come up to bat." He thought the political reporters' problem in getting on the air would ease—though not necessarily because of an improvement in the international situation. Because the primary campaign is now well under way, with one or more primaries on tap every week for the next several weeks, he said "there will be more pressure to get politics on the air."

□

Of course, the Republican brouhaha in a Nashua high school gym on the Saturday before the primary demonstrated that a political story that packs sufficient drama and emotion can compete with any other for attention. Initially, the debate the *Nashua Telegraph* was sponsoring between Ronald Reagan and George Bush did not seem like the stuff of which major stories are made. The networks never considered carrying the event live. Not only was it sweeps month, but live coverage would have subjected the networks to equal time demands by the five candidates who were not included. Besides, who really cared? As it turned out, two local radio stations—WSMN(AM) and WOTW(AM)—thought their listeners might.

They carried it live. "It turned out to be a pretty good story," said WSMN's Dale Lonroth. It probably is not too much to say that the evening provided the best television theater of the campaign thus far.

And the broadcasters were not unprepared for what proved to be a major event in the Republican contest. Not only was a television platform in a corner of the hall crowded with cameras, lights and swarms of sweating, shoving correspondents and technicians. But each of the networks had several cameras in and outside the gym, and they recorded, in all the raucous splendor, the events surrounding the squabble over who should have been allowed to debate and whose fault it was that four candidates not invited by the *Telegraph* were excluded.

The story began unfolding before television viewers during NBC's fortuitously scheduled *Prime Time Saturday*, which began at 10 p.m., less than an hour after the close of the debate. NBC managed to put together a piece of some four minutes. And later that night and on news programs throughout Sunday and even Monday morning, the networks and stations carried additional pieces on the event.

It was a story in which Ronald Reagan appeared to cast himself in one of his favorite movie roles—that of the good guy fighting against injustice—and George Bush, as the heavy—the guy who would not cooperate in opening the debate to the other candidates, Representatives John Anderson and Philip Crane and Senators Baker and Bob Dole.

Of course, Reagan had help. Jon Breen, the editor of *The Telegraph*, who served as moderator, had attempted to stop Reagan from making a statement giving his ver-



CBS. (Top) Walter Cronkite and anchor producer Mark Harrington at the primary-night studio in Manchester. (Bottom) Bruce and his camera crew.

sion of why the four candidates standing mute behind them were not going to participate. "Turn Mr. Reagan's microphone off," Breen thundered. To which Reagan responded by grabbing the mike and fairly shouting, "I'm paying for this microphone, Mr. Breen," as the crowd roared its approval. Of course, Reagan was paying for the mike; he paid some \$3,500 to defray expenses to get around a Federal Elections Commission roadblock to the debate ("In Brief," Feb. 25).

Reagan was also helped by the four excluded candidates, who played important supporting roles. They had marched off the platform and right into the high school cafeteria, where reporters and cameras were waiting to record their heated and bitter remarks. Their appearance helped round out the story and give it its real punch.

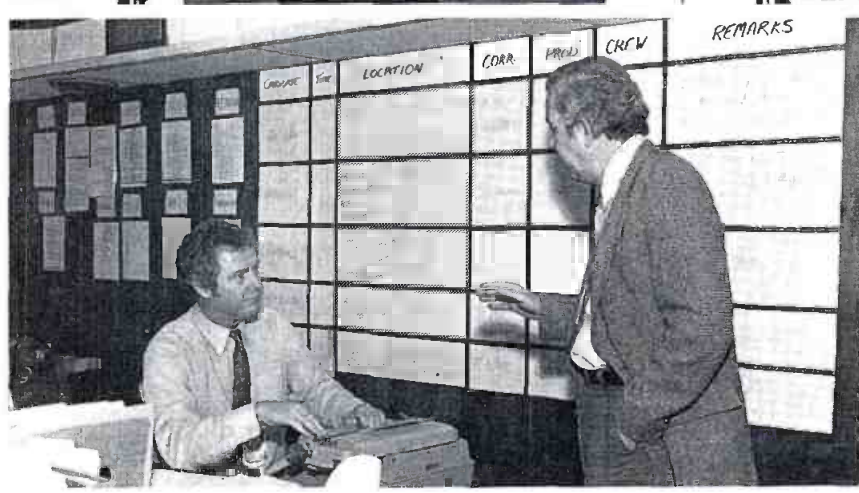
All in all, the debate in the Nashua high school was in marked contrast to the "Presidential Forum" the League of Women Voters presented three nights earlier, in a high school auditorium in Manchester. Then, all seven Republican candidates were present, and on their best behavior. Each answered questions put to him, and responded to answers of the others. The forum, carried live by Public Broadcasting Service and on a delayed basis by the three commercial networks, was very neat, very tidy and, some thought, rather bloodless.

The league officials had admonished the audience, "No applause," and everyone in the audience obeyed. In Nashua, the cheers and boos of the partisans in the crowd were more in the tradition of American politics.

Nor was bloodlessness necessarily a trade-off for a full discussion of the issues. Joe Kraft, one of the three journalists who served as interrogators, after the forum expressed disappointment over the results. He felt the structure—which did not provide for follow-up questions—had allowed the candidates to ignore consistency in their answers if consistency proved awkward.

Nevertheless, the forum, like the donybrook in Nashua, contributed something to the voters' view of the candidates, perhaps even of the issues. Indeed, those doing polling for Reagan said after the primary that the League event had proved pivotal in their candidate's effort.

New Hampshire has now been returned to the natives, as the print and broadcast journalists turn their attention to Massachusetts and Vermont today, and to four Southern states in the next two weeks. The work may be exhausting and frustrating for the journalists. And the reflective among them may wonder about a system in which they are forced to deal with issues in 90-second or two-minute bites or cover a candidate for President of the United States as he seeks votes from a handful of citizens outnumbered by the journalists accompanying him. But there are the compensations. As one of the pack observed in New Hampshire, "The election of a President is always the best story."



NBC. (Top) John Chancellor at the door to the Bedford Town Hall. NBC News broadcast primary election news from a studio on the second floor. (Bottom) Don Oliver, NBC News television correspondent (at typewriter), and Charles Quinn, an NBC radio network correspondent, are shown against of the boards the editors used to keep track of their correspondents in the field.



Worldwide, countrywide. Broadcast journalists from the full breadth of the United States—and from overseas—came to cover the New Hampshire primary. (Top) A crew from Japan's commercial Asahi Television Network. (Bottom, l to r) Kathy Douglas, political editor for KNXT(TV) Los Angeles; Bill Brown, reporter for KDFW-TV Dallas; Gail Harris, who anchored coverage for WBZ-TV Boston.

Judge shoots down suit over 'Guns'

CBS granted summary dismissal of \$300-million complaint filed by Michigan hunters against 1975 documentary

A federal district judge last week dismissed a \$300-million libel and slander suit filed against CBS for the 1975 television documentary on hunting, *The Guns of Autumn*, one of the most controversial that CBS News has produced.

The suit, filed by the Michigan United Conservation Clubs, claimed the documentary embarrassed a million or so Michigan hunters and held them up to ridicule (BROADCASTING, Oct. 27, 1975). But Judge Noel Fox of U.S. district court in Grand Rapids, Mich., granted a CBS motion for summary judgment and dismissed the suit last week, holding that there are too many Michigan hunters to claim that the broadcast "can be reasonably understood as referring to the plaintiffs." He said they failed to prove they were referred to.

The documentary showed, among other things, a Michigan hunter shooting a bear. The entire broadcast stirred so much controversy, even before it was shown, that CBS News produced a sequel, *Echoes of the Guns of Autumn*, that dealt with pressures imposed on CBS to get the broadcast canceled, elicited views of hunters, offered antigun forces a chance to present their views—and CBS News Producer Irv Drasnin a chance to defend the broadcast.

CBS said at the time that *Guns* had drawn a bigger mail response than anything else CBS News had done since Edward R. Murrow's 1954 program on Senator Joseph McCarthy. Before *Guns* was broadcast, on Sept. 5, 1975, CBS received more than 19,000 letters and telegrams—most of them criticizing the program. Advertisers dropped out until only Block Drug remained in the broadcast. For the sequel, broadcast Sept. 28, 1975, only Geritol signed up.

The same medicine

A potential new "protection" for corporations against television newsmen is emerging from an ongoing dispute between the Illinois Power Co. and CBS News over a *60 Minutes* segment on the power company.

When *60 Minutes* cameras went in to interview Illinois Power executives, the power company had its own cameras on hand to record the interviews simultaneously. Now it's using its own tapes to support its claim that its position was misrepresented on the *60 Minutes* piece. The CBS piece was broadcast last Nov. 25 and dealt with alleged mismanagement of Illinois Power's first nuclear power plant, under construction at Clinton, Ill.

The utility company has inserted por-

tions of its own tape into the *60 Minutes* tape to make its points and thus has created its own "program," called "*60 Minutes: Our Reply*." The company has sent copies to hundreds of utility and other companies around the country, urging them to show it to local leaders.

Company officials say they've had "a lot of calls from people at other utility companies saying, 'I wish we'd thought of that.'"

It's considered likely that many of them will, next time.

For its part, CBS News says Illinois Power's "reply" is itself misleading or irrelevant. It has sent a five-page letter documenting the *60 Minutes* position. It did acknowledge two inaccuracies in the broadcast and corrected them on the Jan. 27 *60 Minutes*. Illinois Power meanwhile has answered the CBS News letter, again maintaining that its position was misrepresented—and claiming that one of the two corrections *60 Minutes* broadcast was itself wrong.

Israel banishes newsmen

Israeli authorities have revoked the journalistic accreditation of CBS correspondent Dan Raviv following a report he filed saying that Israel had exploded a nuclear bomb in cooperation with South Africa. The authorities said Raviv had violated military censorship.

According to CBS Tel Aviv bureau manager Charles Wolfson, any story concerning the military or national security must be approved by the military censor. He said this normally involves submitting the scripts and possibly pictures of any reports to the censor's office.

Wolfson would not comment on how Raviv's report was sent out, although other reports indicate that Raviv flew to Rome and filed the report from there. It appeared on the CBS *Evening News* on Thursday, Feb. 22.

Raviv is now out of Israel, and Wolfson did not know if he would be returning.

NewsBeat

Limiting searches. House Subcommittee on Constitutional Rights has approved legislation restricting power of authorities who are seeking evidence against persons suspected of crimes to conduct surprise searches of premises of others. Bill is in response to 1978 Supreme Court *Stanford Daily* decision, and is broader than Senate version, which applies only to journalists and other writers. Both bills now face action by full Judiciary Committees. Senate bill would require police to get subpoena, which can be challenged in court, before searching writer's files. House version, in addition to requiring subpoena, adds section covering unannounced searches of innocent persons.

On the rise. Number of female anchors and co-anchors on television news programs is moving upward. Television News Research Inc., New York, said 92 women served in these capacities on network affiliated TV stations in 65 major U.S. markets in fall of 1979, as compared with 77 in fall of 1978. Of 77 anchors or co-anchors in 1978, only 32 remained at same job, according to TNR study.

Ready to sprout. Georgia Radio News Service will commence April 1 under aegis of Meredith Corp.'s Broadcasting Group. Headquarters will be at Meredith's WGST(AM) Atlanta with project responsibility of John Lauer, vice president and general manager of WGST and affiliated WPCN(FM) there. Day-to-day operations will be handled by Network Manager Paul C. Stone, 14-year veteran of radio networks in Georgia and Florida. Lauer said initial line-up of 40 affiliates is expected. Service will offer news and sports programs, features, weather reports and nighttime programming.

Best. Three winners in television category were announced last week for George Polk Memorial Awards for 1979, administered by Long Island University's Brooklyn Center. The winners are Ed Bradley of CBS News for television reporting from abroad (Cambodia); WRC-TV Washington for national television reporting (investigation into discharge of asbestos from hair dryers) and Jack Willis and Saul Landau of New Time Films for documentary on health hazards from atomic test site in Nevada.

First Amendment insurance. American Newspaper Publishers Association members are being offered insurance to help defray legal costs incurred in defending or prosecuting First Amendment rights, under plan first broached nearly year ago (BROADCASTING, April 30, 1979). Coverage of up to \$1 million is being provided by Mutual Insurance Co. Ltd. of Bermuda to ANPA members insured under Mutual's group life policy. It is available for protection of radio and television stations owned by ANPA members if they also buy it for their newspapers. Policy, designed to assure that even small news organizations can undertake litigations and actions before Congress where First Amendment is concerned, covers such matters as questions of prior restraint, dissemination of information, access, newsroom searches and statutory limits on publications of certain First Amendment matters.

As compiled by BROADCASTING Feb. 18 through Feb. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ *Frost, W. Va.—Pocahontas Comm. Cooperative seeks 1370 khz, 1 kw-D. Address: Box 86 Marlinton W. Va. 24954. Estimated construction costs \$213,000; first year operating cost \$50,000; revenue \$213,000. Format: educational. Principal: Omar Bowyer is president of this non-profit organization devoted to educational purposes. Ann. Feb. 7.

FM applications

■ *Blythe, Calif.—Esuela de la Roza Unida seeks 88.5 mhz., .01 kw, HAAT: N/A ft. Address: P.O. 910 Blythe 92225. Estimated construction cost \$7,300; first year operating cost \$5,500; revenue \$12,000. Format: educational. Principal: Applicant runs elementary and secondary school in Blythe. Alfredo Figueroa is president. Ann. Feb. 7.

■ *Covelo, Calif.—Round Valley Inter-Tribal Radio Project seeks 90.7 mhz, 74 kw, HAAT: 3287 ft. Address: P.O. 727 Covelo 95428. Estimated construction cost \$342,107; first year operating cost \$90,000; revenue \$460,000. Format: educational. Principal: Covelo Indian Community Project has established the above mentioned radio project. It is non-profit educational project. Margaret Breedlove is chairwoman of board. Ann. Feb. 7.

TV applications

■ Florence, Ala.—Channel 26 Inc. seeks ch. 26; ERP 1076 kw vis., 215 kw aur., HAAT 931 ft.; ant. height

above ground 866 ft. Address: 1162 Mt. Auburn Rd., Box 3848 Evansville, Ind. 47736. Estimated construction cost \$350,000; first-year operating cost \$270,000; revenue \$450,000. Legal counsel Wilner & Scheiner, Wash. D.C., consulting engineer Smith & Powstenko, Wash. D.C. Principals: South Central Broadcasting Corp. (100%) which is owned principally by John Engelbrecht. South Central is licensee of WTVK (TV)/WEZK (FM) Knoxville, Tenn. and WIKY-AM-FM Evansville, Ind., and owns 49% of WZEX (FM) Nashville, Tenn., with application pending to purchase remaining 51%. It is also applicant for new TV in Evansville, Ind. Ann. Feb. 20.

■ Little Rock, Ark.—Gemini Broadcasting Co. seeks ch. 16; ERP 2404 kw vis., 24.04 kw aur., HAAT 1557 ft.; ant. height above ground 1070 ft. Address: 3445 Peachtree Rd. Suite 840 Atlanta, Ga. 30326. Estimated construction cost \$1,902,500; first-year operating cost \$263,750; revenue \$350,000. Legal counsel Smith and Pepper, Wash., D.C. consulting engineer Robert Purcell, Wash. D.C. Principals: Anthony Kupris (80%) and six others. He owns chemical brokerage business in Atlanta, Ga. and WMBB-TV Panama City, Fla. Ann. Feb. 20.

■ Hartford, Conn.—Great Hartford County Telecasting Corp. seeks ch. 61; ERP 2158 kw vis., 215.8 kw aur., HAAT 1542 ft.; ant. height above ground 1053 ft. Address: 5773 Wilshire Blvd. Los Angeles, Calif. 90036. Estimated construction cost \$2,598,000; first-quarter operating cost \$130,750; revenue \$3,185,931. Legal counsel B. Gaguine, Wash. D.C. consulting engineers Silliman, Moffet, Kowalski, Arlington, Va. Principals: Superscription Television Corp. (80%); George Fritzinger (20%). Superscription Television is owned wholly by National Health Enterprises Inc., publicly traded health care and ancillary services corp. of which Robert Paliatito is chairman. Fritzinger is chairman of Superscription Television which has 80% interest in applications for CP's for ch. 62 Syracuse and ch. 49 Buffalo. He is also president of licensee subsidiary, director and 15% owner ASI Communications Inc. New York, licensee of KFAC-AM-FM Los Angeles. He is also president and 6% owner of WQTV (TV) Boston and has 3% interest in Universal Subscription Television Inc., Boston Subscription TV permittee. He also has 20% interest in applicant for new TV in Vallejo, Calif. (ch. 66).

■ Daytona Beach, Fla.—Comark TV Inc. seeks ch. 26; ERP 698 kw vis., 69.8 kw aur., HAAT 585 ft.; ant. height above ground 605 ft. Address: Southwick Industrial Park Box 267 Southwick, Mass. 01077. Estimated construction cost \$1,478,370; first-year operating cost \$183,750; revenue \$2,265,132. Legal counsel Stein, Halpert & Miller, Wash. D.C. consulting engineer J. Ferge. Feeding Hills, Mass. Principals: Richard Fiore, Sr., David Smith, Leroy Wallace (one-

third each). Three are partners in Comark Communications Inc., a Southwick/Westfield, Mass. transmission line systems company. Fiore and Smith have 2.73% and 27.53% respectively in applicant for new TV in Albany N.Y. Smith is 4.8% owner of Commercial Radio Institute, permittee of WPTT-TV (ch. 22) Pittsburgh Pa., and applicant for new TV (ch. 28) in Columbus, Ohio. Commercial owns 39.2% of WBFF (TV) Baltimore but it will sell it pending FCC approval. Commercial also has 39.1% interest in three pending applications for new TVs in Buffalo (ch. 49), Indianapolis (ch. 59) and St. Petersburg, Fla. (ch. 38). Smith's father Julian is president, director and 21.8% owner of Commercial Radio Institute; president, director and 49% owner of pending TV applications that Commercial has 39.1% interest in, and of WBFF (TV) Baltimore. Ann. Feb. 20.

■ New Bedford, Mass.—Metrovision Inc. seeks ch. 28; ERP: 1,242 kw vis., 124.2 kw aur., HAAT: 944 ft.; ant. height above ground 979 ft. Address: 412 County St., New Bedford, Mass. Estimated construction cost \$1,935,000; first-quarter operating cost \$400,000; revenue \$2,400,000. Legal counsel Robb and Kuhns, N.Y., consulting engineer E. Harold Munn, Coldwater, Mich. Principals: Dr. Franklin Graham (82%); Judith Graham (10%); Robert Aaron (4%); Scott Rob (4%). Franklin Graham is administrator for the Council of Churches of the City of New York, and interchurch ecumenical agency. Wife Judith is Stamford, Conn., social worker. Aaron is vice president NBC Television Affiliates, N.Y. Robb is NBC attorney. Robb has only other broadcast interest—less than 10% ownership of Harcom, which is seeking assignment of license of WKND-AM Windsor, Conn. Filed Jan. 31.

■ Portland, Me.—Crosby Family Telecasters seeks ch. 51; ERP 205 kw vis., 20.50 kw aur., HAAT 245 ft.; ant. height above ground 300 ft. Address: 36692 Riviera Dr., Fremont, Ca. 94536. Estimated construction cost \$619,800; first quarter operating cost \$54,000; revenue \$150,000. Legal counsel Lauren A. Colby consulting engineer Harold E. Munn, Coldwater, Mich. Principals: Leon Crosby (85%) and three others. Crosby is broadcaster who owns KEMO-TV San Francisco, with interests in CP's for new TV's in Richard, Tex., and Ventura, Calif. Ann. Feb. 20.

■ Pembina, N.D.—Satellite Television Service Inc. seeks ch. 12; ERP 316 kw vis., 31.6 kw aur., HAAT 825 ft.; ant. height above ground 857 ft. Address: 4001 13th Ave. South Fargo, N.D. 58103. Estimated construction cost \$565,000; first-year operating cost \$602,000; revenue \$600,000. Legal counsel Wilkinson, Cragun & Barker, Wash., D.C. consulting engineer Lloyd Erickson. Principals: John Boler (80%); J.L. Wood and Robert Alphonson (10% each). Boler is Fargo realtor. Alphonson is Grand Forks, N.D. attorney and Wood is U.S. Customs broker based in Pembina. They have no other broadcast interests. Filed Nov. 29, 1979.

■ *Lima, Ohio—Greater Toledo Educational TV Foundation seeks 90.7 mhz, 50 kw, HAAT: 437 ft. Address: 415 N. St. Clair St. Toledo, Ohio 43604. Estimated construction cost \$181,011; first year operating cost \$22,500; revenue none. Format: educational. Principal: Group is non-profit educational organization affiliated with Toledo Public School System. Dr. Donald Steele Jr. is Superintendent. Toledo Public Schools. Ann. Feb. 7.

AM Action

■ Harvey, N.D.—Shamrock Communications Inc. granted 1540 khz, 500 w-D. Address: P.O. Box 643, Cando, N.D. 58324. Estimated construction costs \$81,720; first-year operating cost \$63,720; revenue \$100,000. Format: MOR. Principals: D. Thomas McKinnon and William C. Harrington (50% each). McKinnon owns furniture and floor covering stores at Cando and Fesenden, both North Dakota. Harrington owns automobile dealership at Devils Lake, N.D. Neither has other broadcast interests. Action Feb. 15.

FM Actions

■ Winchendon, Mass.—ALJ Walter Miller granted Northbanke Corporation 97.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 15 Thatcher St., Brookline, Mass.



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01475. Estimated construction cost \$57,633; first-year operating cost \$41,200; revenue \$75,000. Format: Variety. Principal: Edward Paul Mattar III owns management and marketing consulting firm and has interest in FM application in Gloucester, Mass. (BC Docs. 79-234-35) Action Feb. 15.

■ Lexington, Miss.—Donald G. Manuel granted 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 846, McComb, Miss. Estimated construction cost \$47,200; first-year operating cost \$28,000; revenue \$24,000. Format: variety. Principal: Donald G. Manuel is sole applicant. Manuel also owns WKPG(AM) Port Gibson, Miss., and is McComb businessman. Action Feb. 14.

■ *Neola, Utah—Unrecognized Uintah Ute Indians Inc. granted 88.1 mhz, 10 w, HAAT 50 ft. address: Box 126 Neola 84053. Estimated construction cost \$525; first-year operating cost \$1,300. Format: native American. Applicant is Indian tribe, Michael LeBarrow, president. Action Feb. 15.

TV Actions

■ North Pole (Fairbanks), Alaska—FCC has waived one-to-market provisions of multiple ownership rules and granted Alaska Evangelistic Missionary Fellowship ch. 4 ERP 18.66 kw vis., 2.8 kw aur., HAAT 1619.8 ft.; ant. height above ground 191 ft. Address: P.O. Box "O" North Pole, Alaska 99705. Estimated construction cost \$225,087; first-year operating cost \$83,722. Principal: Applicant is non-stock, non-profit corporation for religious broadcasting headed by Gorden K. Peterson. Applicant is licensee of KJNP-AM-FM North Pole. Peterson is vice president of KCCV(AM) Independence, Mo. Action Jan. 30.

■ *Hays, Kan—Smoky Hills Public Television Corp. granted ch. 14; ERP: 1220 kw vis., 183 kw aur., HAAT: 1,320 ft.; ant. height above ground 1,260 ft. Address: 1011 Fort St., Suite 211, Hays 67601. Estimated construction cost \$1,731,025; first-year operating cost \$190,000; revenue \$217,249. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer A.D. Ring & Associates. Applicant is non-profit corp.; John P. Lee is chairperson of board of trustees. Action Jan. 26.

Ownership Changes

Applications

■ KCCL(AM) Paris, Ark. (AM: 1460 khz, 500 w-D)—Seeks assignment of license from Logan County Broadcasting to Diamond State Broadcasting Co. for \$145,000. Seller: Gordon Hixson who has pending FM application for Paris. He has no other broadcast interests. Buyer: Lowell Jumper (51%); William Harris (30%); David Jones (19%). Jumper is president, director and 51% owner of KELC(AM) England, Ark. Harris is England, Ark., M.D. Jones is with engineering department of KARK(TV) Little Rock, Ark. Buyer is licensee of KELC(AM) England, Ark. Jumper and Jones have pending application for new FM at Lonoke, Ark. Ann. Feb. 20.

■ WZAL(AM) Jackson, Ga. (1540 khz, 1 kw-D)—Seeks assignment of license from Tarkenton Broadcasting Co. Inc. to Devan-Moore Communications, Inc. for \$235,000. Seller: Dallas Tarkenton and wife May Ree (75%-25% respectively) who also own WJGA(FM) Jackson. Buyer: Richard Moore (40%); James DeVan and wife Karen (30% each). Moore is correspondent with Georgia Network Inc., Atlanta news and sports network. DeVans are also employed with Georgia Network, James as executive vice president and general manager and Karen as bookkeeper. They have no other broadcast interests. Ann. Feb. 22.

■ WWNS(AM) WMCD-FM Statesboro, Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw)—Seeks transfer of control of Radio Statesboro Inc. from C. H. Grider, W.C. Woodall Jr., James Orndorff and J. Barton Lanahan (100% before; none after) to Nathan Hirsch and Dell Pressey (none before; 100% after). Consideration: \$790,000. Principals: Grider, Woodall and Orndorff (30% each); Lanahan (10%). Grider owns WIMO(AM) Winder, Ga. and 21% WPFA(AM) Pensacola, Fla. Woodall owns WDWD-AM-FM Dawson, 51% WBBK(AM) Blakely and 25% WGRA(AM) Cairo, all Georgia; 50% WGSW(AM) Greenwood, S.C. and 50.2% WPFA(AM) Pensacola, Fla. Lanahan has no other broadcast interests. Buyers are equal partners. Hirsch has been with stations since 1970 and is currently operations manager. Pressey owns TV sales and repair shop in Statesboro. They have no other broadcast interests. Ann. Feb. 20.

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

Actions

■ WFMB(FM) Springfield, Ill. (104.5 mhz, 20 kw)—granted assignment of license from Capital Broadcasting Co. to Springfield Advertising Co. for \$1,275,000. Seller is owned by Harold J. Hoskins, R. W. Deffenbaugh, W. F. Wingerter and J.W. Johnson (25% each). They also own 1.66% interest in WBHW(TV) Springfield. Wingerter in addition owns 11.66% interest in WBHW as individual. Buyer is owned by Eastern Broadcasting Corp., owned by Roger A. Neuhoff and family. Eastern also owns WCVS(AM) Springfield; WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State College, Pa. Ann. Oct. 17.

Facilities Changes

AM Applications

■ WPET(AM) Greensboro, N.C.—Seeks CP to change ant. sys. change trans. tower to WRQK(FM) tower. TL: 221 W. Meadowview Rd., Greensboro. Ann. Feb. 20.

■ WAXO(AM) Lewisburg, Tenn.—Seeks mod. of CP (BP-20409, as mod.) to change TL to: 0.6 mi. SE Bypass, Springplace Rd., Lewisburg, Tenn. Ann. Feb. 20.

■ WAYY(AM) Chippewa Falls, Wis.—Seeks CP to change TL to: SW corner of County highways. "P" & "00", Chippewa Falls, Wis.; make changes in ant. sys. Ann. Feb. 20.

FM Applications

■ WDAI(FM) Chicago, Ill.—Seeks CP to increase ERP to: 8.5 KW (H&V). Ann. Feb. 20.

■ KUOI-FM Moscow, Idaho—Seeks CP to change ant. sys., HAAT: -77.6'; ERP: 1.339 kw; change trans. Ann. Feb. 20.

■ KIOS-FM Omaha, Neb.—Seeks CP to increase ERP 50 kw; HAAT: 600'; make changes in ant. sys. Ann. Feb. 20.

■ KBRX-FM O'Neill, Neb.—Seeks CP to change frequency to 102.9 mhz; change TL to 4.5 miles ESE of O'Neill, Neb. and make changes to the ant. sys.; ERP: 100 kw (H&V); HAAT: 434' (H&V). Ann. Feb. 20.

■ WCDB(FM) Albany, N.Y.—Seeks CP to change TL to: Eastman Tower on Campus of SUNY Albany Uptown campus, Albany, NY; change SL/RC to: Eastman Tower, 1400 Washington Ave., Albany, N.Y. change ant. sys. Ann. Feb. 20.

■ WBXB(FM) Edenton, N.C.—Seeks CP to make change in ant. sys. Ann. Feb. 20.

■ WGIT(FM) Hormigueros, P.R.—Seeks CP to utilize present main trans. & ant. for aux. only; request for waiver of 73.255(A)(6) of FCC's (contingent on ARN-791213AE). Ann. Feb. 20.

■ KOOV(FM) Copperas Cove, Tex.—Seeks CP to decrease ERP to: 1.45 kw (H&V); increase HAAT to: 422' (H & V). Ann. Feb. 20.

■ KNUS(FM) Dallas, Tex.—Seeks mod. of CP (BPH-790323AD) to change ERP: 97.76 kw (H&V); change HAAT: 1585' (H&V); change SL/RC to: 5712 Ross, Dallas; change trans. and ant. system. Ann. Feb. 20.

■ WFFV(FM) Front Royal, Va.—Seeks CP to change SL/RC to: route 11, south of interchange 75, Route 81, 1 mile NE of Strassburg, Va.; redescribe TL as: Wayside Inn, Middletown, Va. Ann. Feb. 20.

FM Action

■ KLAW(FM) Lawton, Okla.—Granted CP to change TL to 9 miles SW. of Lawton along county road; install new ant.; make changes in ant sys. (increase height); antenna height 590 ft. (H&V); increase ERP to 100 kw (H&V). (BPH-790419AC). Action Feb. 21.

TV Action

■ KOKH-TV Oklahoma City, Okla.—Granted mod.

of CP to change ERP 631 kw, maxerp 1410 kw, ant. height 1540 ft. (BMPCT-790904KE). Action Feb. 21.

In Contest

Procedural Rulings

■ Fort Bragg, Calif. **FM Proceeding:** (BC Docs. 80-62-63)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Mendocino Coast Wireless Co. and Fort Bragg Broadcasting Co. for CP for 95.3 mhz at Fort Bragg, Calif., to determine whether Fort Bragg is financially qualified; and with respect to its ascertainment efforts, whether it interviewed leaders of industry, labor and elderly, and whether its study contained demographic breakdown of Fort Bragg which would enable it to identify significant groups in Fort Bragg; which proposal would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 8.

■ Bridgeport, Conn. **TV Proceeding:** (BC Docs. 80-78-79)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Bridgeways Communications Corp. and Hi-Ho Television Corp. for ch. 43, Bridgeport, Conn., to determine, with respect to Bridgeways: whether a trans. site is available; whether cost estimate for first three months of operation should be reassessed; whether Bridgeways is financially qualified, and whether it has complied with provisions of Question and Answer 36 of Ascertainment Primer. To determine whether Hi-Ho is financially qualified; which application would better serve public interest, and which application should be granted. Action Feb. 15.

■ French Lick, Ind. **FM Proceeding:** (BC Docs. 80-82-83)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Hoosier Hills Broadcasting Corp. and Willtronics Broadcasting for CP for 100.1 mhz at French Lick, Ind., to determine with respect to Hoosier, whether it is financially qualified; whether it interviewed leaders of recreation, labor, women's groups, elderly, charity and agriculture, and whether it has complied with Question 15 of Primer; with respect to Willtronics, whether it interviewed leaders of public safety, health and welfare, elderly and agriculture; which proposal would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 21.

■ Boulder City, Nev.—**FM Proceeding:** (BC Docs. 80-76-77)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Garrett, Andrews & Letizia, Inc. and Ferraro and Ferraro for CP for 105.5 mhz at Boulder City, Nev., to determine which proposal would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 12.

■ Tulsa, Okla. **TV Proceeding:** (BC Docs. 80-80-81)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of David Livingstone Missionary Foundation and Alden Communication Corp. for CP for ch. 47 Tulsa, Okla., to determine with respect to Livingstone whether its proposed program policy will provide broadcast time for those that do not share same precepts as applicant, and if not, to determine effects thereof upon its basic qualifications. To determine with respect to Alden, whether it is financially qualified; whether its proposal is in compliance with Questions and Answers 6, 9 and 13(a) of Ascertainment Primer; whether its programming proposal reflects an evaluation of its ascertained problems and needs; whether there is reasonable possibility that tower height and location as proposed would constitute hazard to air navigation, and if so, whether Alden is qualified. To determine which proposal would, on comparative basis, better serve public interest, and which should be granted. Action Feb. 21.

■ Rosenberg and Richmond, both Texas **TV Proceeding:** (BC Docs. 80-64-66)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Pueblo Broadcasting Corp., Trinity Broadcasting of Texas, Inc. and Texas 45 Broadcasting, Inc. for CP for ch. 45, allocated to Rosenberg, to determine, with respect to Trinity, whether it has liquid assets in excess of current liabilities of at least \$487,184 and whether it is financially qualified; areas and populations that would receive primary television service from applicants, and

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM | 4,527 | 3 | 28 | 4,558 | 93 | 4,651 |
| Commercial FM | 3,110 | 2 | 43 | 3,155 | 181 | 3,336 |
| Educational FM | 1,010 | 0 | 25 | 1,035 | 92 | 1,127 |
| Total Radio | 8,647 | 5 | 96 | 8,748 | 366 | 9,114 |
| Commercial TV | | | | | | |
| VHF | 514 | 1 | 2 | 517 | 9 | 526 |
| UHF | 222 | 0 | 7 | 229 | 62 | 291 |
| Educational TV | | | | | | |
| VHF | 99 | 1 | 5 | 105 | 5 | 110 |
| UHF | 155 | 2 | 5 | 162 | 5 | 167 |
| Total TV | 990 | 4 | 19 | 1,013 | 81 | 1,094 |
| FM Translators | 291 | 0 | 0 | 291 | 152 | 443 |
| TV Translators | | | | | | |
| UHF | 1,247 | 0 | 0 | 1,247 | 359 | 1,606 |
| VHF | 2,494 | 0 | 0 | 2,494 | 173 | 2,667 |

*Special temporary authorization

**Includes off-air licenses

other primary TV service to such areas and populations; which proposal would best provide a fair, efficient and equitable distribution of television service; which proposal would, on a comparative basis, best serve public interest, and which application should be granted. Action Feb. 8.

■ Sulphur Springs, Tex. **FM Proceeding:** (BC Docs. 80-60-61)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Gilbert Group, Inc. and Hopkins County Broadcasting Company for CP for 95.9 mhz to determine which proposal, on comparative basis, would better serve public interest, and which application should be granted. Action Feb. 8.

FCC Decision

■ KGO-TV San Francisco—**Renewal Proceeding:** FCC has renewed license of KGO-TV, licensed to American Broadcasting Companies, Inc. over objections of Gill Industries, former licensee of KNTV(TV), San Jose, Calif. Gill alleged that ABC was using anticompetitive conduct by instituting policy restricting availability of non-network programming to KNTV thus harming station economically and diminishing its ability to operate in public interest. FCC concluded that Gill's allegations on KGO-TV's territorial exclusivity policy, as applied to KNTV raised no substantial and material question warranting denial of KGO-TV's renewal, since record indicated that KGO-TV and ABC were in compliance with all aspects of FCC rules pertaining to exclusivity in purchasing non-network programming. Action Feb. 13.

Allocations

Petitions

- KWAC(AM) Bakersfield, Calif.—Requests amendment FM Table of Assignments to assign ch. 237A to Oildale, Calif. Ann. Feb. 20.
- Wray, Colo.—Requests amendment FM Table of Assignments to assign ch. 262 or in the alternative ch. 261A to Greybull, Wyo. Ann. Feb. 20.
- KDRZ(AM) Wray, Colo.—Requests amendment FM Table of Assignments to assign ch. 252A to Wray, Colorado.
- Versailles, Ky.—Bath radio works requests amendment FM Table of Assignments to assign ch. 296A to Owingsville, Ky. Ann. Feb. 20.
- KTOE(AM) Mankato, Minn.—Requests amendment FM Table of Assignments to assign ch. 244A to North Mankato, Minn. Ann. Feb. 20.
- KWRT(AM) Boonville, Mo.—Requests amendment FM Table of Assignments to assign ch. 288A to Jacksonville, Ill. Ann. Feb. 20.
- Eutawville, S.C.—Santee-Cooper Broadcasting Co. requests amendment FM Table of Assignments to assign ch. 257A to Elloree, S.C. Ann. Feb. 20.
- KVNU(AM) Logan, Utah—Requests amendment FM Table of Assignments to assign ch. 280A to Smithfield, Utah. Ann. Feb. 20.
- Pasco, Wash.—Tri-City Christian Center requests

amendment FM Table of Assignments to assign ch. 252A to Pasco. Ann. Feb. 20.

■ Mauston, Wis.—Olivia Broadcasting Co. requests amendment FM Table of Assignments to assign ch. 269A to Olivia, Minn. Ann. Feb. 20.

Translators

Applications

- Denver, Colo.—Spanish International Comm. Corp. seeks CP for new UHF translator on ch. 31 (TPO: 1000 w. HAAT: 449) to rebroadcast indirectly KMEX-TV, Los Angeles. Ann. Feb. 21.
- Wash., D.C.—Los Cerezos Television Co. seeks CP for new UHF translator on ch. 56 (TPO: 1000 w. HAAT: 398 ft) to rebroadcast indirectly KMEX-TV, Los Angeles. Ann. Feb. 26.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth Station Actions

- The following earth station applications have been granted as of Feb. 19:
- Warner Amex Cable Communications Inc.—Paris, Ark. (KX37).
- Warner Amex Cable Communications Inc.—Avenal, Calif. (KX42).
- Warner Amex Cable Communications Inc.—Wemme, Ore. (KX55).
- Sam's Town Hotel and Gambling Hall—Las Vegas. (KY43).
- S&S T.V. Cable Co. Inc.—Covington, La. (KY65).
- Gateway Cablevision Inc.—Belfield, S.D. (KY67).
- Cablevision—Fairbury, Neb. (KY95).
- Cablevision—Superior, Neb. (KY96).
- Warner Amex Cable Communications Inc.—Ely, Minn. (KY97).
- Cable TV of Harlowton—Harlowton, Mont. (KY98).
- Warner Amex Cable Communications Inc.—Athol, Mass. (WV84).
- Warner Amex Cable Communications Inc.—Sandy Valley, Ohio. (WV99).
- Warner Amex Cable Communications Inc.—Parsons, Tenn. (WX45).
- Warner Amex Cable Communications Inc.—Williamsburg, Va. (WX58).
- Warner Amex Cable Communications Inc.—Bradford, Pa. (WX64).

Call Letters

Applications

| Call | Sought by |
|----------------------|---|
| New FM's | |
| KWKS | Hawks Communications Inc., Winfield, Kan. |
| KFLZ | Cismek Corp., Bishop, Tex. |
| KGEE | Monahans Broadcasting Corp., Monahans, Tex. |
| *KAZZ | San Antonio Community Radio Corp. Inc., San Antonio, Tex. |
| WLSA | Mid Virginia Broadcasting Corp., Louisa, Va. |
| Existing AM's | |
| WROS | WQIK Jacksonville, Fla. |
| WFCV | WFWR Fort Wayne, Ind. |
| KMYZ | KOLS Pryor, Okla. |
| Existing FM's | |
| KJYE | KKAI Kailua, Hawaii |
| WFMW | WZRO Pekin, Ill. |
| KGCS | KDRB Derby, Kan. |
| WFND | WBFG Detroit |
| KMYZ-FM | KKMA Pryor, Okla. |

Grants

| Call | Assigned to |
|----------------------|--|
| New AM's | |
| KROR | Reliable Oregon Radio, Myrtle Creek, Ore. |
| KKSN | FVBC, Inc. Vancouver, Wash. |
| New FM's | |
| WNNS | Midwest Broadcasting Co. Springfield, Ill. |
| WBAZ | Peconic Bay Broadcasting Corp., Southold, N.Y. |
| KNEY | Pierre Radio, Inc., Pierre, S.D. |
| WCMZ | McClanahan Broadcasting Corp., Crozet, Va. |
| *WUDZ | Sweet Briar College, Sweet Briar, Va. |
| Existing AM's | |
| KSSK | KGMB Honolulu, Hawaii |
| KDEO | KAHU Waipahu, Hawaii |
| WNIC | WWKR Dearborn, Mich. |
| WFEZ | WTNK Meridian, Miss. |
| Existing FM's | |
| KMJX | KKLF Conway Ark. |
| KKRO | KICG Iowa City |
| WNIC-FM | Dearborn, Mich. |
| WZXX | WROA-FM Gulfport, Miss. |
| WSRQ | WEAF Eden, N.C. |
| KMYO | KGOW Broken Arrow, Okla. |
| WRKZ | WPDC-FM Elizabethtown, Pa. |
| WKSJ | WRAC-FM Williamsport, Pa. |
| WDWQ | WQIZ-FM St. George, S.C. |

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General Manager for Class B FM in Ohio, must be experienced in Local and Regional Sales. Please send complete resume to W. Triplett, Rt. 2, E. Sandusky, Bellefontaine, OH 43311.

General Manager wanted for mid-Southeast market. ABC affiliate. Only applicants with a minimum of seven years television experience on a Department Head or Station Management level need apply. In depth knowledge of staff management, community involvement, Programming (entertainment, public affairs) and News. Excellent leader, motivator, communicator. Excellent salary, incentives and benefit package. EEO/M-F Reply Box C-66.

Religious radio: Aggressive station manager. Must be experienced in religious radio. Take charge of two stations in sun belt. Investment opportunity considered for right person. Box C-45.

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General Manager/Sales Manager wanted for Northern Mountain States AM. Excellent opportunity for hard working self-starter with strong background in sales. Knowledge of all areas of station operation and strong leadership ability a must. Equal Opportunity Employer. Rush detailed resume to Box C-49.

Development Director: University of Tulsa seeks development director for KWGS-FM, a National Public Radio affiliate. Responsibilities include all areas of station development including supervision of the annual on-air campaign, program underwriting, grant writing and community relations. Candidate should have prior development work experience, preferably with an NPR station. 12 month staff position, salary negotiable. Deadline for application is March 17, 1980. Send resume with references to Dr. Thomas W. Bohn, Chairman, Faculty of Communication, University of Tulsa, Tulsa, OK 74104. 918-592-6000, ext. 541. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees.

General Manager needed for 50,000 watt urban FM commercial station which exists as an academic training ground for students. M.A. in Communication area with management and teaching experience. Salary competitive. Applications with resume by March 21 to: Don B. Morlan; Department of Communication Arts; University of Dayton; Dayton, OH 45469. Equal Opportunity Employer.

Minnesota AM-FM needs station manager or PD with sales skills and management ability. Scenic city of 15,000. You complete a successful first year and you will be able to own it all 612-388-9276 or 7933 to start you on the way to your own property.

Act today for an opportunity to lead an innovative and aggressive sales team in Northern Indiana. If you can motivate people and get results, we want you as a station manager for a 50,000 watt Beautiful Music station. Position includes assisting in sales and promotional planning, salary, commission bonus. Car provided. Write PO Box 6000, Fort Wayne, IN 46896 for more information.

Immediate opening for sales manager to supervise/train new sales staff, override all sales, handle some accounts. Northern California contemporary FM in university community. No. one with 12+ Monday thru Sunday 6AM to midnight. Send resume and salary requirements to Robb Cheal, PO Box 1167, Paradise, CA 95969.

Help Wanted: Hard selling station manager. Pacific Northwest. Experienced bottom line daytime AM manager with equity position available. Station is doing engineering for 24 hour authority. Good opportunity for hard working pro in fast growing northwest market. Some investment capital necessary. Equal Opportunity Employer. Send resume. Mr. Elmer Haskin, Jr., 1858 O Street, Eureka, CA 95501.

Iowa small market AM/FM looking for station manager Write Box C-51.

General Manager Midwest (FM) Small market, strong sales background, longterm position for family individual willing to get involved in community. Possible buy in after year of proven performance. Box B-123.

HELP WANTED SALES

Vacationland opportunity for proven professional radio salesperson. 5000 watt full time powerhouse with top ratings. Also up and coming beautiful music FM. Maine's second largest city. Programming background a plus. Our salespeople are highest paid in state, with excellent benefit package (this opening is immediate). Send resume, earnings and references to Bill Craig WLAM/WWAV, PO Box 929, Lewiston, ME 04240. EOE.

Sales position for experienced, aggressive, street fighter, single station market. The person selected should make \$20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resumes to Box C-50.

Experienced, aggressive salesperson wanted. Excellent opportunity for immediate earnings, and outstanding growth potential. Live in a friendly community with excellent family atmosphere in Virginia's beautiful Shenandoah Valley. Send resume to: Tom Manley, WKCY, P.O. Box 1107, Harrisonburg, VA 22801. E.O.E.

Lincoln, Nebraska Lincoln's No. 1 Station 25-44 Adult Contemporary promotion oriented station is looking for a salesperson with 2-5 years experience. Solid opportunity with growth potential. No Calls. Resumes only to: David L. Rusk, Sales Manager, KLMS, Box 81804, Lincoln, NE 68501. EOE.

"Love to sell" West Palm, Boca market area over 500,000 top 10 growth market. Experienced professional. 20% commission, draw. Possible sales manager. Mark Prichard, WKAQ, Box 1510, Boynton Beach, FL 33435. Call 305-737-5000. (EOE).

General sales manager—Top 50 market located in the South. Ability to train/motivate sales staff. Black radio experience required. Equal Opportunity Employer. Send resume and salary requirements Box C-59.

Experienced salesperson. Experience with agency accounts helpful. 100,000 watt FM with AM located near beautiful Grand Lake area of Oklahoma, 35 miles from Tulsa. New owners offer excellent opportunity for advancement to management. Possibility of part-time on air for extra bonus. Call 918-825-0070 Don Gould.

WNUS in Springfield, Massachusetts needs salesmen and women for here and a new station in New Hampshire. Call Dick Lange, 413-781-5200. E.O.E.

Sales Manager: Radio experience and hustle. Thriving midwest medium market AM-FM. Box C-60.

Radio Sales—I'm looking for an aggressive, creative and self-motivating radio salesperson with minimum 4 years radio sales experience, to work at one of Pittsburgh's top radio stations. Compensation commensurate with experience; excellent fringe benefits. Replies confidential. Contact Al Murdoch, Station Manager, WDVE Radio. 412-562-5935. An Equal Opportunity Employer.

Sales Manager—Station in South Jersey's fastest growing casino area needs experienced person to manage sales staff of four. Executive promotion possibilities for motivator and achiever. EOE. Resume and earnings to be sent to Box C-62.

Experienced radio salesperson to take over established accounts for good beginning draw. Potential is excellent for prospector at this small market AM/FM. Send resume for immediate opening, WKAM, Goshen, IN 46526. EOE.

HELP WANTED ANNOUNCERS

Growing broadcast group located in the Sunbelt seeking experienced announcer. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Larinburg, NC 28352. 919-276-2911.

Illinois Capital City, Modern Country station has opening for morning or afternoon jock. If you have experience, dedication and personality send tape or resume to: GM, WFMB, 820 Myers Building, Springfield, IL 62701, or call 217-528-3033.

All night radio announcer. Knowledge of and experience with jazz programming. FCC permit. Run the board, pleasant voice. 6 day week. \$8,000. Contact Ellis Bromberg, WSKG Public TV & Radio, PO Box 97, Endwell, NY 13760. 607-754-4777. EOE/M-F/AA.

WAYS Radio has an opening for middle personality. Short air-shift; must be a commercial production specialist. Minimum three years of experience. Send tape and resume to: Scott Slade, 400 Radio Road, Charlotte, NC 28216. EOE.

Versatile communicator with professional experience. Good production. Air shift includes phone-in program. Tape and resume to Bob Khouri, WPDR/WDDC, Portage, WI 53901.

No. 1 Country station near Yosemite needs full time communicator with production ability for future opening. Send T&R to Bob Wagner, KUBB, Mariposa, CA 95338. EOE.

KHOW-FM Denver, is seeking a beautiful music announcer. Should have 5 years experience in beautiful music format. Pleasant, mellow voice, communicative delivery and accomplished production skills a must. Send tape and resume to Thom Sanders, KHOW-FM, Petroleum Building, Denver, CO 80202. EOE/AEE.

Staff announcer/production position available. Requirements: excellent air sound, ability to handle heavy information and commercial commitment. Heavy emphasis on quality production work. Delivery that sells! If you have large market talent and would like to work at a progressive station in a beautiful small market, investigate this opening. Contact Dave Zeibell, KAGE Stations, Winona, MN 507-452-2867.

No. 1 Beautiful Music Station, Houston, TX now accepting applications for staff announcer. Send tape to Gene Chrusciel, Operations Director, 1001 E. Southmore, No. 10003, Pasadena, TX 77502. Equal Opportunity Employer.

Immediate Opening for air personality with production skills. E.O.E., send resume and tape to Larry Williams, General Manager, WBLX Radio Station, PO Box 2823, Mobile, AL 36601.

HELP WANTED MANAGEMENT CONTINUED

Joint Position: Director of KESD FM-TV/Associate Executive Director of South Dakota Office of Public Broadcasting, Brookings, SD. Direct all operations of KESD FM/TV and assist Executive Director of SD Office of Public Broadcasting. Qualifications: Advanced degree in Journalism, Mass Communications, or a related field plus extensive experience in communications or an equivalent combination of education and experience is required. Requires significant knowledge of radio-TV programming, development, and communications law. Public broadcasting administrative/management experience desirable and will be given preference. Ph.D. and university teaching experience in communications desirable. Deadline: March 15, 1980 or until suitable applicant selected. Salary: \$28,000, negotiable according to experience. Send resume and three references to Chairperson, Search Committee, KESD FM/TV, Pugsley Center, South Dakota State University, Brookings, SD 57007. SDSU is an Equal Opportunity/Affirmative Action Employer F/M.

Director, Radio & Television Services; Indiana University invites applications and nominations for the position of Director of Radio and Television Services. The Director has administrative and supervisory responsibility for four major activities: 1. Public Radio Station WFUI, 2. Public Television Station WTIU, 3. University Instructional Television and Special Projects, 4. Operations and Engineering. The full-time staff of Radio and Television Services is approximately 55. Knowledge of, and substantial experience in, public telecommunications (particularly broadcasting) and instructional television is essential; and experience in higher education is highly desirable. A doctorate or exceptional professional experience is required. A letter requesting application materials should be sent to: Search and Screening Committee, Director Radio & Television Services, Bryan Hall 215 F, Indiana University, Bloomington, IN 47405. Application forms will be forwarded by return mail. Applications will be accepted until March 15. Indiana University is an Equal Opportunity, Affirmative Action employer.

Station Manager. Duties: Responsible for supervision and coordination of all management areas, including: financial, programming, engineering, development, and community and governmental relationships. Must conceive and implement aggressive fundraising plans for regional service area of the station. Requirements: Broad experience in fundraising for non-profit institutions; supervisory experience of small staff; knowledge of TV station operations, programming and promotion; familiarity with public and private funding sources for public TV; ability to supervise and motivate volunteers; desire to aggressively fundraise in the community; degree in communications or related field preferred; suitable work experience considered as alternative. Application deadline: April 1, 1980. Salary: Negotiable. Equal Opportunity Employer/Affirmative Action. Contact: KIXE-TV Board of Directors, PO Box 9, Redding, CA 96099.

HELP WANTED SALES

National Sales Manager—Network affiliate in top 100 market. Needs qualified person with national sales experience as well as sales management skills. An Equal Opportunity Employer. Write Box C-24.

HELP WANTED TECHNICAL

Wanted immediately chief engineer for beautiful full color facility in Reno. Heavy experience in TV maintenance, management, and supervision required. Salary in mid-20's. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension-395. An EOE.

Master control and video tape technicians. First class license and experience required. First class operation with high technical standards. Call or write T. Arthur Bone, WPRI-TV, East Providence, RI 02914 401-438-7205. An EOE.

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Our production load is expanding and we need HELP! PTL has openings for the following production positions: Studio Lighting Director, EFP Lighting Director, Lighting Technicians, Cameramen, Scenic Staging, Prop Construction. A minimum of two years broadcast experience required. Salaries are competitive. Send resume to Production Unit Manager, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. PTL is an Equal Opportunity Employer.

A sunny South Florida television station is looking for a studio maintenance engineer with a minimum of 3 years experience and FCC first phone. Send resume to Ed Roos, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

Maintenance Engineer—3 to 5 years experience for a modern, well-equipped northeast large market independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box B-172.

Video Tape Operator/Engineer for Rocky Mountain area. Familiar with Sony 1100, ACR-25, Ampex 1200, full-time network delay, FCC first. Apply Charles Upton, Pikes Peak Broadcasting, Box 1457, Colorado Springs, CO 80901. 303-632-1515. EOE.

Florida network affiliate has an opening for a chief engineer that will provide a great amount of self-satisfaction. This is a real opportunity to advance your professional career and do so in a great place to live. Salary open. E.O.E. Reply to Box B-196.

Engineering Technician—Operates studio equipment to include production, post production. Does set-ups and light maintenance. One year experience desirable. Salary range \$13,879-\$18,740. Box C-83.

Maintenance Technician—Repairs ENG equipment plus RCA studio equipment TK-44, TR-600, TR-70, TK-28, TS-51. First Phone. Three years experience desirable. Salary \$15,303-\$20,660. Box C-80.

Chief Engineer for network affiliate VHF TV station. Thorough technical experience necessary and supervisory experience required. Excellent career opportunity with benefit package and salary commensurate with experience and qualifications. We are an EOE. Send resume to Box C-38.

S.E. Sunbelt V Station has an opening for a maintenance technician. Must have FCC 1st Class License, three years of maintenance experience and strong technical background. Excellent salary and benefit package. Replies treated in confidence. E.O.E. M/F. Send resume to Box C-35.

Maintenance Technician—Repair Studio and ENG equipment for TK-760, Sony, Panasonic and JVC Cassette. Three years broadcast maintenance experience. First Phone desirable. Salary \$15,303-\$20,660. Box C-10.

Assistant Chief Engineer—Top network affiliate in sunny central California is looking for an Assistant Chief Engineer. Successful candidate will have a First Class license, maintenance experience and management abilities. We have a lot to offer including salary of 20K plus depending on background, super benefits, and a modern well-equipped facility. Will pay all moving expenses for the right person. Please send resume to Steve Weber, Chief Engineer, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Hands-on Chief, experienced in transmitters, translators, microwave. Great country. Great future. EOE. John Catsis, KIVA-TV, Farmington, NM 505-327-9881.

Chief Engineer—Person strong in maintenance to assume responsibility for engineering operations in University CCTV television production facility. Must have FCC 1st Phone, BSEE or equivalent experience. Minimum 3 years in studio/master control operation and maintenance; knowledge of production techniques; will maintain quad and U-Matic VTR's color cameras, terminal equipment, RF distribution systems, and related electronics. Ability to design and fabricate electronics helpful. Salary open. Application deadline March 25, 1980. Contact Jack B. Lacy, Director, Center for Media Services, University of Mississippi, University, MS 38677. Equal Opportunity Employer.

Southeast VHF station needs studio maintenance technician. Minimum 2 years experience with cameras and quads, FCC 1st Class License. Digital expertise helpful. Reply to PO Box 367, Columbia, SC, 29202 or call D. Brown at 803-799-1010. An EOE.

Chief Engineer for STV—major market—group broadcast cable operator. EOE. Reply to Box C-56.

TV Maintenance Supervisor for network VHF station. Experience with RCA and Ampex equipment required. New studio facilities and hold C.P. for new transmitter and antenna. Send resume to WSLV-TV, PO Box 2161, Roanoke, VA 24009. or call Bob Teter collect at 703-981-9141.

Engineer, heavy maintenance Studio and transmitter. Send resume to: Chief Engineer, KVZK-TV, PO Box 2567, Pago Pago, American Samoa 96799.

Engineering Supervisor II (Television Broadcast Transmission) responsible for main transmitter, auxiliary translator, microwave, ITES, and remote control. Must have current state of the art digital experience and 1st Class FCC. Engineering Supervisor II (TV production, operation, and electronic maintenance) responsible for planning and execution of television productions, and maintenance of electronic equipment. Must have current state of the art digital experience and 1st Class FCC. Broadcast Engineer II, coordinates daily broadcast, network, and production schedules; maintains quality production standards; engineer in charge on all local telecasts; liaison between engineering/production; assist in installation of equipment, 1st Class FCC. Broadcast Engineer I, coordinates record and playback schedules; responsible for network delay schedule, performs daily setup and alignment with minor maintenance. Works with production, is recordist, video operator. 2nd Class FCC required. Advertising/recruiting period ends March 21, 1980. Indicate which position you are applying for and send all resumes to: Personnel, Arizona State University, Tempe, AZ 85281. An Equal Opportunity, Affirmative Action Employer who complies with Title IX of the Educational Amendments Act of 1972.

Chief Engineer beautiful northern Michigan. Immediate opening for a hands-on chief. Must be familiar with GE UHF Transmitter and RCA VHF. A network affiliate. Fringe benefits include automobile. Contact: Mr. Foster Winter, VP & GM WGTU-TV, 201 E. Front, Traverse City, MI 49684 616-946-2900. E.O.E.

TV Engineers—immediate opening with a major market affiliate. Excellent benefits. Salary commensurate with experience. An Equal Opportunity Employer M/F. Send resume to Box C-20.

WTVX-TV is accepting applications for a broadcast control room maintenance supervisor. We seek an individual who is experienced with the RCA TR 60; TR 70, TCR-100 and 3/4 inch recording and editing equipment. Send resume to Jim Holmes, WTVX-TV, PO Box 3434, Ft. Pierce, FL 33450. EOE/M-F.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary. Please send resume to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Chief Engineer wanted for a growing network affiliate in the deep south. Send resume along with details of technical experience. Box C-13.

Television Engineer needed. Immediate full-time opening for operator/engineer. Good fringe benefits. Starting salary negotiable. Send letter of application to Chief Engineer, WTRF-TV, 96-16th Street, Wheeling, WV 26003 by March 7, 1980. An Equal Opportunity Employer.

TV Senior Maintenance Engineer. (3) three years experience in repair and maintenance of TCR-100, TR-70, TTU60, TK44, etc. First class license required. Tidewater Virginia, Christian Broadcasting Network Station. Send resume to: WYAH-TV, PO Box 1338, Portsmouth, VA 23705. EOE.

Engineering Supervisor—Supervises four-man studio technical crew. Three years experience, FCC First Phone. Familiarity with TK-760, Sony, Panasonic and JVC Cassette desirable. Salary range: \$16,872-\$22,775. Box C-63.

HELP WANTED NEWS

Meteorologist wanted for Florida television station; excellent opportunity in a major weather market; require at least two years on-air experience; an Equal Opportunity Employer; send resume to Box B-19.

Reporter/Photographer for Northern Illinois news leader, Rockford-Freepost station seeks self-starter with ENG experience. Tape and resume to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.

Wanted: Sports Anchor/Reporter. Must do own shooting/editing. Upper midwest market. S8500-S9000. EOE. Box B-188.

We're looking for a news anchor who can produce and deliver a winning newscast. CBS affiliate in Illinois' second largest city, competitive market. Tape, resume and salary history to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.

Night Assignment Editor for top ten market station. Good news judgement and the competitive urge imperative. Experienced writer, familiar with ENG operation. Box B-162.

Sports Director needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Equal Opportunity Employer. Send resume to Box B-206.

Sports Director/Anchor for big ten conference CBS affiliate, to anchor 6 & 11 show. Tapes, resumes, salary requirements, first reply, to Tom Maxedon, News Director, WFLI, Box 18, Lafayette, IN 47902 E.O.E.

Evening Anchor. WHO-TV is looking for a warm, personable, enthusiastic co-anchor with solid journalistic credentials. Send tape & resume to Phil Thomas, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308. Phone 515-288-6511.

Number One news station expanding staff. Station in North East is seeking a news reporter with a minimum of 2-years experience. Must have good writing skills, good on-air delivery, and have ENG/film production skills. Group operation with excellent fringe benefits. Send resume to Box C-84.

Assistant News Director (Lansing/Jackson, MI) Two years of strong street reporting and/or assignment background a must. Must be well organized and creative, who knows news and can keep their pulse on the community. Send resume to: Personnel, WILX-TV, PO. Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

Weathercaster/Science Reporter. Meteorologist preferred but not an absolute requirement. Looking for someone who can boil down complex science stories into interesting and understandable terms. Station is offering good wage and state-of-the-art equipment for top-rate person. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

Wanted: Reporter/Photographer. Must do own shooting and editing. Upper Midwest. S8500-S9000. EOE. Box C-30.

Executive News Producer needed to join midwest medium market affiliate with strong commitment to leadership. This is a new position. Market highly competitive calling for creative news pro who can handle multiple live feeds, effectively direct operations and assist in quality control. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

Reporter/Assistant Producer for award winning news program, KOCE TV PBS Huntington Beach, California. Combination of reporting, writing, research and producing assignment. Freedom and excellent opportunity to do enterprising investigative reports. Starting salary \$1420-\$1492/mo. Excellent fringe benefits. Contact Coast Community Colleges, 1370 Adams Ave., Costa Mesa, CA 92626. 714-556-5948. by 5:00 pm March 17.

Television News Producer and/or Camera-person to work in the Washington, D.C. area for 12 weeks starting sometime in March. Must have commercial television news experience. Telephone 813-758-4502.

Growing TV News Operation. We have immediate openings for: Reporters, ENG Camerapeople, ENG Maintenance Person, 11:00 PM News Producer. At least two years TV news experience required. EOE. Send Resume to: Edwin Harl, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. Absolutely no telephone calls, please.

Meteorologist—for network affiliate in Southeast. Send resume to Box C-27.

News Director/Co-anchor: small market growing independent is looking for an aggressive self starter with a desire to work. Send resume and salary requirements. Box C-6.

Week-end Producer/Anchor ... top rated CBS affiliate in top 50 market seeks talented journalist and experienced producer who also is top notch on air. Send tape and resume to: Jim Mays, News Director, WTAR-TV, 720 Boush Street, Norfolk, VA 23510.

Manager, E.N.G. Operations. Responsible for organization and supervision of E.N.G. unit. Also, scheduling of personnel, budgeting and maintenance of microwave vans, and all other news units and associated equipment. This is being established as a news management position, requiring knowledge of news operations, remotes and news technology needs. First Class License required. An Equal Opportunity Employer. M/F. Box C-69.

Great Opportunity for entry level sports director. Insurance, profit sharing. EEO Employment. Box C-81.

Reporter/Back-up Anchor for Number-one news station in Central California. We are looking for an experienced reporter who has some anchor potential. Creative writing and professional delivery a must. Tapes and resumes to: John Howell, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Reporter with some ENG photography experience to work a beat and anchor live shots. Prefer applicant with small market experience. Send tape including samples of reporting and photographic skills to John Denney, KARD-TV, Box 333, Wichita, KS 67201. Equal Opportunity Employer.

News Director NBC affiliate 100+ market in sunbelt. ENG equipped. Send resume to Box C-8.

Executive News Producer for midwest CBS affiliate. Number two person in 11 reporter news operation. Tapes, resumes, salary requirements first letter to Tom Maxedon, News Director, WFLI, Box 18, Lafayette, IN 47902. E.O.E.

Weekday Evening Anchor Reporter sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Weather experience desirable. Not entry level. Send resume, videocassette, and salary requirements to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Major market sun belt network affiliate needs strong, creative management-oriented assignment editor to help in drive for first. All ENG. EOE. Box C-15.

Immediate opening for news director, small TV news department. If you feel you're ready to organize a news department, write full qualifications to Program Director, WBHW-TV, 3440 Clear Lake Ave., Springfield, IL 62702.

South Florida television station is looking for an experienced street reporter for a total ENG station. Send resume and air check to News Director, PO Box 510, Palm Beach, FL 33480. EOE.

Co-Anchors/Producers—6 and 11 PM news—for medium market group owned CBS affiliate in Southeast. EEO. Send resume. Box C-16.

Central California's number-one station is looking for an experienced News Producer. Solid writing, good people skills, and on-hands producing a must. The successful candidate will be responsible for producing a fast-paced, highly-visual newscast. Resume and tape to John Howell, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Wash. DC all ENG news agency seeks young, energetic Camera Operators, Sound Technicians, and 3/4" Editors. Local people preferred. Send resumes now. Mobile Video Services, 1101 30 St. N.W., Washington, DC 20007. No Phone calls.

Sportscaster—top station in top 10 Northeast market. Will pay top dollar for a sportscaster with style, personality, extraordinary production skills and people sports. Scores and coaches' interviews aren't important. Equal Opportunity Employer. Reply Box C-22.

Producer for 10PM newscast. Top-rated southwest NBC affiliate. Must be excellent writer and get along well with people. Call Bob Richardson, News Director, KVOA-TV, Tucson, 602-624-2477. EOE.

Immediate opening for entrance level news reporter/photographer. Write full qualifications and resume to Program Director, WBHW-TV, 3440 Clear Lake Ave. Springfield, IL 62702.

News Assignment Editor: Minimum two years reporting experience. Reply by mail only to John Doyle, News Director, KVAL TV, PO Box 1313, Eugene, OR 97440. Equal Opportunity Employer.

TV Full Time Weather Person. Weekend shows plus special features and considerable severe weather work. Two years formal training in meteorology plus at least 3 months TV experience. Radar and severe weather experience preferred. You will be backed up by two professional meteorologists, sophisticated severe storm detection and evaluation radar, Doppler radar, remote radar dialup system, Litton satellite receiver with request line hookup, service C, two service A lines, Nafax and NOAA weather wire. Contact: Ann Underwood (405-843-6641, between 9:00-11:00 a.m.) or send resume and tape to Ann Underwood, KWTV, Box 14159, Oklahoma City, OK 73113. Equal Opportunity Employer.

News Director/Anchor—Tremendous opportunity at entry level. Top Equipment, benefits EEO Employment. Box C-61.

Meteorologist for top-rated news department in medium market. Southeast. Two major weathercasts. EOE. Resume, Salary requirements to Box C-64.

Weekend Sports Anchor/Sports Reporter wanted immediately. Looking for creative, imaginative person to do sports features. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

News promotion is where it's at. Need an assistant promotion manager with experience in news promotion. Must be a good idea person and be able to write and direct effective news promos. Salary open. E.O.E. Reply to Box B-202.

Production Assistant: For public affairs unit. Strong reporting and writing skills. Good understanding of politics, agriculture and economics. Requirements: Telecommunicative Arts Degree and previous experience or closely related curriculum and/or experience. Contact: D. C. Peavy, Personnel Officer, Iowa Public Broadcasting Network; PO Box 1758; Des Moines, IA 50306; 515-281-4498. AA/EEO Employer.

Producer-Director. Seeking an experienced, creative PD for commercial production, local studio and remote programs. Must have at least five years' professional experience, proven ability to work with clients, and dedication to quality production. Exceptional opportunity with top-rated and best-equipped station in the state. Send tape and resume to Mike Salmen, Production Manager, KAKE-TV, Box 10, Wichita, KS 67201 (No phone calls, please). EOE.

Senior Producer/Director for Mississippi Authority for Educational Television for a national ITV series. ITV experience and dramatic directional ability needed along with word/number animation experience. Requirements include degree in Radio/Television/Film or related field plus four years ITV experience. An Equal Opportunity/Affirmative Action Employer. Women and Minorities welcomed. Applications accepted through February 20, 1980. Contact Personnel Manager, ETV, PO Drawer 1101, Jackson, MS 39205. 601-982-6227.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Producer-Director for group-owned Top 100 network affiliate. Ideal candidate will have two-three years' full-scope hands-on experience in a commercial station heavily oriented to local production. Please indicate salary needs on resume. J. A. VanHorn, KWWL-TV, Waterloo, IA 50703. An EOE employer.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production, including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience as a television director. Salary \$10,878 to \$13,528. Application deadline, April 1, 1980. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

TV Assistant: One year recent, paid experience in television production, cinematography and/or engineering. Starting salary \$5.48, \$5.76 or \$6.05 per hour depending on experience. Submit resume by March 17, 1980, to the Classified Personnel Dept., Clark County School District, 2832 East Flamingo Rd., Las Vegas, NV 89121. An Affirmative Action/Equal Opportunity Employer.

Producer/Director for university Educational Media Department. Plan and produce ITV and Cable TV programs. Minimum 3 years production experience. Degree in Radio/TV. Contact: Donald K. Moon, Drake University, Des Moines, IA 50311 515-271-3762.

Wanted!The best talent in the country! Are you ready to move up to a top 40 station that has a number 1 reputation? We're looking for good, energetic, creative people to host a variety of programs. Must also have good writing ability. Great exposure!!! Box C-32.

This is it!!! We have one of the best top 40 market stations in the country ... already number 1 in local news and programming. Now we want to be better than number one ... we want to be the one. Innovation is our secret ... and we have several innovative projects up our sleeve. We need the best talent, producers, field producers, writers, video-editors and production assistants in the business. If you want a creative outlet to prove you're the best ... this is the place to do it! Must be able to relocate and join in on our plans by mid April, 1980. Sell us on yourself. Write Box C-12.

Producer-Director—Self-starting individual to plan and coordinate development and production of instructional television and multi-media presentations; produce and direct studio and location production; supervise assistants. Requires BA/BS in Communications or related field; 2 years experience in writing, producing, and directing preferred; knowledge of production techniques, ENG and editing, lighting and set design. Background in graphics helpful. Salary open. Application deadline March 25, 1980. Contact Jack B. Lacy, Director, Center for Media Services, University of Mississippi, University, MS 38677. Equal Opportunity Employer.

Director. Person to direct and switch fast paced newscast with ENG/Live capability. Grass Valley 1600-7K switcher, Top 50 market station in Northeast. An Equal Opportunity Employer. Send resume to Box C-79.

Staff Director, WHA-TV, Madison, Wisconsin. Incumbent must be completely knowledgeable and experienced in all phases of the TV production process and all aspects of television production including audio, lighting, film direction, stock and processing criteria, set design and graphic arts, video and film cameras, including EFP; computer-assisted videotape editing and film editing. Proven track record in directing both cultural and public affairs programming, both live and on tape. Two years full-time experience as a television director essential. Bachelor's degree required. Salary \$15,000 plus benefits. Application deadline is March 17, 1980. Send resume, references and videocassette of your work to H. Richard Hiner, Associate Director of Television and WHA-TV Station Manager, 821 University Ave., Madison, WI 53706. WHA-TV is an Equal Opportunity/Affirmative Action Employer.

Producer for new innovative weekly series designed to reflect the poetry of life through the celebrations of ordinary people in South Central Kansas. Must be able to demonstrate strong story sense through visual and editing skills. EFP experience required. Some on-camera work possible. Directing experience a plus. Seeking person with desire to develop full poetic potential of television medium. Application deadline, March 15. Start April 1. Send letter of application and resume to Jim Lewis, Director of Programming, KPTS, Box 288, Wichita, KS 67201. KPTS is an Equal Opportunity Employer.

Freelance TV Producers, Directors, Writers ... in the Philadelphia area. If you can work directly with retail clients and produce effective, reasonably priced, single market television commercials, we want to hear from you. Write now. We'll contact you for your reel. Equal Opportunity Employer. Send resume to Box C-7.

Executive Producer/Public Affairs: Responsible for local and national public affairs programming, including producing and directing, and supervision of five-member staff. Requires experience in all phases of television production, including at least five years experience in studio, remote, and ENG/film production. Position available immediately. Salary: \$20,000. Send resume (no tapes) to Joanne Magdalenksi, WGBY-TV, 44 Hampden Street, Springfield, MA 01103. Deadline: March 14.

Production Manager. Northwest television station with heavy local production emphasis looking for a fully qualified production manager. Must be experienced. Apply by mail only to KVAL-TV, PO Box 1313, Eugene, OR 97440.

Traffic Manager for NJ Public Network. Responsible for scheduling of crew and facilities, library and tape operations, and other activities in newly created operations office. EOE. Send resume and salary history to Michael Mitrano, NJPTV, 1573 Parkside Avenue, Trenton, NJ 08638.

Promotion Manager: Need experienced assistant ready to move up to manager at expanding midwest network affiliate, to conceive and produce on-air and print promotion, advertising and PSAs. E.O.E. Send resume to Box C-26.

Production Manager: Minimum three years commercial experience with the ability to plan, organize and supervise. Send resume to: WGTU TV, 201 E. Front Street, Traverse City, MI 49684. Attn: Jim Donovan.

Production Cameraperson, experienced in use of electronic field production cameras and editors. Must be an expert in field lighting, and have a critical eye for creative and technical quality. Prefer person with experience in 16mm and slide photography ... who also has capability to do maintenance. 1st class FCC license an asset. Must have valid driver's license and be physically able to move production equipment. Salary in \$19,000. year range for right person, plus exceptional employer-paid benefit package. Send resume and demo tape, if available, to Personnel Manger, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action, Equal Opportunity Employer.

Producer/Director—Top 25 market affiliate seeking an experienced Producer/Director with strong administrative news and commercial abilities. Send resume to Box C-33.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Wishes to relocate to the southeast. Proven success in agency, station, rep., and management. Active, concerned, personable. Let's talk it over. Box B-200.

Currently employed G.M. with excellent record and references seeking new opportunity. Box B-191.

General Manager. Currently VP-general manager of group flagship network affiliate. In nine years as VP I have increased revenues by 120% and profit by hundreds of thousands of dollars (1,482%); up 45% this fiscal year alone. Billing 45% of television revenue in market. (Audited financial statements available at our interview.) Am seeking a new challenge, and can produce the same success for your station. I will call you upon receipt of your letter, at which time we can arrange a personal interview at a time and place mutually convenient. Your inquiry will be held in strict confidence. Box C-1.

General Manager with outstanding credentials! Television—26 years; Radio—13 years; Broadcasting—36 years, including Management 20+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box C-40.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service 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.

Field Engineering, system design, installation, modification, by day, week, or project. Religious media discount. Jim Cason, POB1254, New Bern, NC 28560. 919-638-5956.

Experienced technician seeks master control and video tape operations in quality station. Single. Resume. References on request. Box C-41.

SITUATIONS WANTED NEWS

Need professional help? Check me out! Radio newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Ready for TV break. Employer will provide excellent references. Box B-84.

Washington, D.C. Correspondent: Experienced reporter looking to cover the nation's capitol for local markets. Radio/TV. Film and tape. Box B-174.

Major market pro reporter/anchor wants evening anchor. Knowledgeable, 35, degree, family. Box B-194.

Polished, young major market reporter looking for a top 25 station as quality minded as I am. Box B-133.

Experienced Radio Journalist seeks TV reporting position. Presently employed, 5 years experience including some TV film work. Degree. Jay 607-687-0371.

16 years News-sports experience wanting in sales ... Yours by calling 804-499-2981.

Trial Attorney, who moonlights for national pro football broadcasts, seeks position as reporter and/or talk show host for sports or politics/current affairs. Box C-29.

Award-winning, creative TV/AM news director seeks reporter/anchor/news management position. B.S. Journalism. Top references. Proven track record. 703-527-6183.

Reporter/Photographer Team. We've worked together for 2 years and are looking for a station which shares our devotion to quality and perfection. If you're looking for a team that can make every story the best it can be, this is your opportunity! Box C-77.

Investigative reporter, ten years national print/broadcast experience. Not pretty. But has overthrown a government. Box C-18.

Soon at liberty for reporting or anchor spot. Responsible record over a decade in Southeast. Fil Gryler, 1620 11th Place, South, No. 104, Birmingham, AL 35205. AC 205-324-3152 before 9 am, Central.

Attractive American Indian female reporter/anchor seeks position in top fifties market, experience 2 yrs. TV 2 yrs. Radio, B.A. psyche, top references, resume and tape on request. Box C-37.

Radio News Director seeks TV News or Sports reporting position. Top 30 market TV News Internship. B.A. Broadcast Journalism. Produced radio sports feeds for CBS Network and their NYC flagship. Ed Dudko, 299 Middle Street, Bristol, CT 06010. 203-583-3689.

Investigative reporter—Top newspaper pro seeks switch. Major metro experience. Box C-3.

SITUATIONS WANTED NEWS CONTINUED

News photographer. Experienced with ENG cameras, tape editing, live shots, film cameras, editing processing, 11 years, experience, college grad, Call Doug Brandt, 319-364-0047.

Network radio assignment editor—producer looking for move to television. 10 years experience. Box C-21.

Award-Winning Photojournalist—4½ years television/radio seeks 50-plus market, general-assignment reporter/photographer or magazine show. Hard-nosed reporter, creative photographer (16mm/ENG), strong interviewer, conversational writing style. B.J. International Education. Need intellectual challenge. Porter 713-440-0659.

Mature Anchor. Although late-comer to television, an at ease communicator. Seeks news/public affairs. Suberb interviewer. Now news director. Creative writer. Box C-48.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director. Six years experience, degree, looking for small/medium market news, public affairs, talk/variety and or commercial stint. Harry, 915-821-5910, evenings.

1979 Telecommunications graduate. Awarded Certificate of Excellence for Outstanding Achievement in Production based on expertise and dedication. Put this to work for you. Scott Schultz, 10347 San-nois, St. Louis, MO 63141.

Experienced Director looking for a job with future advancement. Assistant Production Director with News, Public Affairs, switching studio & supervisory experience. Available after 2 week notice 907-279-4279.

The Jack Is Here: College educated ambitious young man, who dips a little in all facets of Broadcasting, who worked as a college D.J., wrote PR's, some editing, worked camera and porta-pak, would like to see the light in any aspect of Broadcasting. Call Jeff-212-266-4224.

Experienced in children's programs. Singer & entertainer. Resume on request. Available. Box C-68.

Producer—major market radio, now ready to move to television public affairs, documentaries as an assistant. Box C-82.

Young, hard working, professional with on-air switching and production/direction experience in the top 20 seeks production/direction position in company with opportunity to grow. Will relocate. Send for resume. Box C-11.

Ugly nose shadow got you down? Highly motivated college grad can improve your look as Asst. Light Dir/Production Asst. Creative imagination included. Dependable. Dan 817-387-2655.

CABLE

SITUATIONS WANTED MANAGEMENT

Mature General Manager of large CATV System middle atlantic states. 25,000 Basic subscribers, 9,000 Pay subscribers. Interested in relocating to growth opportunity in Florida or south East, will consider other areas. Successful background in achieving maximum profits. Excellent business, personal and financial references. Box B-103.

ALLIED FIELDS

HELP WANTED SALES

Radio Sales Managers and area reps earn high commissions selling quality musical commercial jingles, Banks, shopping centers, car dealers, etc.—over 150 musical selections. Call now 212-687-1490 or CAG, 12 E 44th Street, NYC 10017.

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

HELP WANTED INSTRUCTION

Mass Communication. Instructor (tenure track) position available September, 1980. Duties may include teaching broadcast announcing, broadcast writing, radio production, TV production. Professional announcing and production experience required. Masters degree required/Ph.D. preferred. FCC. First Class License preferred. Salary to \$15,964. Minorities and women encouraged to apply. Application deadline: April 7, 1980. Send complete credentials to: Dr. Irene Shipman, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity employer.

Assistant Professor: To teach a minimum of three courses each semester. Courses would include basic radio and television production and broadcast writing. Will be expected to pursue research and creative activities, as well as work with students in out-of-class projects. Doctorate preferred, with a minimum of two or more years experience in broadcast commercial writing. Appointment date: August 15, 1980. Deadline for applications: April 15, 1980. Letter of application, complete credentials, and names of professional and academic references should be sent to: H. E. Dybvig, Departmental Executive Officer, Dept. of Radio-Television, Southern Illinois University, Carbondale IL 62901. SIU is an equal opportunity/affirmative action employer.

Director of Training position open at nationally accredited broadcast school in East Tennessee. Prefer person with degree and at least 5 years experience in broadcasting. Must enjoy teaching and working with young people. Send resume to: Professional Academy of Broadcasting, PO Box 2411, Knoxville, TN 37901.

Full-time faculty position for Instructor in Communications to teach introduction to Journalism, broadcast newswriting, communications law and ethics in two and four year programs. Supervise news on college FM radio station; advise campus newspaper. Ph.D. preferred. Masters with news experience considered. Salary commensurate with qualifications and experience. Position available: September 1980. Application deadline: March 21, 1980. Submit resume, transcripts, supporting information and names and addresses of three references to: Director of Personnel, Centenary College, 400 Jefferson St., Hackettstown, NJ 07840. An Equal Opportunity/Affirmative Action Employer.

Faculty Position. Teach studio and field video production; organize and oversee student production practicum for local cable system community access programming, and administer our video facility. MA/MFA required; Ph.D or ABD preferred; but your practical professional production experience is extremely important. Tenure track appointment. Rank and salary negotiable. Start Summer, 1980. Send vita to Professor Donald Pasquella, Division of Broadcast/Film Arts, Search Committee, Southern Methodist University, Dallas, TX 75275. An Equal Opportunity/Affirmative Action Employer.

Faculty position in broadcast journalism. Supervise reporting, writing, producing, broadcasting news programs in newsroom environment. Conduct classroom sessions. Advise students. MA required. Extensive experience in radio news or radio and television news with solid record of accomplishment and excellent recommendations also required. Teaching experience. Interest in academic research, doctorate desirable. Position open August 1, 1980. EOE. Send resume and references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211. Deadline: April 1, 1980.

University of Miami seeks an Assistant Professor to teach courses in motion picture production. Full time appointment begins in August, 1980. M.F.A. or other appropriate terminal degree. Thorough knowledge of film production and some understanding of the electronic media. Send resume to Paul Nagel, Jr., Department of Communications, PO Box 248127, University of Miami, Coral Gables, FL 33124. Deadline, April 1.

Position Announcement: Syracuse University faculty opening, Fall, 1980. Instructor/Assistant Professor to teach broadcast journalism, including news gathering, writing, editing and production; other areas depending on qualifications. Academic degree(s) preferred; professional experience in subject areas required. Deadline: April 15, 1980. Write: Chairperson, Broadcast Journalism Search Committee, Newhouse School, Syracuse University, Syracuse, NY 13210. Syracuse University is an Affirmative Action/Equal Opportunity Employer.

Broadcast writing instructor: Small liberal arts college in rural Western Pennsylvania. Beginning Fall, 1980. Strong background in public affairs writing and production. Responsibilities: Teaching introductory and specialized writing, radio and TV production; Coordinating news, community affairs and promotion for FM and cable facilities. Education: PhD preferred, broadcasting/journalism. Applicants may address inquiries or send credentials to: Dr. Earl C. Lammel, Chairman, Westminster College, New Wilmington, PA 16142.

East Texas State University, Commerce seeks Assistant Professor with commercial broadcasting experience to teach 12 semester hours of Radio-Television courses including Intro. course, announcing, News Practices, Radio Production. Also some supervision in Radio and TV Production Practicum. Work with NPR radio station and new color TV Studio. M.A. required, Ph.D. preferred. Salary: Commensurate with education and experience. Send resume, references, and air-check tape before April 15 to: Dr. Curtis Pope, Head, Department of Speech & Drama, East Texas State University, Commerce, TX 75428. East Texas State University is an Equal Opportunity Employer.

Radio-TV Professor: To teach and coordinate academic program with FM radio and closed-circuit TV stations for Fall 1980. Ph.D. preferred; experience required. Print knowledge helpful. Minimum \$15,000. Request application from Personnel Office, Duquesne University, Pittsburgh, PA 15219. Deadline: March 31.

Ph.D. Program in mass media, College of Communication Arts and Sciences, Michigan State University. Applications invited for fall term 1980. Assistantships and financial aid available. The degree program prepares students for university appointments in advertising, journalism, marketing, mass communication, public relations and telecommunication and industry and government positions in research and policy. For information write Ph.D. Program in the mass media, 324 Union Building, Michigan State University, East Lansing, MI 48824. MSU is an Affirmative Action/Equal Opportunity institution.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

400-800' guyed tower suitable for small FM antenna. Will purchase on ground or standing. William J. Clark, KTOC Radio, 622 Hudson, Jonesboro, LA 71251.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heilax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**FOR SALE EQUIPMENT
CONTINUED**

Ampex TA55B UHF Transmitter—55 kw, Good condition, \$150,000.

GETT57 30KW UHF transmitter—Spare Klystrons available Fall \$45,000.

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Condition, TP 15 Available, \$12,000.

Eastman CT-500 Projector—Optical and mag sound, \$9,000.

Eastman 285 Projectors—Reverse, good condition, ea \$8,000.

RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.

RCA HI-Band refurb. heads—RCA Warranty, ea. \$3,500.

Ampex 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M lens, 2 available, ea. \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$10,000.

Norelco PC-60 Color Camera—Updated to PC-70, new tubes, \$11,000.

New Videotek Monitors—Super quality, low price.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800—241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404—324-1271.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702—385-4241.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314—334-6097.

1 KW AM Gates BC-1T and BC-1J. On the air. Many spares. Current proofs. M. Cooper 215—379-6585.

1 KW AM RCA BTA-1R. 1962, on-air, excellent condition, SS rectifiers. M. Cooper 215—379-6585.

3 KW FM Visual with Collins 310Z-1 exciter, excellent condition, on air. M. Cooper 215—379-6585.

5 KW AM Gates BC5-H, on air, spare finals, spare driver deck. M. Cooper 215—379-6585.

Ampex AVR-2 Videotape recorders: Three fully loaded, nearly new VTRs (two with editors), equipped with dropout comp., Autochroma/velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, plus three spare heads. Contact Rod Hall at 213—577-5400.

1,000KW Power Plant (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800—241-7878.

Microwave Associates MA2A transmitter, receiver, antennae, dishes, 2 watts, 2 Gig. range, one audio channel. Solid state. New Life Communication 612—235-6404.

Telemet NTSC Chroma Keyer Decoder, model 4706-A1. Our cost: \$2150, selling for: \$1500 or best offer. Contact: National Video Industries, Inc., 15 W. 17 St., New York, NY 10011. 212—691-1300.

Ampex HS-100B SLOMO. Excellent condition, used in studio environment. Includes spare disc. Box B-192.

Used AM Transmitter 250-1000 watt, RCA BTA-1M, low frequency, clean—good condition. \$1,400 firm. 404—267-6558.

Technics SP-10 Turntables—Factory sealed cartons, \$750. Check with order. Immediate shipment, freight collect. ADI, Inc., PO Box 9244, Wyoming, MI 49509.

Automation: IGM 500 with peg clock, 3 SMC carousels, 2 scully 270, time announce, logger with encoder in three racks. Located in Ohio. S8000 S. Dinkel 314—725-9814.

For Sale: Automation system, SMC-DPI, 4 rack, 4 stereo revoxes, 6 carousels, Time announce, Dead Roll, Encoder, Decoder, Recorder, Playback unit, Display screen, Desk digital programmer, X-Tel-English logger, Tone generator filters, Remote switches, used about 3 years. Cost over 40M, asking price will astonish. Ready to load; moving van. (station going live). Dick Moran, 513—372-3531, WBZL, Xenia, OH.

RCA VTR's, TR50, CAVEC, DOC, editor, 5000 hours. TR5. Spare headwheels. 801—750-3128.

For sale—7 SMC 250 RS carousels, SMC EC-2 encoder, 2-16" turntables, 2-ASR-33 teletypes, 3-Revox A-77, 26.13 mhz. 250 watt link transmitter, 2 equipment racks. 304—253-7311.

Quality at low prices: Videotek Monitors: check us before you buy. Videotape: Fuji, Dupont, Ampex—the prices are right. JVC—CR4400LU ENG/EFP units in stock plus a complete line of JVC equipment. RCA TK—43 Cameras (Used) 3 operating/2 for parts \$12,000 for all 5. Call Toll-free 1—800—251-6388. Jim Nestberg, Inside Tennessee 1—615—894-6060, CLW Communications Group, Chattanooga, TN. Mbr: Better Business Bureau.

Ikegami HL77A. Excellent condition. Asking \$32,500 or best offer. Ms. Moss 301—986-0512.

FM circular polarized antenna, RCA-BFC 6 bay with radoms, 98.7 Mhz. William J. Clark, KTOC Radio, 622 Hudson, Jonesboro, LA 71251.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

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.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.

Underwater films available for syndication. 305—945-1352.

Nat'l Toll-Free (800) telephone directory, \$4.99. Barnes Publishing Co., PO Box 602-B, Poteau, OK 74953.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

Vintage Country music program featuring over 50 years of C&W recordings. Informative commentary by experienced L.A. announcer/historian. In-depth documentary "The Bob Wills Story" also available. For demo: Cary's Country Store; 16856 Escalon Dr., En-

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813—955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.

RADIO

Help Wanted Technical

CHIEF ENGINEER

50,000 watt KOMA Radio in Oklahoma City is looking for an aggressive chief engineer. Must be experienced in directional antenna systems. Send resume to: Woody Woodard, P.O. Box 1520, Oklahoma City, OK, 73101. EOE.

**TRANSMITTER
TECHNICIAN**

KNX, Los Angeles, has an opening for a capable, experienced person to take complete responsibility for 50kw AM transmitting plant. Please send resumes (no phone calls) to: Erik J. Disen, Director, Technical Operations, CBS Radio, 6121 Sunset Bl., Los Angeles, CA 90028. M/F applicants from all races desired.

**Help Wanted Programing,
Production, Others**

Broadcasting

**TALK HOST/
GOLDEN WEST**

Golden West Broadcasters, aware of the importance of "talk" programming for certain dayparts, is conducting a nationwide talent search for radio talk show hosts. If you believe in issue-oriented talk and life-style oriented talk, and would like to become a part of the best company in broadcasting, then send a tape and a resume/presentation to: Michael O'Shea, National Program Director

**GOLDEN WEST
BROADCASTERS**

5858 Sunset Blvd.
Hollywood, CA 90028
Equal Opportunity Employer M/F

If you are a former KLIF air talent from the McLendon era, please call the station immediately. (214) 747-9311.

Help Wanted Management

GENERAL MANAGER WZZK(FM) BIRMINGHAM, ALABAMA

Park City Communications has purchased (pending FCC approval) WZZK (FM), a 100,000 watt facility in the growing Birmingham market. We are looking for an aggressive, people-oriented broadcaster who has a strong background in sales management and possesses the ability to recognize and promote quality programming. This broadcaster must have a documented track record as a General Sales Manager and preferably as a General Manager as well.

This position offers top money, excellent benefits and, most importantly, career development. You will join a management team that owns a controlling interest in the company, believes in strong, talented people and quality radio. We currently operate three outstanding radio stations (2 FM, 1 AM) and plan to add more.

If you would like to grow with us, write to Richard A. Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. Please include a complete resume detailing your work experience and outlining your attitudes on sales management, programming, promotion and employee relations. All replies will be held confidential and will be answered.

Park City Communications is an Equal Opportunity Employer M/F.

DIRECTOR OF FINANCE PARK CITY COMMUNICATIONS BRIDGEPORT, CONNECTICUT

Park City Communications, a growing group broadcaster, needs an experienced, people-oriented person to take charge of all areas of the company's financial operations, including preparation of monthly statements, supervision of payables and receivables, formulation of cost and budget controls, analysis of employee benefit and insurance programs, etc.

Job will entail working with management on new acquisitions, financings and the acquisition and installation of a company-wide computer system.

This is a ground floor opportunity to help build and to grow with a company primarily owned by its management team. We pay top money and provide the freedom and environment necessary for personal growth and achievement. You will work with results oriented people in a brand new facility in beautiful Fairfield County, Connecticut.

Please send a detailed resume to Richard Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. All inquiries will be held in confidence and will be answered.

Park City Communications is an Equal Opportunity Employer M/F.

Situations Wanted Management

GENERAL MANAGER or VP/ ASSISTANT GM

14 year broadcast veteran currently VP/Assistant GM for the number one station in this seven station market. Presently looking to relocate and move up. Married, stable, and fine standing in this community. I'd like to make us both more money. All markets considered. Write Box C-25.

EQUITY POSITION PREFERRED

for General Manager experienced in major and medium markets.

216-731-4342

Situations Wanted Announcers

Baseball Play by Play/Sportstalk

Broadcast journalist wants to pitch your pro baseball club/radio-t.v. station for position doing play-by-play for upcoming season. Can do sportstalk/pre-game and post-game shows. Tapes, resume and recommendations on request. Contact: Jeff Gale, 8450 DeLongpre Ave. No. 8, L.A., Ca. 90069 or call collect (213) 656-7938.

HOUSE FOR SALE!

Successful announcer and family anxious to move to beautiful Pacific Northwest in spring. Creative copywriting and production, a real communicator with programming experience and first phone. Contact Tom Neumann, 1183 S. Wenonah, Oak Park, Il. 60304 (312) 383-6022.

Situations Wanted News

NEWS DIRECTOR

Major market experience. Excellent track record at top rated established stations. Looking for challenge and advancement. Write Box C-55.

AWARD WINNING SPORTSCASTER

Currently working in a northeast medium market, I'm seeking advancement. 14 years radio experience, 7 years in current job. Commentaries, sportstalk, football and basketball play by play, plus superb hockey. A polished, stable pro. Willing to relocate for solid opportunity. Box C-31.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

looking for Contemporary or A/C medium or large market challenge. Excellent motivator who understands ratings and the bottom line. 5 years at present position. Box C-72.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

Group owner seeking experienced television business manager. Station is network affiliated in a growth market. Send resume and compensation requirements. An equal opportunity employer. Box C-75

Help Wanted Technical

TELEVISION TECHNICIAN

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

PROMISING ENGINEERING OPPORTUNITY

Washington D.C.—Broadcast management consulting firm seeks well-rounded engineer to inspect and value technical equipment at radio, television, and cable properties. This position requires a good working knowledge of broadcast equipment and systems, some travel, at least four years of engineering experience, and an FCC First Class License. Good salary and growth opportunities exist for a qualified professional who can do accurate, detailed work. Contact Jim Bond at (202) 966-3196.

**Help Wanted Technical
Continued**

**TELEVISION
TECHNICIAN**

Temple University has an immediate opening for an engineering technician with 5 years experience in the repair, maintenance and installation of audio and video equipment attached to black and white and color television studios. Successful candidate must have at least 2 years training in a related technical school and possess FCC first class license for repair of FM Stations. We offer a competitive salary and excellent benefits package including tuition remission. Interested applicants submit resume and salary history to: MILDRED DAWKINS.

**TEMPLE
UNIVERSITY**

Rm. 203 Univ. Services Bldg.
1601 N. Broad Street
Philadelphia, Pa. 19122
Equal Opportunity Employer

**Help Wanted News
Continued**

**NEWS ANCHOR/SPORTS
DIRECTOR**

We're an upper Midwest, medium-sized NBC affiliate with live ENG looking for two pros with proven on-camera and journalistic skills.

SPORTS DIRECTOR to replace our guy who is moving to major market. Will anchor 6/10 M-F in exciting, sports-minded Big 10 community. Must be strong on local sports/features. Will supervise assistant, plus part-timer.

ANCHOR/REPORTER to fill vacancy created by internal promotion. Will anchor/produce 10PM M-F. Also daily reporting in this state capital, all-American city.

Send resume, tape, salary requirement for both positions to: News Director, WMTV, 615 Forward Dr., Madison, WI 53711. EOE.

Situations Wanted News

SPORTS DIRECTOR

Seasoned professional
now available.

Proven No. 1 Network Experience
Ratings puller Strong air man
Box B-132

**Situations Wanted Programing,
Production, Others**

**Award winning woman
producer, writer, braodcaster.**

15 years experience all phases TV production. Currently heads small independent TV production company specializing in public affairs and documentary programming. Creative, dynamic, degreed professional seeks challenging opportunity N.Y. Metro area only. Box C-44.

**ALLIED FIELDS
Help Wanted Management**

**NEW YORK STATE
BROADCASTERS
ASSOCIATION**

is beginning search for full time executive director. Interested candidates should contact Phil Beuth (Vice President/General Manager WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202) with written letter of application.

ENGINEERING MANAGEMENT

Our Manager of E.J. has been hired by our New York Office. We need a people oriented, technically capable, person who understands news. Ten crews and a lot of equipment. A good position with an NBC owned station. Director of Engineering, WKYC-TV, 1403 E. 6th St., Cleveland, Ohio 44114, E.O.E.

**REMOTE
MAINTENANCE
TECHNICIANS**

Rapidly expanding cable television network needs maintenance qualified and experienced remote technicians.

Applicants should have a substantial background in digital technology.

Position will require travel in connection with work assignments on large scale Mobile Production Units.

Competitive salary and benefits package. Send resume and salary history to:

Director, Technical Operations
P.O. Box 369
Bristol, CT 06010
An Equal Opportunity Employer

Help Wanted News

WTNH-TV

Executive Producer
Program Producer
Photographer/Editor/Processor
Film and Tape
Assignments Editor
Co-Anchor/Reporter
Weather Anchor
Tapes & Resumes to Personnel Director,

WTNH-TV, P.O. Box 1859,
New Haven, Conn. 06510
Equal Opportunity Employer

Help Wanted Sales

MEDIA BROKER

Growing radio-TV brokerage firm needs associates. Applicants must be sales oriented with five years experience as owner or in sales. Excellent earnings possible to hard worker. M/F, EOE. Resume to: Bill-David Associates, 2508 Fairmount St., Colorado Springs, CO 80909.

Radio Programing

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884



**Radio Programing
Continued**

**RADIO STATIONS & ADVERTISING
AGENCIES**

Get that National ad sound for your client for just \$10 per spot. Add a fresh new voice to your market. Custom syndicated campaigns also available at nominal cost, sold exclusively on a per market basis. Straight voices, character voices, dialects, comedy spots all available. Also mass duplication, all formats. Call D & P Productions, Inc. 305-625-4435.

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Employment Service

B A L

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

Consultants

A consultant for your programming

without subscribing to an expensive music service. We critique your sound and offer suggestions for better format execution. Small and medium markets a specialty. Write L/R Audio, Box 1296, Muskegon, MI 49443.

Public Notice

The City of Cheney, Washington is accepting cable franchise proposals until April 1, 1980. The population of the city is 7,200. Cheney is the home of Eastern Washington University. The city owns and operates the electrical distribution system which is 85% overhead and 15% underground with approximately 2,500 utility customers. Cable proposals should be mailed to:

City of Cheney
608 Second Street
Cheney, Washington 99004
Attention: Robert Fison,
City Administrator

The City of Two Rivers, Wisconsin (13,208) will be accepting proposals from parties interested in making an application for a franchise to operate a Broadband Telecommunications Network within the City until May 2, 1980. Those interested in becoming applicants must obtain a copy of the City's proposal requirements and a copy of the City's Broadband Telecommunications Ordinance which is referred to and incorporated in this solicitation of proposals by reference by submitting the \$250.00 filing fee required by the Ordinance to City of Two Rivers c/o City Manager James R. Grassman, P.O. Box 87, Two Rivers, Wisconsin 54241.

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE BROOKLINE, MASSACHUSETTS

The Town of Brookline, 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 5:00 p.m. on May 9, 1980. Applications must be filed on the Massachusetts Community Antenna Television Commission Form 100. It must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Brookline, in order to facilitate consideration of the application an original and seven copies of all submissions should be filed. A copy of the application shall also be filed with the Massachusetts Community Antenna Television Commissioner.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

BOARD OF SELECTMEN
BROOKLINE TOWN HALL
333 Washington Street
Brookline, Massachusetts

Public Notice Continued

PUBLIC NOTICE APPLICATION FOR CABLE TELEVISION LICENSE NEWBURYPORT, MASSACHUSETTS

The City of Newburyport will accept applications for a Cable Television License pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Ten copies of each application may be filed at the address below until 3:00 PM. on May 5, 1980. 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 City of Newburyport. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the City Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Richard E. Sullivan, Mayor
City Hall
Pleasant Street
Newburyport, Ma. 01950

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE ANDOVER, MA

The town of Andover, Mass. 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 p.m. on 28 May 1980. 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 Andover. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the Town Clerk's/City Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen
Town Hall
Andover, MA 01810

PUBLIC NOTICE

The Annual Meeting of the Membership of National Public Radio will be held on Tuesday March 18, 1980, from 3 to 5:30 p.m. in the Century Ballroom of the Crown Center Hotel, Kansas City, Missouri. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report.

The Board of Directors of National Public Radio will meet in regular session on Thursday March 20, 1980, in the Centennial A Room of the Crown Center Hotel, One Pershing Road, Kansas City, Missouri, from 9:30 a.m. to 5 p.m. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Audit/Compensation, Long-Range Planning/Legislation, Membership, Programming and Technology/Distribution.

For further information concerning these meetings, please contact: Ernest Sanchez, NPR General Counsel at (202) 785-5369.

PUBLIC NOTICE

The Town of Elbridge, in Onondaga County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until May 15, 1980 and all applications received will be available for public inspection during normal business hours at the Town Hall, Route No. 31, Jordan, New York, 13080.

Carol Polmanteer
Town Clerk
Town of Elbridge
P.O. Box 568
Jordan, New York 13080

Miscellaneous

RADIO TRANSCRIPTION WANTED

16" "Eddy Arnold Purina Shows" by Brown Bros, 1946-1956 App. would purchase all or tapes made from these shows. Want other 16" & 12" trans, prefer country, will consider others. Will purchase station library's, 78's, 45's and 33 L.P.s, all types of music. Boyd Robeson, 2425 W. Maple St., Wichita, Kansas 67213. 316-942-3673 or 722-7765 nites.

Business Opportunity

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

For Sale:

BROADCASTING SCHOOL

in New York City
Phone 212-245-2640 or Write: P.O.
Box 23, Radio City Sta., N.Y., N.Y.
10019. Serious buyers only.

GOLDEN OPPORTUNITY

Financial backers needed for a new television in a major market or city. Newly assign channel is currently available, but will not be for long. Those interested must act now since an application is needed at once on the open channel. Good investment for present television or radio station operations desiring to expand. Also, excellent for private or venture capital. Should be worth at least five or six million, or more in five years. I have been in broadcasting management and engineering for thirty five years and can head up this proposed operation. Must be willing to meet with me immediately. Please only those financially able need reply Box C-87.

For Sale Stations

TOP 50 SUNBELT MARKET

Studios, offices, control together on
6.4 acres. Cash or terms to 20
years. George A. Freeman. (812)
945-0594.

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

For Sale Stations Continued



STATIONS

| | | | |
|--------------|----------|---------|--------|
| Plains Small | AM | \$305K | Cash |
| W Small | AM | \$310K | Terms |
| S Small | AM | \$375K | 29% |
| MW Small | AM/FM | \$625K | Terms |
| SE Medium | Fulltime | \$560K | \$162K |
| W Metro | FM | \$2300K | 29% |

CONTACT

| | |
|------------------|----------------|
| Peter Stromquist | (218) 728-3003 |
| Bill Whitley | (214) 387-2303 |
| Dan Rouse | (214) 387-2303 |
| Jim Mackin | (312) 323-1545 |
| Bill Chapman | (404) 458-9226 |
| Ray Stanfield | (213) 363-5764 |

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

- Fulltimer. Wyoming. \$260,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
- Educational Station in Akron area. \$30,000.
- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$360,000.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- FM covering large Tennessee city. \$600,000. Terms.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$300,000 down. Good coverage.
- FM in Western Oklahoma. \$260,000.
- Daytimer. Mass.; Large Metro. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

Excellent Sunbelt Radio Stations

From \$500,000 To \$5,000,000
 W. John Grandy
 Broadcasting Broker
 1029 Pacific Street
 San Luis Obispo, CA 93401
 805-541-1900

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
 Elmira, NY 14902
 (607) 733-7138

Brokers and Consultants to the Communications Industry



RALPH E. MEADOR

Media Broker
 AM - FM - TV - Appraisals
 P.O. Box 36
 Lexington, Mo. 64067
 Phone 816-259-2544

BILL-DAVID ASSOCIATES
 BROKERS-CONSULTANTS
 (303) 636-1584
 2508 Fair Mount St.
 Colorado Springs, CO 80909

AM/FM - CATV - TV CURRENT INVENTORY
SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS
 (305) 371-9335 (904) 734-9355

GORDON SHERMAN
 1110 Brickell Ave.
 Suite 430
 Miami, Fla. 33131

ROBERT BROWN
 P.O. Box 1586
 Deland, Fla. 32720

SELECT MEDIA BROKERS

| | | | |
|----|---------------|-------|--------|
| SC | Daytime AM | 150K | Small |
| FL | Fulltime AM | 390K | Medium |
| PA | Daytime AM | 400K | Medium |
| SC | Daytime AM | 440K | Medium |
| FL | Daytime AM | 165K | Small |
| AZ | Fulltime AM | 360K | Small |
| VA | Daytime AM | 180K | Small |
| GA | Daytime AM | 385K | Small |
| NC | Daytime AM | 165K | Small |
| NY | Daytime AM | 450K | Small |
| | & Fulltime FM | | |
| NC | Fulltime AM | 750K | Medium |
| NV | Daytime AM | 800K | Metro |
| AL | Fulltime AM | 175K | Small |
| IN | Daytime AM | 1.25M | Major |
| CO | Daytime AM | 300K | Small |

912-883-4917
 PO Box 5, Albany, GA 31702

PARTNERSHIP BREAKUP REQUIRES IMMEDIATE CASH SALE

of New England 1000 watt daytimer with PSA. 1979 gross \$169,000. No reasonable offer refused. Principals only. Box C-46.

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers

213/626-0365
 Suite 214
 11661 San Vicente Blvd.
 Los Angeles, CA. 90049

202/223-1553
 Suite 417
 1730 Rhode Island Ave. N.W.
 Washington, D.C. 20036

AM STATION FOR SALE

Good Middle Georgia location. Previous billings to \$120,000 per year. Billing down presently. Only \$25,000 down. Interest only for one year. Term Payout. Box C-73.

**For Sale Stations
Continued**

MD.-DEL. RESORT FM
Stereo station. Good year round population; huge summer influx. Excellent potential. Beautiful facility; building and land included. \$390,000 cash. Box C-28.

901/767-7980
MILTON O. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite B16 - Memphis, Tn. 38157

**MEDIA BROKERS
APPRAISERS**
RICHARD A.
Stahen INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



COLORADO-WYOMING-IDAHO
Call or write for information on owner-operator properties currently available.
MOUNTAIN STATES MEDIA BROKERS, Inc.
P.O. Box 99/Broomfield, Colorado 80020
(303) 466-3851 or (303) 444-3585

100 kw FM
Sunbelt
Priced at 11 X Cash Flow
Attractive Terms Available
Box C-67

**ROCKY MOUNTAIN
SINGLE MARKET AM**

303-738-2739

**R.D.HANNA
COMPANY**
BROKERS • APPRAISERS • CONSULTANTS
5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7675

Dan Hayslett
a associates, inc.
dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

H.B. La Rue, Media Broker
RADIO • TV • CATV • APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

RESORT AREA AM
Escape those cold winters. Fulltime 1kw-D, 250w-N in Southeast Resort/Industrial area for sale. Great potential for owner operator or retirement property. Priced to sell... Terms for qualified buyer. Write Box C-17.

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. **Blind Box numbers: \$2.00 per issue.**

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**Books
for
Broadcasters**

T468. THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM by Irv Broughton. Here's a concise, well-written guide for anyone whose job it is to ask questions: writer, disc jockey, documentary filmmaker, and talk show host. The author covers a wide range of topics from preparing for the interview to selecting a subject and asking the right questions. There are hints and helpful suggestions on how to familiarize yourself with the scope and limitations of technical equipment. This book goes a long way toward establishing the interview as a science as well as an art. 266 pages, 54 illus. **\$14.95**

T469. ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$14.95**

T472. THE COMPLETE BROADCAST SALES GUIDE FOR STATIONS, REPS & AD AGENCIES by Jay Hoffer and John McRae. How to sell and buy broadcast advertising. This is a sure-fire guide to selling and buying advertising that works because of its simplicity—it just gives the plain truth about all aspects of broadcast sales, including planning and managing a sales effort, training salesmen, effectively using sales tools and sales aids, writing copy, sales contests, collections, hiring practices, rating services, A-V aids, time-buying, liaison, etc.! Carefully examines the relationship between station personnel and advertiser, and contains many actual examples of successful promotional materials. 252 pages, 43 illus. **\$14.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) ____ My ____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

Fates & Fortunes

Media

Richard P. Verne, executive VP, NBC Radio Network, named president, post vacant for past 18 months. **Kathryn Pelgrift**, treasurer, Philip Morris U.S.A., New York, joins NBC there as VP-corporate planning. Verne was VP-general manager of NBC Radio Network until September 1978, when he was named executive VP. He is in charge of both NBC Radio Network and its new young adult radio network, The Source, as well as AM and FM-owned stations.



Verne



Dorton

Joseph L. Dorton, president of Torbet Radio, New York, joins Gannett as president of its radio division. He succeeds **John Bayliss**, who has purchased KSMA-AM-FM Santa Maria, Calif. (BROADCASTING, Jan. 28). He will be based in St. Louis and will report to Alvin Flanagan, president of Gannett Broadcasting Group. Dorton will supervise KSDO(AM)-KEZL(FM) San Diego, KSD(AM)-KCFM(FM) St. Louis, KJIS-AM-FM Los Angeles, WCZY-AM-FM Detroit, WWWE(AM)-WDOX-FM Cleveland and WYON(AM)-WGCI(FM) Chicago. Gannett also has agreement to acquire WJYW(FM) Tampa, Fla. He began his career in 1966 as account executive for KSL(AM) Salt Lake City, owned by Bonneville International. During his career, he has been general manager of Bonneville International's KIRO(AM) Seattle, president and general manager of Bonneville's WCLR(AM) Chicago, president and general manager of its KBRT(AM)-KBIG(FM) Los Angeles, and in 1978, was named president of Bonneville's Torbet-Lasker, later called Torbet Radio.



Whitehurst

Charles Allen Whitehurst, director of broadcast services, Cosmos Broadcasting Corp., Columbia, S.C., named general manager of Cosmos Broadcasting's WSFA-TV Montgomery, Ala. He succeeds **Dixon Lovvorn**, who was named VP-general manager of co-owned WDSU-TV New Orleans.

Todd Spoeri, director of programming for Storer Cable Communications division of Storer Broadcasting, Miami Beach, named Northeast area VP and general manager of Storer Cable,

New Haven, Conn.

Robert Rosene senior counsel, Motown Industries, Hollywood, named associate director for contracts, ABC-TV West Coast. **Ronnie Lazar**, manager of organization planning, ABC, New York, named director of corporate staffing.

Ray Gardelle, regional sales manager, Arbitron Radio, Dallas, named VP, affiliate relations, NBC Radio networks, New York. **Charles Strehan**, account executive, NBC Radio networks, Chicago, named VP, market development, New York.

Charles Edwards, VP-general manager of KSTW(TV) Tacoma, Wash., elected to board of licensee, Gaylord Broadcasting Co.

Dan McKinnon, president of KSON-AM-FM San Diego, Calif., has announced he will run for U.S. Congress in 41st district of California. Seat is now held by Representative Bob Wilson (R) who is retiring. McKinnon is Republican.

Donald Brown, general manager of WOLF(AM) Syracuse, N.Y., elected VP. **Dan Deeb**, assistant general manager, elected assistant VP.

Kenneth F. Gardner, former executive producer of noncommercial WLVT-TV Allentown, Pa., named general manager of Smoky Hills Public Television Corp., permittee of channel 14 in Hays, Kan.

Shirli Mix, account executive, KCOY-TV Santa Maria, Calif., named station manager and national sales manager.

Alan Serena, local sales manager, WIXZ(AM) Pittsburgh, named station manager.

Rob Edwards, operations supervisor, KBIG(FM) Los Angeles, named director of operations.

David Quinn, former general sales manager of WWCO(AM) Waterbury, Conn., joins WNLC(AM)-WTYD(FM) New London, Conn., as station manager.

Paul Ramseyer, station manager of Northwestern College's noncommercial KTIS-AM-FM Minneapolis-St. Paul, named director of broadcasting for Northwestern College Radio Network, Roseville, Minn. (Minneapolis-St. Paul), which includes nine stations. **Dave Kersey**, station manager of Northwestern's noncommercial KFNW-AM-FM Fargo, N.D., named assistant to Ramseyer. **Gary Herr**, from KWBI(FM) Morrison, Colo., succeeds Kersey. **Wayne Pederson**, director of program services for network, named station manager of KTIS-AM-FM. **Jeff Seeley**, assistant manager of Northwestern's noncommercial KNWS-AM-FM Waterloo, Iowa, named station manager.

Richard McClear, former president of Northern Community Radio, licensee of noncommercial KAXE(FM) Grand Rapids, Minn., joins noncommercial KTOO(FM) Juneau, Alaska, as station manager.

Barbara Entman, traffic coordinator, noncommercial WMHT-FM Schenectady, N.Y., named operations director for noncommercial WNIU-FM De Kalb, Ill.

Harvey Dickerson, former Army lieutenant, named VP-controller for Corporation for Public Broadcasting, Washington. He is first person to hold position, which is provided in CPB bylaws, but has never been filled.

Raymond Rajewski, director of business affairs for Taft Broadcast Group, Cincinnati, named VP-business affairs.

Malcolm Wall, interim chief executive officer and director of network programming for Southern Educational Communications Association, Columbia, S.C., joins Louisiana Public Broadcasting, Baton Rouge, as director of broadcasting.

Robert Moss, operations manager of Radio Television Center, Naples, Fla., named manager of Palmer Cablevision there.

Emma Lee Twitchell, director of development, noncommercial WMFE-TV Orlando, Fla., named VP-development.

District directors elected for 1980 for Southern California Broadcasters Association: **Mal**



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Morehouse, KTMS-AM-FM Santa Barbara; **Jim Ranger**, KUHL(AM)-KXFM(FM) Santa Maria; **Pat Wardlaw**, KIST(AM) Santa Barbara; **Andy James**, KCAL-AM-FM Redlands; **Howard Fisher**, KPRO(AM) Riverside; **Benny Strong**, KAVR(AM) Apple Valley; **Jeanette Banoczi**, KNOB(AM) Anaheim; **Art Astor**, KORJ(AM) Orange; **Cliff Gill**, KWVE(FM) San Clemente; **Ed Hopple**, KWAC(AM) Bakersfield, and **Al Kennedy**, KDOL-AM-FM Lancaster-Mojave.

New officers, Radio Broadcasters of Indianapolis: **Larry Grogan**, WFMS(FM), president; **Jack Marsella**, WNTS(AM), VP, and **Don Schuette**, WIRE(AM), secretary-treasurer.

Advertising

Allen G. Rosenshine, executive VP in charge of creative for BBDO Inc., New York, U.S. subsidiary of BBDO International, named president, succeeding **Bruce Crawford**, who becomes chairman. Crawford continues as president and chief executive officer of BBDO International.



Rosenshine



Ferries

John C. Ferries, senior VP and member of board of Benton & Bowles, New York, named managing director-Europe, for Benton & Bowles International.

Stanley Beals, director of client services, Bozell & Jacobs, Chicago, named senior VP.

Jeremy Barkann, VP-management supervisor, McCaffrey & McCall, New York, named senior VP-group management supervisor.

Larry Navyac, VP-media director, Young & Rubicam, Detroit, joins SMY Inc., Chicago media service, as senior VP-director of media.

Ronald Kuhl, from Boisford Ketchum in San Francisco, joins J. Walter Thompson there as account supervisor on Universal Subscription Television account.

Peter Hale, creative director in Chicago office of Needham, Harper & Steers, elected VP.

James Quest, former senior VP and director of Marschalk Co., joins Posey & Parry, Greenwich, Conn., advertising agency, as president and chief operating officer. **Robert Liddell**, former senior VP of Compton Advertising, joins Posey & Parry as VP of media and broadcast programming.

Matthew Meadows, from Clorox where he worked on new products, joins Dancer-Fitzgerald-Sample, San Francisco, as senior account executive. **Laura Dearborn**, associate media director, DFS, named media director.

Horacio Costa, creative director, Cox Advertising, Atlanta, named VP and head of international division. **Robert Fruitt**, senior art director, succeeds Costa.

Donald Murphy, formerly in human resources

planning, Continental Corp., New York, joins Benton & Bowles there as VP-personnel manager.

Kathy Hansen, from McCann-Erickson, Chicago, joins Tatham-Laird & Kudner there as account executive.

Connie Robinson, media supervisor, Dailey & Associates, Los Angeles, and **Lorrie Perry**, senior media planner with Dailey in San Francisco, named associate media directors. **Nancy Holzemer**, media secretary, named media assistant in San Francisco office.

Gary Schlaff, media buyer, Ross Roy, Detroit, joins Simons Michelson Zieve, Troy, Mich., in same capacity.

John Heck, senior art director and associate creative director, Weekley & Penny, Houston, named creative director.

James Emmerich, assistant to executive in charge of production for Osmond Television, Orem, Utah, joins Stevens Advertising, Grand Rapids, Mich., as writer-producer.

Bob Miggins, VP-West Coast manager for TeleRep, Los Angeles, joins Petry Television there as VP-director of West Coast operations.

Tom Matheson, account executive in Chicago for CBS-FM National Sales, named sales manager of San Francisco office. **Albert Swainston**, account executive, WJJD(AM)-WJEZ(FM) Chicago, joins CBS-FM National Sales there as account executive.

Audrey Beebe, sales manager, Metro Radio Sales, Atlanta, joins Jack Bolton Associates as Atlanta office manager.

Bob Hesse, spot media buyer, Doyle Dane Bernbach, New York, joins RKO Television Representatives there as account executive. **Kenneth Schlenker**, account executive, WRNG(AM) Atlanta, joins RTVR in Atlanta as account executive.

Frank J. McNally, account executive with Savalli/Gates, New York, named to similar post with Spot Time Ltd., New York.

R. Rigby Wilson, local sales manager, WLYH-TV Lancaster, Pa., named general sales manager.

Tim Gilbert, account executive, KTLA(TV) Los Angeles, named local sales manager.

Sherry Black, director of co-op sales, special projects, ABC Radio, New York, named director, national market development.

George Babnick, sales representative for Turner Television Sales Corp. in Chicago, named VP and sales manager for Cable News Network, New York.

Gale Johnson, local sales manager, KING(AM) Seattle, named general sales manager. **Dana Horner**, account executive, succeeds Johnson.

Lawrence Benson, account executive, KSBY-TV San Luis Obispo, Calif., named local sales manager.

Vikki Weber, account executive, KCBS(AM) San Francisco, named national sales manager.

John Glover, development director, United Negro College Fund, Cleveland, assumes additional duties as sales manager of WABQ(AM) there.

Lawrence J. Wert, account supervisor, Leo Burnett U.S.A., Chicago, joins KABC-TV Los Angeles as account executive. **Audrey Chan**,

senior research analyst, KABC-TV, named assistant research director. **Cathy Manisco**, with sales service department, assumes Chan's former position.

Patty Reilly, account executive, KRUX(AM) Phoenix, joins WFYR(FM) Chicago in same capacity.

Jill Godfrey, from Fairchild Publications, Boston, joins WRQX(FM) Washington as account executive.

Mason Landrum, former account executive, WJMD(FM) Washington, joins WGMS-AM-FM there in same capacity.

Jim Gross, account executive, WFYR(FM) Chicago, joins KBZT(FM) San Diego in same capacity.

Gloria Redman, from Arkansas Dairy Council, joins KARN(AM) Little Rock, Ark., as account executive.

Larry Parrish, former operation supervisor for United Parcel's Fort Smith, Ark., operating center, joins KFSM(AM) there as account executive.

Kleason (Skip) Holmes, senior research analyst, marketing department of Gannett, Phoenix, named manager of research services.

Programing

Ethel Winant, VP, talent, and **Irv Wilson**, VP, special programs, NBC Entertainment, West Coast, have been named respectively, VP, miniseries and novels for television and VP, motion pictures for television.

Sam Nover, who has handled National Football League games and events for *SportsWorld* as freelance commentator for NBC Sports, Pittsburgh, has signed contract with NBC Sports as commentator. **Paul Shienfeld**, production manager of *SportsWorld* events originating in Europe, named director of European production for NBC Sports, based in London.

Roy Campanella Jr., son of Hall of Fame baseball player, has been named program executive, motion pictures for television and miniseries, CBS Entertainment, Hollywood. Having worked for network in various capacities since 1973, Campanella recently received his MBA from Columbia University on CBS Fellowship grant.

Hal Gaba, in syndication responsible for sales in major domestic markets, T.A.T. Communications Co., Los Angeles, named VP-syndication acquisitions for T.A.T. and P.I.T.S. Films. **Bob Berry**, financial director of production and development, Tandem Productions/T.A.T., named VP, production, budgeting and control.

Frank Miller, VP-general manager and executive producer of *The Mike Douglas Show*, named to same position with *The John Davidson Show*, Group W's *Douglas* replacement scheduled to begin this summer. **Vince Calandra** and **E.V. DiMessa Jr.**, co-producers of *Mike Douglas*, named co-producers of *John Davidson*.

Ann Daniel, manager, dramatic development, ABC Entertainment, Los Angeles, named director. **Phyllis Gilck**, independent casting director, named manager, comedy program development, ABC Entertainment.

Susan Cuscuna, former producer with KTLA(TV) Los Angeles, joins Golden West

Television there in program development.

Eugene (Tim) Scott, independent producer and marketing consultant, named chief operating officer of TVL Productions, division of National TV Log, Los Angeles. He will be responsible for developing theatrical motion pictures, program production for network and syndicated markets, cable and pay TV and videocassette and videodisk home entertainment and education markets.

Andrea Sporer, formerly with New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, where she specialized in entertainment law matters, joins Warner Amex Satellite Entertainment Corp. there as VP-business affairs.

Judith Feldman, from entertainment law firm of Franklin, Weinrib, Rudell & Vassallo, and **Neil Pennella**, from entertainment law firm of Weiss, Meibach & Shukat, join Home Box Office, New York, as associate directors of business affairs for film programing.

Vincent Capuzzi, group VP of Association Films, New York, named director of its account service group.

Oliver Peters, manager of production services, Communications 21/Ted Johnson Productions, Jacksonville, Fla., named general manager. **Kirby Hamilton**, former creative services director with WJXT(TV) Jacksonville, joins Communications 21 as producer-director. **Charles Bregg**, director of photography, named camera department supervisor. **James Jordan**, audiovisual specialist, named audiovisual post-production department supervisor.

Bruce Rider, pay television marketing manager for Columbia Pictures, joins Cincinnati Subscription Television's new subscription television service, ON TV, as director of programing. **Robert Lee Staley**, division controller, Beverage Management, Cincinnati, joins ON TV as operations director. **Lanny Houllillon**, brand manager with Procter & Gamble, joins ON TV as director of sales and marketing. **Judith Davis**, marketing representative for IBM, joins ON TV as sales manager.

Jim Carson, air personality KIQQ(FM) Los Angeles, named announcer for Drake-Chenault Enterprises' adult contemporary syndicated format, Contempo 300.

Joe Kivlehan, foreign television booker for Warner Bros. Television Distribution in New York, named assistant booking service manager.

M. Peter Downey, senior VP-corporate affairs, Public Broadcasting Service, Washington, named to head independent program administration unit of PBS, which will provide liaison among three national program services, which



Downey



Godwin

PBS is developing, PTV 1, 2, 3. **W. Wayne Godwin**, director of station relations, named

developer of PTV 2 service, which will focus on specialized and independently produced programs, long-form public affairs coverage and target audience programing. PTV 1 will be prime-time general interest programing, and PTV 3 will provide national educational and children's programing.

Reginald Johns, program director, CFTR(AM) Toronto, joins WVBF(FM) Boston in same capacity.

Steve Hall, former director of education for International School of Broadcasting in Dayton, Ohio joins WAVI(AM) there as program director.

Ross Crystal, reporter and co-host of noon magazine talk show, WBAL-TV Baltimore, joins WTTG(TV) Washington as host of *Panorama*, daily entertainment, talk and information program.

Bill Carlson, host of *Midday* and late night talk show on WCCO-TV Minneapolis, named executive producer of *Midday*.

Melinda Bergen, instructor in communication skills and theory at Temple University, Philadelphia, and at Pennsylvania State, State College, joins WPVI-TV Philadelphia as associate producer of *AM/Philadelphia*.

Mark Ellis, air personality, KPLZ(FM) Seattle, assumes additional duties as assistant program director.

Ed Woloson, from KULF(AM) Houston, joins KENR(AM) there as production manager. **Chuck Joseph**, from KILT-AM-FM Houston, joins KENR as announcer.

Don Bleu, morning drive air personality, KHJ(AM) Los Angeles, joins KYUU(FM) San Francisco as afternoon drive personality.

Stan Major, talk show host, WINZ(AM) Miami, joins WNEWS(AM) there in same capacity.

Al Hamilton, air personality and public service director, KEBC(FM) Oklahoma City, named music director.

News and Public Affairs

Frank Sciortino, director of operations, audio services, UPI, New York, named director of UPI Audio Network news, operations and programs.

R. Scott Lynch, assistant news director of Group W's KDKA-TV Pittsburgh, named news director of co-owned WJZ-TV Baltimore. **Patrick Onley**, senior writer with office of university relations at University of Maryland, College Park,

joins WJZ-TV as editorial director.

Charles Bierbauer, Moscow correspondent for ABC News, named Bonn, West Germany, correspondent. **Anne Garrels**, reporter and production associate with ABC News in New York, succeeds Bierbauer.

Dala McKinsey, assistant news director-managing editor of WBBM(AM) Chicago, named news manager for ABC American Entertainment Network, New York.

Jon Poston, news director, WFBC-TV Greenville, S.C., joins KGUN-TV Tucson, Ariz., in same capacity.

Jim Willi, assistant news director, WLUK-TV Green Bay, Wis., joins WGR-TV Buffalo, N. Y., in same capacity. **Bob Pfeiffer**, news writer, WGR-TV, named assignment editor.

Steve Wasserman, executive news producer for Posi-Newsweek's WPLG(TV) Miami, named to same position with co-owned WDIV(TV) Detroit. **Peter Lewine**, North county bureau chief for KGTV(TV) San Diego, joins WDIV as general assignment reporter. **Doug Hill**, weathercaster, WWBT(TV) Richmond, Va., joins WDIV as weathercaster-reporter.

Cindy Druss, producer and reporter for Independent Television News Association, Washington, joins Cable News Network as Chicago bureau chief. **John Holliman Jr.**, agriculture editor for AP Radio, Washington, joins CNN there in same capacity.

Randall Pinkston, reporter and co-anchor, WFSB-TV Hartford, Conn., joins WCBS-TV New York as correspondent.

Francesca Vanegas, anchor-reporter, WBZ-TV Boston, joins WTEV(TV) New Bedford, Mass., as anchor and multilingual reporter, to work on 6 and 11 p.m. news.

Sybil Robson, weeknight co-anchor, KOLR-TV Springfield, Mo., joins WFMY-TV Greensboro, N.C., as late night co-anchor. **Joe Blckett**, reporter, anchor and sports director, KTVN(TV) Reno, Nev., joins WFMY-TV as reporter based in Winston-Salem, N.C.

Zoa Bashline, reporter, WGAL-TV Lancaster, Pa., joins WLYH-TV there in same capacity.

Steve Herman, assistant news director, KORK-AM-FM Las Vegas, joins noncommercial KLVX(TV) there as reporter.

Lee Keller, reporter and public affairs director, KGAA(AM) Kirkland, Wash., joins KAYO(AM) Seattle as reporter.

Dennis Turner, former news director of

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KJIM(AM) Fort Worth, **Linda Johnson**, news director, **KLAZ-AM-FM** Little Rock, Ark., and **Rhonda Vasquez**, reporter, **KLAZ**, join **KAAY(AM)-KLPQ(FM)** Little Rock as reporters.

Margaret O'Brien, reporter, *Metro News*, Houston, joins **KTRK-TV** there as assistant producer in news department.

Susan Tracey Stearns, staff librarian, **KOMO-TV** Seattle, named production assistant in news department.

Betty Zyduck, **WINZ(AM)** Miami, joins **WGBS(AM)** there as afternoon news editor and anchor.

Christie Lynn Spill, from **KDSX(AM)-KDSQ(FM)** Denison-Sherman, Tex., joins news and program staff of **KBSQ(FM)** Espanola, Tex.

Cathy Whitman, formerly with **KKHI-AM-FM** San Francisco, named public affairs director for **KMPH(FM)** there.

Dave Martin, air personality, **KEBC(FM)** Oklahoma City, named public service director.

Chris Dudley, public affairs producer and host, noncommercial **WSWP-TV** Beckley, W.Va., joins noncommercial **WMFE-TV** Orlando, Fla., as public affairs producer.

Promotion and PR

Jeff Duclos, program publicist, **ABC** Public Relations, West Coast, named manager, business information there.

Kirk Varner, senior technical director of **Dolphin Productions**, New York, named manager of advertising and promotion for **WCBS-TV** there.

Dick Hammer, continuity coordinator, **WFLD-TV** Chicago, named promotion administrator.

Joanne Strudas, assistant advertising and sales promotion manager, **KPIX-TV** San Francisco, named promotion director, **KFRC(AM)** there.

Mary Zuzze, promotion coordinator, **WTNH-TV** New Haven, Conn., joins **WXEX-TV** Petersburg, Va., as assistant promotion manager.

Susan Dahlin, account executive, **WRYZ-AM-FM** Jupiter, Fla., named public relations director.

Jerry Swerling, account supervisor, **Ingalls Associates/Public Relations**, Boston, named director. **Patricia Theodoros**, manager, sales promotion, named associate director.

Allied Fields

Elmer Smalling III, president and chief engineer of **Jenel Corp.**, consulting and engineering firm in New York, transfers to company's new Dallas office.

Bill Kenny, executive director of **New England Cable Television Association**, Tilton, N.H., resigns. **Paul Cianelli**, general counsel to **NEC-TA**, named acting executive director.

Technology

Terry F. (Buck) Evans, manager of technical operations, **MeiroTape West**, Hollywood, joins **RKO General's KHJ-TV** there as chief engineer.

Bill Wilson, chief engineer, audio services,

UPI, New York, named director of engineering, **UPI Audio Network**.

Eugene A. Sekulow, VP, corporate and international relations, **RCA Corp.**, New York, named executive VP, corporate affairs succeeding **Kenneth W. Bilby**, who will continue as executive VP, reporting to **RCA** Chairman **Edgar H. Griffiths**, until his retirement next year. **Sekulow**, with **RCA** for 20 years, has PhD in political science from **Johns Hopkins University**, and before joining **RCA** taught that subject at **University of Oslo** in Norway and at **Johns Hopkins**. **Bilby**, who is 61, joined **RCA** in 1960 and was named executive VP in 1962. Earlier he had been VP for public relations at **NBC** for six years and staff reporter, assistant city editor and foreign correspondent for now defunct *New York Herald Tribune*.

Sidney Kohn, operations manager, satellite communications division, **Scientific-Atlanta**, Atlanta, named manager of field operations and product support for cable communications division. **Marvin Shoemake**, antenna product line manager, named general manager of new antenna products division.

Thomas Irwin, former engineer with **WSAZ-TV** Huntington, W.Va., joins noncommercial **WMUL(FM)** there as chief engineer of instructional television services.

Stanley Silverman joins **Ampex Corp.**, Redwood City, Calif., in newly created post, director of market planning. He was formerly manager of product marketing for **Diablo Systems**, Hayward, Calif.

Gene Robinson, manager of Los Angeles district for **Anixter-Pruzan**, Skokie, Ill., named VP-national accounts for cable industry. **Rich Moburg**, cable marketing manager for **Pruzan** division of **Anixter-Pruzan**, named manager of company's Northeast sales and distribution center. **Matt Plonsky**, with **Anixter-Pruzan** in Skokie, named regional VP, responsible for sales and operations in Chicago, St. Louis and Dallas.

Robert Morrill, VP-marketing, **Phase-Linear Corp.**, Lynwood, Wash., joins **Electro-Voice**, Buchanan, Mich., in same capacity. **M. Travis Ludwig**, from **University of Illinois**, joins marketing staff of **Electro-Voice**.

George Sheehan, senior district manager, **Sony**, named Northeast regional manager for **Sony Video Products Co.**, Paramus, N.J.

R.W. Fensterbush, in technical development for **Louisville, Ky.**, system of **Times Mirror Cable Television**, named regional engineer.

Gary Deaner, with **Gardiner Communications Corp.**, Charlotte, N.C., named general manager of **Starscan** division of **GCC**, which provides earth station equipment to home owners located beyond reach of adequate television service. He will be based in Houston.

Russell Smith, from **MCI Communications**, Washington, joins **California Microwave**, Sunnyvale, Calif., as field implementation manager for small aperture terminal market segment of satellite communications division.

Albert Kocott, manager of systems engineering, **Kenner Products**, Cincinnati, joins **Cincinnati Subscription Television's** new subscription television service, **ON TV**, as director of technical operations.

Morrie Beitch, from computer firm in Dallas, joins **Data Communications Corp.**, Memphis, as account executive with broadcast division.

Deaths



Lowman

Lawrence W. Lowman, 80, VP of **CBS Inc.** with broad administrative duties at his retirement in 1968 after almost 40 years of service, died Feb. 22 in **Stamford (Conn.)** hospital after short illness. **Lowman** was classmate at **University of Pennsylvania** of **William S. Paley**, chairman of **CBS**, who in 1928

offered him post of assistant secretary and assistant treasurer in fledgling network. In 1932 he was named VP and secretary and after **World War II** he served for period as VP in charge of television. In 1948 he was named VP and general executive of **CBS Inc.** **Lowman** is survived by his wife, former **Eleanor Barry**.

Joseph P. Cuff Jr., 48, former radio station representative and program consultant, died Feb. 23 of cancer in **San Diego**, where he lived. He was president of **Eastman Radio** national sales rep. from 1965 to 1967, after serving with firm since 1958. He left **Eastman** to become executive vice president of **Drake-Chenault Enterprises**, where he served until 1970. Since then he had operated his own company, **Cuff & Co.**, **San Diego**, specializing in sale of radio research and programing. Survivors include his wife, **Joyce**, and three daughters and son.

Helen Adams Marston, 86, retired chief of **FM radio** licensing section of **FCC**, **Washington**, died Feb. 20 of cerebral sclerosis at nursing home in **Chevy Chase, Md.** During her career, which began in 1918, she worked at **Treasury Department** and **Justice Department**. She then became secretary to chairman of old **Federal Radio Commission**, now **FCC**. She retired in 1957. There are no immediate survivors.

John Cundliff, 58, general sales manager of **WILX-TV** **Lansing, Mich.**, died Feb. 19. He had been with **WILX-TV** since 1972. Before that, he was general sales manager of **WFL-TV** **Philadelphia** and also worked for **WJIM-TV** **Lansing**. Survivors include his wife, **Betty**, and two daughters.

John A. Cory, 77, retired **Midwest** VP-administration for **Peters Griffin Woodward**, died of cancer Feb. 26 at **Johns Hopkins** hospital in **Baltimore**. He joined company (then **Free & Peters**) in 1942 and retired in 1968. He was based in **Chicago** but retired to **Sarasota, Fla.** Survivors include two daughters.

George Pierrot, 82, who traveled around world and made films which were shown on **Detroit** television from 1949 to 1976, died Feb. 16 at his home in **Detroit** after long illness. He was also president of **Sigma Delta Chi** from 1924 to 1925, when he was editor of *American Boy* magazine in **Detroit**. Survivors include his wife, **Helen**, two daughters and two sons.

Barbara A. Bartlett, 56, wife of **George Bartlett**, VP-engineering, **National Association of Broadcasters**, **Washington**, died after long illness Feb. 22 at home. Survivors, besides her husband, include one son and daughter.

Stock Index

| Exchange and Company | Closing Wed. Feb 27 | Closing Wed. Feb 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| BROADCASTING | | | | | | |
| N ABC | 30 1/4 | 33 7/8 | - 3 5/8 | -10.70 | 6 | 847 |
| N Capital Cities | 46 | 47 1/2 | - 1 1/2 | - 3.15 | 12 | 630 |
| N CBS | 45 7/8 | 52 | - 6 1/8 | -11.77 | 6 | 1,289 |
| N Cox | 63 5/8 | 65 | - 1 3/8 | - 2.11 | 13 | 428 |
| A Gross Telecasting | 26 1/4 | 26 1/4 | | | 8 | 21 |
| O LIN | 43 | 43 1/2 | - 1/2 | - 1.14 | 10 | 118 |
| N Metromedia | 64 3/4 | 69 1/2 | - 4 3/4 | - 6.83 | 9 | 298 |
| O Mooney | 10 | 10 1/2 | - 1/2 | - 4.76 | | 4 |
| O Scripps-Howard | 64 | 64 1/2 | - 1/2 | - .77 | 11 | 165 |
| N Storer | 28 3/4 | 29 3/8 | - 5/8 | - 2.12 | 15 | 333 |
| N Taft | 30 1/2 | 31 1/2 | - 1 | - 3.17 | 10 | 266 |

| BROADCASTING WITH OTHER MAJOR INTERESTS | | | | | | |
|--|--------|--------|---------|--------|----|-------|
| A Adams-Russell | 21 | 20 3/4 | + 1/4 | + 1.20 | 17 | 38 |
| A Affiliated Pubs. | 18 1/2 | 18 1/4 | + 1/4 | + 1.36 | 6 | 63 |
| N American Family | 9 3/4 | 9 7/8 | - 1/8 | - 1.26 | 4 | 102 |
| N John Blair | 16 1/2 | 17 3/4 | - 1 1/4 | - 7.04 | 4 | 61 |
| N Charter Co. | 39 3/4 | 41 1/4 | - 1 1/2 | - 3.63 | 34 | 789 |
| N Chris-Craft | 19 1/4 | 21 1/4 | - 2 | - 9.41 | 11 | 52 |
| N Coca-Cola New York | 5 1/4 | 5 3/4 | - 1/2 | - 8.69 | 7 | 92 |
| N Cowles | 23 | 24 1/2 | - 1 1/2 | - 6.12 | 18 | 91 |
| N Dun & Bradstreet | 41 | 44 | - 3 | - 6.81 | 16 | 1,141 |
| N Fairchild Ind. | 51 7/8 | 49 3/4 | + 2 1/8 | + 4.27 | 11 | 296 |
| N Fuqua | 20 1/8 | 20 1/8 | | | 6 | 254 |
| N Gannett Co. | 40 1/2 | 43 7/8 | - 3 3/8 | - 7.69 | 13 | 1,088 |
| N General Tire | 16 1/2 | 17 1/8 | - 5/8 | - 3.64 | 3 | 390 |
| O Gray Commun. | 39 | 39 | | | 12 | 18 |
| N Harte-Hanks | 22 3/4 | 24 3/8 | - 1 5/8 | - 6.66 | 13 | 211 |
| O Heritage Commun. | 12 1/8 | 12 1/2 | - 3/8 | - 3.00 | | 29 |
| N Jefferson-Pilot | 27 1/8 | 30 1/4 | - 3 1/8 | -10.33 | 7 | 611 |
| O Marvin Josephson | 12 | 13 1/4 | - 1 1/4 | - 9.43 | 7 | 31 |
| O Kansas State Net | 27 3/4 | 27 1/2 | + 1/4 | + .90 | 23 | 52 |
| N Knight-Ridder | 22 3/8 | 23 3/8 | - 1 | - 4.27 | 10 | 735 |
| N Lee Enterprises | 20 7/8 | 21 1/2 | - 5/8 | - 2.90 | 11 | 150 |
| N Liberty | 16 3/4 | 17 1/2 | - 3/4 | - 4.28 | 7 | 226 |
| N McGraw-Hill | 26 | 28 | - 2 | - 7.14 | 10 | 644 |
| A Media General | 25 7/8 | 26 1/2 | - 5/8 | - 2.35 | 11 | 192 |
| N Meredith | 36 5/8 | 39 | - 2 3/8 | - 6.08 | 7 | 113 |
| O Multimedia*** | 17 1/4 | 36 3/4 | -19 1/2 | -53.06 | 7 | 259 |
| A New York Times Co. | 22 1/4 | 23 1/2 | - 1 1/4 | - 5.31 | 17 | 262 |
| N Outlet Co. | 18 1/8 | 18 3/4 | - 5/8 | - 3.33 | 5 | 45 |
| A Post Corp. | 16 1/4 | 17 | - 3/4 | - 4.41 | 7 | 29 |
| N Rollins | 28 1/2 | 30 1/8 | - 1 5/8 | - 5.39 | 14 | 382 |
| N San Juan Racing | 15 | 15 7/8 | - 7/8 | - 5.51 | 19 | 37 |
| N Schering-Plough | 34 1/8 | 36 3/4 | - 2 5/8 | - 7.14 | 9 | 1,821 |
| A Sanderling | 31 1/8 | 30 3/4 | + 3/8 | + 1.21 | 10 | 34 |
| O Stauffer Commun. | 36 | 36 | | | 9 | 754 |
| A Tech Operations | 11 | 10 3/4 | + 1/4 | + 2.32 | 28 | 15 |
| N Times Mirror Co. | 34 1/2 | 36 1/2 | - 2 | - 5.47 | 10 | 1,172 |
| O Turner Broadcasting | 11 | 13 | - 2 | -15.38 | | 108 |
| A Washington Post | 20 | 20 | | | 7 | 312 |
| N Wometco | 19 3/4 | 19 3/4 | | | 9 | 183 |

| CABLECASTING | | | | | | |
|-----------------------|--------|--------|---------|--------|----|-------|
| A Acton Corp. | 14 1/2 | 14 7/8 | - 3/8 | - 2.52 | 10 | 38 |
| O Ameco+ | | | | | | |
| N American Express | 26 1/8 | 30 | - 1 7/8 | - 6.25 | 6 | 2,005 |
| O Athens Comm. | 6 1/2 | 6 5/8 | - 1/8 | - 1.88 | | 13 |
| O Burnup & Sims | 10 1/2 | 10 1/4 | + 1/4 | + 2.43 | 55 | 90 |
| O Cable Info. | 12 1/2 | 12 1/2 | | | 63 | 7 |
| O Comcast | 25 | 25 1/4 | - 1/4 | - .99 | 24 | 42 |
| O Entron* | 5 | 5 | | | 5 | 4 |
| N General Instrument | 46 | 48 1/4 | - 2 1/4 | - 4.66 | 12 | 382 |
| O Geneva Corp. | 35 | 35 7/8 | - 7/8 | - 2.43 | 15 | 39 |
| O Tele-Communications | 25 1/2 | 26 | - 1/2 | - 1.92 | 31 | 271 |
| N Teleprompter | 21 | 23 1/2 | - 2 1/2 | -10.63 | 28 | 356 |
| N Time Inc. | 49 | 53 | - 4 | - 7.54 | 9 | 1,369 |
| O Tocom | 17 1/2 | 20 1/2 | - 3 | -14.63 | 37 | 26 |
| O UA-Columbia Cable | 52 1/2 | 52 1/2 | | | 24 | 176 |
| O United Cable TV | 27 3/4 | 26 3/4 | + 1 | + 3.73 | 20 | 112 |
| N Viacom | 40 1/8 | 40 3/4 | - 5/8 | - 1.53 | 21 | 152 |

| Exchange and Company | Closing Wed. Feb 27 | Closing Wed. Feb 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| PROGRAMING | | | | | | |
| A Amer. Intl. Pics | 9 3/4 | 9 3/4 | | | | 23 |
| O Chuck Barris Prods. | 6 1/2 | 6 3/4 | - 1/4 | - 3.70 | 3 | 20 |
| A Cinema 5 Ltd.* | 4 7/8 | 4 7/8 | | | | 3 |
| N Columbia Pictures | 32 7/8 | 36 1/4 | - 3 3/8 | - 9.31 | 5 | 323 |
| N Disney | 43 5/8 | 46 | - 2 3/8 | - 5.16 | 14 | 1,415 |
| N Filmways | 9 3/4 | 9 5/8 | + 1/8 | + 1.29 | 6 | 54 |
| O Four Star* | 3/4 | 3/4 | | | | 8 |
| N Gulf & Western | 19 3/4 | 20 1/2 | - 3/4 | - 3.65 | 5 | 887 |
| N MCA | 53 1/2 | 54 1/8 | - 5/8 | - 1.15 | 10 | 1,244 |
| O Medcom | 4 3/4 | 4 3/4 | | | 19 | 8 |
| N MGM | 18 3/4 | 19 3/4 | - 1 | - 5.06 | 9 | 607 |
| O Reeves Commun. | 20 1/2 | 20 3/4 | - 1/4 | - 1.20 | 19 | 47 |
| N Transamerica | 16 1/4 | 17 3/8 | - 1 1/8 | - 6.47 | 5 | 1,064 |
| N 20th Century-Fox | 42 5/8 | 46 1/4 | - 3 5/8 | - 7.83 | 6 | 333 |
| O Video Corp. of Amer. | 5 7/8 | 6 1/8 | - 1/4 | - 4.08 | 20 | 5 |
| N Warner | 54 | 56 1/4 | - 2 1/4 | - 4.00 | 12 | 1,120 |
| A Wrather | 17 1/2 | 19 5/8 | - 2 1/8 | -10.82 | 47 | 40 |

| SERVICE | | | | | | |
|------------------------|--------|--------|---------|--------|----|-----|
| O BBDO Inc. | 33 3/4 | 34 3/4 | - 1 | - 2.87 | 8 | 84 |
| O Compact Video | 13 1/2 | 14 3/8 | - 7/8 | - 6.08 | | 25 |
| N Comsat | 36 | 37 3/4 | - 1 3/4 | - 4.63 | 8 | 288 |
| O Doyle Dane Bernbach | 25 3/4 | 25 1/2 | + 1/4 | + .98 | 9 | 68 |
| N Foote Cone & Belding | 24 1/4 | 24 | + 1/4 | + 1.04 | 8 | 63 |
| O Grey Advertising | 49 | 49 | | | 6 | 30 |
| N Interpublic Group | 33 1/4 | 35 3/8 | - 2 1/8 | - 6.00 | 7 | 146 |
| O MCI Communications | 6 1/8 | 6 1/2 | - 3/8 | - 5.76 | 77 | 169 |
| A Movielab | 5 3/4 | 6 1/4 | - 1/2 | - 8.00 | 10 | 8 |
| A MPO Videotronics | 5 3/8 | 5 1/8 | + 1/4 | + 4.87 | 5 | 2 |
| O A. C. Nielsen | 28 5/8 | 29 7/8 | - 1 1/4 | - 4.18 | 13 | 314 |
| O Ogilvy & Mather | 23 | 23 3/4 | - 3/4 | - 3.15 | 7 | 83 |
| O Telemation | 1 1/4 | 1 1/4 | | | 2 | 1 |
| O TPC Communications | 6 3/4 | 6 1/4 | + 1/2 | + 8.00 | 12 | 6 |
| N J. Walter Thompson | 33 3/8 | 31 3/8 | + 2 | + 6.37 | 8 | 88 |
| N Western Union | 23 1/2 | 24 3/8 | - 7/8 | - 3.58 | 10 | 356 |

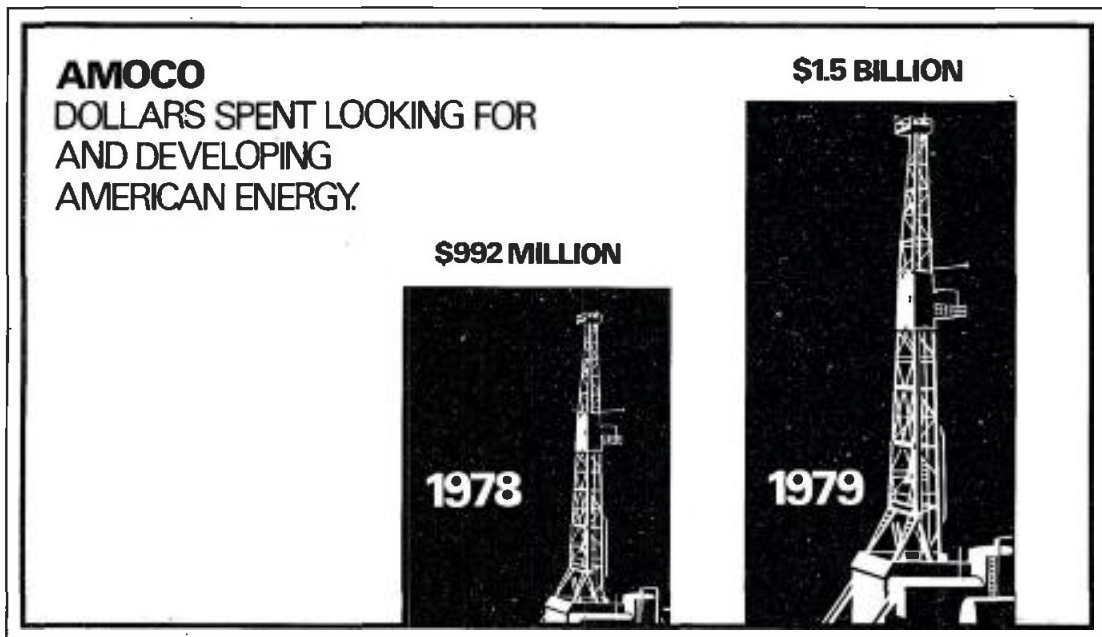
| ELECTRONICS/MANUFACTURING | | | | | | |
|----------------------------------|--------|--------|---------|--------|-----|-------|
| O AEL Industries | 8 3/8 | 8 1/2 | - 1/8 | - 1.47 | 6 | 14 |
| N Ampex | 27 7/8 | 28 1/4 | - 3/8 | - 1.32 | 19 | 318 |
| N Arvin Industries | 12 3/4 | 13 1/4 | - 1/2 | - 3.77 | 4 | 75 |
| O CCA Electronics* | 1/8 | 1/8 | | | | 1 |
| A Cetec | 7 1/8 | 7 3/8 | - 1/4 | - 3.38 | 15 | 4 |
| A Cohu | 6 5/8 | 6 7/8 | - 1/4 | - 3.63 | 22 | 11 |
| N Conrac | 22 1/2 | 23 | - 1/2 | - 2.17 | 36 | 46 |
| N Eastman Kodak | 44 7/8 | 48 1/2 | - 3 5/8 | - 7.47 | 8 | 7,242 |
| B Elec Missile & Comm* | 3 1/4 | 3 1/4 | | | 30 | 8 |
| O Farinon | 29 1/4 | 29 1/4 | | | 27 | 145 |
| N General Electric | 49 3/4 | 52 1/4 | - 2 1/2 | - 4.78 | 9 | 9,182 |
| N Harris Corp. | 35 1/4 | 37 | - 1 3/4 | - 4.72 | 16 | 924 |
| O Harvel Ind. | 6 1/2 | 6 1/2 | | | 17 | 3 |
| O Intl. Video* | 7/8 | 7/8 | | | | 2 |
| O Microdyne | 26 1/4 | 27 1/4 | - 1 | - 3.66 | 27 | 2 |
| N M/A Com. Inc. | 37 | 38 1/8 | - 1 1/8 | - 2.95 | 48 | 209 |
| N 3M | 49 7/8 | 52 | - 2 1/8 | - 4.08 | 10 | 5,809 |
| N Motorola | 56 | 57 3/4 | - 1 3/4 | - 3.03 | 14 | 1,598 |
| O Nippon Electric | 41 1/4 | 39 1/2 | + 1 3/4 | + 4.43 | 38 | 1,354 |
| N N. American Philips | 27 5/8 | 29 1/2 | - 1 7/8 | - 6.35 | 5 | 332 |
| N Oak Industries | 35 1/8 | 35 3/8 | - 1/4 | - .70 | 24 | 148 |
| O Orrox Corp. | 7 7/8 | 6 3/4 | + 1 1/8 | +16.66 | 11 | 13 |
| N RCA | 22 1/2 | 24 1/8 | - 1 5/8 | - 6.73 | 6 | 1,684 |
| N Rockwell Intl. | 53 1/2 | 56 5/8 | - 3 1/8 | - 5.51 | 8 | 1,883 |
| A RSC Industries | 4 1/4 | 4 | + 1/4 | + 6.25 | 24 | 10 |
| N Scientific-Atlanta | 41 | 43 | - 2 | - 4.65 | 23 | 192 |
| N Sony Corp. | 6 1/2 | 7 | - 1/2 | - 7.14 | 11 | 1,121 |
| N Tektronix | 58 3/4 | 61 5/8 | - 2 7/8 | - 4.66 | 15 | 1,057 |
| O Texscan | 6 1/2 | 8 1/4 | + 1/4 | + 3.03 | 50 | 6 |
| O Valtec | 18 5/8 | 18 | + 5/8 | + 3.47 | 40 | 74 |
| N Varian Associates | 29 3/4 | 32 1/2 | - 2 3/4 | - 8.46 | 165 | 203 |
| N Westinghouse | 22 3/4 | 24 1/4 | - 1 1/2 | - 6.18 | 6 | 1,956 |
| N Zenith | 9 3/8 | 9 1/2 | - 1/8 | - 1.31 | 9 | 176 |

| | | | |
|---|---------------|---------------|--------------|
| Standard & Poor's 400 Industrial Average | 127.95 | 131.66 | -3.71 |
|---|---------------|---------------|--------------|

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split 3 for 2. +Stock traded by price less than 12.5 cents.

How Amoco spent its money in 1979 finding oil and natural gas in America.



We helped drill more wells in the U.S. than ever before.

During this past year, Amoco Production Company helped drill 2,167 new oil and natural gas wells in this country—more than ever before. And our work has led to the discovery of substantial new reserves of oil and natural gas for America.

We've been a leader in some of the most active drilling areas in the United States in our search for new domestic energy. Areas like the Overthrust Belt in Utah and Wyoming, the Tuscaloosa Trend in Louisiana, and the Gulf of Mexico, where a single well can cost as much as \$7.5 million.

We spent 57% more than last year finding and developing oil and natural gas in the U.S.

In 1979 Amoco spent more than \$1.5 billion looking for and developing American energy. To give you an idea about what \$1.5 billion means: We spent an average of 4 million dollars per day, every day, during 1979. Our \$1.5 billion total is 57% more than last year's. In fact, we invested more money in 1979 in this country than we earned worldwide in 1979... nearly 48 million dollars more.

Most of this money was spent in searching for traditional oil and natural gas, but we put a lot of dollars into other forms of energy, too—like oil shale and gasohol.

We made 2.8¢ per gallon on the petroleum products we sold in the U.S.

You hear a lot these days about "excessive oil profits." But when you get right down to it, the amount of money we earn from each gallon of petroleum product sold is only about 2.8¢ per gallon. Earnings are vital to our business. They help us develop new supplies of American energy... and create jobs along the way. But most of the money you spend on gasoline is going right into the pockets of the foreign countries that supply crude oil.

We're paying more for foreign oil than ever before.

Foreign oil prices have risen dramatically in the last 12 months. At Amoco, we paid \$3.8 billion for foreign oil last year—\$1.5 billion more than we paid in 1978. And the amount of money America spent on foreign oil jumped from \$40 billion in 1978 to about \$60 billion last year; even though the amount of oil America actually

imported remained nearly the same. Right now, America imports nearly half the oil it uses. The only real answer to excessive foreign oil imports—and the damage this causes to America's economy—is to find and develop more American energy.

We want to outdo ourselves in 1980.

Our country's energy problem is still with us. It's a fact that conventional oil and natural gas will remain our country's primary fuels into the next century... but known reserves are being used up. We plan to spend even more in 1980 to drill more wells and make more progress in synthetic fuel development. We are going to do our best to help get you the energy you need.

America runs better on American oil.



Kizer: on the move for the Evening News stations

Business kept Peter Kizer from attending the annual conference of the National Association of Television Program Executives in San Francisco last month. If he had been there, the magnitude of the event, with nearly 4,000 people on hand, would perhaps have been more impressive to him than to most. For Kizer, who with four other program specialists founded NATPE after a great deal of dogged effort in the early 1960's, can recall the group's first convention:

"I remember walking in the door at 9 o'clock, after two and a half years of planning and struggling and trying to get people interested, and I think there were eight people in the room. By the time we got started about 9:30, I think there were about 40 people there. And eventually during that conference we had 55 or 60 people show up, and it was off and running."

Kizer, who subsequently served as NATPE president, is in charge of the Evening News Association's broadcast division, consisting of five television stations and an AM-FM combination. Headquarters is Detroit, where the company publishes *The News* and operates wWJ-AM-FM. But chances are good that at any given moment he will be in, or en route to or from, Washington; Oklahoma City; Mobile, Ala.; Tucson, Ariz., or Austin, Tex., where ENA has television stations, or New York, where he presides over the Broadcast Rating Council as its chairman. Kizer recently estimated that he makes 100 business trips a year.

He traveled as a youngster, too. Born in Princeton, Ill., he grew up in Des Moines, Iowa, where his father was one of the founders and principals of the Farmers Mutual Insurance Co. When World War II came, his father took a job with the Post Exchange department of the Army and, the son recalls, "got transferred every 15 minutes." The family ended up in Minneapolis, where young Kizer went to high school and then joined the Army Air Force, working the flight lines as an airplane mechanic.

Stationed for a time at Anchorage, he got his first taste of broadcasting with the Armed Forces Radio Service there, working as an announcer. Later, stationed at Baltimore, he parlayed a public service show for the Air Force into a couple of part-time jobs with WITH(AM) and WBMD(AM), doing air work on weekends.

From the Air Force he went to Grinnell College. He also did some preplanning, which accounted for two years at the University of Missouri School of Journalism before returning to Grinnell for his degree. "I kind of always wanted to get into



Peter Alden Kizer—vice president, broadcast division, Evening News Association, Detroit, and chairman, Broadcast Rating Council, New York; b. Princeton, Ill., Nov. 19, 1929; Army Air Force, technical sergeant, 1948-51; Grinnell (Iowa) College, 1951-52; University of Missouri School of Journalism, 1953-54; BA in English and journalism, Grinnell, 1956; with WOOD-AM-FM-TV Grand Rapids, Mich., in sales, 1956-59, and program manager, 1959-68; director of station operations, KHOU-TV Houston, 1968-69; program manager, WXYZ-TV Detroit, 1969-70; joined Evening News Association in 1971 as assistant general manager of wWJ-AM-FM-TV Detroit, became vice president and general manager of stations in 1975; present position since 1976; m. Kay Ingamells, June 1957; children—Jim 21; Bob, 19, Jennifer, 17.

radio," he says, "and it was obvious that one of the things I needed was a background in journalism. News was an area that broadcasting was always going to need. So that was my goal—to get some journalistic background and go into broadcasting as a journalist."

Actually, he went in as a salesman, starting in local radio and TV sales at WOOD-AM-FM-TV Grand Rapids, Mich. He rose to radio and TV program manager some three years later and held that post until 1968, when he moved to KHOU-TV Houston as director of station operations. From there he went to ABC-owned WXYZ-TV Detroit as program manager, then to the Evening News Association as assistant general manager and subsequently vice president and general manager of wWJ-AM-FM-TV (wWJ-TV is now WDIV, acquired by the Post-Newsweek group in a swap that

gave the Evening News Association what is now WDVN-TV Washington). His portfolio was enlarged to include all Evening News Association stations in 1976.

Kizer's management style is to "hire strong management" for each station, "expect them to integrate themselves and the station into the community" and "let them operate it."

"We don't make any programming or sales decisions or community type decisions for the stations," he says. "Each market is different and the stations have to operate differently. The management team at each station make the decisions—they run it, and they're responsible for it."

His own role, he says, is to "keep asking [the station management teams] interesting questions," make sure they're "alert to the new things that are happening in the business," make sure, too, that "the standards they are setting are high enough," and pass along the benefit of experience of other stations in the group.

Though his responsibilities now cut across the spectrum of the business, it is apparent that programming has lost none of its spell. He remembers fondly a program that exposed conditions in a Michigan mental institution and won a Peabody award for WOOD-TV when he was in charge of programming there, and a three-hour prime-time examination of Food and Drug Administration policies while he was at KHOU-TV. He speaks regretfully of the status of programming in TV's early days, when "programming wasn't terribly important in the scheme of things—you could put on just about anything and get away with it." NATPE was formed in an attempt to turn that situation around but, even so, "a lot of times there was a lot of doubt as to whether it was going to make it and whether people were really interested enough in programming to get involved." Nobody could be happier at NATPE's success.

For recreation, Kizer goes out of doors. He skis and sails but what he really is, he says, is a golf fanatic. He has an 11 handicap and plays "maybe more than I ought to admit—at least three times a week in summer."

Peter Alden Kizer is also a 12th-generation descendant of colonist John Alden, which accounts for his middle name and also for the middle name of his children, his brothers and sisters, his nieces and nephews, his father and assorted grandfathers, uncles, aunts and cousins. "All the kids in our family are middle-named Alden," he explains. "All my kids, all my brothers and sisters and all their kids, all my father's brothers and sisters and so forth. I had a brother named John Alden and a sister named Priscilla Alden. It's kind of a tradition that didn't get in the way of anything, so we went ahead with it."

Fouled by fairness

The closing outburst of acrimony among Republican presidential candidates in the New Hampshire primaries was an illustration of federal "reforms" at work. Sooner or later it must dawn on the Congress or, if not there, on the electorate that it is time to repeal the laws that grossly bastardize the political process.

The dispute developed after the *Nashua* (N.H.) *Telegraph* elected not to challenge a Federal Election Commission ruling that a projected debate arranged by the paper between George Bush and Ronald Reagan would constitute an illegal political contribution by the publisher. Under recently revised FCC rules (which are still subject to veto in Congress) a news organization may sponsor political debates only if they are "nonpartisan" and do "not promote or advance one candidate over another." The FEC said that a debate featuring only two of the Republican candidates was disqualified.

There is strong doubt here that an FEC restriction of any kind on the staging of political discussion by a news medium would survive constitutional attack in any respectable court. The *Telegraph*, however, ducked the chance and the costs of a test case by asking the two candidates to bear the expense of their appearance. Bush declined. Reagan was the sole angel. The details of the name calling that the arrangement precipitated are presented elsewhere in this issue.

It is, of course, absurd on the surface for the FEC to assume that a debate may be held without promoting or advancing "one candidate over another." Debates are intended to produce exactly the result that the FEC proscribes.

Beyond that, the FEC's adoption of its version of fairness standards adds to the burdens broadcasters already bear in the FCC's fairness doctrine, not to mention the equal-time provisions of Section 315 of the Communications Act or the "reasonable access" requirements of Section 312(a)(7).

Indeed the FEC's ruling in *Nashua* would have triggered a Section 315 allocation of equal time for all the Republicans left out, if they had asked for it. With Reagan sponsoring his joint appearance with Bush, the occasion did not qualify for a Section 315 exemption for news events arranged by disinterested parties. As it happened, only two local radio stations carried the debate. If there had been wider broadcast exposure, there is little doubt that the outsiders would have gone knocking on studio doors, and the FCC would have ordered them in.

The election campaigns of 1980 are only beginning, but already they have generated enough confrontations with communications law to promise the wildest legal year in election history. Perhaps by the end of it, everybody will have had enough of legislation and regulation that serves no fruitful purpose except making work for the Washington communications bar.

Freeing enterprise

At about the time of the National Cable Television Association's annual convention in Dallas next May 18-21, the FCC is expected to decide what to do about cable deregulation. There may be members of the FCC with an urge to go to Dallas bearing gifts. That passion ought to be temporized, unless the commission wishes further to distort the market in television programming that it professes a desire to free.

The main issues before the FCC are whether to repeal existing rules that limit cable use of distant broadcast signals and protect local stations' exclusive rights to syndicated programming and

whether to adopt a rule requiring cable systems to obtain an originating station's consent before retransmitting its signal outside the station's market. Whatever it elects to do about distant signals and syndicated exclusivity, the FCC ought to adopt the rule of retransmission consent.

Under such a rule, stations could bargain with program suppliers for territorial exclusivity. If a station in, say, Binghamton, N.Y., acquired local rights to a given syndicated show, the syndicator, selling the same show to a satellite-borne station in, say, Atlanta, would eliminate Binghamton from the markets to which the Atlanta station could export it. Thus the Atlanta station would be prevented by contract from consenting to the retransmission of that program by a Binghamton cable system. In time imaginative permutations of the basic arrangement would no doubt come to pass.

If the FCC had adopted retransmission consent when the principle was first proposed in 1968, it would have had no reason to adopt the harsher cable rules that it is now removing. The marketplace would have created a cable-broadcast program exchange based on real-world equities.

It is not too late.

Gentlemen, please

Family feuds, if that term may be used these days without trademark infringement, can be the worst kind. And they can break out unexpectedly and for no apparent reason.

Aware of all this, we nevertheless were startled by the bluntness of the Television Advertising Bureau's attack on radio's advertising values and by the ardor of the Radio Advertising Bureau's assault on television (BROADCASTING, Feb. 25). Actually, RAB's was prepared and given limited distribution first, but was not made generally available until TVB's came out. So it is hard to tell who started this fight. But it seems fair to say that, whoever started it, the other joined it.

In this business, hard competition among media is a fundamental rule for success. In that sense, television and radio are fair game for each other as much as newspapers and magazines are fair game for both of them. Television and radio being members of the same family, however—literally living under the same roof in many cases—the ferocity of the squabbling between TVB and RAB does not enhance the stature of the media they represent. The invective should be reserved for other targets.



Drawn for BROADCASTING by Jack Schmidt

"Look what I found, daddy. Can I keep it?"



Teenage Alcoholics

For two 18-year-olds to stand in front of a television audience and openly tell of their personal struggles with alcoholism takes a lot of courage. But that's just what they did during a special two-part series dealing with teenage alcoholism on KMEG-TV's "The Noon Show."

They talked about the progression of their illness and the destructive effects it had on their lives. They spoke of their successful treatment at Sioux City's Gordon Chemical Dependency Unit and offered suggestions to parents who had concerns about their own children.

A counselor from Gordon discussed the widespread incidence of teenage alcoholism, its characteristics and treatment. And 14 mothers in the KMEG-TV studio audience took part by asking questions.

Although the program dealt with a subject many people prefer to believe doesn't exist, we feel that providing a forum for discussing subjects too serious to be ignored is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

| | | | |
|-----------------------------|-----------------------------|---------------------------|--------------------------------|
| WKZO Kalamazoo | WKZO-TV Kalamazoo | KOLN-TV Lincoln | KGIN-TV Grand Island |
| WJFM Grand Rapids | WKJF(FM) Cadillac | WWAM Cadillac | KMEG-TV Sioux City |

Just when they said, "You can't do better..."

we did!



First they said you couldn't become the #1 music station in St. Louis in one week. We did. When we came up with a 9.2 share last Apr/May, people said that's all you could possibly do. Only it wasn't...In fact, KWK/WWWK is now up to an 11 share and still growing. Wherever you find Doubleday

you'll find a winner. Our KDWB AM & FM in the Twin Cities is a music station leader. And KHOW in Denver has been tops in the market for years...Doubleday does it better!

db DOUBLEDAY BROADCASTING

KHOW AM/FM
Denver

KDWB AM/FM**
Minneapolis/St. Paul

KWK/WWWK**
St. Louis

*Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron, St. Louis Mo, Oct/Nov '79 Subject to Limitations Stated by Arbitron
**KDWB-FM/Richfield, MN—WWWK-FM/Granite City/St. Louis