

NAB convention dominated by
promises, perils of new technology

Broadcasting Apr 21

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Our 49th Year 1980

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But KSTP-TV's new DOPPLER RADAR will change all that in the Twin Cities. Doppler actually "sees" the spiral winds of a tornado while it's in the earliest formative stages aloft. It means that now KSTP-TV, working with the National Weather Service, can give people significantly more time to take cover.

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Tom Poulos gives these people the business. And they love it.

Radio station managers like Billy Dean Tutt, Bob Gold, Jay Williams, Austin Mulligan, Dave Quinn, Robin Davis, Lincoln Pratt, and Donn Parker* can be pretty tough sometimes. After all, they each have inventory to sell and profits to protect.

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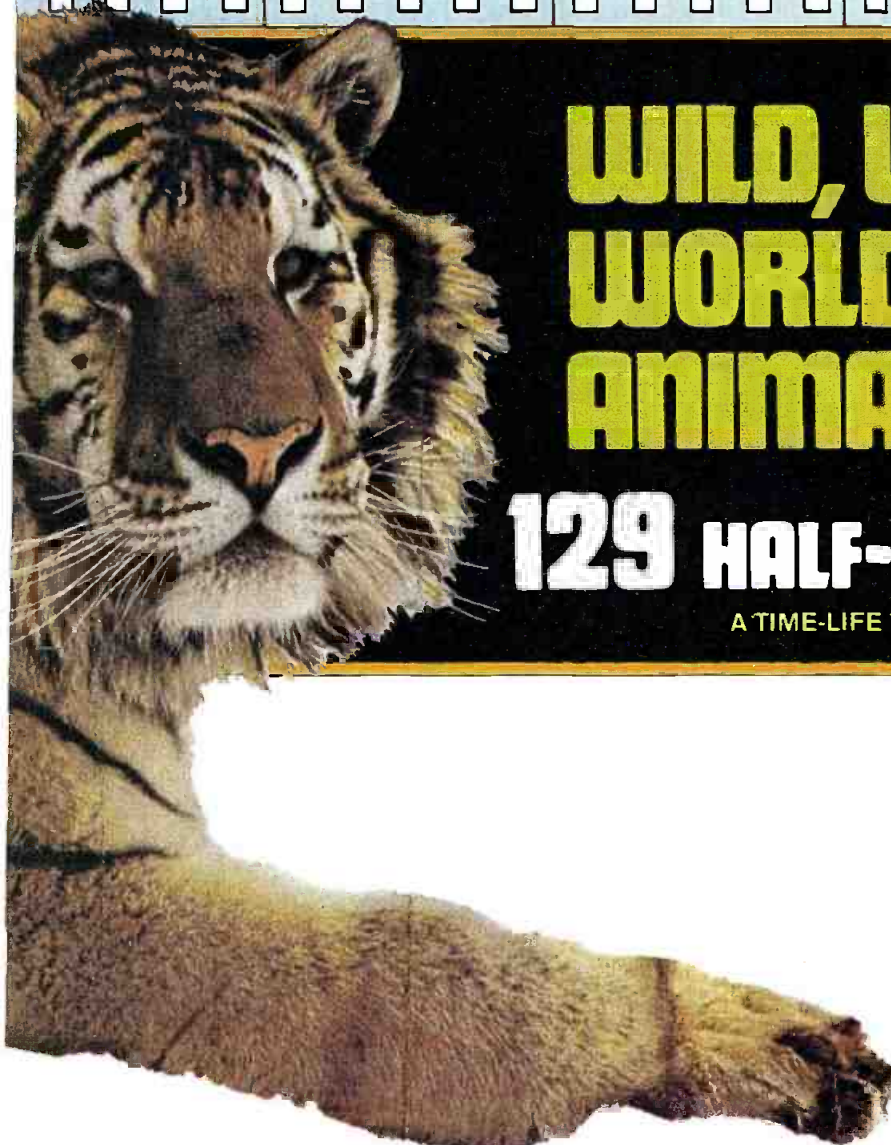
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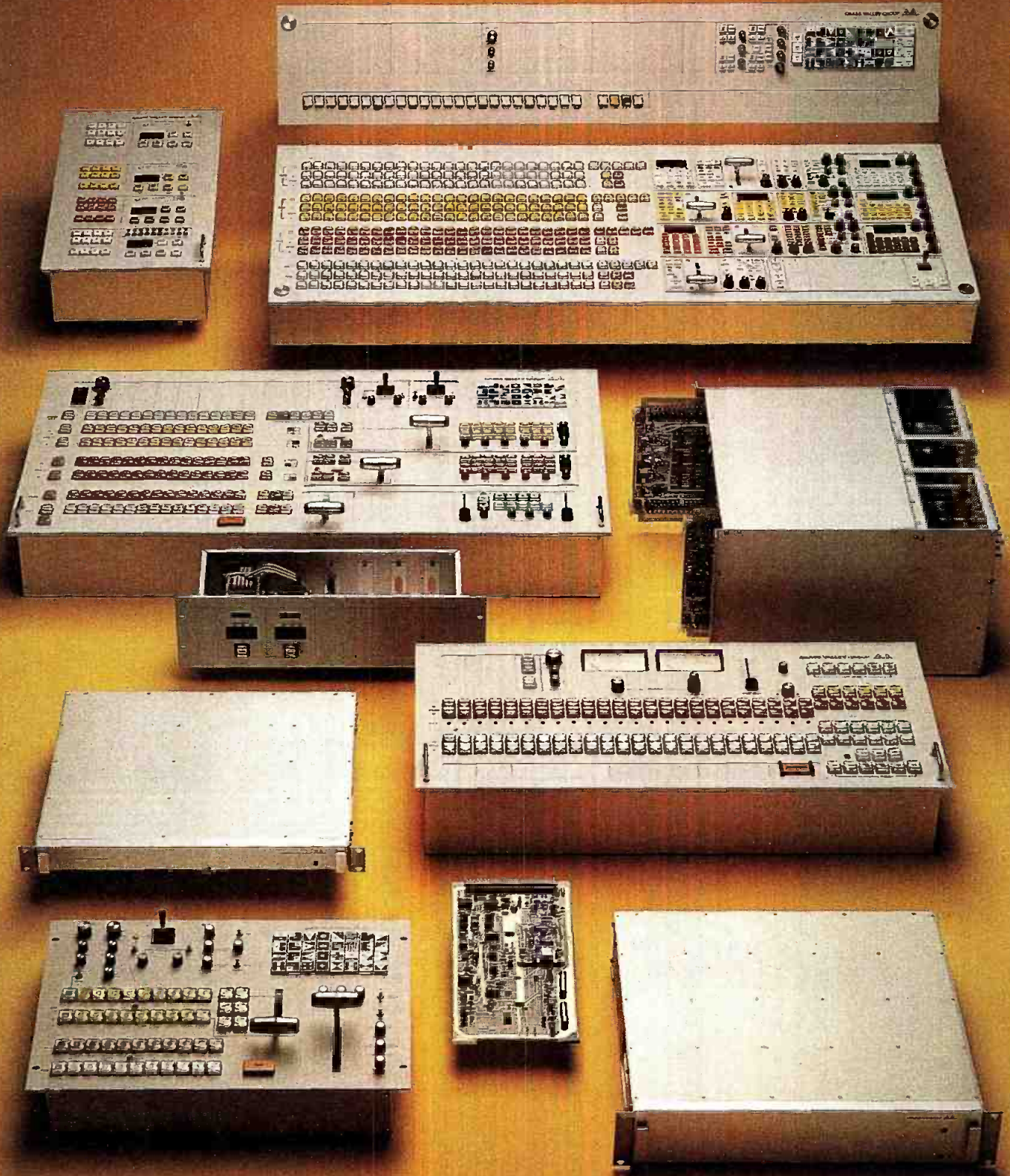


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The Week in Brief

TOP OF THE WEEK

NAB'S WEEK IN VEGAS □ Technology dominated the 58th annual convention—not only in the exhibit halls but also as part of the industry issues discussed and debated throughout the agenda. **PAGE 25.**

PULLING ANOTHER PLUG □ Carter wants to increase pressure on Iran by having American news groups minimize their presence and activities there. **PAGE 28.**

LAW & REGULATION

TIT FOR TAT □ FCC Chairman Ferris urges broadcasters at the NAB convention to embrace the new technologies, increase competition, and, in turn, earn less regulation and First Amendment parity. **PAGE 29.**

VOICES FROM CAPITOL HILL □ NAB delegates hear Van Deerlin tie 9 khz to deregulation. **PAGE 30.** Goldwater pitches for a communications bill. **PAGE 32.** Hollings is quizzed on broadcast issues. **PAGE 34.** House Communications Subcommittee members explain their stance on limiting FTC powers and cable deregulation. **PAGE 34.** Broadcasters-turned-congressmen give NAB radio delegates tips on dealing with Capitol Hill. **PAGE 38.**

ON THE FIRING LINE □ The FCC's Lee, Quello, Brown and Fogarty field questions at separate TV and radio sessions in Las Vegas. The latter has explosive moments over AM stereo and EEO guidelines. **PAGE 42.**

MEDIA

ON THE OFFENSIVE □ Donald Thurston, winner of the NAB's Distinguished Service Award, exhorts broadcasters to support the minority fund, defends the association's 9 khz stance and answers criticism by Van Deerlin. **PAGE 52.** NAB President Wasilewski rebuts charges of obstructionism, declares that broadcasters are synonymous with progress. **PAGE 52.**

AT IT AGAIN □ Mobil's Schmertz and CBS's Mater debate advocacy. **PAGE 56.**

ARRIES UNDAUNTED □ The chairman of the All-Industry TV Stations Music License Committee doesn't think CBS's loss in per-use litigation will affect the committee's own antitrust suit against the licensors. **PAGE 58.**

BUSINESS

SALES SINGALONGS □ RAB charts radio's success story at its Las Vegas session and throws some brickbats back at TVB. **PAGE 62.** TVB's meeting focuses on the greater opportunities that television will enjoy in the next 10 years. **PAGE 62.**

FINANCIAL REALITIES □ An NAB workshop discusses tight money and how it could affect station deals. But the forecast is that interest rates will drop and avert buying and selling problems. **PAGE 63.**

PROGRAMING

THAT OLYMPICS GAP □ With its Moscow coverage all but officially cancelled, NBC-TV examines its options for substitute programing and alternatives it can offer sponsors. **PAGE 67.**

JOURNALISM

PLANNER'S PLAN □ NBC News vice president predicts the networks will spread correspondents throughout the country as new technology puts reporters closer to where the news breaks. **PAGE 71.**

TECHNOLOGY

CHEST BUMPING □ The 9 khz issue is revived in Las Vegas as both Thurston and Livesay claim the other was used. Lee doesn't let Thurston's criticism of U.S. delegation to Buenos Aires go unanswered. **PAGE 73.**

HOT ITEMS □ The hardware for fixed satellite service is very much in evidence at the NAB exhibits, and workshops on that subject draw substantial numbers. **PAGE 74.** Delegates also get a preview of the components that will go into the digital studio of tomorrow. **PAGE 76.** Teletext updates are afforded both management and engineers in Las Vegas. **PAGE 78.** A storm of controversy over the selection of the Magnavox system may delay its implementation. **PAGE 80.**

PROFILE

VIA THE SMALL TOWN □ In 1972, William Dilday left his native Boston to further his career in Jackson, Miss. Since then the general manager of WLBT(TV) has made his mark there and on the national broadcast scene as a member of the NAB board, a congressional Black Caucus advisory group and the NBC-TV affiliates board. **PAGE 105.**

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Perfect programming for access, early fringe, late night or daytime.

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Against stream

Despite strong signs of recession in other businesses, spot broadcasting is still robust. Talks with leading national representatives indicate first quarter was strong for both spot television and radio and second quarter is outpacing 1979 by comfortable margin. Even in hard-hit Detroit, business is said to be up substantially over last year, with spot radio particularly bright in automotive accounts. Some smaller markets report sharp drop-off in auto advertising.

Two for one?

Separate annual NAB conventions for radio and television, with separate exhibits by suppliers of equipment and services? That's in minds of some members of NAB's five-man Convention Futures Committee and could jell as formal proposal at next NAB board meeting in June. Sheer size of combined convention such as last week's in Las Vegas, where nearly 20,000 were in attendance, prompts talk of change. NAB conventions are now said to be second in size only to those of American home builders for attendance and equipment displacement.

NAB's recently instituted annual radio programming conferences (next in New Orleans in August) could provide basis for full-fledged radio convention. Presence of National Radio Broadcasters Association on scene also figures in NAB thinking. Division of NAB into radio and TV shows would be expected to displease manufacturers supplying both media and facing duplicated costs.

More and more

Still another candidate has surfaced in White House search for possible successor to FCC Commissioner James H. Quello. It is Shelton Merrill, 30, of Oceanview, Del., and he is neither Hispanic nor lawyer (most other candidates have been one or both) but operator, with his wife, of antique store and leader in Delaware's effort to secure first television service. He heads Delaware Citizens Committee, whose goal is public television operation, and is vice chairman of Citizens Committee for Expansion of Commercial Television in Delaware, which is interested in obtaining commercial station.

Merrill will be interviewed for job by White House staff on Wednesday, but he has already had some noteworthy talks at White House. Two weeks ago, he had appointment with presidential domestic

policy adviser, Stuart E. Eizenstat, who sent him to see Harley Frankel, assistant director of presidential personnel office. Merrill had seen Eizenstat in connection with Delaware's campaign to secure television service. But Merrill's interest in FCC spot was also discussed, and one thing led to another.

Snubbed?

Conspicuously absent from annual gourmet dinner given by Broadcast Music Inc. at last week's NAB convention were three invited guests who had accepted but failed to show: FCC Chairman Charles D. Ferris and Commissioners Robert E. Lee and Tyrone Brown. At last minute all decided to dine at Sands hotel where Wayne Newton, reigning star of Las Vegas, was singing. Roy Elson, former NAB vice president, now political consultant to association, was host. In interview in BROADCASTING's April 14 issue, Ferris had expressed desire to mingle with more broadcasters. Nearly two hundred influential ones were with BMI at Caesars Palace on night of April 14.

Three former chairmen were BMI guests: Rosel Hyde, Dean Burch and Richard Wiley. So were incumbent Commissioners James Quello and Joseph Fogarty. Robert Wells, former FCC member, is now BMI chairman. He succeeded E.R. (Curly) Vadeboncoeur of Newhouse stations, who continues to supervise BMI dinner arrangements.

Whopper

FCC hopes to schedule meeting on General Electric-Cox Broadcasting merger for April 28. If approved, \$500-million merger will be largest in broadcast history and result in GE's owning six AM stations, seven FM's and five VHF's. GE now owns three AM's, five FM's and three VHF's. (All VHF's are in top 50 markets—requiring GE to make public-interest showing why rule limiting ownership by acquisition to two should be waived.)

There are four petitions to deny merger as well as national concentration issue and GE character-qualification challenges to be resolved. Commissioner Abbott Washburn, lone dissenter to \$406-million Gannett-Combined Communications merger approved last June, may be dissenter again on same grounds of excessive concentration of control. Even though it's unlikely that FCC would deny merger, thorny issues promise long debate.

Four face-offs

League of Women Voters Educational Fund this week will announce tentative plans for presidential and vice presidential debates it hopes to sponsor in fall between Democratic and Republican candidates. League is thinking of four debates in all—three involving presidential candidates and one vice presidential—between mid-September and week before election, on Nov. 14. Additional details will be disclosed at news conference, to be held in Houston on Wednesday, before Republican presidential forum.

Writer's cramp

FCC's order denying license renewal to three RKO General stations, WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles, voted at Jan. 24 meeting, is still incomplete. Written document has been in Chairman Charles Ferris's office for last three weeks. FCC rules require member of majority to supervise writing of orders in adjudicatory cases. Ferris reportedly has come to head of what is supposed to be rotation on several major matters—with majority consensus. With four commissioners joining Ferris on trip to China in two weeks, three of them part of majority on RKO matter, it is unlikely that final order will be out before early June.

Busy bird

Joint venture between National Public Radio and United Press International will probably be finalized this week to deliver UPI wire and audio to NPR stations via NPR satellite. NPR, which has already signed agreement, is hoping 120 stations will subscribe to wire service initially, fewer for audio service. Amount each station will pay will depend on number of stations using service, as NPR has contracted for service for flat fee, which subscribing stations will split. If equipment is delivered on schedule, service will begin late in summer.

Fast draw

Staff recommendation that led FCC to now controversial choice of Magnavox AM stereo system (see page 80) was reportedly made in haste. After Broadcast Bureau's marketplace proposal drew criticism (BROADCASTING, March 31), seven-member committee from bureau and Office of Science and Technology was formed and ordered to pick single system within week.

Business Briefly

TV ONLY

Armour-Dial □ Twelve-week campaign for Treet begins May 12 and runs through Sept. 13 in 50 markets including Oklahoma City, Atlanta, and Columbus and Dayton, Ohio. Spots are placed during day and fringe times. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

Beefsteak Charlie □ Eight-week campaign for restaurants begins May 24 in 10 markets including Albany-Schenectady-Troy, N.Y., plus various Florida and Connecticut markets. Spots will be placed during day, fringe and news times. Agency: Media Communications, New York. Target: adults, 18-49.

All Brands Importers □ Eight-week campaign for Moosehead beer begins May 5 in seven markets including Charlotte, N.C. Spots are placed during

late fringe and news/sports times. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-49.

Keyes Fiber □ Eight-week campaign for Chinette paper plates begins May 5 in 43 markets including Los Angeles; Washington; Philadelphia; Cincinnati and Dayton, Ohio; Dallas-Fort Worth, and New Orleans. Spots will run during fringe times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 18-49.

Union Oil □ Six-week campaign begins this week in about 14 markets including Miami, Atlanta and St. Louis. Spots are placed during fringe, prime and sports programming. Agency: Leo Burnett & Co., Chicago. Target: men, 18-49.

Mercedes-Benz □ Four-week campaign for automobiles begins May 5 in approximately 25 markets including San Francisco, Los Angeles, Miami and

Advantage

Debut. Multimillion dollar network TV campaign is planned for newest addition to Volkswagen line, "Jetta." Campaign will break May 15 over CBS and NBC, plus supplemental spot TV within the second quarter. Agency for Volkswagen is Doyle Dane Bernbach, New York. Credits: producer, Sheldon Levy; copy writer, Diane Rothchild; art director, Bert Steinhauer.

□

Together. Wallace & Washburn, Boston-based marketing firm, has entered into joint venture with Simmons Market Research Bureau, New York, to issue *Wallace & Washburn Report*. Annually syndicated media study provides radio programming information and qualitative sales data (shopping habits and preferences by products and brands) on station-by-station and market-by-market basis, as well as qualitative data for TV stations and local print media. Reports on New York and Boston have been completed. Approximately 40 stations, agencies and print media outlets have bought New York and Boston reports.

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Atlanta. Spots will run in prime and news/sports times. Agency: McCaffrey & McCall, New York. Target: men, 35 plus.

Porsche-Audi □ Four-week campaign for Audi 5000 begins June 12 in about 25 markets. Spots will run during late fringe times and news programming. Agency: Doyle Dane Bernbach, New York. Target: men, 18-49.

Speidel □ Four-week campaign for identification bracelets begins April 28 in eight markets. Agency: Creamer, Inc., New York. Target: teen-agers, adults, 18-24.

Piper Jaffray & Hopwood □ Four-week campaign for brokerage firm begins May 5 in about 20 markets including Portland, Ore., and Seattle-Tacoma, Wash. Spots will run during late news/sports times. Agency: BBDO, Minneapolis. Target: men, 35 plus.

Renault □ Four-week campaign for Le

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Car begins this week in about 20 markets including Los Angeles, San Francisco, Denver, Minneapolis-St. Paul and Pittsburgh. Some spots will run during late news times. Agency: Marsteller, New York. Target: adults, 18-49.

U.S. Shoe □ Four-to-five week campaign for Cobbie Cuddlers begins this week in about 40 markets including Pittsburgh, Denver, Birmingham, Ala., and San Francisco. Spots will run during fringe times. Agency: Leber Katz & Partners, New York. Target: working women; women, 25-54.

National Car Rental □ Four-week campaign begins this week in 18 markets including San Francisco, Los Angeles, Seattle-Tacoma, Denver, St. Louis and Atlanta. Spots are run in late news times. Agency: Manoff Geers Gross, New York. Target: adults, 25-54.

Booth Fisheries □ Four-week campaign for frozen seafood begins April 28 in Los Angeles and San Diego. Spots are placed in day, fringe and prime access times. Agency: Grey-North, Chicago. Target: women, 25-54.

John Morell □ Three-week campaign for Nathan's hot dogs begins May 12 in New York. Spots will run in day and fringe

times. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

Rustler □ Three-week campaign for restaurant chain begins in early May in New York, Philadelphia, Baltimore and Washington. Spots are placed during prime access, prime, fringe and weekend times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

Four C □ Two-week campaign for ice-tea mix begins May 26 in New York and Philadelphia. Spots are placed in day, fringe and prime access times. Agency: Timebuying Services, New York. Target: women, 25-49.

Evan-Picone □ One-week campaign for women's fashions begins April 30 to promote spring sale in 16 markets. Spots will run during fringe and prime times. Agency: Humphrey, Browning, MacDougall, Boston. Target: women, 18-49.

————— RADIO ONLY —————

Cooper Tire & Rubber □ Fifty-two week campaign for tires begins April 28 in Los Angeles, Portland, Ore., and New Orleans. Agency: Eisaman, Johns & Laws, Chicago. Target: men, 25-49.

RepReport

WCMG(FM) Rochester, N.Y.: To Buckley Radio Sales from Torbet Radio.

□

WWLI(AM)-WHSI(FM) Wilmington, N.C.: To Blair Radio from Torbet Radio.

Washington Dairy Products □ Six-week campaign to promote cheese festival begins May 21 in various Washington state markets. Agency: Ehrig & Associates, Seattle. Target: women, 18-49.

Chicago Mercantile Exchange □ Fifty-two week campaign begins May 5 in Chicago, Des Moines, Iowa, and Minneapolis. Spots will run during farm programming. Agency: Cohen & Greenbaum, Chicago. Target: men, 25-54.

Amalie Refining □ Sixteen-to-twenty week campaign for Amalie motor oil begins this week in about 16 markets including Houston; San Antonio, Tex.; Tampa, Fla., and Portland, Me. Spots will run in morning and afternoon drive times. Agency: The Bloom Agency, Dallas. Target: men, 18-49.

Hardware Wholesalers □ Three-week campaign for various products begins April 28 in about 19 markets including Memphis, Baltimore, and Louisville, Ky. Spots will run in morning drive times, day times and afternoon drive times. Agency: Dodge & Associates, Fort Wayne, Ind. Target: adults, 25-54.

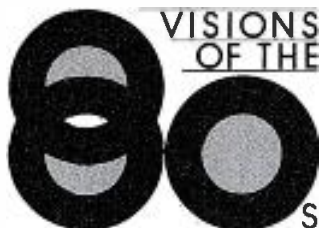
Monsieur Henri □ Six-week campaign for Weber wine begins May 5 in Louisville, Ky., and Hartford, Conn. Spots are placed in both morning and afternoon drive times, plus weekend programming. Agency: Ogilvy & Mather, New York. Target: adults, 25-49.

Pilgrim □ Two-week campaign for self-service storage warehouses begins this week in Houston, Atlanta and Indianapolis. Agency: Lindell-Keys Co., Dallas. Target: adults, 25-54.

Dreyer's □ One week campaign for ice cream begins April 28 in about 15 markets, including San Francisco, San Diego, Seattle, Portland, Ore., and Boise, Idaho. Agency: Ron Wren Advertising, San Francisco. Target: women 25-49.

————— RADIO AND TV —————

Plum Rose □ Three-to-four week campaign for ham begins April 28 in 14 TV markets and May 5 in seven radio markets including Miami, Nashville, Louisville, Ky., Phoenix, Houston, Boston and Indianapolis. TV spots are placed in day and fringe times. Agency: Sumner & Barry, Dallas. Target: women, 18-49.



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Datebook®

■ indicates new or revised listing

This week

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. Speaker: Elton H. Rule, president, ABC Inc. Waldorf-Astoria, New York.

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

April 22—*Advertising Research Foundation* annual business meeting. Warwick hotel, New York.

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—Sixth annual Communications Career Day. Department of Mass Communications, *Eastern Kentucky University*, Richmond, Ky. Keynote speaker: Drew Van Bergen, president, National Press Club. Information: Jim Harris, (606) 622-3435.

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

April 25-26—*Broadcasters Promotion Association* board meeting. Queen Elizabeth hotel, Montreal.

April 25-26—*Radio-Television News Directors Association* region 6 workshop in cooperation with AP Broadcasters and Nebraska Broadcast News Association. Omaha. Information: Steve Murphy, WOWT-TV Omaha.

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.

Also in April

April 28—*UPI New England's* 24th annual Tom Phillips New England Broadcasting Awards banquet and presentation. Marriott hotel, Newton, Mass.

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

April 29-30—*American Association of Advertising Agencies* advanced media seminar. Water Tower Hyatt, Chicago.

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

May

May 2—*Florida Association of Broadcasters* 22d annual Broadcasting Day. University of Florida, Gainesville.

May 2-3—*Society of Professional Journalists, Sigma Delta Chi* Region 1 conference. Americana Rochester hotel, Rochester, N.Y.

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.

May 2-4—Regional meeting cosponsored by *Radio-Television News Directors Association*, region 12 and *Pennsylvania AP Broadcasters Association*. Host Inn, Harrisburg, Pa.

May 3—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. Information: Tony Tutins, (312) 455-3600.

May 3—*Iowa Broadcast News Association* annual convention. Starlight Village Convention Center, Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

May 3—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Peachtree Plaza hotel, Atlanta.

May 4—*Iowa Associated Press Broadcasters* annual convention and awards luncheon. Starlight Village Convention Center, Fort Dodge.

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

May 4-9—Second annual World Communication Conference sponsored by *Ohio University*, Athens, Ohio.

May 6-9—*Audio Engineering Society* convention. Los Angeles Hilton.

May 7-10—*Concert Music Broadcasters Association* meeting. Executive House, Chicago. Information: Hal Rosenberg (714) 239-9091 or John Major (312) 751-7110 or (212) 797-1320.

May 8—*Southern California Broadcasters Association* eighth Broadcast Career Awareness Day for minorities and women. California Museum of Science and Industry, Exposition Park, Los Angeles.

May 8—*Radio-Television News Directors Association of Canada* French-language regional convention. Hotel Le Baron, Drummondville, Que.

May 8-10—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

May 8-10—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

May 9—*American Advertising Federation* "Best in the West" awards ceremonies. St. Francis hotel, San Francisco.

May 9-11—*Society of Professional Journalists, Sigma Delta Chi* Region 10 conference, in conjunction with 48th annual SDX Distinguished Service in Journalism Awards ceremonies. Park Hilton hotel, Seattle.

May 10—*Radio-Television News Directors Association* region 8 workshop. Bowling Green University, Bowling Green, Ohio. Information: Lou Prato, WDTN-TV Dayton, (513) 293-2101.

May 10—Northeast regional meeting, *National Federation of Local Cable Programers*. Boston Film and Video Foundation. Information: Roni Lipton, (617)

227-9105.

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

May 12-30—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

May 12-14—International invitational conference on "World Communications: Decisions for the Eighties," sponsored by *Annenberg School of Communications*, University of Pennsylvania, Philadelphia. Information: World Communications Conference, Annenberg School, U. of Pa., Philadelphia 19104.

May 12-14—Fourth annual National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium and American Indian Film Institute*. Quality Inn, Anaheim, Calif.

May 12-16—Religious Communications Congress. Opryland hotel, Nashville. Information: Wilmer C. Fields, RCC/1980, 460 James Robertson Parkway, Nashville 37219; (615) 244-2355.

May 13—*Television Bureau of Advertising* regional sales seminar. O'Hare Hilton, Chicago.

May 14—*National Sisters Communications Service* conference on liberation media. Opryland hotel, Nashville. Information: NSCS, 1962 South Shenandoah, Los Angeles 90034.

May 14-17—*American Association of Advertising Agencies* annual meeting. The Greenbrier, White Sulphur Springs, W.Va.

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.

May 19—*Arbitron Radio Advisory Council* meeting. Granada Royale hotel, El Paso.

May 19-20—*Society of Cable Television Engineers* Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

May 20-23—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

May 21-22—*Ohio Association of Broadcasters* spring convention. Speakers: Senator John Glenn (D-Ohio), CBS President Gene Jankowski, NAB Joint Board Chairman Tom Bolger, NAB President Vincent Wasilewski, Television Information Office President Roy Danish. Kings Island Inn, Cincinnati.

May 21-23—*Minnesota Broadcasters Association* spring convention. Radisson hotel, St. Paul.


May 24—*Radio-Television News Directors Association of Canada* British Columbia regional convention. Village Green Inn, Vernon, B.C.

May 26-29—*Canadian Cable Television Association* 23d annual convention. Hotel Vancouver, Vancouver.

May 27-29—*Electronic Industries Association's*

MARTIN R. GAINSBROUGH

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THINK OF IT AS SIX GREAT SHOWS.

Research shows that each mini-series segment generates its own audience. This means every episode of a mini-series can be treated as an individual show.

If you look at it the way viewers do, it's easy to see why: story recaps at the start

of each new episode allow the audience to enjoy every show independently.

That's why *Washington: Behind Closed Doors* is six or eight* great movies in addition to being one great mini-series.

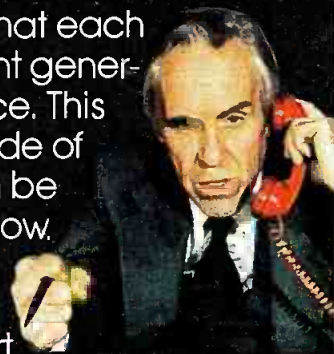
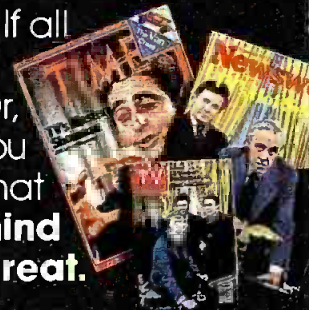
No matter how you slice it, *Washington: Behind Closed Doors* will work wonders for your station. It gives you dynamic counter programming whether you strip it or run it once-a-week.

Washington: Behind Closed Doors will hold your audience and attract new viewers with every episode.

And it will do it in style. It is an exciting, super-charged story of power and corruption in the White House featuring a glittering cast of highly promotable stars. No other contemporary mini-series has ever received such rave reviews and unparalleled publicity coverage in major publications from *Time* magazine to *TV Guide*.

The fact is, when ABC premiered its 1977 Fall season with *Washington: Behind Closed Doors*, it stole the show for six consecutive nights against an unprecedented barrage of network "stunting."

Now it will do it for you. If all this surprises you, you haven't owned a great mini-series. Or, perhaps the mini-series you have owned simply isn't that great. ***Washington: Behind Closed Doors* is that great.**



WASHINGTON: BEHIND CLOSED DOORS



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BEHIND CLOSED DOORS



Starring:
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PARAMOUNT TELEVISION DOMESTIC SYNDICATION



Major Meetings

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 14-17—American Association of Advertising Agencies annual meeting. The Greenbriar, White Sulphur Springs, W.Va.

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 1-4—Public Broadcasting Service annual meeting. Washington Hilton.

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 25th 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 6-12, 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—Eight International Broadcasting Conventions. Metropole Conference and Exhibition Centre, Brighton, England.

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

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

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

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

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

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

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

■ April 12-15, 1981—National Association of Broadcasters 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

June 5-8—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks.

June 6—Deadline for entries for Radio-Television News Directors Association's annual Michele Clark Award for "exceptional application of journalistic skills evidenced by writing, reporting, editing or investigation." Information: Dave Bartlett, News Director, WRC Radio, 4001 Nebraska Avenue, N.W., Washington 20016.

June 7—Radio-Television News Directors Association of Canada Atlantic regional convention. Howard Johnson's, Fredericton, N.B.

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

June 8-27—Institute for Religious Communications 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.

June 11—Federal Communications Bar Association annual meeting. Capitol Hilton, Washington. Speaker: FCC Commissioner Anne P. Jones.

June 11-13—Oregon Association of Broadcasters convention. Ashland Hills Inn, Ashland.

June 11-15—Broadcasters Promotion Association 25th annual seminar and Broadcast Designers Association second annual seminar. Keynote speaker: James Duffy, president, ABC Television Network. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of Iowa Broadcasters Association. Holiday Inn, Ottumwa.

June 12-14—South Dakota Broadcasters Association convention. Holiday Inn, Watertown.

June 12-14—Hawaiian Association of Broadcasters annual convention. Kahala Hilton hotel, Honolulu.

June 13-15—Mississippi Broadcasters Association annual convention. Royal d'Iberville hotel, Biloxi.

■ June 13-15—Vermont Broadcasters Association meeting. Top Notch Resort, Stowe.

June 14—Radio-Television News Directors Association region 11 (New England) meeting. Dunfey's Sheraton Wayfarer, Bedford, N.H.

June 15-17—Montana Cable Television Association annual convention. Outlaw Inn, Calispell, Mont.

June 15-27—National Association of Broadcasters 12th Management Development Seminar. Harvard Business School, Boston.

June 16-22—National Sisters Communications Service 5th annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 18-20—Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

June 19-20—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Sheraton-Washington, Washington.

June 19-21—Montana Association of Broadcasters annual meeting. Heritage Inn, Great Falls.

June 19-21—Radio-Television News Directors Association of Canada national convention. Harbour Castle Hilton, Toronto.

June 20-21—North Dakota Broadcasters Association spring meeting. Art Clare motel, Devils Lake.

June 20-21—Radio-Television News Directors Association board meeting. Harbour Castle Hilton, Toronto.

June 20-21—United Press International Broadcasters Association of Texas 25th annual convention. Summit hotel, Dallas.

■ June 20-21—Wyoming Association of Broadcasters meeting. Ramada Inn, Casper.

■ June 20-22—Radio-Television News Directors Association of the Carolinas annual meeting. Appalachian State University, Boone, N.C.

June 22-28—Radio-Television News Directors Association/National Association of Broadcasters advanced management training program for news directors. University of Pennsylvania's Wharton School, Philadelphia.

Communications Division fifth annual Hyannis Seminar. Dunfey's Hyannis hotel, Hyannis, Mass.

May 27-30—Annual meeting of Southern Educational Communications Association. Sheraton Atlanta hotel.

May 29—New York Market Radio Broadcasters Association radio festival. Sheraton Centre, New York.

May 29-June 1—International Idea Bank convention. Myrtle Beach Hilton, Myrtle Beach, S.C. Information: Tad Fogel (803) 546-5141.

May 30—Radio-Television News Directors Association of Canada prairie regional convention. Northstar Inn, Winnipeg, Man.

May 30-31—Texas Associated Press Broadcasters annual convention. Four Seasons hotel, San Antonio.

June

June 1-3—Virginia Cable Television Association annual convention. Omni International hotel, Norfolk.

June 1-4—Public Broadcasting Service annual meeting. Washington Hilton.

June 1-4—National Federation of Community Broadcasters "Working Conference For Minority Producers in Public Radio." Hilton Harvest House, Boulder, Colo. Information: NCFB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001.

June 2—Deadline for comments in FCC's children's television programming rulemaking proceeding (Docket 19142). Reply comments due Aug. 1, FCC, Washington.

June 3—International Radio and Television Society annual meeting and presentation of Broadcaster of the Year award to CBS's Don Hewitt, executive producer of 60 Minutes. Waldorf-Astoria hotel, New York.

June 3—Broadcast Pioneers annual Mike Award dinner honoring WIS(AM) Columbia. S.C. Pierre hotel, New York.

June 3-4—American Association of Advertising Agencies advanced media seminar. Wilshire Hyatt House, Los Angeles.

June 3-7—American Women in Radio and Television 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 4-5—Advertising Research Foundation's sixth annual midyear conference. Hyatt Regency, Chicago.

June 5-8—Society of Cable Television Engineers meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-8—Arizona Broadcasters Association spring convention. Holiday Inn, Lake Havasu City.

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

June 5-7—Kansas Association of Broadcasters annual convention. Holiday Inn, Hays.

Alice

and

THE DUKES OF HAZZARD

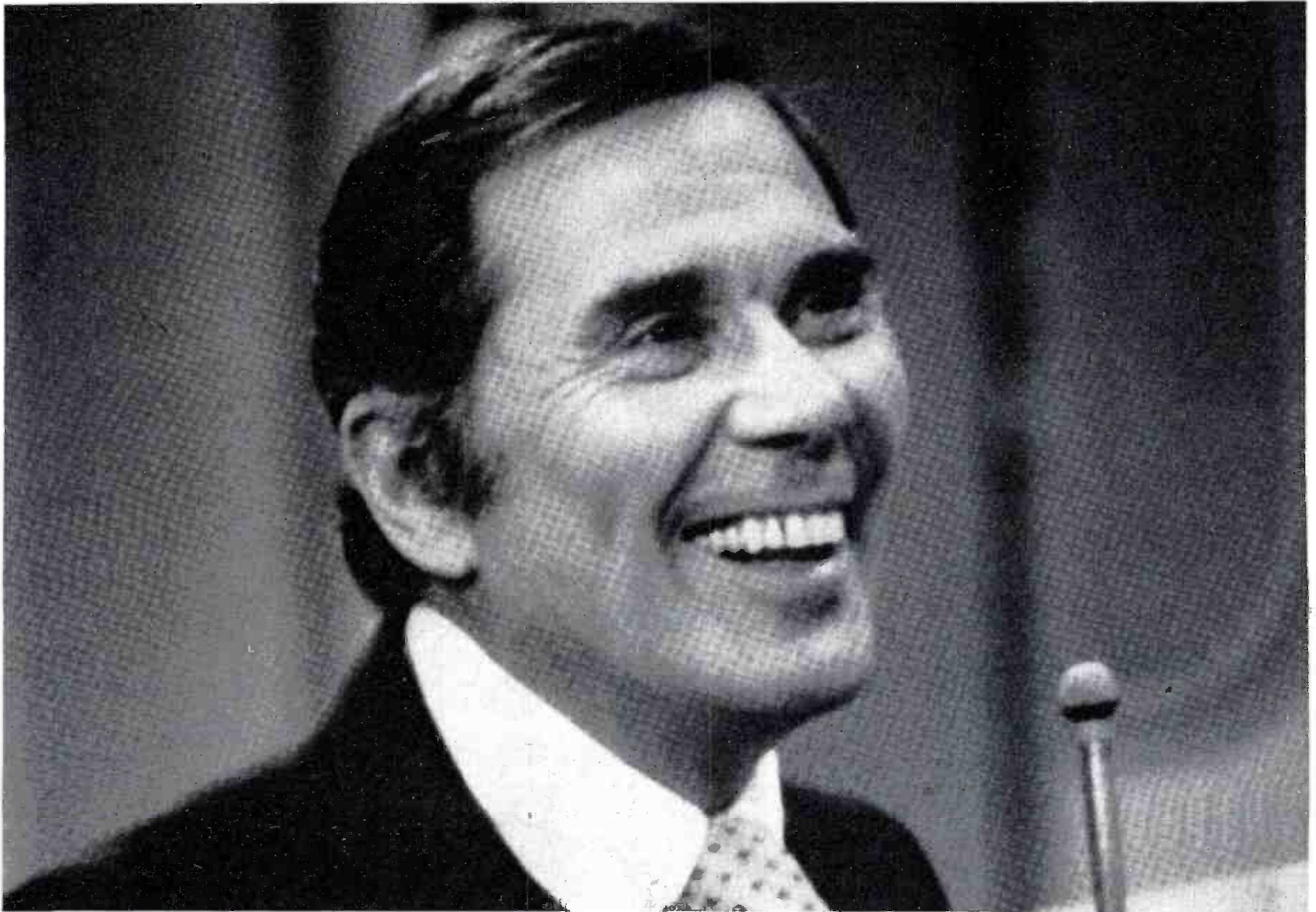
Two you can bank on

Warner Bros. Television Distribution



A Warner Communications Company

He's right



**“Match Game” wins more
18-49 women than year-ago
programs in access time
periods.**

2/80 vs 2/79

WEWS Cleveland	Up 30%
WANE-TV Ft. Wayne	Up 50%
WKZO-TV Grand Rapids	Up 13%
WFBC-TV Greenville	Up 12%
WSYR-TV Syracuse	Up 58%
WTSP-TV Tampa	Up 180%
KOTV Tulsa	Up 39%
WDAU-TV Scranton	Up 80%

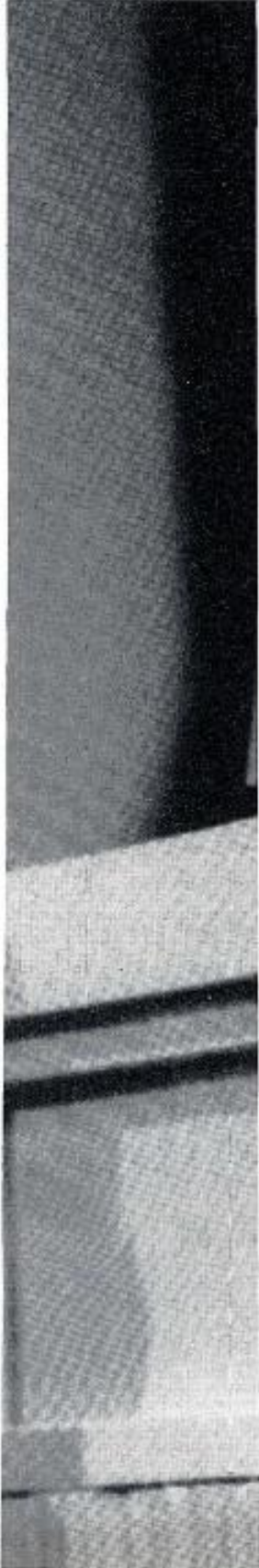
**“Match Game” wins more
18-49 women than year-ago
programs in fringe time
periods.**

2/80 vs 2/79

WBBM-TV Chicago	Up 73%
WJRT-TV Flint	Up 59%
WTPA Harrisburg	Up 67%
WRTV Indianapolis	Up 9%
KSTP-TV Minneapolis	Up 271%
KXTV Sacramento	Up 70%
KTVI St. Louis	Up 11%
KSBW-TV Salinas	Up 22%

Source: ARB, 2/80 and 2/79. Audience estimates are subject to limitations of the rating service.

on target!



When popular host Gene Rayburn brings his celebrity-packed "Match Game" strip to town, he zeroes in on a station's target audience: 18-49 women.

He did it first when "Match Game" started as an afternoon strip on CBS-TV and became a young women's favorite and the highest rated daytime network game show within 6 months after its debut.

He captivated young women again when "Match Game PM" started once-a-week in access time and joined the top ranks of all syndicated programs.

Now, as the impressive tables show, he's winning the allegiance of young women for a third time in "Match Game's" first season as a syndicated strip.

What's Gene Rayburn's secret? He's an established all-star host with enormous appeal. And he brings an all-star celebrity panel to each show. Including "regulars" Charles Nelson Reilly and Brett Somers. And such guests as Loretta Swit, Lee Meriwether, Phyllis Diller, Jack Jones, Nipsey Russell, Bob Barker, Rita Moreno, Dick Martin, Fannie Flagg and Betty White.

Gene Rayburn needs no introduction. Neither do his supporting panels; nor does "Match Game's" preeminent game show producer, Goodson-Todman.

That's why you can count on this long-running hit to start strong and fast in September. And capture a big, ready-and-waiting access audience for your station.

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San Francisco (415) 435-9113

Errata

Bob Bradley is local sales manager at KCOV-TV Santa Maria, Calif., not station manager, as reported in "Fates & Fortunes," April 7, page 171.

June 23—*Television Critics Association* meeting. Century Plaza hotel, Los Angeles.

June 24-25—*American Association of Advertising Agencies* advanced media seminar. Billmore hotel, New York.

June 24-26—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

June 24-27—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

June 25-27—*National Association of Broadcasters* children's programming conference. Key Bridge Marriott, Arlington, Va.

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

June 27-28—Media workshop on California courts sponsored by *Radio-Television News Directors Association*, *California Judges Association* and *California Newspaper Publishers Association*. University of California, Berkeley. Information: California Judges Association, 1390 Market Street, Suite 416, San Francisco 94102; (415) 552-7660.

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

July

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

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

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

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

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

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

July 18-22—*South Carolina Broadcasters Association* meeting. Meridien hotel, Montreal.

Open Mike

Not Impressed

EDITOR: I found your article on subscription television [April 7] very interesting and informative. I for one cannot see too much future in STV with cable television in the picture, no pun intended. Cable television has so much more to offer; not only nationally but on the local scene. There are, on many systems, access channels for local public lease. With cable, one also has a choice of not only the national and local services but a selection of distant signals that can be enjoyed. Finally, with the STV system one can descramble the signal themselves. While it is true that the knowledge is not general, it will become so very quickly. I knew several people who have descrambled those signals and probably would be happy to do it surreptitiously for friends.

STV was a good idea 20 years too late.—*Peter Maynard, Englewood, N.J.*

Ford fan

EDITOR: Recent FCC happenings tell me that our industry cannot tolerate another four years of the present administration. A GOP victory this year will give us a new chairman and FCC majority.

If we must have a GOP victory, and I believe we do, and if the Republican presidential nominee is to be Ronald Reagan, which he will surely be, then there is only one choice for VP: Jerry Ford.

An unthinkable thought? I say why not?

Jerry Ford is the singular American who

can guarantee a Republican victory and provide the back-up leadership required to get America headed again in the right direction.

A group of my associates is prepared to form a national "Ford for Vice President Committee," should we find sufficient interest.

I sincerely solicit the support of my fellow broadcasters to run editorials, conduct listener polls, and provide news stories on this new "movement." Since the selection of VP is a *personal* choice, I believe supporting such a decision does not fall within any election laws or Section 315 until after the convention this summer.—*Bill Sims, president, Wycom Corp., Laramie, Wyo.*

Older still.

EDITOR: A recent letter from Joe Henkin of KSOO(AM) Sioux Falls, indicated that KSOO is the oldest family owned radio station in the country, having been put on the air in 1926. For your information, radio station KMA(AM) Shenandoah, Iowa, was put on the air by my father, Earl May, August 12, 1925. Earl May had a daily radio program from August 1925 until his death in 1946. Since 1946 I have had the same time segment my father had (12:15 to 12:30 p.m. six days a week). Quick calculation shows a member of the May family has been broadcasting on KMA for 54 years. I might add, my son, Ed May Jr. is in the business so the third generation is active in the May Broadcasting Co.—*Edward W. May, president, May Broadcasting Co., Shenandoah, Iowa.*

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The people at any TV station in New York would give their eyeteeth to win the Emmy for Best Local Newscast.

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This year the New York Chapter of the National Academy of Television Arts and Sciences awarded the Emmy to independent WPIX.

It's not only winning the Emmy that makes all of us at WPIX so proud. It's who we had to beat to do it.

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The AP TV Wire is a high-speed (1200 wpm) source wire, which provides all the world's news accurately, objectively, and fast. It's specially designed to fit television's need for in-depth background on today's news—the vital data critical to the development of high-rated newscasts. It's this incredible speed that gets all the news to your newsroom right when you need it, to keep you on top of

fast-breaking stories.

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Monday Memo®

A broadcast advertising commentary from Lawrence Butner, president, Lawrence Butner Advertising, New York

The sell-everything medium—radio

In the past 35 years I've accumulated a wide background in many facets of advertising. I started at the Katz Agency, a national advertising representative, as an office boy at age 14 in 1945 while still in high school, and progressed to various agencies, including Maxon Inc. and Albert Frank-Guenther Law where I remained for 23 years until I started my own agency.

I've serviced food accounts, cosmetics, houseware, insurance, major brokerage firms, publications and banks, either in a management supervisory post or as a broadcast specialist.

I mention this personal history to indicate my experience has been diversified and has led to a usage of all media in advertising. I've had varying success with all of the media, but radio has been my constant companion over the last 24 years, dating back to the early days at Albert Frank.

I formed my own agency just about a year ago, and right now I'm spending 50% of my client budgets in radio. Our advertiser roster includes *The Wall Street Journal*, *Barron's Weekly*, *Smithsonian*, *Book Digest*, Duro-Test Corp. and Duro-Lite Lamps, United International Research Inc. and Source Securities Corp.

Much of the work is in the direct response field for which radio is especially useful.

Radio is a very hospitable medium. The salesmen are not order takers. They know their stations, their markets, the competition and they want your business. They're creative! These radio men want your business even if it is only a few thousand dollars weekly. They constantly work with us in selecting the right schedule at the right price. During the schedule they revise and constantly upgrade, improving efficiency.

We are very much at home with radio. It's really a love affair. Let me tell you why.

It works very well for accounts that survive on direct response. We have successfully sold a wide variety of publications on the radio ... not inquiries but actual subscriptions ... some as high as \$14, \$48 and \$63 per annum and that call for cash with order and receive it.

We have promoted stock brokers on radio. In some cases looking for qualified leads to turn over to account executives, especially the raw younger ones without a following. We've promoted portfolio reviews. They didn't usually deliver many returns, but I can assure you that there were many occasions where a single portfolio review very often paid for a 13-week radio schedule, when converted.

We've sponsored programs on some of the fine classical music radio stations that



Lawrence Butner, president of Lawrence Butner Advertising, New York, formed his agency in April 1979 after 23 years with Albert Frank-Guenther Law Inc., New York, which he left last year as executive VP, management supervisor, director of broadcasting and house counsel. He started his career as office boy in 1945 with Katz Agency, New York, and worked in various executive capacities with Maxon Inc. and National Export Advertising, New York. Butner holds a JD degree from Brooklyn Law School and has been an assistant professor at City University of New York for six years, teaching law and advertising in evening sessions.

never really showed up in the ratings. They showed up in their loyal audiences who delivered new substantial accounts. Entire staffs at some brokerage firms would show up some nights just to personally receive the phone calls that came in after their commercials were scheduled. Some brokers and municipal bond dealers constantly schedule their advertising on radio during the business day so that their salesmen can receive the calls personally and get to know the customer in a single step. Radio is, in most areas of the country, the only medium that still delivers closing stock market prices.

At the younger end of the spectrum we've attracted and interested youngsters in attending a client college. We sold mutual funds nationally ... a language course on records ... self-help books ... advance sale of admission tickets to a major annual event ... and an investment advisory service.

We have quite a track record of successfully using radio for direct response. Radio lets you build a more personal dimension around your product or service. Your message is from one person to another. And you still, basically, have full

60-second commercial lengths to work with. You can also take advantage of long established popular personalities who have the confidence of their audiences.

You don't require a big budget to start with. If your product is right, your target audiences pinpointed and your creative approach well prepared, a small budget can keep regenerating itself into a very substantial one.

Radio permits you to select your audience by selecting market, station, day of week and time of day. Radio is all over. Every room of the house ... every car. You can find it on the street ... at the beach and even in offices.

What's also advantageous for so many direct response accounts is that prime drive times are not usually the most effective time. There's more inexpensive time around that's just right for us. We complement the station's needs and they complement ours. When we use radio, we have one mandate: Bring in qualified leads or good paying orders. Our clients do, however, recognize certain fringe benefits that are not easy to measure but are there.

In the case of publications they help stimulate advertising sales for those publications. They help push retail sales. They boost returns on some of their large concurrent direct mailings.

Direct response radio production is relatively inexpensive by comparison to production for other media. If the commercial doesn't work, you're not grief-stricken when you scrap a radio spot and produce a new one. Radio offers one of the fastest and most accurate barometers to success or failure. We know the next day if we're on the right track. We don't wait for ratings, or in-store surveys for results ... we can turn on a dime. Change our copy overnight and be on the air in little more than 24 hours ... sometimes less. What other medium can do this for you? We can respond to fast-breaking news that can affect our client's products and services.

In addition to radio people being so helpful, we have found another kind of company that helps us with our direct response sales. The toll-free 800 phone number companies. An "800" number stimulates orders because it's free and there's no concern about an expensive out-of-local-area call.

I believe there will be a continuing trend into direct response by traditional advertisers as competition heats up, with a lot of it going into radio. Why not car rentals, airline, hotel and travel reservations? I can see personnel recruitment, real estate selling ... freight forwarders ... and even military recruiting, inspirational and self-improvement organizations. Security systems ... gold, silver and all kinds of collectibles. The opportunities are limitless.



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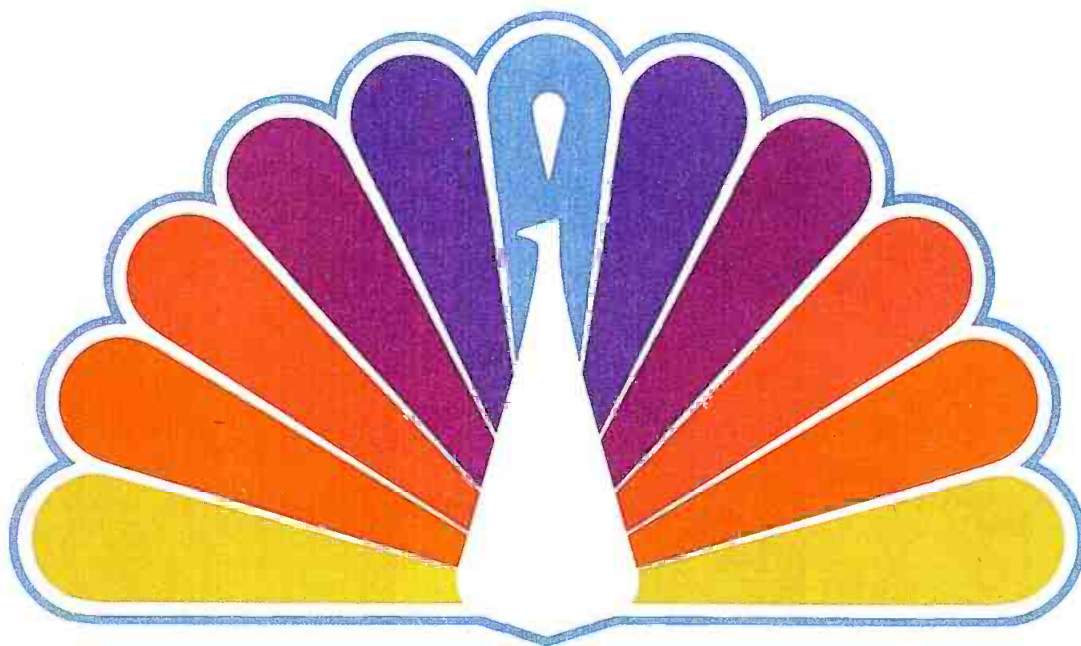
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Mon-Fri 11:30-1 AM	up 53%	up 129%
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TOP OF THE WEEK

The decor was high-tech at the NAB

Las Vegas convention overwhelmed with changes and advances in engineering; huge crowds attend

Technology dominated last week's 58th annual convention of the National Association of Broadcasters as gambling dominates Las Vegas. Hardware was everywhere: In one way or another, it pervaded workshops, speeches, hallway conversations and, most conspicuously, 200,000 square feet inside the city's convention center and a good bit of the parking lot outside. Technology was the theme of NAB President Vincent Wasilewski's opening-day speech on Sunday (April 13), and of FCC Chairman Charles Ferris's address to the last luncheon, on Wednesday. All through the four days of meetings, the AM controversies of stereo broadcasting and 9 khz channel spacing were fodder for formal and informal discussions among radio broadcasters; for their television brethren, it was satellites, the digital studio, the promise of teletext, the challenge of new media.

Wasilewski set the tone in his keynote talk on the first day when he called broadcasters "innovators," willing and ready to meet the challenge of advancing technology, and he challenged critics who call them "obstructionists," fearful of competition (story, page 53). Ferris sounded the final note at lunch on Wednesday, when a record-setting crowd of 4,500 heard the chairman urge them to embrace the opportunities of the new media and, in return, to be freed of burdens of regulation (page 29). House Communications



Subcommittee Chairman Lionel Van Deerlin, also speaking on Wednesday, stood somewhere between Wasilewski and Ferris: He criticized broadcasters—principally the NAB—for having made "an expensive choice" in opposing, for whatever reason, reduction of AM channel spacing—a move defended in advance of the congressman's speech by NAB Distinguished Service Award winner and former chairman, Donald Thurston (page 52). Van Deerlin, like Ferris, tied an increase in media voices to a decrease in regulation: "When asked about radio deregulation, I would say put it on the shelf and keep it there until marketplace forces can protect the public interest" (page 30). But while Van Deerlin was praising the efforts of the FCC to increase media competition, from the other side of Capitol Hill came an opposing view on the commission: Senator Barry Goldwater (R-Ariz.), ranking minority member of the Communications Subcommittee, was in-

sisting that Congress, not the FCC, must "make national telecommunications policy." While he insisted it is still possible for Congress to come up with communications legislation in this session, the subcommittee's chairman, Ernest Hollings (D-S.C.), was not as sanguine (pages 32, 34).

Those were the words from on high. But the words flying across the convention over the issues of AM stereo and 9 khz were less tempered. Traditionally, the FCC delivers broadcasters some sort of regulatory "present" at convention time, but the decision just prior to Las Vegas to go with the Magnavox stereo system was one gift horse with a mouth under intense scrutiny. In management and engineering workshops, in Q&A sessions with FCC commissioners and personnel, the action was subjected to repeated criticism (page 42). Thurston ignited the war of words over 9 khz with an untraditionally controversial speech in accepting the DSA award; FCC Commissioner Robert E. Lee, who headed the U.S. delegation to the western hemisphere conference where the channel-reduction issue was promoted, couldn't let the gauntlet lie. In a speech to engineers, he defended the U.S. delegation: "Anyone who tells you they were unprepared or divided or inept is very uninformed. And that includes recipients of awards" (page 73).

For television delegates at the convention, new technology was less the subject of debate than an object of attention for the opportunities posed by satellites (page 74), digital equipment (page 76) and teletext (page 78).

For the people who went to Las Vegas to take immediate and more tangible advantage of the opportunities of new technology—the equipment marketers—it was an ideal environment.

Despite generally dismal forecasts for the national economy, the three-pronged financial assault of high interest rates,



double-digit inflation and the threat of recession did little to stem broadcasters' buying enthusiasm last week, according to equipment salesmen.

Tom Callahan, president of Thomson-CSF Broadcast Inc., said his company "really didn't see any problem" with sales this year. "I was more worried about the interest rates than inflation or the so-called recession," he said. Generally, he said, the prices for equipment have kept up with the general inflation rate, but some products—notably electronic newsgathering cameras—are coming down in price. Broadcasting, Callahan said, is not necessarily recession-proof but, "if anything, it will lag behind the general downturn."

Manufacturers interviewed admitted concern about the economy but many still reported an exceptionally good convention. "We were more concerned about inflation than recession," said Harris Corp.'s New York-New England sales manager, Vern Russel. "But the broadcasters are still spending money." He said sales were good across the board, with especially high interest being paid to Harris's high-ticket items, such as transmitters and antennas.

Broadcasters, Russel said, generally have more available cash than those in other industries, and purchases can be made even in times of high interest rates.

John McDonald, general sales manager

for Jefferson Data Systems, said of the economy: "Everybody is concerned about it and talks about it." Still, he added, "this was the best NAB we've ever had."

The exhibitors should have been

pleased. The convention came close to last year's records for attendance with nearly 20,000 registered in all—6,570 broadcasters, 6,000 exhibitors and 6,875 exhibitor guests.

It looks like CBS has locked it up

And thrown away the key; stretch drive puts network ahead of ABC by enough to make win mathematically sure

With a one-two punch of homegrown movies, CBS appeared last week to have KO'd ABC's hopes to regain a ratings edge in the last two weeks of the season. Even the mighty Oscars couldn't keep ABC off the ropes, despite its impressive 35.0 rating/52 share prime-time average.

CBS broke its way out of the ratings deadlock in the next-to-last week of the season with a strong drive that was spearheaded by the made-for-TV movie, *Kenny Rogers in The Gambler*. And it reprised that performance the next week with the two-part *Guyana Tragedy: The Story of Jim Jones*, another television movie. *The Gambler*'s 31.2/49 not only made the film CBS's week's winner, but also the season's top-rated made-for-TV movie. The record didn't stand long, though: Part

II of *Guyana Tragedy* pulled a 31.7/50 the following Wednesday after Part I scored a 28.9/46 on Tuesday.

Only three nights of last week's ratings were available Friday. ABC's broadcast of the Academy Awards won Monday for that network, with a 32.1/47.6 for the night, against CBS's 18.0/27.0 performance from its regular series (mostly reruns) and NBC's dismal 11.1/16.6. *Guyana* boosted CBS to 24.9/40.2 Tuesday, against 18.6/30.1 for ABC, 11.7/18.6 for NBC. And *Guyana* crushed its opposition on Wednesday. NBC's *The Rockford Files*, going against the final hour of *Guyana*, could only scrape together a 9.2/15, while *Vega\$* in the same slot on ABC earned a mere 12.8/21. The Wednesday totals were CBS 27.1/43.1, ABC 14.6/23.3 and NBC 14.3/22.7. With those three days figured into the season-to-date, the standings going to the wire were CBS 19.6, ABC 19.5, and NBC 17.4.

With last night (April 20) generally

InBrief

Firmest step yet toward expanded early-evening network TV newscasts was taken last week at Las Vegas meeting between **CBS-TV affiliates board and network officials**: Consensus of board members, participants said, agreed with network leaders that **time has come to talk about expansion**, preferably to 45 minutes in most affiliates' view, although some said 60. (CBS-TV officials said economics would probably decide length question.) Proviso: Affiliates would have to get back equivalent time or money or both for local period thus given up. Many steps yet to come, including CBS's working up specific proposal and selling it to affiliates generally. Thus actual expansion seems minimum nine months or year away. Affiliates board was **less receptive to idea of expanding early-morning news**, holding this should at least await further improvement of ratings in present one-hour length. Neither board nor CBS officials showed interest in introducing late-night news.

NBC-TV has acquired rights to 20th Century-Fox's **"Breaking Away"** for reported **\$5 million** and will air Academy Award-winning film May 5 as part of special-studded May sweeps line-up. Elsewhere in month are: "The Towering Inferno" (May 2-3); "Oh God!" (4); "King Kong" (8-9); "Capricorn One" (11); made-for-TV film "F.D.R.: The Last Year" starring Jason Robards and six-hour David Wolper-Stan Margulies miniseries, *Moviola* (18-20).

FCC order **freeing cable television systems** from obligation to **black out "significantly viewed" distant signals that duplicate local ones** has been **affirmed** by U.S. Court of Appeals for Fourth Circuit, in Richmond, Va., in 2-1 decision. Spartan Radiocasting, joined by some 30 other licensees, had argued that commission order, which came on reconsideration of earlier decision retaining rule requiring blackout of such signals (BROADCASTING, March 27, 1978), violated Administrative Procedure Act's notice requirements and was deficient in that it failed to provide reasoned explanation for "abrupt" reversal of prior policy. Those arguments were rejected by Judge Kenneth K. Hall, writing for himself and Judge James Dickson. Hall said "any surprise worked" upon broad-

casters grows out of "success of the opponent's arguments, rather than from any claimed failure of [commission] notice about their consideration." Judge James M. Sprouse, in dissenting opinion, said abrupt manner in which commission changed policy "demonstrates a total failure to engage in reasoned decisionmaking." Court, in affirming commission action, vacated its order staying commission's rule pending appeal. However, case may not be over. Broadcasters last week were considering asking court for rehearing.

ABC, CBS and NBC have petitioned U.S. Court of Appeals in Washington for **rehearing in case in which panel of court affirmed FCC in Carter-Mondale Committee case** (BROADCASTING, March 17). Networks say that, in upholding commission decision that they had violated "reasonable access" law in refusing to sell committee 30 minutes of time for appearance by President Carter in December, panel raised important new issues concerning commission's implementation of that law. ABC said panel's decision "sanctifies and perpetuates a pattern of confused, uncertain and arbitrary agency decision-making in the highly sensitive area of political programming." NBC said issue worthy of reconsideration is whether law grants to individual candidates "personal right of access which commences with a supposedly 'objective' determination" by commission that campaign has begun and which is based on commission's determination of candidate's "individual needs." CBS said commission's interpretation of statute expands its power at cost of limiting broadcasters' judgment regarding allocation of time to candidates, and says, "fundamental question" is whether that expansion of power in "highly sensitive area" is warranted by statute and consistent with First Amendment.

Final chapter in 18-year-old KRLA(AM) Pasadena, Calif., case was written off last week when FCC Administrative Law Judge Reuben Lozner **approved reimbursement to Orange Radio Inc. in amount of \$1 million** for "legitimate and prudent" expenses incurred in filing and prosecution of its competing application for station. There were 20 applicants at one time for license that had been stripped from Eleven Ten Broadcasting Corp. in 1964. There were seven surviving last September when Lozner awarded license to KRLA Inc., company formed from merger of five applicants. Pacific Fine Music and Orange, however, held out for reimbursement. Pacific previously was awarded \$100,000.

regarded as the end of the season, a mathematician calculated that to tie CBS, ABC would have to pile up a 25-point ratings advantage in four nights last Thursday through Sunday. He speculated that ABC picked up one or two of those points last Thursday night, leaving 23 or 24 to be amassed in three nights, or an average nightly margin of more than seven points.

In less precise mathematics, a CBS source guessed that the chances were 100 out of 100 that CBS would win the season by some margin, however small; that they were maybe 99 out of 100 that the margin would be big enough to be rounded to a tenth of a point, and that they might be one out of four or five that the margin would be big enough to round to two-tenths.

Gene F. Jankowski, president, CBS/Broadcast Group, in reacting to his network's success, said: "I think it's very exciting that we surprised a lot of people by finishing first for the 1979-80 season. We did it with series programs, and most of all we did it because of the talented people we have. It was a real team effort."

For the week ended April 13, with five winning prime-time nights and eight of the week's top-10 programs, CBS beat ABC by a full three points: 20.9 rating and 34.1 share to ABC's 17.9/29.1. NBC continued to trail in third, but more sluggishly than ever, at 14.7/24.1.



Jankowski. "It was a real team effort"

Combining those scores with the other weeks since the season began Sept. 17 now gives CBS a tenth of a point edge. The standings: CBS 19.6; ABC 19.5, and NBC 17.5.

Leading the way for the CBS assault in

the next to last week was the *Kenny Rogers in The Gambler* made-for-TV movie with its 31.2/49.

CBS's *60 Minutes* took second with a 29.0/46, followed by ABC's *That's Incredible* (26.1/39) and NBC's *Real People* (25.3/40). The remaining five leaders were all from CBS: *Jeffersons* (24.7/38), *Nurse* movie (24.3/39), *M*A*S*H* and *Alice* (both 23.6/35), *Flo* (23.0/35) and *Dukes of Hazzard* (22.4/37).

Aside from *Gambler* and *Nurse*, CBS also had a strong showing with the repeat of the movie "Magnum Force" (20.5/37). Elsewhere on the movie front, ABC had success with repeats of "High Plains Drifter" (21.1/34) and "Patton" (18.9/31). ABC's *The Comeback Kid* almost managed a 30 share with a 17.4/29. Considerably less auspicious was NBC's replay of "Coming Home," which managed only a 15.0/25, and its theater presentation of *The Oldest Living Graduate* (12.8/21).

During the week, CBS won Tuesday, Wednesday, Friday, Saturday and Sunday; ABC took Monday and Thursday, leaving NBC out in the cold.

Lowest rated of the week's shows were the back-to-back special scheduling for *United States* (7.8/13 and 6.9/12). NBC also ran into severe problems with a baseball runover until 10:15 p.m. Sunday, which brought only a 13.1/23.

FCC has denied National Association of Broadcasters' petition asking for **suspension of April 1 effective date of FCC's new equal employment opportunity processing guidelines**. NAB asked FCC to suspend date and asked commission to institute rulemaking proceeding to reassess its entire EEO program. FCC said guidelines were procedural in nature and staff used them to determine which of 3,000 renewal applications processed annually were to be selected for in-depth review.

House Judiciary Committee last week approved **legislation that would prohibit surprise police searches of persons not suspected of committing crime**; committee rejected move to limit provision only to news media. If approved, **legislation would overturn two-year-old Supreme Court "Stanford Daily" decision**. Senate Judiciary Committee is expected to act this week on similar bill that is only limited to journalists and writers, as suggested by administration.

Sears, Roebuck & Co. has signed agreement with Wometco Home Theater, subsidiary of Wometco Enterprises, under which it will **market WHT's subscription television service and install service's antennas and decoders**. Sears has similar agreement with Oak Communications in Los Angeles and Phoenix and has been talking with Comsat about handling marketing and installation services for the satellite carrier's proposed satellite-to-home service.

Board of Corporation for Public Broadcasting last week allocated **\$81 million as community service grants** for public TV stations for fiscal year 1981. Allocation is 50% of total CPB budget.

WADECO Inc. will attempt to get back into case in which it is challenging Belo Corp. as licensee of WFAA-TV Dallas. It will petition U.S. Court of Appeals in Washington for rehearing on question of whether—as commission found—WADECO should be disqualified on ground it misrepresented financial backing and withheld information from commission. Commission decision was affirmed earlier this month by three-judge panel in 2-1 vote (BROADCASTING, April 7).

Hearings are scheduled this Wednesday (April 23) on H.R. 6228, bill introduced by Representative Allan Swift (D-Wash.) on **media**

crossownership. House Communications Subcommittee will have three panels of witnesses on hand; tentatively included on list: Irwin Krasnow of National Association of Broadcasters, Pluria Marshall of National Black Media Coalition, Sis Kaplan of National Radio Broadcasters Association and Richard Shibben, chief of FCC's Broadcast Bureau.

FCC Administrative Law Judge Joseph Chachkin has granted URC Management Services Corp. application for new commercial television station in Seaford, Del. He also dismissed competing application of Seaford Television Co. for same facility. Station, ch. 38, is **only commercial channel presently assigned to state of Delaware**. Judge also granted motion by URC for summary decision resolving ex parte issue in its favor, and motion by Seaford for summary decision involving misrepresentation and lack of candor issues in its favor. Applicants had filed joint request asking for dismissal of Seaford's application and reimbursement by URC to Seaford of up to \$10,000 for legal expenses. Chachkin said data submitted by applicants warranted reimbursement and would serve public interest by enabling Delaware to receive its first television service at an earlier date.

SFM Media Corp., New York, has established **SFM Entertainment division to function in programing** for TV stations and for in-home, satellite and cable. **Stanley H. Moger**, executive vice president of parent company, has been named president of new division, which includes existing SFM Holiday Network (for feature film showing) and proposed SFM Documentary Network (outlet for independent producers).

Charles Gerber, VP program development, NBC Television Stations, named to newly created post of VP, MCA TV Program Enterprises. Responsibilities include negotiations and development of *The Toni Tennille Show*, *You Bet Your Life* and other syndicated projects.

Wallace Jorgenson, president of Jefferson-Pilot Broadcasting Co., Charlotte, N.C., elected chairman of board of Association of Maximum Service Telecasters at annual meeting in Las Vegas during National Association of Broadcasters convention. He succeeds Franklin Snyder, Hearst Corp., Pittsburgh.

U.S. news teams now getting pressure from home on Iran

Carter asks that they limit number of personnel there and reporting of hostage situation

American journalists, who have had their problems with the Iranian government in covering the hostage story, last week felt some pressure on the subject from the U.S. government. President Carter urged American journalists to "minimize, as severely as possible, their presence and their activities in Iran." The immediate indication from news organizations, including the networks, was that they would continue to report the story as best they can. Reductions in staff, they noted, had already been imposed by the Iranians.

Carter made the request during his news conference on Thursday, when he announced a ban on travel to Iran and on financial transactions between anyone in the U.S. and persons in Iran. In both cases, those engaged in news gathering activities were exempted.

Some reports quoting unnamed sources said the request for voluntary reduction in journalists' activities was aimed at isolating Iran from the world community. However, the President, in his news conference remarks, and an administration official who briefed reporters on a background basis later said the administration is concerned about the safety of American citizens, including reporters, in Iran. The administration official cited public threats that had been made against Americans and the increasing tensions between the two countries.

At one point in developing the decision on the travel and financial bans, reporters and news-gathering operations were to be included. However, the decision was finally made to exclude them for policy and practical reasons.

Network news representatives were happy about that, at least. But they did not take kindly to the suggestion they reduce the size of their operations in Iran. CBS and ABC have seven people each in Iran, only about a third of what each had before U.S. journalists were expelled in January. The size of NBC's presence has dropped sharply also, but the network declined to say how many staff members it has in the country.

Burton Benjamin, vice president and director of CBS News, said he was "pleased" the President "recognized the role of the free press by exempting us" from the restrictions. But he said the seven people CBS has on the scene "are the minimum necessary to cover the story." And, he said, "we'll provide the fullest coverage possible of this story of such major importance to the U.S."

ABC was also pleased the President understood the importance of reporters being on the scene in Iran. But, a spokeswoman said, expressing a view offered reporters by other ABC representatives, "the same good sense should have kept him from crossing the line defined by the First Amendment. He shouldn't tell us what to do or how to do it, except in time of war or national emergency. And he has said this is neither. He should be clear about letting us exercise our news judgment, not his policy judgment."

NBC News President Bill Small was at least as firm as the others. He told reporters: "Our obligation is to report the news fully and objectively as possible. That obligation remains."

Carter indicated he may go beyond a request to journalists in an effort to interfere with communications with Iran—and not only between Iran and the U.S. Among the measures Carter said he will take if "a constructive Iranian response" is not produced by the sanctions the U.S. has imposed—and that America's allies may impose—is to ask member nations of Intelsat "to bar Iran's use of international communications facilities."

How successful the U.S. would be in persuading other countries to deny Iran satellite links remains to be seen. But the administration sees interruption of Intelsat service to Iran as a means of denying that country a substantial amount of its telecommunications access to the rest of the world.

Television service could also be interrupted. But the networks would do their best to get around any such obstacle. Benjamin recalled that when Iran blocked the networks' access to satellite service, CBS flew its material out of the country to the closest satellite link available. "We will do everything possible to cover the story," he said.

Small said that "if the White House is limiting facilities available to journalists, it would have serious First Amendment implications. It would," he added, "become a form of limited censorship, which is hardly in keeping with the traditional American concept of a free press."

There was another aspect of the President's news conference of particular interest to the news media. He took advantage of one question to deny charges by his opponent for the Democratic presidential nomination, Senator Edward M. Kennedy, that he has scheduled announcements and news conferences dealing with Iran to win political advantage.

The President suggested his questioner check the calendar since the first of January. There isn't any date that would not be immediately before or immediately after a primary, he said, adding, "We have 35 primaries in a period of about five months, which is an average of seven primaries per month. And I have never designed the announcement of an action to try to color or modify the actions of voters in a primary."

As for the 7:20 a.m. news conference he called in the Oval Office on April 1, just

before the polls opened for the primaries in Wisconsin and Kansas, to report on the latest development in the hostage situation—that, he said, "was a completely appropriate time." He said it followed a statement Iranian President Bani-Sadr had made earlier, Washington time, about noon in Iran, about the possible transfer of the hostages to government custody.

FTC compromise may be in sight

Version approved by Senate conferees would include two-house veto, virtually end children's ad inquiry

After weeks of discussion, Senate conferees last week sent to their House counterparts a compromise that, after three years, may finally result in authorizing legislation for the Federal Trade Commission.

The Senate package, approved by a 4 to 3 vote, would saddle the FTC with a legislative veto—although not the one-house veto upon which the House has insisted—and would all but kill the children's advertising inquiry.

Under terms of the compromise, FTC rules could be overturned if both houses passed a resolution of disapproval. The President, however, would not be required to sign the bill—a provision the Senate had previously approved.

No provision in the compromise would specifically kill the children's advertising proceeding, but the proposal would have that net effect. Essentially, the FTC would be allowed to regulate advertisements for products deemed unsafe by another federal agency. Since candy and sugar-coated cereals have not been found unsafe, the FTC would have no jurisdiction in this area.

Action for Children's Television was predictably unhappy with the Senate compromise. "The strictures in the Senate proposal effectively destroy the rulemaking by forcing consumers to get rules from more than one agency," ACT said. "Big business has won again, and this time its victims are children."

But the ACT statement may be premature. House conferees now have to examine the Senate proposal and decide whether to accept its recommendations, as do both houses of Congress. A key sticking point could possibly be the veto, as the House has said it would not accept anything less than the one-house version.

The Senate also called for special interest exemptions from FTC action, although they were not as stringent as those proposed originally. When the House conferees will take up this compromise is uncertain, but the last stumbling block will be President Carter, who may be reluctant to sign a bill that kills ongoing investigations, such as the children's advertising inquiry.

Ferris urges broadcasters to go with the flow of technology

He tells record NAB crowd that new media forms can lead to less regulation; adaptability is key to prosperity, he says

FCC Chairman Charles D. Ferris last week held out the carrot-like enticement of less regulation and ultimate First Amendment parity with the print media, once the competition promised by new technology is in place. He urged broadcasters to welcome and adapt to the tides of change rolling in from the new technologies.

That way, he said, "you can exploit [your] advantages" and "should also expect that regulatory policies can and should be updated or relaxed—that our traditional licensing oversight can be made less onerous and less frequent and that broader programing discretion, and ultimately full parity with print media, can be achieved."

Ferris spoke Wednesday at the closing luncheon of the NAB convention, before a crowd estimated at 4,500, said to be the largest ever served at a sit-down meal at the Las Vegas Hilton, "the largest hotel in the world."

Like Representative Lionel Van Deerlin (D-Calif.) a few hours before him (see page 30), Ferris linked less regulation to increased competition. He ticked off lessons he said he had learned since taking office:

- "That government regulation is not as effective a spur to diversity and consumer welfare as increased competition. [Applause.]

- "That our broadcasting system is valuable and worth preserving and is strong enough to survive and adapt to new challenges.

- "That we must work to achieve ultimate parity between the print and broadcast media as to their rights under the First Amendment. [More applause.]

- "That change and competition may be the best hope we as a nation have for assuring that broadcasters do attain their full First Amendment equality; and, finally.

- "That, whether or not we view it as a positive competitive development, change is inevitable. The genie of innovation is loose, creating new programing pathways into the home, and it cannot be stuffed back into the bottle by me or by anyone else."

Ferris said that "I do not believe that the

changes in regulatory policies I foresee can be achieved abruptly, or without some degree of uncertainty during the period of transition. But I see them as inevitable.

"You can help bring about these changes by grasping the fundamental link between competition and regulatory stability. Instead of resisting new services, new entry and new market conditions, I urge you to use them to shape a new regulatory environment in which the basic guarantee of the public's stake in broadcasting is not regulation, but a wider menu of programing choices.

"The future is yours to shape. I am confident that you who are astute businessmen and women, and you who are creative programers, will seize this as an opportunity for a new outburst of profit as well as creativity, to your own benefit as well as the benefit of the American public."

Ferris, who titled his speech "The First Amendment in a Changing Communications World," told the broadcasters he had kept the promise he made to them two years ago to resist program censorship. "I would rather risk the utterance of a few bad words," he said, "than foster a society of governmentally fettered ideas. You have my pledge to continue to resist the



Ferris

pressures on the FCC to engage in more control of speech on radio and television. We haven't—and we won't."

He said he had also kept his promise to follow a policy of "zero-based regulation," citing requirements already removed or loosened and changes under way, including the pending radio deregulation rulemaking.

"The Broadcast Bureau is also hard at work on a new approach to all renewals, both radio and television, which would substantially reduce paperwork and move towards a simplified technique to check compliance with commission policies," he said. "In the final analysis, this approach may serve the public better than our existing cursory review of nearly 10,000 renewal applications every three years."

Moreover, he said, efforts already made in both radio and TV "to expand the opportunities for new stations to be created and for new voices to be heard on these stations" could eventually help the commission reach the goal of "substantive deregulation" of television, in addition to radio.

He noted that minority ownership of 35 stations will shortly have been accomplished within a two-year span. He also noted that the commission had sought to provide for more stations by expanding the AM band and reducing channel spacing to 9 khz, adding wryly that these moves "have not met with wholehearted backing from this group." But at the same time, he said, the FCC has tried to increase the ability of existing stations to compete to their full potential through the adoption of AM stereo standards.

"The commission's efforts to insure minority participation and to open up opportunities for new full-time radio stations—both AM and FM—should be seen in their full context in the long-term interest of broadcasting," Ferris asserted. "I see them as necessary steps if we are to lay the basis for reducing government regulation of broadcasters and providing full First Amendment parity of broadcasters and the print media."

In his view, he said, "if there is a critical unmet need in the broadcast marketplace—one that demands a solution—the FCC should first ask whether the free market can provide a solution to it. Nevertheless, if the marketplace is unlikely to provide a solution or has been found to have failed, then I believe the commission can look to its radio and television licensees to determine how to address this particular marketplace failure."

The children's TV inquiry, Ferris said, "found hope for abundant service to our nation's children in future decades" but "left us with the difficult choice of what to do for this generation."

"It is not my wish to have government require children's programing," he asserted. "My earnest hope is that commercial broadcasting will provide, without regulation, the range of programs to meet the diverse needs of our society, young and old, city and country, black, white and Hispanic.

"If, however, it does not, I feel that the FCC cannot eternally forbear. That does not necessarily mean we will seek more regulation of your business. But it may mean more active FCC efforts to reduce the barriers to alternative media that want to enter the marketplace with specialized services for these audiences."

Ferris told the broadcasters that the world is not changing because of the FCC, but "of its own force," and that "the only real question is whether the commission

can or will stand in the way of this progress and competition."

He said he recognized their uncertainty about the future, and reminded them that "both radio and television in America are still alive and well" despite much change in the competitive environment since 1934, date of the Communications Act.

"You should take heart from the lessons of history. You who were in radio three decades ago survived and became a part of television, while radio changed its programming strategies and emerged stronger than ever. Many of you in television are now becoming part of cable. The major networks have indicated that they plan to produce programming for other distribution markets, such as cable and home videocassettes and disks."

Ferris saw a parallel between what is happening in the telephone field and other information services, and what might happen in broadcasting.

"Increasing competition in programming sources may ultimately lessen the role for traditional public interest regulation of broadcasting just as increased competition in telephone services and equipment can lessen the need for the FCC's heavy regulatory hand in those fields ...

"The 1934 Communications Act provides us with substantial flexibility to adapt to changing industry conditions. But to the extent that the act presents any real impediment to needed policy changes, I would welcome limited legislative initiatives to eliminate those obstacles ...

"I also recognize that new programming services and new technologies can be an important spur to more responsive programming by television broadcasters. In the past, we have relied heavily upon our licensing and comparative renewal policies to assure that public needs are met. But I am also prepared to rethink established policies in this area.

"I believe we should clarify the FCC's comparative-renewal policies. We need to eliminate unnecessary uncertainty for licensees who substantially serve their communities. And if we conclude we cannot establish adequate policies in this important area, I feel confident that the Congress would be receptive to recommendations for necessary changes in the act.

"In the coming year we will also be focusing more attention on the initial comparative-hearing process, in both the broadcast and nonbroadcast fields. That process is far too time-consuming and inefficient. It must be improved."

Ferris assured the broadcasters that "I have not prodded you to be more responsive to unmet programming needs for children or minorities simply because they are important social goals. I believe you must respond to these needs to survive—not because of regulatory pressures, but because of economic and technological pressures.

"I do not believe that either the commission or you can stem the tides of change that are fragmenting traditional viewing patterns and preferences. I urge you, therefore, to welcome the change, to exploit new opportunities, to carve out new services."

Van Deerlin ties 9 khz to deregulation

Key House member upbraids NAB at its convention for its backstage Region 2 maneuvers; says addition of channels is trade-off for less federal control

The chairman of the House Communications Subcommittee laid it on the line to members of the NAB last week.

Representative Lionel Van Deerlin (D-Calif.), appearing Wednesday near the end of their annual convention, told the members that the NAB won the battle against 9 khz and more competition, at least for a year, "but it surely lost the war" for radio deregulation.

"For in postponing a switch from 10 khz to 9 [separation between AM channels]," he said, "broadcasters may have also postponed radio deregulation," because "less regulation and more competition go hand-in-hand."

Van Deerlin was referring to NAB's action in soliciting other nations to delay recommending a switch to 9 khz, contrary to the U.S. position, at the Region 2 conference in Buenos Aires (BROADCASTING, March 17).

Van Deerlin said FCC Chairman



Van Deerlin

Charles Ferris "is his own man," and the FCC must reach its own policy decisions on the record compiled. But if Van Deerlin were an FCC member, he said, he would vote "no" to deregulation "until I was assured that more radio outlets would accompany deregulation" and "until I were convinced that marketplace competition could replace regulation as the principal means of serving the public interest."

"I would vote 'no,'" he said, "not because I am an advocate of federal regulation and agency paperwork. Not because I believe that broadcasters should be punished, like rambunctious schoolchildren, for their opposition to more radio outlets. I would vote 'no' be-

cause I would have no other choice under the existing law."

Van Deerlin noted that "in this week's [April 14] BROADCASTING magazine Charlie Ferris remarked that you can look at life as a series of opportunities or threats.

"It's clear to me which choice your industry has made," Van Deerlin continued. "Your choice may be more expensive than you realized. A few weeks ago, I suggested that broadcasters replace predictable self-interest with a new, more enlightened greed. I would never expect you to throw your cap in the air over the creation of more radio outlets. However, a temperate reticence—some well-chosen restraint—does not seem unreasonable.

"The NAB has failed to exercise such restraint. The association, as you know, has chosen to pursue radio deregulation at the commission, rather than in Congress.

"Some NAB members would seem to disagree. While NAB executives were flying to Buenos Aires, I was receiving letters from individual station owners and managers urging me to reintroduce radio deregulation (without spectrum use fees, of course).

"I cannot—I must not—interfere with the FCC's rulemaking process. But I can respond to questions asked [and] to requests for legislation, and when asked about radio deregulation, I would say put it on the shelf and keep it there until marketplace forces can protect the public interest."

Van Deerlin had warm words for the commission—its deregulation and restructuring of the telecommunications industry "in one bold stroke"; its deregulation of receive-only earth stations last fall; its lifting of the one-to-a-market rule for subscription TV stations; its apparent determination to "march ahead to complete cable deregulation."

"MDS—and the expansion of new pay television outlets—could be next," he continued. "The commission should be applauded for its efforts to eliminate lengthy comparative hearings for these new service offerings."

All this, he said, "is terrific news if you happen to be in the telephone, data processing, STV, cable or satellite receiver business."

As for broadcasters, he said, the FCC's "AM-stereo decision was hardly an example of deregulation. But it represents sound public policy, a case in which the FCC intervened to set technical standards because marketplace forces would not suffice. From your point of view, it also represents a much-needed boost to AM outlets trying to compete with thriving FM stations."

Van Deerlin also pointed to some negative entries in broadcasting's ledger: The FCC's inquiry into children's television, the FCC's and later the court decision against the networks in the Carter-Mondale political-time case; the defeat for the networks when the FCC announced its new Equal Employment Opportunity regulations; the FCC decision to strip RKO of three TV licenses.

He called the RKO decision "affirma-



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tion, at last, that a broadcast license is issued three years at a time, and even though it may become very valuable, the channel assignment is no more than that: an assignment, in the public trust, not to be confused with private property. Check the Gideon Bible in your room. 'The Lord giveth, and the Lord taketh away.'"

Van Deerlin said that "all things considered, the FCC has demonstrated a remarkable consistency in its policy decisions—especially those affecting broadcasters."

He thought observers might be right in saying a "Ferris Commission" is emerging at last but said that, in any case, over the past year he has watched seven commissioners "who seem to have grasped a concept which broadcasters can't—or won't—accept."

"The concept," he said, "seems simple enough: Deregulation is a two-way street. Less regulation and more competition go hand in hand—a marriage made not in heaven, but in the courts."

"This wedding of principles is not merely the preferred policy option of a Lionel Van Deerlin or a Charlie Ferris. Rather, the concept of less regulation and more competition is an expression of congressional intent which has been explicitly articulated by the courts. Broadcast regulation is a direct consequence of scarcity. As long as scarcity of broadcast outlets exists, so shall broadcast regulation."

Van Deerlin, just back from a fact-finding mission to Pakistan, also gave a report on one aspect of the trip, prefacing it with the observation that NAB members might be interested, "given your group's recent

infatuation with foreign diplomacy."

In the northwest corner of Pakistan, bordering on Afghanistan, he said, there are 25 million Pakistanis and a half-million Afghan refugees, all speaking a common language. "While Radio Moscow, Radio Peking, All-India and even Radio Cairo have been blasting their countries' version of [the Russian invasion of Afghanistan] to the 25 million Pushto-speaking people of that northwest province," he said, "the Voice of America has remained silent."

The VOA told him it had "funding problems," he said, and he added: "I think the VOA is commendable, as far as it reaches. But I also think it is deplorable that Radio Cairo can find the money to serve these Pakistanis while the Voice of America can't . . . This is a war of words we can't afford to lose."

Goldwater pitches communications bill

He tells NAB audience such legislation is vital and wants Congress to act this year; he deplores FCC 'pre-empting' regulatory policy

While the list of informed observers who believe Congress will not be able to pass significant communications legislation before adjourning this year—certainly not legislation including provisions bearing on broadcasting—is lengthening, Senator Barry Goldwater (R-Ariz.) is not among them. Not only that, but he thinks such legislation is essential, and he does not look kindly on what he regards as the FCC's effort to "pre-empt" Congress and the executive branch by attempting "to establish national telecommunications policy."

Goldwater, ranking minority member of the Senate Communications Subcommittee, took advantage of a forum provided him at the NAB convention—he addressed the engineering luncheon on Monday—to make clear his impatience and frustration at what he sees as a move by the FCC into a vacuum left by Congress:

"I wanted to make sure . . . that the FCC and, more importantly, my colleagues on the Communications Subcommittee, know exactly where I stand. The bureaucrats of the FCC must not be allowed to make national telecommunications policy."

It is that vacuum that Goldwater wants Congress to fill. And he took the unusual step of going public with an effort to pressure Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, into moving quickly on the bipartisan draft bill the Democratic and Republican staffs have melded from bills originally introduced by Hollings and Senator Howard Cannon (D-Nev.), chairman of the parent Commerce Committee, and by Goldwater and fellow Republican Harrison Schmitt of New Mexico. The draft, which contains provisions dealing with the common carrier and broadcasting

industries, has not yet been made public.

Goldwater virtually called on the members of his audience to urge Hollings to move on the bill. He disclosed that he planned to meet the next day with Hollings and Cannon, "in an effort to get something out this year." And he even released a copy of a memorandum from two of his subcommittee aides, Ward White and Ray Strassburger, suggesting that, in the event Hollings and Cannon refuse to release the draft, Goldwater and Schmitt will "seek Democratic co-sponsors and introduce it."

But Hollings, who also appeared at the convention, was reflecting a less urgent approach. He said he planned to meet with Goldwater "within 10 days" and noted that the committee had been faced with a number of major issues—the trucking deregulation and railroad bills among

the following day, but Goldwater did get together with Cannon.

With all other major issues taken care of, the parent committee is now free to devote its attention to a communications bill, and Cannon expressed interest in getting the key senators together so legislation could be introduced.

There was optimism from both the majority and minority staffs that a bill could be introduced soon. An aide to Goldwater said, however, that if the Democrats hold up the process, Goldwater and Schmitt will be eager to press ahead, and may go looking for other co-sponsors.

The commission actions that concern Goldwater are the proposal to deregulate radio and the major action, two weeks ago, freeing AT&T and General Telephone & Electronics to provide "enhanced" communications services, including computer and information-exchange services, through subsidiaries that would operate at arm's length.

Within limits, he acknowledged, Congress is pleased when the commission reacts positively to its legislative efforts. "The FCC should deregulate wherever possible under present law and still protect the public interest," he said.

But, he added, "nothing—and I mean nothing—can satisfactorily substitute for congressional action." He said commission actions are certain to be challenged both administratively and in the courts. "The process will take years to reach a final decision . . . The uncertainty that presently exists will continue, and in the end, who will have established this country's telecommunications policy? The unelected judges of the federal courts."

Goldwater described the broadcasting provision of the draft bill he is determined to see moved along the legislative path as one that would substitute, for the regulation mandated by existing law, policy that would provide for competition among technologies—"a policy framework that is technologically neutral, allowing new technologies to flourish." The marketplace, not government, should determine the success or failure of new services, he said. The competition he foresees is of a kind that has caused con-



Goldwater

them. He also cited a political consideration: It would be necessary to have a "working majority," not merely a majority of the committee, to assure the bill's safe passage through the Senate this year.

Goldwater and Hollings did not meet

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cern among broadcasters. "Cable television, subscription television, and possibly direct broadcast satellites all compete with traditional broadcasting," he said. "Not only can we largely deregulate radio now," he said. "We can soon begin the process of deregulating television. But we can't do the job well without legislation."

Goldwater also saw the legislative proposal as providing a first step toward solving what he sees as a "communications gap between policymaker and scientist"—a gap he said has plagued the U.S. in preparing for the World Administrative Radio Conference in Geneva last fall and the AM spectrum planning conference in Buenos Aires in March.

He said initial failure to coordinate policy and technology prevented the U.S. from persuading other nations at WARC to support its positions, with the result that a number of important decisions were postponed. And he noted that in Buenos Aires, although the chairman of the U.S. delegation, FCC Commissioner Robert E. Lee, has said the U.S. proposal to reduce channel spacing from 10 khz to 9 was "effectively" adopted, the decision was put off "for further study."

The coordination of policymakers and technicians has proved difficult, also, in connection with efforts to solve radio frequency interference (RFI), Goldwater said. But that is one area where he believes "technicians are not listening to the problems of the policymakers." He warned that they had better.

He said RFI is a headache for congressmen, senators and their "outraged constituents." He said he has received mail on the subject for years. But, he said, the television set manufacturing industry has done nothing to solve the problem, even though the scientists and engineers have the necessary capability.

"If the industry does not take steps to resolve the problem soon," he said, the policymakers in Washington will act." And the result, he added, "may not be to the industry's liking."

Small talk with Senator Hollings

In NAB 'conversation,' head of communications subcommittee says he still has hopes for communications legislation

Monday's NAB television general session featured a "conversation" with Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee. Moderators of the discussion were Robert King, senior vice president of Capital Cities Communications and chairman of the NAB television board, and George Koehler, president of Gateway Communications, Cherry Hill, N.J.

King asked Hollings how close the senator felt the Senate is to an agreement on one communications bill, and if he expected any broadcast amendments. Hollings



Koehler, Hollings, King

ings explained that "we've been in the cooker" with trucking deregulation, the budget, and railroad legislation, but he hopes to get something out by the end of this year. He said that "we have to get more than a fair majority; we have to get a good working majority if we're going to get anything out this year." When questioned about amendments on a broadcast license term, Hollings replied, "I've always felt that if senators could get a six-year term, broadcasters should certainly be able to get a five-year term." He also expressed a desire to see much deregulation of radio.

Koehler then questioned the senator about the possibility of copyright legislation to stem what Koehler said was unfair competition from the cable industry. Hollings said he was watching closely the FCC's cable economic inquiry. And, should the FCC change its policy on program exclusivity, Hollings said Congress would take a look at that situation. However, he stated that, "it is not the role of the government to allocate wealth."

King then said that Comsat's proposal for satellite-to-home broadcasting, if approved, would be a major policy shift away from localism, and asked the senator if he felt the proposal was within Comsat's congressional mandate.

Hollings replied that he would not jump to any conclusions, but he felt the proposal would warrant oversight hearings. He emphasized that the public interest standard is still important.

Koehler then returned to the subject of a communications bill and asked if it would consider license renewal standards. Hollings said he did expect to see language that would give guidelines to the FCC for comparative renewal proceedings. "But, as long as broadcasters are doing a good job, the number of comparative hearings should be reduced," he added.

Koehler then asked the senator how he felt about multiple ownership. Hollings answered that he would like to frame the issue in terms of service to the public. "But," he said, "holding so many licenses is a tremendous amount of power."

King then wound up the session with a question about the FCC's children's television proceeding. Hollings said he was more concerned with children's minds than with their teeth, but said there should not be a mandate on children's programming at this time. He felt that broadcasters could do a much better job. "If the broadcasters can do a better job than the staff report shows, then I feel confident," he stated.

Washington update

Van Deerlin subcommittee members tell NAB House will probably approve part of Senate bill limiting FTC powers, but won't give up one-house veto; Moorhead wants Ferris to wait on cable deregulation

House conferees will probably vote for the provision in the Senate-passed bill removing the Federal Trade Commission's authority to regulate "unfair" advertising, one conferee predicted last week. The same source said, however, that the House "is wedded to" the one-house veto of FTC actions that the Senate would not accept. That disagreement remains the only deterrent to adoption by the Senate-House conference committee of a measure to send to both floors.

The authority for those evaluations was Representative Thomas A. Luken (D-Ohio), one of four members of the House Communications Subcommittee appearing at an NAB workshop last Tuesday. Luken, also a member of the Consumer Subcommittee that oversees FTC matters, is participating in the Senate-House conferences that are attempting to reach a compromise between conflicting FTC authorization bills passed by the two chambers.

The removal of the FTC's authority to regulate unfair advertising would also scuttle the commission's disputed inquiry into

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The top five sport series in the first quarter for eight straight years—an incredible achievement! And ABC Sports will keep bringing you great sports action and the world's top sporting events all year long!

**ABC's
Wide World
of Sports—
Sunday**



**ABC's
International
Boxing**



**ABC's
Wide World
of Sports—
Saturday**



**Pro
Bowlers Tour**



**The
Superstars**



ABC SPORTS 

SOURCE: NTL Ratings Reports January 1 — March 31 each year (March 24-30, 1980 — NTL FWH Report). Household Average Audience Estimates. Regularly scheduled, multiple-telecasts. Weekend Daytime Sports programs. Data subject to qualifications which are available on request.

Atlanta

Austin (Tex.)

Boston

volume

now sold in...

*38 great
motion
pictures*

Fresno

Las Vegas

New Orleans

New York

Norfolk-
Portsmouth-
Hampton

Pittsburgh

Portland (Ore.)

Providence

San Antonio

San Diego

Seattle-Tacoma



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A Warner Communications Company

children's television advertising.

With David Markey, NAB legislative counsel, as moderator, the panel of congressmen covered a wide range of Washington topics.

On pending legislation to require disclosure of broadcasting financial reports, Representative James M. Collins (D-Tex.) said he opposed the principle when it was first applied—under pressure from the news media, he said—to members of Congress. For congressmen, he said, it has meant not only “those fool forms you have to fill out” but also outrageous requests for charitable bequests. As for broadcasters, the congressman said, if financial disclosure were to be required, he would favor the inclusion of salaries of news broadcasters. “I understand one of those commentators I’ve heard talking about ‘obscene’ oil profits makes several hundred thousand a year,” Collins said. “Folks ought to know that.” Collins has been a frequent critic of television news programs that he says unfairly label oil profits as excessive.

Representative Carlos J. Moorhead (R-Calif.) is opposed to the disclosure of station financial reports. “I don’t think the public should judge a business by the money it makes,” he said. Luken said the “vice” of the disclosure proposal was that it makes a fallacious assumption of a “correlation between profits and programming.”

What about FCC deregulation of cable? Moorhead pointed out that he was among subcommittee members who have asked FCC Chairman Charles D. Ferris to delay FCC proceedings until Congress has a chance to review the serviceability of present copyright law, which, the congressman said, was based on a continuation of FCC regulations then in effect. “I understand the FCC is divided 3 to 3, with one on the fence,” Moorhead said of the pending rulemaking to remove restrictions on distant-signal importation and to eliminate syndicated exclusivity. The congressman supports the principle of exclusivity and said an increase in the fees that cable systems pay to the copyright pool for broadcast carriage was needed.

Representative Timothy E. Wirth (D-Colo.) said he felt no congressional tinkering with the copyright law was indicated at this time. He wants adjustments left to the Copyright Royalty Tribunal, which was created by the present law and given the power to change the statutory rates with changing conditions.

The congressmen indicated they want a strong hand in deciding whether Comsat should introduce the direct-to-home satellite broadcasting service it has proposed. Wirth pointed out that the Communications Subcommittee had already expressed an intention to hold hearings on the matter. Luken said he thought it too early for Congress to make a decision, “but Congress shouldn’t abdicate to the FCC.” Moorhead said: “I don’t think Comsat ought to be allowed to go into competition with broadcasting. I’m not sure the public would be better off.”

In response to a question, none of the congressmen had fault to find with televi-



Luken, Collins, Markey, Wirth, Moorhead

sion news coverage and political exposure in congressional election campaigns. Collins said broadcasters were even-handed in their presentation of candidates. Luken said television broadcasters were “more generous than newspapers.” Moorhead said television news coverage figured only lightly in congressional races in metropolitan areas like Los Angeles, which can embrace many congressional districts like his. “You have to figure in a very controversial issue to get on the television news,” Moorhead said. For him, television advertising is too expensive and largely wasted circulation. He uses radio. Wirth said news coverage was “good and fair.” But he finds the costs of television campaign advertising “appalling.”

In his latest campaign, he said, his opponent spent \$600,000 and he spent \$400,000. “It’s out of control,” Wirth said. “It’s a bad use of money. I don’t know what the better way is, but we have to look for it.”

What if the Senate moves toward some kind of broadcast legislation this year, as Senators Ernest Hollings (D-S.C.) and Barry Goldwater (R-Ariz.) last week indicated it might (see story 32).

Wirth said there was no interest on the House side in broadcast legislation this year, although he hoped for action on the common carrier revisions in the Communications Act that he and subcommittee colleagues have been drafting. No others on the panel disagreed.

Some advice from one of their own

Broadcasters-turned-congressmen give NAB thoughts on how the industry could improve its dealings with Capitol Hill

Two congressmen who are broadcaster “family” had some straight talk for the 50 or so radio delegates attending a Monday morning NAB session.

The soberest talk came from Representative Al Swift (D-Wash.), a former television news director, who said that the rapidly advancing new-media technologies mean: (1) that radio and television broadcasters are “going to have a great deal to do with Congress in the years to come,” but (2) “from Congress’s perspective, a

lot more communications people than just broadcasters are coming to the Hill with problems.” Gone must be the days, he said, when the networks can appear in Congress and leave the impression that they came “without any significant degree of humility at all.” Broadcasters, said Swift, are going to get caught in a double bind: They need Congress now more than ever, yet they must work to overcome a reputation that, rightly or wrongly, has been laid on them: that they are, as Swift said he was often told on arrival in Washington, “the most arrogant bunch of SOB’s we see here on the Hill.” Broadcasters now “must adopt techniques for dealing with Congress accordingly,” he said.

Senator Walter Huddleston (D-Ky.), a former station owner (“I see my colleagues here, and wonder where I went wrong and ended up in the Senate.”) was more positive, but addressed the same matters of lobbying. “Beyond three or four members,” he said, “no one in the Senate has experience with broadcasters—except at campaign time when they had to buy ads, and thought they had to pay too much.”

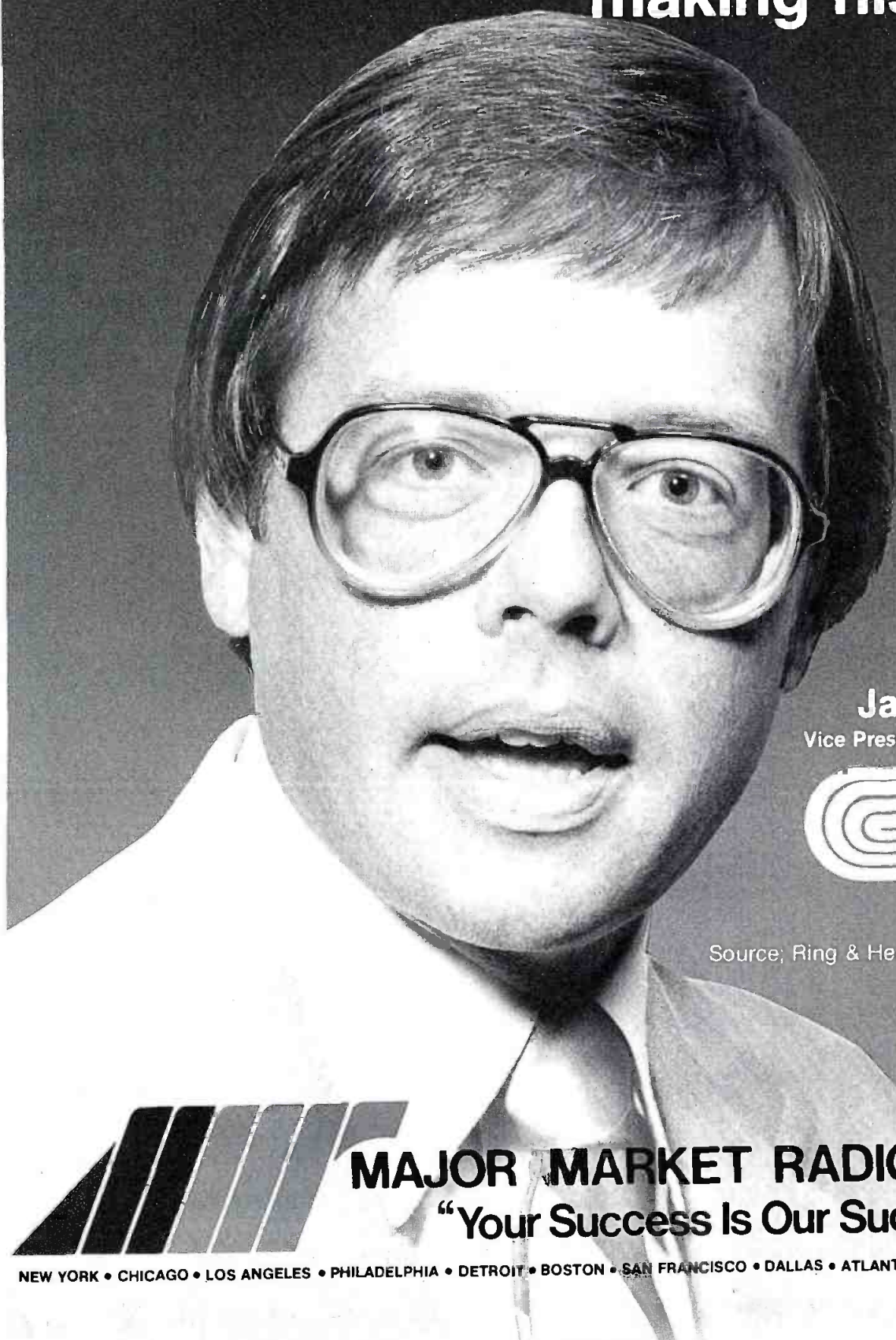
“See that the members of Congress learn what broadcasting is all about,” Huddleston urged. On the Hill, “there’s not a great depth of understanding” of the problems at the local level of broadcasting. “Let them understand the problems of keeping a log, of ascertainment, of renewal forms,” he said.

Both congressmen called for more sophisticated lobbying by state broadcaster organizations. The best of these, Huddleston said, come to Capitol Hill well prepared (“don’t come with a laundry list”), informed (“know all facets of an issue”) and open-minded (“come to learn as well”). He also said that timing is crucial on a particular legislative issue: Get up to the Hill “before the ox is in the ditch, before everybody who wants to mold broadcasting into their particular shape is up there lobbying.”

Swift, too, had his lobbying tips. “Do it in an organized fashion,” he said. And, he added, “any time you cannot invite me to lunch, dinner or cocktail party, I’ll give you a plus mark . . . See me in my office.”

In response to questions, both Huddleston and Swift addressed the issue of increasing the number of radio channels. “We don’t need gigantic increases in

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months they're already
making history!"**



Jack Hogan
Vice President General Manager

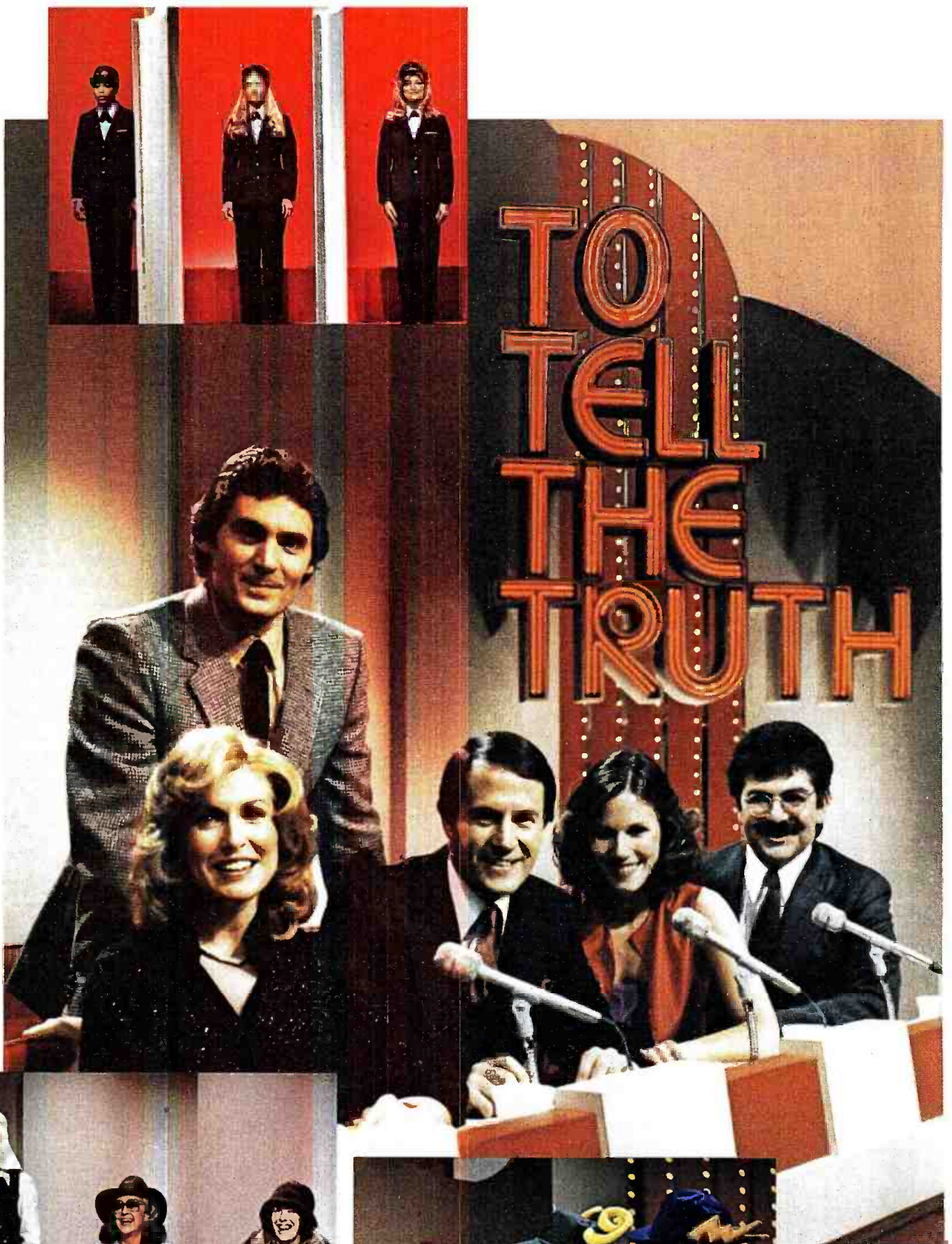


Source: Ring & Herring Report, Jan., 1980.



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As program casualties mount every week, "Truth" has grown stronger.

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WCAU-TV	Philadelphia
KBHK-TV	San Francisco
WLVI-TV	Boston
WKBD-TV	Detroit
WRC-TV	Washington, D.C.
WPGH-TV	Pittsburgh
WTCN-TV	Minneapolis
WPLG	Miami-Ft. Lauderdale
KCPQ-TV	Seattle-Tacoma
KWGN	Denver
KCRA-TV	Sacramento-Stockton
WVIT	Hartford
KATU	Portland, Or.
WTMJ-TV	Milwaukee
WTVN-TV	Columbus, Ohio
WVUE	New Orleans
WSPA-TV	Greenville-Spart.-Ashe.
KWTV	Oklahoma City
WOTV	Grand Rapids
WLKY-TV	Louisville
WTAR-TV	Norfolk
WBRE-TV	Wilkes Barre
WRGB	Albany-Schenectady
WEYI-TV	Flint-Saginaw-Bay City
WTOL-TV	Toledo
WJKS-TV	Jacksonville
WTVC	Chattanooga
WKPT-TV	Bristol-Johnson City-Kingspor
WEEK-TV	Peoria
WYTV	Youngstown
KELO-TV	Sioux Falls
WTOG-TV	Savannah
WCBD-TV	Charleston, S.C.
KLAS-TV	Las Vegas
WSEE	Erie
WTVE	Reading, Pa.





Huddleston, Wirth

broadcasting stations," said Huddleston, but he offered little hope of help from the Hill. There's "a lack of understanding" of the issue in Congress, he said. He said he thought the FCC would react if jurisdictional committees took a "strong position" on the matter, but he added, "I don't think that's going to happen."

Swift said that in seeking more radio channels, the commission was going after three "mutually exclusive" ideas: (1) an increase in the number of voices (an idea all right in itself, Swift said), (2) good service and (3) good programming. "You can only turn out so much good *anything*," he said.

The FCC on the firing line in Las Vegas

Lee, Quello, Brown and Fogarty field questions and criticism from broadcasters in separate radio and television sessions

The NAB held two question-and-answer sessions last week at the convention to look into the FCC's crystal ball for radio and television. The workshops, held Monday (television) and Tuesday (radio) and featuring four commissioners—Joseph Fogarty, Tyrone Brown, Robert Lee and James Quello—revealed no new insights into the future of both media. Ex parte rules prohibited discussion of commission matters now in rulemaking status, such as the children's television proceeding and radio deregulation. But the sessions did reflect the broadcasters' present concerns on a number of proposals and inquiries now before the commission, as well as criticism of some recent FCC decisions.

The television workshop covered such issues as Comsat's satellite-to-home broadcasting proposal, changes in ownership rules, financial disclosure and the prime-time access rule.

NAB President Vincent Wasilewski,

who moderated both sessions, opened the television workshop by asking the commissioners about their feelings towards Comsat's proposal.

Lee said that while he was willing to share some thoughts on the matter, he would have to wait for Comsat's formal proposal before he could make a final determination. He stated that while the concept is technically feasible, he questions the use of satellite-to-home broadcasting on a large scale. But, he added, "we might approve it, but then Congress will get into questions of whether Comsat can provide such a service, and whether the proposal hurts the concept of localism." Lee also questioned what effect direct broadcast satellites would have on national advertising and whether local stations could survive "with only local advertising, if it comes to that."

Quello said he too, would like to see Comsat's actual proposal, adding that the "possibilities are mind-boggling," but "I would have to see how localism is affected." Quello did not agree with critics who argue that broadcasters use the localism issue to obstruct competition. "It's not so," he said, adding, "I would like to see some of the best thinking on this issue."

Brown felt that the proposal presents a "peculiar problem" because "it's Comsat that is proposing it." He said that if the proposal is serious, he does not believe the FCC will stand in the way. But he wanted to clarify what he felt was a point overlooked by over-the-air broadcasters. "It is essentially a pay television proposal, one that will compete with subscription television and cable television," he said. "I don't see it as having a heavy impact on localism," he added, although he admitted that DBS might be a "siphoner" of programming. Brown then picked up on the issue of advertising, saying: "I would be skeptical if it aggravates the national market. However, if it does, perhaps they [national advertisers] have fallen asleep at the wheel."

Fogarty called the concept "brilliant—the most brilliant since the invention of the vacuum tube." And he said he would

not want "the religious principle of localism to stand in the way of such a concept. The FCC will protect the localism principle."

Wasilewski then asked how the commissioners felt about the possibility of educational stations airing commercials. Quello, considered to be the "educational commissioner" noted there are mixed feelings among public broadcasters on this issue. While he supports institutional advertising on public television, he cautioned that "once you start real commercialization, even for an hour, you are changing the basis on which public broadcasting was formed and the basis under which it should operate." Brown agreed with Quello.

Fogarty said he would like to go further and say that public broadcasting should be totally funded and get out of "the fundraising area." But Fogarty also added words of advice to the audience, should the issue become a reality: "I would have a real fear, if I were you, of having more advertising competition."

The NAB president then asked about any possible changes in ownership rules. Lee said that the present rules had been "in cement for quite a while now," and he would hesitate to make any changes. He did add that he hoped more broadcasters would take advantage of the UHF market. Quello agreed that the present rules are "reasonable" and do "an adequate job of defending against unreasonable concentration of control."

Wasilewski then polled the commissioners on how they would decide on releasing broadcasters' financial records to the public. Lee said he would oppose it. Quello said he would have to see how Representative Ronald Mott's (R-Ohio) bill, which is intended to make those records public, develops. Fogarty replied that the telephone companies report all their finances and they are not kept from the public. But Quello opposed him, saying phone companies were a regulated monopoly and an altogether different service from broadcasting. Fogarty responded: "If I were a broadcaster, I would worry. Just two weeks ago the FCC deregulated the telephone industry, and with that action, there is no way to distinguish between the two."

Questions were then received from the audience:

■ In what direction do you see the FCC pushing television receiver technology? Fogarty replied that he felt the FCC had jurisdiction to order manufacturers to meet certain specifications. And Quello agreed. Lee added that the FCC "hasn't been asleep at the switch in this area."

■ Where does the commission stand on distant signal importation and syndicated exclusivity? Quello said there would have to be a heavy burden of proof before "I vote to eliminate syndicated exclusivity." Fogarty said he found it ironic that cable owners wanted deregulation in those areas, and still wanted regulation in the protection of their franchise fees.

■ Has the prime-time access rule been successful? Quello said he felt it had ac-



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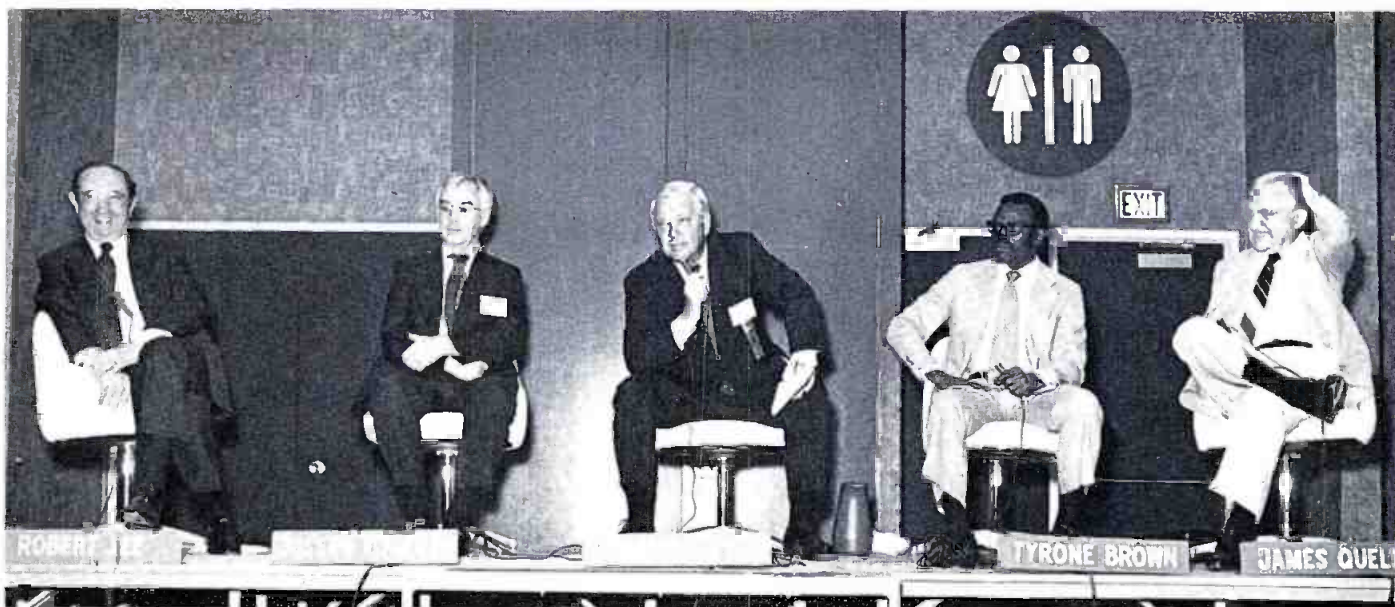
WCTI-TV/New Bern, N.C.

WUHF-TV/Rochester, N.Y.

Cleveland Browns Radio Network

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complished its purpose of giving additional local service. Fogarty felt it "has been a total failure. What we have done is make some syndicators multimillionaires."

While the television broadcasters did not have any specific gripes with the commissioners, it was a different story on the radio side, where a lively discussion centered on the FCC's recent decision to increase its equal employment opportunity processing standards and its approval of the Magnavox system for AM stereo.

Wasilewski opened the questioning, asking Lee: "What's new with 9 khz?" Lee, who headed the United States delegation to the Region II conference in Buenos Aires, said: "Nothing new—we returned from the conference without a definitive decision. Although there was a majority for 9 khz, we did not have a consensus. I am partially convinced it will be approved when we next meet, November 1981." In response to a question from the audience on the number of available frequencies and their allocation should 9 khz become a reality, Lee answered, "Nine khz could provide the United States with anywhere from 200 to 1,400 stations, and the commission will set priorities for minorities and daytimers to use those frequencies."

Wasilewski then threw out the subject of AM stereo for discussion. Quello said he was glad the commission decided on one system. Brown said the issue of whether to adopt AM stereo or not was never up for discussion—"we were all for that," he said. "The real question was whether to adopt one system." Brown, who dissented to the one-system approach along with Commissioner Anne Jones, said: "All applicants met the commission's minimal requirements. I saw no basis for making distinctions and did not want to cut off any future technologies that might develop."

A TV engineer asked why the commissioners approved the Magnavox system without reading all the technical information submitted. Lee said the purely technical decision was made on the basis of

recommendations by the FCC's engineers. The questioner then asked, "Why did the FCC approve a system that every AM broadcaster in the country disapproves of?" Lee replied that if every AM engineer makes a filing saying the FCC made the wrong choice, "I would change my mind." This remark brought loud applause from the audience. Leonard Kahn, whose Kahn/Hazeltine stereo system seems to have a great deal of support from broadcasters, then stepped forward and asked the commissioners if they would consider holding oral arguments to reconsider their decision.

Brown answered that if an oral argument proved to be a help in aiding the decision-making process, he would go along with it. Fogarty and Quello also said they would favor an oral argument on the subject.

Members of the audience then stood in line to list their particular grievances and frustrations with the FCC's new EEO processing guidelines. One broadcaster asked: "How can we serve the public interest if in small markets like ours we spend so much time looking for a qualified minority? There are thousands of broadcasters like me all over the country who are tired of this." After applause from the audience, the commissioners gave their side of the issue. Lee said that while the broadcaster had a point, "if a sufficient enough showing is made, you should not have trouble with your renewal form. When you broaden things to correct past injustices, someone always gets hurt."

Quello said: "I voted for EEO. Today, if you're against EEO, you're against God, mother, country, and in my case, reappointment." He then explained that he felt there were better opportunities for minority advancement and employment at larger stations, and that smaller stations suffer from the standards.

Brown said he understands the frustration, but the new guidelines do not mean that the commission looks at the bottom line on deciding whether a licensee is carrying out an effective EEO program. "All the FCC wants you to do," he said "is

try to seek out and employ minorities. Show us that you have made a concerted effort. We know that for small stations in small towns getting the statistics is not easy."

Wasilewski diverted the topic to the possibility of required break-up of AM-FM combinations. Lee said such divestiture is being considered, but that he was not prepared to separate them at this time. Quello said there would have to be solid proof that would convince him to approve it. And Fogarty agreed, saying that "it doesn't seem fair at this time to require total divestiture."

Brown, however, offered another point of view. He explained that while he wanted to emphasize that the FCC would not require divestiture of existing AM-FM combinations, he did feel that a rule similar to the radio-television and newspaper-broadcast crossownership rules could be adopted to forbid transfers of intact combinations. He stated that such a rule would be possible because of the historical precedent of the other crossownership rules.

Lee said his position may change if stereo gives a boost to AM, and it would not need the support it now receives from its co-owned FM stations.

There's no doubt where they stand on deregulation

Radio panel session draws volley of questions to Catholic Conference's Hirsch for his group's opposition to the FCC's proposal

Radio broadcasters in evidence at the National Association of Broadcasters convention in Las Vegas last week appeared as sleek and content as any of their colleagues. But there are things, apparently, that can make them seem hungry and

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mean—opposition to the FCC's proposal to deregulate radio, for instance.

Indeed, the radio broadcasters' feelings on the subject were almost palpable at a Tuesday radio general session that featured a panel discussion on radio deregulation. The feelings had a focus in Richard Hirsch, secretary of communications of the U.S. Catholic Conference, which opposes deregulation.

FCC Broadcast Bureau Chief Richard Shiben had only to open his remarks by saying he would challenge "the concepts" expressed by Hirsch, whose remarks preceded his, to win a spirited round of applause. And every one of the half-dozen questions asked in the 15 minutes left for questions at the end of the session was directed at Hirsch. Most were expressed with vehemence, if not bitterness.

NAB radio board Chairman Arnold Lerner, who served as moderator, set the tone in his opening remarks. He talked of opponents of deregulation whose tactics are outside "the bounds of fairness." And he said the fate of the proposal depends on whether "this government has the will to resist self-serving rhetoric of the opposition and let the people choose [the service they want] for themselves."

The three panelists—Steve Simmons, of the White House domestic policy staff, was the third—generally reviewed positions expressed in other forums regarding the FCC proposal to eliminate formal ascertainment and logging requirements, and to drop processing standards that set guidelines for commercialization and non-entertainment programing.

Simmons, noting that four agencies of the federal government favored deregulation, though to varying degrees, cited four underlying reasons for that approach—the increase in the number of radio stations to over 8,000, the determination to let the market forces operate, the "dedication to protecting First Amendment rights" and the decision to "get government off the backs of business wherever possible."

Hirsch said the commission is redefining the public interest standard to mean "the satisfaction of consumer well-being." The USCC is troubled by that redefinition and also, he said, by the fact that "the community is being restricted to the marketplace." Hirsch said permitting the marketplace to shape the kind of service listeners will receive, meant that groups like the poor and elderly, whom



Election year enlightenment. With the country well into the political season, the NAB convention planners provided two two-part workshops on FCC rules and policies governing political broadcasting. One was for radio broadcasters and the other for television, and Milton O. Gross, chief of the commission's fairness/political broadcasting branch, was on hand for both. In the radio workshop, participants were Gross; Bill Perry, of Dow, Lohnes & Albertson; NAB attorney Barry Umansky, the moderator, and John Quale, of Kirkland & Ellis. In the television workshop (above), participants were (l-r) moderator James J. Popham, NAB deputy general counsel; Gross, and Stephen A. Sharp, of Schnader, Harrison, Segal & Lewis. Many of the nuts-and-bolts types of issues discussed were of the kind that crop up in every election. One new one involved the activity of conservative independent political action groups that campaign against liberal candidates. Sharp raised the hypothetical question of an independent committee using the picture of a target candidate in a television commercial. Does that constitute a "use" that would entitle his opponents to "equal opportunities," even though the commercial was intended to harm the candidate's chances? Sharp thought it does, under a literal reading of the law, but hoped the commission would take "a common sense approach" to the issue. Gross thought the commission might. He noted that the commission took such a "common sense" approach in ruling that the Iowa presidential caucuses were to be treated as an election for purposes of the law requiring broadcasters to accord the lowest unit rate to candidates advertising on their stations (BROADCASTING, Jan. 21).

advertisers do not care to reach, will not be served.

For his part, Shiben denied that the FCC is changing the public interest standard mandated by the Communications Act. But, he said, the commission has "the flexibility" and the obligation to review and change policies and rules that no longer are necessary. And, he said, in a comment indicating his position on the issue, "There are sufficient facts in the record to say a new approach is called for."

Shiben also thought Hirsch was selling the poor and elderly short: "It's not a little insulting to regard the poor and elderly as strangers visiting from another planet who don't share the same concerns as others and [instead] need special programing."

The audience's feelings were never far from the surface. But it was in the ques-

tions that the intensity became clear.

One questioner said broadcasters' "ascertainment" has determined that the USCC had not checked with its own people at the grassroots before setting its policy. Not so, said Hirsch. He said the USCC policy has the support of a national association of Catholic broadcasters.

Another broadcaster said he is a Catholic who feels his church "is turning its back on me" in opposing efforts to ease the administrative burden on broadcasters. Hirsch pointed out the USCC would not oppose easing the formal ascertainment requirements but would oppose eliminating them.

Hirsch took the tough questions with little apparent rancor. But in a news release, he made clear his feelings about the manner in which the NAB presented the issue to the convention. "The composition of the panel belies the scope of the public's concern," he said. By limiting participation to three organizations—"two of which have clearly indicated their predisposition toward deregulation—the NAB has given further encouragement to those who would cast the question in the light of a narrow issue of parochial interest to the religious community alone."

Hirsch noted that the commission's notice of rulemaking drew critical responses from diverse public interest groups, including the American Civil Liberties Union, the National Organization for Women, consumer groups and black and Hispanic organizations.



Simmons, Shiben, Hirsch, Lerner

Cobb winner's advice

ABC's Erlick tells broadcasters they must stick together to solve problems with government

Everett H. Erlick, senior vice president and general counsel of ABC Inc., urged broadcasters last week to stand shoulder to shoulder against common problems and in quest of common goals.

Accepting the NAB's Grover Cobb Award, given annually to the broadcast executive who has done most to foster industry and government relations, Erlick said that through united effort broadcasters could at least ease "congressional problems that are rooted in a lack of understanding or a lack of information."

"We are not getting across to the Congress the fact that broadcasters don't deplete airwaves the way drillers deplete oil deposits," he said. "Rather, we add to the spectrum technology, talent and financial resources—without which it is just so much empty space. We offer entertainment in sight and sound free of extra charge to all the public and news, sports, public affairs and community affairs throughout the day and night. No other



Erlick

medium, no other national system, offers its public such a wealth of diversity and information.

"Nor are we getting across the fact that over-the-air broadcasters are compelled to compete in a counterfeit marketplace against cable and pay-cable entrepreneurs who benefit from a skewed Copyright Act. Or that broadcasters should not be required to pay another royalty to help record companies meet their talent payroll."

Erlick said he accepted the award on behalf of "many others in the ABC family," including Gene Bohn of WGHP-TV High Point, N.C., and Dick Chapin of Stuart Broadcasting, Lincoln, Neb., chairman of the ABC TV and radio network affiliates' government relations committee, and "other members of our management for their unfailing support" and "our outstanding Washington staff."

The presentation was made by Bill Turner of KCAU-TV Sioux City, Iowa, chairman of NAB's TV and radio political action fund. Erlick said Turner should also share the award as "a leader in this effort," one man "to whom no one responds, 'No, I gave at the office.'"

Washington Watch

Media heavyweights. CBS Inc. commitment to life among new technologies is reflected in first appointments by William Lilley III, Washington vice president. He's bringing in Margaret Hanson, 30, as director of government policy development, office's No. 2 post. She's Harvard MBA (with MA in theology from Oxford, BA in anthropology from Stanford), was a principal figure in developing company's new strategic plan under CBS Inc. President John Backe, also held finance and planning positions under broadcast group President Gene Jankowski. "I think this woman's a superstar," says Lilley. Also appointed: Charles Oliver, 29, from FCC's Common Carrier Bureau, as new director for legislative and regulatory policy. Among his specialties at commission: DBS, MDS, fiber optics. He's magna cum laude from Yale with MA in communications economics from Annenberg School and law degree from University of Virginia.

□

V's remain. FCC has denied joint petition requesting amendment of TV table of assignments to reserve VHF assignment in Los Angeles market for noncommercial use. Petition, filed by Committee to Eliminate UHF Handicap on Public Television in Los Angeles, Public Communication Inc. and Advocates for the Arts, noted that all seven VHF assignments in Los Angeles are currently occupied by commercial stations, and proposed that FCC hold comparative hearing among all VHF licensees at next renewal to determine which would lose its assignment as being least qualified to continue broadcasting. FCC pointed out that effectuating proposal would involve substantial costs to government, public and parties involved.

□

Slapped. FCC came down hard on nine Washington area radio stations for violations of its equal employment opportunity guidelines. FCC ordered WWDC-AM-FM and WOOK(FM), both Washington; WINX(AM) Rockville, WDON(AM) Wheaton and WLMD(AM) Laurel, all Maryland, and WPIK(AM) Alexandria and WXR(AM) Woodbridge, both Virginia, to file periodic EEO reports during their license term. But most severe sanction was meted to WHFS(FM) Bethesda, Md. It got short-term renewal (through Oct. 1, 1981). FCC said that station had its last renewal conditioned on submission of periodic employment reports and has shown little or no improvement in minority hiring. Actions were precipitated by petitions opposing license renewals of stations filed by Washington's Office of Human Rights.

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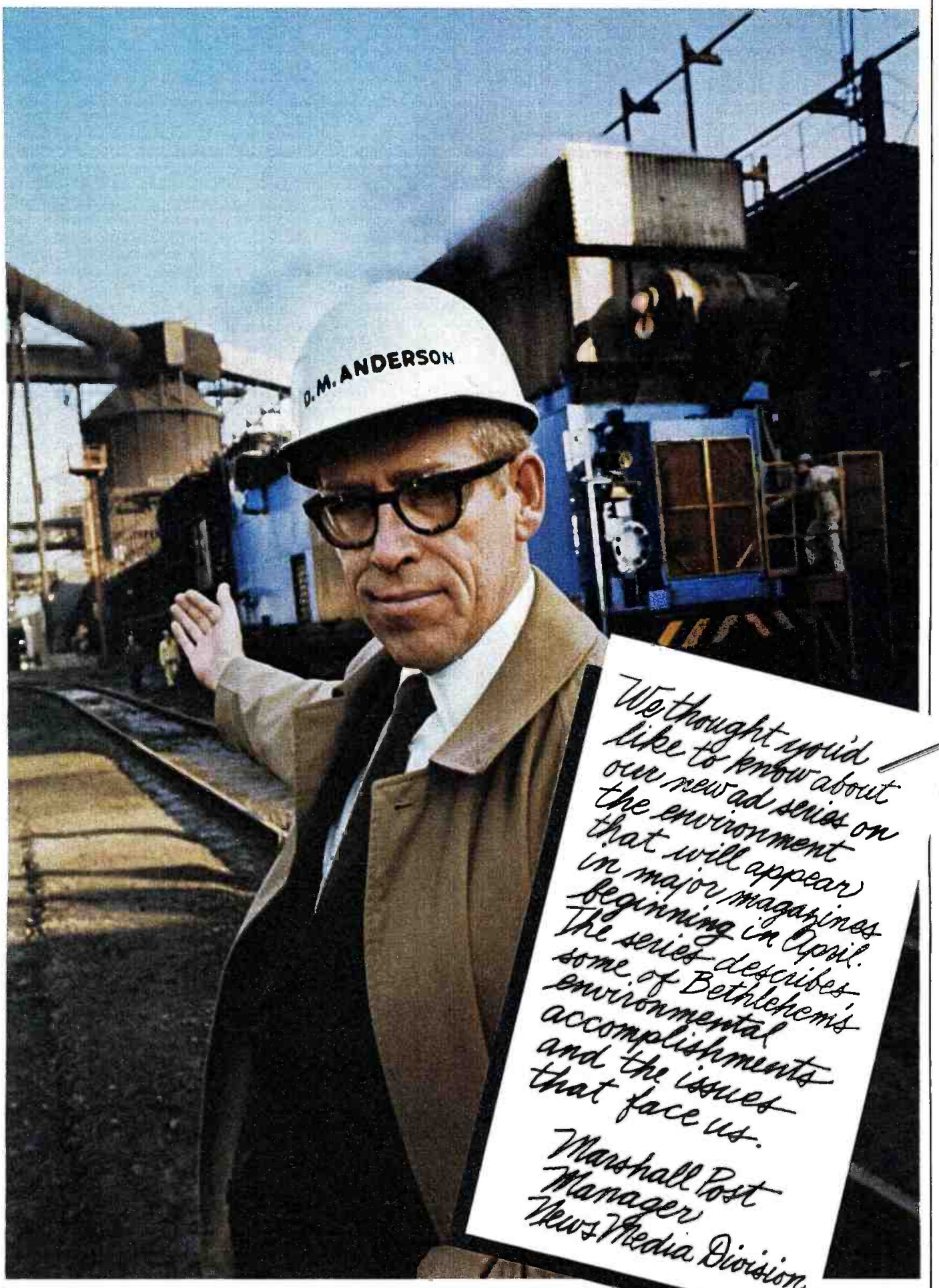
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Commenting on cable copyright

FCC cable chief Nichols tells NAB he thinks commission doesn't have authority to require retransmission consent; Polinger explains NAB's formula for tribunal and wants payments by cable systems raised

Willard R. Nichols, chief of the FCC's Cable Television Bureau, as much as said last week that he will advise the commission that it lacks authority to impose requirements of retransmission consent on cable systems. He stopped short, however, of predicting how the commission will act when the matter comes before it, along with proposals to eliminate restraints on distant-signal importation and protection of syndicated exclusivity.

As to the two deregulatory proposals, Nichols left little doubt that the staff will recommend adoption.

Appearing at a Monday morning television workshop at last week's NAB convention, Nichols said the deregulatory rule-making had been proposed only after extensive economic studies had determined that television broadcasting had suffered little impact from cable competition. The removal of distant-signal and syndicated exclusivity rules was in accord with the FCC's stated policy of letting the marketplace replace the government in regulation, Nichols said.

Apart from questioning the commission's authority to adopt retransmission consent—a requirement that cable systems obtain permission before picking up a distant station's signal—Nichols said that consent, if adopted, would create "severe transitional problems." In the short run, he said, there would be difficult cases of "retransmission denial" for the FCC to face. In the long run, however, he said his personal view was that the requirement "might make sense."

Nichols said he hoped the Cable Bureau would complete its preparation of the massive cable deregulation package by early summer.

The same workshop was briefed on the NAB's role in attempts by the Copyright Royalty Tribunal to develop a system to distribute funds collected from the cable copyright pool. David H. Polinger of WPIX Inc., New York, chairman of the association's ad hoc copyright committee, criticized other claimants—primarily sports and motion picture interests, for making excessive demands to their share of the pool and said he hoped the tribunal would ultimately choose a simple formula that the NAB committee had suggested.

The formula would distribute the pool, collected annually from cable systems under a fee schedule fixed in the latest copyright law, according to proved usage of various program sources. The NAB has compiled models of more than 800 of the biggest cable systems to determine how much of their broadcasting programming is

local, how much is motion pictures and how much is sports. The association proposes that the percentage of local programming be used as the percentage of the annual pool to go to broadcasters, and so with the percentages of programming to other claimants.

The NAB will present its case to the tribunal next week.

Polinger said that once the distribution schedule is adopted—to dispose of cable money collected for 1978—the NAB will ask the Copyright Royalty Tribunal to exercise powers granted by the new copyright law and increase the rates of cable payments. The total collection of royalties from cable for the carriage of broadcasting signals in 1978 was about equal to the price that two major-market television stations would pay for only two syndicated programs, Polinger said. "We must try to get the tribunal to raise the basic rates cable pays."

The workshop was moderated by James J. Popham, NAB's deputy general counsel.

Late-night lawyering packs 'em in

Workshops promising 'Everything You Wanted to Know About Broadcast Law' receive good turnout for free legal advice

National Association of Broadcasters senior vice president and general counsel Erwin Krasnow may be drummed out of the Federal Communications Bar Association yet. But until he is, he seems determined to provide free legal advice to broadcasters who need it—need it a lot, if those in attendance at two late-night sessions at the NAB convention in Las Vegas are an indication.

For Krasnow beat the odds again, as they say in Vegas, in drawing broadcasters in respectable numbers to the sessions designed to provide quick (and not too dirty) courses in broadcast law. He had beaten the odds the first time with a similar night-time session in Dallas last year.

This year, he had the gambling tables and the big shows to compete with. Still,



Huggee is Krasnow; hugger is unidentified

the promise of learning, as Krasnow put it, everything they wanted to know about broadcast law but were afraid to ask because their lawyers would charge for it, was powerful.

On Monday, at 9:30 p.m., some 200 broadcasters crowded into a room at the Las Vegas Hilton for a two-hour survey course taught by a faculty of three Washington communications attorneys—Vincent Pepper, Jason Shrinky and Howard Braun—and they hung on every word. They had to; the instructors raced through 11 subjects, giving three- or four-minute précis of such matters as contracts, how to handle the public inspection file, political broadcasting and contests and promotions, and then took questions.

Some of those in the audience may have nodded from time to time. But many were scribbling notes furiously, and others were taping the presentations.

"Boy, that was really good, wasn't it," said one broadcaster at 11:35 p.m., apparently turned on by what he had heard, as he munched a last doughnut and drank another cup of coffee from the supplies NAB had provided.

On Tuesday, Krasnow had set himself a tougher challenge—a "marathon legal clinic and legal bazaar." Two rooms in the Hilton were set aside for four sessions during each of four hours, beginning at 9 p.m.

With 20 lawyers*, six from the NAB staff, dispensing the free advice, broadcasters were able to move from one "stall" to another, sampling a bit of this (newsroom legal problems or talk shows, perhaps) and trying a bit of that (say, political and issue advertising or commercial continuity).

By 1 a.m., the broadcasters in attendance had dwindled to a hardy few. But the bazaar had drawn well over 100. NAB representatives knew, because the tee shirts emblazoned with "Have you hugged your communications lawyer today?" that were to be given to the first 100 attendees were gone, along with a substantial number of bumper stickers bearing the same message that were to be given to "the second hundred."

The broadcasters' gain, in terms of free advice, need not have been a total commercial loss to the communications bar. The lawyers who participated in the program demonstrated the legal skills that are available for a fee.

More than that, Vince Pepper salted one of his minilectures with an anecdote indicating what can happen to a broadcaster lacking sound legal advice. A broadcaster had hired a noncommunications lawyer to help him sell a station. But as a result of the two-part contract the lawyer had drawn, the broadcaster wound up selling his transmitter site but not the station—the commission had disapproved the sale.

So, Pepper warned, "be careful."

That, said fellow-faculty member Braun, "sounds like a commercial for the FCBA."

*John Lane, Robert Stone, Irving Gasffreund, Robert Marmel, Peter Tannenwald, Gordon Coffman, Ronald Siegel, Roy Russo, Larry Perry, Edward Hayes Jr., Alan Campbell, Martin Levy, William Green, Larry Miller, and NAB staffers Stephen Nevas, James Popham, Richard Wyckoff, Barry Umansky, Enola Aird and Krasnow.

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Thurston takes the offensive

DSA winner exhorts broadcasters to support minority fund, defends NAB position on 9 khz and criticizes government for lack of technical preparation at Buenos Aires conference

Donald Thurston, winner of this year's NAB Distinguished Service Award, implored broadcasters last week at the convention to take an active role in clearing up what he believes are misconceptions on a number of issues including minorities and private enterprise, radio deregulation, the Buenos Aires conference on AM allocations and the character of the industry as a whole.

In a speech punctuated by frequent applause and described by another board member later as "a precedent for platform speaking," Thurston cautioned broadcasters not to "abdicate their responsibility ... watch idly as the government fills the vacuum and then be critical of the result." He urged broadcasters to be active in the politics of the industry. "NAB cannot do it all," he said. "You must participate."

Thurston attempted to set the record straight first on the NAB's Minority Investment Fund. The fund, established at Thurston's urging a year ago when he was NAB's joint board chairman, is a business enterprise to encourage minority participation and ownership in broadcasting.

Thurston said some people have called the NAB's fund a "charitable give-away program, like some of the government programs we are familiar with." He countered those critics, stating that "the fund was established to insure a private-enterprise response to this need rather than a total governmental response," and "it will be in business to insure success, not failure—success through proper financing and technical and management assistance." He then told the broadcasters that if they "pledged four tenths of one percent of one year's gross—that's just forty cents from each \$100 that you take in this year—and then pay that over the next five years ... we will meet our goal [of \$30 million] and then some."

Thurston then attacked United Church of Christ and United States Catholic Conference campaigns to halt the FCC's radio deregulation proceeding. He said misinformation about the proceeding prompted letter-writing and advertising campaigns saying, among other things, that broadcast employees would be replaced by automa-



Thurston (r) and NAB Chairman Tom Bolger

tion, that there would be no more public service ads and reduced equal employment opportunities. Thurston said the two religious groups "should be ashamed of that kind of propaganda," and urged broadcasters who are active in their home churches to "demand some reform in their central offices of communications."

Finally, Thurston defended NAB's position on AM allocations and discussed Representative Lionel Van Deerlin's (D-Calif.) criticism of NAB's letter to other countries in the western hemisphere concerning 9 khz channel spacing. (NAB had sent a letter to 22 Latin American countries before the start of the Buenos Aires conference last month, saying the U.S. position favoring a reduction in channel spacing on the AM band needed further study [BROADCASTING, March 17]).

Van Deerlin, speaking before the Regulatory Reform Conference in Washington at the end of March, said he was tired of broadcasters' "rhetoric, their knee-jerk reactions and self-serving hype," because they fear expansion and competition. Thurston replied: "This industry was built on competition. What we are afraid of is technical incompetence and the lack of even basic economic understanding in those agencies which govern our existence ... nowhere in the world is there such a density of transmitters as in the United States ... We do not wish this industry to become an electronic tower of babble ... if that's NAB rhetoric ... so be it." And in remarks that brought heavy applause, he added "I get the feeling these days that we are becoming more like a people of the government instead of a government of the people. And I don't like it!"

Thurston, who attended the Buenos

Aires conference as a special NAB delegate, said he "observed a U.S. delegation that seemed to be at odds within itself, that held separate meetings of the government representatives excluding the private sector, a delegation that was primed for political battle but inadequately prepared for the technical."

He noted that as a result "we almost lost AM stereo, did lose the clear channels as we know them, accepted a government-planned allocation system for AM stations and abdicated to the International Radio Frequency Board the responsibility to properly study the 9 or 10 khz proposal in the United States." Thurston also accused the FCC and the National Telecommunications and Information Administration of "unfairly using" Ray Livesay, president of the Daytime Broadcasters Association, to push for their position. Thurston feels that "there is not the slightest intention at the FCC or NTIA to give up daytime allocations."

In ending, Thurston urged the broadcast industry to accept the "responsibility of their power, of the common good and their freedom." He said the radio and television industry, because of its influence through programing, is more than a "reflective" medium. And if broadcasters do not take their responsibility seriously, and unless they are active in industry affairs, they will abdicate their responsibility to the government. "Like the ages of agriculture and industrialization that preceded it, this dawning 'age of information' will have a profound effect on every citizen in every corner of the world. I cannot conceive of any industry or profession with such a wonderful opportunity to benefit mankind," he concluded.

Broadcasters are synonymous with progress, says Wasilewski

He says Washington wrongly sees them as dragging feet; cites technical progress and calls cable TV a 'byproduct' of broadcasting

NAB President Vincent Wasilewski challenged what he believes is a misconception in Washington regulatory circles—that broadcasters are “obstructionists in the path of progress.”

In a speech that marked the opening of NAB's 58th annual convention on Sunday, April 13, Wasilewski said broadcasters are and always have been “innovators,” willing and ready to meet the challenge of advancing technology. Critics of the industry “compare it to a glacier, reluctantly emerging from the ice age through no effort of its own,” he said. “But their voices were not heard nearly six decades ago when broadcasting had its beginning . . . As broadcasters continue to advance, so shall the new technologies.”

The NAB president said it was the broadcasters’ “vision that foresaw and that fostered virtually every technological development presently in use.” And, he added, they are “continually looking ahead for ways to improve our system . . . radio broadcasting enabled the blind to see, and now the deaf will be able to hear by watching television—through the use of closed captioning.”

Wasilewski also lashed out at those who accuse broadcasting of “shackling the competitive abilities of other media—particularly cable.” In a strong statement against cable television, he called cable “no more than a byproduct of broadcasting.” And while broadcasters welcome the competition from a fair and competitive marketplace, he said, “cable television enjoys an artificial, government-imposed advantage.”

He stressed that the competition is “hardly fair when cable pays about 1% of its revenues for all the broadcast programs it can get its hands on, while broadcasters pay from 35% to 40% for theirs.”

“Cable simply has taken the product of broadcasters and sold it to a wired audience,” he said. “Were it not for broadcast signals, cable would not exist.”

Noting that the use of satellites to deliver programming is “skyrocketing,” the sources of the nation’s best programming are still “right around the corner,” he said. He added that broadcasting is built on local service, and a new, major force to increase that service will be the introduction of AM stereo to the marketplace. “AM stereo will not only provide increased public service and increased competition, but will suggest other opportunities for ancillary uses of radio signals,” he said. “And before

long the public may be enjoying television in stereo,” he added.

Wasilewski also made clear NAB’s position on the expansion of the AM band, saying NAB supported the proposal last fall at the World Administrative Radio Conference in Geneva. NAB also does not oppose “reducing AM channel spacing from 10 khz to 9,” he added. “We never have. But without further comprehensive technical and economic studies, no responsible action can be taken.”

He also questioned the effect on the public of Comsat’s satellite-to-home broadcasting proposal. While calling the proposal “innovative” and a “technological marvel,” Wasilewski said it is “inconsistent with our system of local radio and television mandated by the Communications Act.” He felt that before the FCC can consider the proposal, Congress must first determine whether this method of “non-local broadcast service” is in the public interest.

In closing, Wasilewski said: “American broadcasters have the vision to look toward the future, and we have employed every technological advancement possible to make that future brighter. We have competed fully and fairly. We will continue to do so.”

NAB seers forecast that new media will only ‘knock corners’ off TV’s audience

But, they say, revenue growth will now come mainly from increases in advertising rates

A panel of experts went looking for “TV’s Fragmented Future” at the NAB convention last Tuesday and could hardly find it.

They could see television’s future, all right, and said it looked good. They could see some fragmentation of its audiences, too, but felt that offsetting factors would

minimize the effects. In short, they suggested that the new technologies would split off enough commercial TV audience to make thriving businesses for themselves without doing much damage to the television business.

The chief victim of fragmentation, in this view, will not be television’s balance sheet as it is known today, but will be the year-to-year revenue growth that TV has become accustomed to. When the new technologies begin to make their mark, the broadcasters were told, TV’s revenue growth is apt to come from cost-per-thousand rate increases rather than from sustained audience growth.

The panel, moderated by Paul Bortz, former National Telecommunications and Information Administration official now with Browne, Bortz & Coddington of Denver, comprised Herbert S. Schlosser of RCA, Gustave M. Hauser of Warner Amex Cable and John S. Reidy of Drexel, Burnham & Lambert.

Schlosser, former NBC president now in charge of assembling programming for RCA’s SelectaVision videodisk, said the disk unit will be marketed beginning in the first quarter of 1981 and is expected to sell 200,000 units the first year, with video players reaching 30% to 50% penetration of U.S. TV homes in 10 years, by then representing \$7.5 billion or more in annual sales of players and disks.

But Schlosser expected television to feel relatively little impact from videodisks, cable, pay cable and other new forms.

“The total impact of the new media will be to reduce commercial television’s audience somewhat, to knock the corners off that audience,” Schlosser said. “But those are big corners, and new businesses can thrive in them.”

“The reservoir of hours of television watching is so huge—over 2,300 hours per home per year—that even with some audience loss, commercial broadcasting will remain a strong and vital business and will continue to be a necessity to advertisers.”

Schlosser noted that a network program can reach millions of viewers and still be



Speaking: Schlosser □ Listening (l to r) Bortz, Reidy, Hauser

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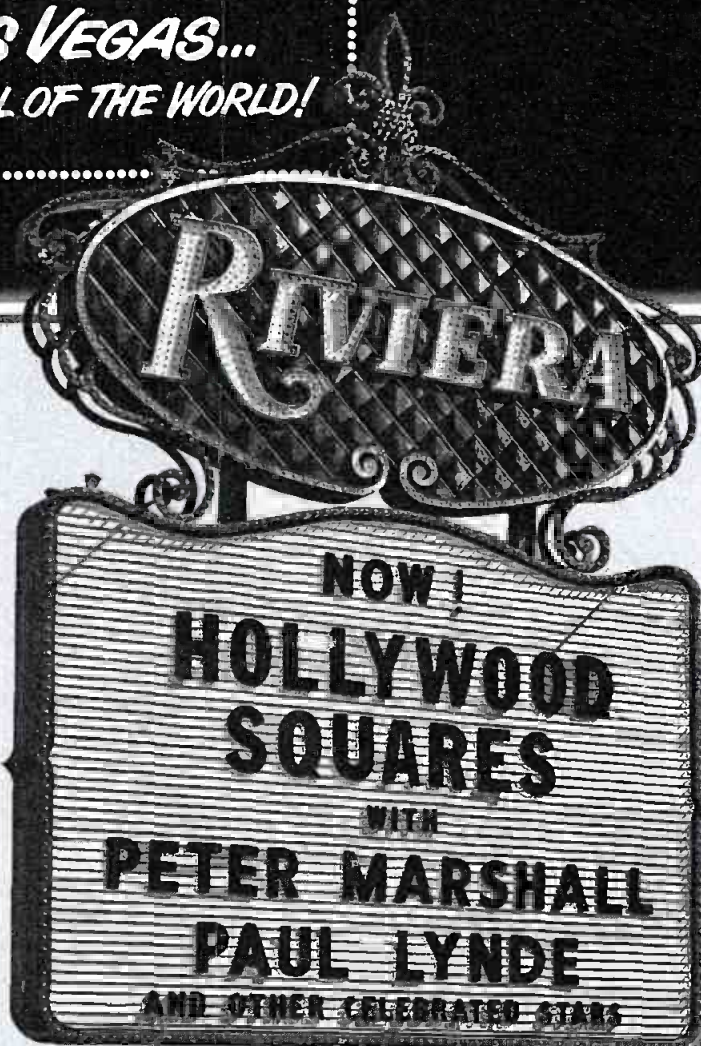


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rated a failure, while a book that sells 100,000 copies is a success and records are "gold" if they sell 500,000 copies and "platinum" if they sell one million. The videodisk audience, he said, will be much closer in size to that of records and books than to television.

Television, he said, meanwhile will adapt to meet the new competition by doing more of what it does better than any other medium—stressing topical and spontaneous programming.

"To be sure," he said, "the regular TV series and specials and miniseries will continue, but the emphasis will shift. There will be more news and sports programs in prime-time and live coverage will increase. There is nothing on the horizon to match the excellent job broadcasters do in these areas . . . Audience interest in reality programming will continue to grow and be even more important in the years ahead."

One of the big beneficiaries of the new technologies, Schlosser said, will be "program suppliers, large and small." The added distribution channels "could make the 1980's a very prosperous decade for them—provided they maintain some reasonable control over their own production costs. The result can be an improvement in the quality of programs and a greater number and diversity of program sources for the new media and broadcast television."

Warner Amex's Hauser agreed. He also agreed that the new media's effect on broadcast TV will be relatively minimal, sufficient for cable, pay cable and other services to prosper but not enough to cause serious trouble to broadcast TV. In many cases, he noted, the new media will offer "conveniences" tailored to groups or even to individuals.

Television's survival or profitability are, Hauser said, "unquestioned."

Reidy of Drexel, Burnham was confident that "television will remain the single most effective mass audience medium." By 1985, he said, there may be "up to 15% reduction" in time spent with commercial TV—but by then, he said, the number of TV households will have increased by 13%, from 75 million now to 85 million then, so that the loss in time spent will have been "substantially offset."

By 1985, Reidy also projected 30 million cable homes, up from 15 million to 16 million now; about 20 million pay cable homes, up from five million; four million to five million subscription TV homes and 15 million videodisk homes.

He emphasized that in his opinion, however, the new media could not provide advertisers with mass audiences. And he also felt that the long-term value of TV stations will not be significantly affected.

Reidy also found a few "positives" that TV might derive from new technologies. Satellite distribution, he said, might lead to an increase in available programming, including more than one program service from a network. TV stations may also do more program production, he continued, and be able to sell some if it, and teletext could be another source of TV station revenue.



Mater



Schmetz

At it again

Mobil's Schmetz and CBS's Mater debate question of companies' access to broadcasting media

Mobil Oil and CBS went another round last week in their endless battle over CBS rejection of issue advertising. This time the scene was the NAB convention and the combatants were Herb Schmetz, Mobil's vice president, public affairs, and Gene Mater, vice president and assistant to the president of the CBS/Broadcast Group.

Schmetz hammered as he has before on the theme that television news is "structurally inadequate to present complicated issues such as energy." For CBS to refuse Mobil's purchase of time to tell its side of energy disputes deprives the public of information it needs to make up its mind, he said.

Mater reiterated CBS's repeatedly stated view that to sell advertising time—in broadcasting's limited schedules—for the expression of views on controversial subjects would be to "allow a few voices—the voices of the affluent—to set the agenda for national debate and to exert a wholly disproportionate influence on the discussion of public issues in the broadcast media."

To that Schmetz countered: "If you're worrying about our setting the agenda, we will confine ourselves to correcting errors in your news." He read from a letter written by Rawleigh Warner, Mobil's chairman, to Frank Stanton, then vice chairman of CBS, in 1973. CBS's policy, wrote Warner, leaves Mobil in a quandary. "We cannot buy time, and we cannot get a fair shake from your broadcast journalists."

Mater quoted from the Supreme Court decision in *CBS vs. Democratic National Committee* holding that neither the law nor Constitution confers a right of access to broadcast time. The decision, Mater said, confirms CBS's view that "broadcasters best serve the public interest by treating public issues in a journalistic format."

"Mr. Schmetz believes, however, that broadcasters do a poor job of reporting on

business, and that corporations can't get a fair hearing," Mater said. "Well, Ralph Nader isn't especially happy with us either. Neither have we been particular objects of affection, at various times, of the Pentagon, Vietnam war protestors, Lyndon Johnson, Richard Nixon, Eugene McCarthy, pro- and anti-abortionists, several companies on the *Fortune* 500 lists, both the Republican and Democratic National Committees, various unions and countless politicians."

"Partisans, almost by definition, generally feel that their views do not receive enough accurate attention in normal journalistic channels."

Moderating the session was Gert Schmidt of Harte-Hanks Communications.

Some theories on managing managers

Various radio group operators explain their methods for motivating and rewarding their stations' top persons

Would-be group radio station operators got some clues on structuring a station line-up and compensating managers at an NAB convention session Tuesday on "Operating a Radio Station Group for Fun and Profit—And Not in That Order."

The advice came from a panel moderated by Bruce Johnson of Shamrock Broadcasting, Hollywood, and consisting of Bill Sims of Wycom Corp., Laramie, Wyo.; Dick Chapin of Stuart Broadcasting, Lincoln, Neb., and Charles DeBare of ABC O&O AM Stations division, New York.

Sims, president and principal owner of Wycom and its six stations, gets his station managers involved in ownership. Typically, Wycom owns 51% of each station, and the manager and perhaps a few other key employees own 49%. If necessary,

Sims said, Wycom borrows the money for the manager's purchase of stock and he repays the loan out of his share of profits.

The manager of each station is also its president, with Sims as secretary. This approach, Sims said, assures station management's commitment to and involvement in all phases of the station's operations. Although he himself maintains close involvement with each station's affairs, Sims said each manager is "almost totally autonomous."

Sims also has an unusual system of management compensation—no salary. The manager gets 20% of net operating profit, plus a bonus if he exceeds goals. No profit, no compensation. "I wouldn't want a manager who didn't make a profit," Sims said, noting that in tight times, expenses can always be cut.

If Wycom needs to get rid of a manager, there's a prearranged plan for buying back his stock. The formula: The station's stock is valued at seven times cost flow.

How much should a manager be paid? "You pay him as much as you can to keep him," said Chapin of Stuart, a family-owned group. Stuart's managers get salaries, plus a share of profits. They are not presidents of the stations, as Sims's managers are, but executive vice presidents of the parent company. This arrangement, Chapin said, insures that they have "a strong up-front feeling for the communities" they serve.

Stuart is "a strong centralized management company" where profit and loss are controlled from the central office. This approach, Chapin said, reduces the number of people required and also provides a more uniform monitoring of financial operations.

Johnson said that Shamrock sets salaries more by the quality of the individual being hired than by the title he will hold. "We pay managers a good base plus a very

New yardsticks. The rise of the new technologies and changes in the nation's demographics may lead to changes in the way audiences are measured. That was one of the messages for broadcasters at an NAB convention workshop on TV's "Changing Audience of the '80's." Pete Megroz of Arbitron Television reviewed studies his company has in work, suggested personal diaries perhaps should replace household diaries—a step that Dave Traylor of Nielsen thought wasn't needed yet. Traylor reviewed the results of the first three Nielsen studies of pay-cable audiences and ventured that increased television use in these homes is not a temporary phenomenon but won't put commercial broadcasters out of business, either. Megroz meanwhile reported that Arbitron is moving toward "an electronic data base," in which survey results will be put on computer tape to permit quick retrieval of data on viewing in specific cable areas. Another message for the workshop audience came from John Irvin, WISH-TV Indianapolis: TV stations will increase their local programming, specifically their news and information programming, and particularly in early fringe, to meet the competition of the new media. William Brazzil of WTVJ-TV Miami saw the coming changes as evolutionary, "not a threat to our security," but a challenge.

high carrot," he said, indicating there's no limit to what a manager can make.

DeBare said ABC believes that it's as hard to run a low-power station as a high-power one: "We try to get the best manager for each market and don't think there should be any difference in their pay." Thus, he said, the high/low range is the same for all station managers. In addition, at yearend they receive additional incentives according to the success of the company and the radio division and according to success in meeting or exceeding goals.

Life with Arbitron

Recommendations that radio stations use more custom-designed qualitative audience research were coupled with criticism of Arbitron Radio's syndicated quantitative research in an NAB convention workshop on "Opening the Book on Rating Services."

Ernie Martin of Cox Broadcasting, Atlanta, and Cullie Tarleton of Jefferson-Pilot Broadcasting, Charlotte, N.C., voiced concern about Arbitron procedures or

performance in such areas as ethnic weighting, diary retrieval among young people, handling of homes with unlisted telephones, delays between surveys and reports, and what one called "a hodgepodge of methodologies."

Both expressed dissatisfaction with Arbitron's so-called extended measurements. Instead of solving promotional problems, Tarleton said, they run up costs.

They acknowledged that Arbitron has been working on some of these problems and at one point Tarleton said he didn't mean "to make this Pick on Arbitron Day—but since it's the primary service, I guess [criticism] comes with the territory."

They and fellow panelist Bill McClenaghan, a former head of Arbitron Radio, now director of research for the ABC Radio Network, agreed that the Arbitron service has value. Without it, or some other national service, they agreed, a station is hard put to sell national spot time to agencies.

To Tarleton, custom research looks to be the research trend of the 1980's. Does the money invested in custom research translate into dollars? "You bet," he said.



Veterans' day. Past presidents of the Broadcast Pioneers and the incumbent president assembled for this group picture at breakfast last Tuesday during the NAB convention in Las Vegas. Seated (l to r): Sol Taishoff, BROADCASTING; incumbent Jerry Lee, WQVR(FM) Philadelphia; Roy Danish, Television Information Office; Ward Quaak, consultant and formerly WGN Continental; Leonard Patricelli, WTRC(AM) Hartford, Conn.; Gordon Gray, consultant and formerly WKTU(TV) Utica, N.Y.; Carl Haverlin, retired president, Broadcast Music Inc. Standing: Charles Tower, Corinthian Broadcasting; Norman E. (Pete) Cash, Television Bureau of Ad-



vertising; Joseph E. Baudino, retired Washington vice president, Westinghouse Broadcasting; Bert Parks, entertainer and recipient of Pioneers award for 48 years of "distinguished service to broadcasting"; Don Mercer, NBC, and Carl Lee, Fetzer Stations. **Pioneers' pioneer.** In picture at right, Charles A. Batson, chairman, Cosmos Broadcasting (r), receives notice from Jerry Lee, Broadcast Pioneers president, that Cosmos's WIS(AM) Columbia, S.C., will receive Pioneers' annual Mike Award at dinner June 3 at New York's Pierre hotel. Wis will celebrate its 50th anniversary on July 30.

Arries undaunted by CBS's latest loss in per-use litigation

Head of station group fighting ASCAP-BMI licenses says network situation is different

Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the All-Industry TV Stations Music License Committee, told TV broadcasters at the NAB convention last week that CBS's latest loss of its antitrust suit against blanket music licenses (BROADCASTING, April 7), "should have no significant impact" on the committee's own antitrust suit against the licenses.

He said the federal appeals court's ruling affirming earlier dismissal of the CBS suit, specifically recognized that CBS could have pursued alternative courses which are open to "the giant of the world in the use of music rights" but not realistically available to individual stations. "Therefore, for us the blanket license is an unreasonable restraint of trade which has foreclosed competition," Arries said.

Both the CBS suit and that filed by all-industry committee members were against the American Society of Composers, Authors and Publishers and Broadcast Music Inc. Arries said CBS is expected to ask the appeals court to reconsider its ruling and said the committee also will file a brief dealing with the legal standard adopted by the court.

Arries said the committee's lawyers questioned whether the appeals court had correctly interpreted the instructions given it by the Supreme Court—which had remanded the CBS case on appeal—and also questioned whether it had correctly interpreted the law as it applied to CBS. All that to one side, however, he said the decision in the CBS case turned on a point not applicable to stations.

"The [appeals] court," he said, "ruled that the blanket license was an alternative chosen by CBS 'in preference to' other realistically available alternatives, and hence the blanket license did not restrain trade in violation of the antitrust laws." But, Arries continued, the alternatives held to be available to CBS are not available "to an individual local station which obviously has nothing remotely resembling CBS's

bargaining position as 'the giant' in the market of music use."

"Indeed," he continued, "the court confined its ruling to television networks, expressly noting the potentially different legal position of nonnetwork broadcasters, i.e., local television stations. And, in fact, deposition testimony in our case has already demonstrated that the local television stations do not have 'fully available' alternatives to the blanket license which they could 'realistically' pursue."

Arries said that "among the alternatives said by the court to be realistically and fully available to CBS because of its network position was asking program packagers themselves to obtain performance rights, or negotiating with copyright owners for music already incorporated in the soundtracks of prerecorded programs and feature films."

An individual station trying to pursue those alternatives wouldn't stand a

chance, Arries suggested.

Arries also told the NAB session that BMI had hired Reichman Research to interview TV stations regarding their music use and relationships with music-licensing organizations, and that the committee considered this survey "highly prejudicial to our interests" and improper, in view of the pending lawsuit. He said the committee had asked for a court ruling to that effect, and asked stations not to cooperate with any such survey.

Arries reminded the broadcasters that many had received requests from SESAC for music-license fee increases of as much as 500%, which he called "nothing short of outrageous." He said the committee had protested to SESAC and that SESAC acknowledged the right of stations represented by the committee to pay their SESAC license fees under protest and subject to "future legal remedies which may be sought against them."

From the specific to the general

NAB session on the future of America examines economy, image abroad and qualities sought in presidential candidate

As last week's NAB convention began drawing to a close, the agenda turned to a more universal questioning of the future. As radio board Vice Chairman Edward O. Fritts put it in introducing the Wednesday panel, "America's Future," the 90-minute session was the association's attempt "to rise above our parochial concerns."

The panel included Walter Heller, former chairman of the President's council of economic advisers and currently regent's professor of economics at the University of Minnesota; Carl Rowan, the syndicated columnist and former director of the U.S. Information Agency; Jerry McAfee, chairman and chief executive officer of Gulf Oil Corp., and George Ball, partner in Lehman Bros., Kuhn Loeb Inc. and former under secretary of state. NBC News's Bill Monroe was moderator.

For his first question, Monroe asked whether American power had, indeed, declined in the world.

"Yes," answered Ball, the first of the panelists to take on the question. "In some areas it is declining." In defense, he

said, the U.S. is "relatively less strong than it was," and diplomatically the nation has demonstrated "insufficient skill" in the international arena. Economically, despite "disabilities," Ball said the nation was actually as strong as ever.

Heller cautioned there was "no quick fix" to the problem of inflation, which has "roots deep in our society" as well as the economy. He offered some hope, however, by pointing out that the current 18% inflation rate might be "cut nearly in half by the end of the year"—largely as a result of an induced recession that is likely to continue into next year.

In the long-term, Heller said that inflation could not be stemmed without "stick-to-our-guns" monetary restraint and "meaningful wage-price restraint"—even to the point of "de-escalating wage rates."

McAfee turned the question to his own area of expertise—energy. "It's unrealistic," he said, "to think we can solve our problems in five years." Beyond stressing the physical solutions to the current energy problem—under which McAfee included conservation, coal and nuclear power—the Gulf chairman also said the nation needed: a financial climate more conducive to the formation of capital, a "rationalizing of the regulatory



Heller, Rowan, Monroe, McAfee, Ball

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quagmire," access to prospective areas of this country for energy exploration and a change in the "adversarial relationship between industry and government."

Rowan looked at the current presidential election race and announced "the prospects don't look particularly bright." He said neither of the apparent front runners—Ronald Reagan and Jimmy Carter—is "exactly what most Americans had in mind."

Monroe asked another question about the decline in American productivity. Ball said the decline in production would eventually lead to the nation's losing its place in the competitive world, and Heller called it "miserable."

What about presidential leadership in the coming four years? Monroe asked.

Heller set out a four-point check-list of what he was looking for in the next President: a person who will "lay out a program and stick to it, not zigging and zagging," "specific" proposals to deal with current problems and "long-term programs to mobilize the American people."

McAfee, too, picked up on the quality of "consistency" and added that a new President should "do something about regulation and not just talk about it" as well as draw on the experience and leadership of the nation's industrial community.

Rowan asked for "somebody who inspires belief. Americans expect the worst," Rowan said. "And that is probably what they will get."

Changing Hands

PROPOSED

■ **KGAM(AM)-KGFM(FM)** Bakersfield, Calif.: Sold by KGEE Inc. to Kern Broadcasting Corp. for \$1.5 million. Seller is principally owned by Raymond O. Thompson who has no other broadcast interests. Buyer is owned by Cleaveland Outdoor Advertising, privately held company based in Fresno, Calif. Principals are Joe, Robert and Helen Zukin and Joseph Milan. Joe Zukin is president of Cleaveland Outdoor. His brother, Robert, is president of Los Angeles real estate developing company of which Helen (mother of Joe and Robert) is secretary. Joe Milan is vice president and general manager of Cleaveland Outdoor. They have 49% interest in KBLS(FM) Los Banos, Calif., and have purchased, subject to FCC approval, KAGO-AM-FM Klamath Falls, Ore. (BROADCASTING, March 31). KGAM is on 1230 khz with 1 kw day and 250 w night. KGFM is on 101.5 mhz with 4.8 kw and antenna 1,280 feet above average terrain. Broker: William A. Exline, Inc.

■ **KTIM-AM-FM** San Rafael, Calif.: Sold by Marin Broadcasting Co. to Platt Broadcasting Co. for \$1 million. Seller is owned principally by Jack J. Kraemer and Wishard A. Brown. They also own

KSPO(AM) Spokane, Wash. Brown owns CP for ch. 50 Santa Rosa, Calif. Buyer is owned by Thom Weisel (33%), Ted James, Jon Gruber and Donald H. Platt (14% each) and six others with less than 10% each. Weisel, James and Gruber are general partners of Montgomery Securities, San Francisco investment firm. Platt, president of buyer, was formerly vice president and general manager of KSFX(FM) San Francisco. None of buyers has other broadcast interests. KTIM is on 1510 khz with 1 kw day. KTIM-FM is on 100.9 mhz with 2.2 kw and antenna 360 feet above average terrain. Broker: William A. Exline Inc.

■ **WVOZ(AM)** Carolina, P.R.: Sold by International Broadcasting Corp. to Primera Inglesia Bautista de Carolina for \$750,000. Seller is owned by Angel Roman and son Pedro Roman-Collazo who also own WOLA-FM Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. They have purchased, subject to FCC approval, WWOA(AM) San Juan, P.R. (BROADCASTING, April 7). Buyer is non-profit religious organization in Carolina. Felix Castro Rodriguez is president. WVOZ is on 1400 khz with 1 kw day and 250 w night.

■ **KNUI(AM)** Kahului, Hawaii: Sold by Harwell V. Shepard to Ke-Nui Corp. for \$725,000. Shepard has no other broadcast interests. Buyer is owned by Thomas R. Elkins (61.5%) and Norma Phegley (38.5%). Elkins is general manager and Phegley sales manager of KNUI. They have no other broadcast interests. KNUI is on 1310 khz with 5 kw full time.

■ **WSEN-AM-FM** Baldwinsville, N.Y.: Sold by Sentry Communications to Buckley Broadcasting Corp. for \$700,000. Seller is owned by Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others with no more than 10% each. Neither O'Connor nor Orenbach has other broadcast interests. Buyer is owned by Buckley Enterprises which is owned by estate of Richard D. Buckley. Son, Richard Jr., daughter, Martha Ann Buckley Fahnoe, and Bankers Trust Co. are executors. It owns WDRC-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco. Buckley Jr. is president, Fahnoe is vice president. Buckley Jr. also owns 60% of KGIL-FM San Fernando and KWAV(AM) Monterey, both California. WSEN(AM) is 1 kw daytimer on 1050 khz. WSEN-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WLBZ(AM)** Bangor, Me.: Sold by Maine Broadcasting Systems to Acton Corp. for \$550,000. Seller is principally owned by Mary R. Thompson who is also principal owner of WLBZ-TV Bangor and WCHS-AM-FM Portland, both Maine. Buyer is Acton, Mass.-based publicly traded group owner-cable system operator. It has 49 cable

The sale of
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for
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from

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to
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systems with 37,000 subscribers. It also owns WMYD(AM) Wickford, R.I., and has bought, subject to FCC approval, KECC-TV El Centro, Calif., and WMUR-TV Manchester, N.H. (BROADCASTING, Jan. 15, 1979). Samuel J. Phillips is chairman and president and brother, George, is vice president in charge of communications division. WLBZ(AM) is on 620 khz with 5 kw full time. Broker: Blackburn & Co.

■ **KCYX(AM) McMinnville, Ore.:** Sold by Norjund Broadcasting Inc. to 1260 Radio Inc. for \$475,000. Seller is owned by Judith Alfred and father, Theodore H. Johansen (50% each) who have no other broadcast interests. Buyer is owned by M. Deane Johnson and wife Kathleen (66.66% jointly), Vera T. Frederick (23.33%), and Delwin Peterson and wife, Marilyn (10.01% jointly). Johnson is vice president of St. Paul finance company. Kathleen Johnson owns custom drapery business in St. Joseph, Mo. Frederick is vice president and 16.66% owner of WIBX(AM)-WIBQ(FM) Utica, N.Y. Peterson is St. Paul corporate attorney. Marilyn Peterson is Minneapolis nurse. Except Frederick, buyers have no other broadcast interests. KCYX is on 1260 khz with 1 kw full time.

■ **KPIK(AM) Colorado Springs:** Sold by Area Broadcasting Corp. to KPIK Broadcasting Inc. for \$400,000. Seller is owned by George L. James, Laurence C. Lively and Bruce E. Shepard (one-third each). They have no other broadcast interests. Buyer is owned principally by David J. Lynch who also owns KBYE(AM) Oklahoma City and KJOE(AM) Shreveport, La. KPIK is 5 kw daytimer on 1580 khz.

■ **WSGB(AM) Sutton, W. Va.:** Sold by Centerstate Broadcasting Corp. to Milliken Investment Corp. for \$210,000. Seller is owned by William P. Becker who also owns 57% of WVOW-AM-FM Logan, W. Va. Buyer is owned by Jack C. Milliken, sons, James and John and nephew, Ronald (25% each). Jack Milliken is vice president sales of Wellston, Ohio, firm that designs and builds industrial plants. James Milliken is station manager of WSGB. John Milliken is vice president marketing and distribution for Columbus, Ohio, publishing company. Ronald Milliken is sales engineer for Danville, Pa., firm that manufactures equipment for processing raw materials. They have no other broadcast interests. WSGB is on 1490 khz with 1 kw day and 250 w night.

■ **Other proposed station sale:** KBGH(AM) Memphis, Tenn. (see "For the Record," page 82).

APPROVED

■ **KBEX(FM) Tulsa, Okla.:** Sold by Mark-Way Inc. to Mid America Media of Kankakee for \$3 million. Seller (owned by Mr. and Mrs. S. Carl Mark) owns KAKC(AM) Tulsa, which they have sold, subject to FCC approval (BROADCASTING, March 10), and KFUN-AM-FM Las Vegas, N.M. Buyer is group broadcaster owning six AM's and four FM's. Burrell L. Small

is president of Mid America. KBEX is on 92.9 mhz with 100 kw and antenna 678 feet above average terrain.

■ **Other approved station sales include:** WBIA(AM) Augusta, Ga., KMTW(FM) Twin Falls, Idaho, WFWR(AM) Fort Wayne, Ind., KSOK(AM) Arkansas City, Kan., WCTR(AM)-KZNN(FM) Rolla, Mo., WVNH(AM) Salem, N.H., and WKSR(AM) Pulaski, Tenn. (see "For The Record," page 82).

CABLE

■ **Orange County Cable TV, Balboa, Calif.:** Sold by Emma Torian to Orange County Communications Inc. for

\$250,000. Torian has no other cable interests. Buyer is owned by Times Mirror Co., Los Angeles-based publicly traded newspaper publisher and group owner of seven TV's. Last month FCC granted approval of Times Mirror acquisition of Newhouse Broadcasting Co.'s five television stations (BROADCASTING, April 7). Times Mirror has cable systems serving 130 cities with combined basic subscriber list of 478,000. Franklin D. Murphy is chairman and chief executive officer. Ralph Swett is president of cable division. Orange county systems have combined basic subscriber list of 500. Broker: Hogan-Feldmann, Inc.

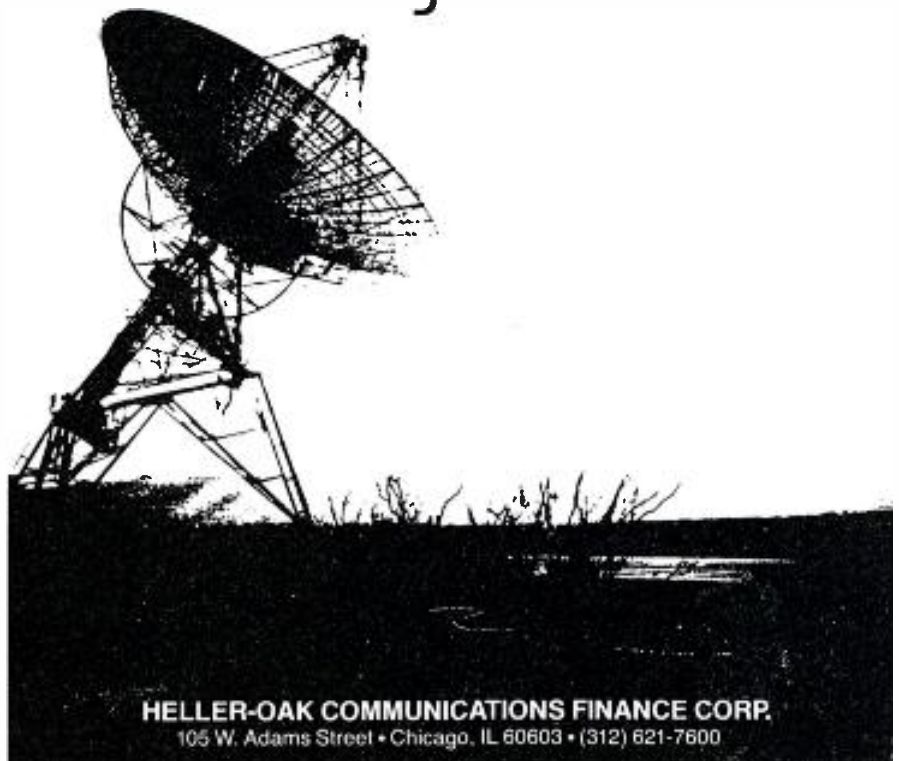
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Red hot gathering

RAB charts success story of its current campaign, tells NAB group of rebuttal of TVB's antiradio presentation

Radio broadcasters cheered frequently last week when the Radio Advertising Bureau, opening the radio sessions of the NAB convention, offered its first formal response to the Television Bureau of Advertising's antiradio presentation (BROADCASTING, Feb. 25), calling it "a grab-bag of dozens of unrelated points mixed together and twisted to be negative about radio."

They applauded when RAB President Miles David, scoffing at TVB's dismissal of radio as a "reminder medium," said yes, it is a reminder medium, but also a primary medium for many advertisers, a target medium, an impact medium, an image medium, a complete medium that doesn't mind "being a reminder for people to buy, which TV—with its audience concentrated at night when many stores are closed—can't do as well as radio."

TVB had said radio is "worried." "Are we worried?" David asked, and a chorus of no's came back. And they laughed out loud when he reminded them that TVB had said radio's biggest 1978 advertiser shifted a lot of money to television in 1979 and identified the advertiser as Chrysler.

"Television," David said, "did such a terrific job of selling their cars that by the summer of 1979 Chrysler had to turn to rebates and a virtually all-radio campaign to rescue the company during August. Can you imagine TVB claiming Chrysler's use of television as part of their pitch?"

The answer, again, was laughter. And there was more applause when he told them that RAB would distribute shortly a "white paper" with a detailed rebuttal of the TVB presentation—for use by radio broadcasters against TV stations that use the TVB presentation against them—and asserted that "we won't take any nonsense from anyone, or any medium, electronic or print" ("Closed Circuit," April 14).

David tracked TVB's "militancy" to RAB's "Radio—It's Red Hot" campaign, currently being carried on some 3,000 stations and, according to RAB, boosting sales in markets of all sizes. "Radio is red hot, and that's because you're red hot," he told the broadcasters, predicting that 1980 "will be a good growth year" for radio revenues, "ahead of a lot of projections which were made before the industry's 'red hot' campaign began in October."

David also suggested some "realities for the next 10 years." He forecast an increase in the number of radio stations and therefore an increase in competition with a need for more and better sales people.

"We predict that within this decade the radio station with under 12 to 15 salespeople will be among a vanishing breed," he said. Sales training will become more essential, he said, and aggressive selling more necessary to reach advertisers "who don't understand radio."

But another reality, he said, is that "our opportunities are growing." Radio has already been through the audience-fractionalization that television faces, he said, so that "we're out there ahead, where the other media are going—we know how to deliver the specialized audiences advertisers and agencies want now."

RAB Executive Vice President Robert H. Alter urged stations to step up their use of the "red hot" promotional spots, suggesting five a day during May's Radio Month observance and thereafter to the end of the campaign Oct. 20, bolstering them with tie-in promotional items that are available, such as T-shirts, match books, buttons and bumper stickers.

"We did a 'red hot' survey and found that hundreds of stations are drawing leads and converting them into new business," Alter said. "Advertisers are phoning stations after hearing the 'red hot' messages and asking to be sold."



Ten-shun! A General George S. Patton-type bullied his troops—the audience—with orders and strategy for a massive sell-radio campaign as a feature of a *Tomorrow Media* presentation by the TM Companies, Dallas, at Monday's opening radio session at the NAB convention. The military bluster ("No poor bastard ever made a buck by losing a sale... We're on campaign alert and we don't need anybody from somebody's Rose Garden to come here to fire the opening gun") was live—and lively. It was followed by an audio-visual presentation—with wrap-around sound via 122 speakers—with highlights of radio and TV programing from the past up to a projection of what it might be at the U.S. tricentennial in 2076.

Mark Mullin, Fotomat advertising vice president before he was hired earlier this year as RAB's senior vice president, national sales, said Fotomat became the country's largest photo processor, with \$200 million in sales, on advertising concentrated primarily in radio. "The positive story we have to tell advertisers and agencies is about how to use radio," Mullin said. "That will accelerate our growth."

Other participants in the RAB presentation were Richard Montesano, senior vice president for sales services, who sketched sales tools available to RAB members, and Joe Vincent, vice president in charge of RAB's local sales division. Vincent said a new RAB compilation containing 1,500 radio co-op plans will be issued shortly and that RAB is also concentrating on "the 100 most-wanted radio co-op holdouts" and hopes to convince at least half of them to authorize radio.

TVB at NAB: no need to fear the next 10 years

Changes in life styles and demographics only mean greater opportunities for television, say convention forecasters

Changing life styles and shifting demographics as well as new technologies will leave indelible marks on television marketing in the 1980's, TV broadcasters were told by the Television Bureau of Advertising at the NAB convention last Monday.

Dr. Peter Francese, publisher of *American Demographics* magazine, sketched shifting trends in population, age group and migration. Dr. Larry Light, BBDO executive vice president, outlined changes in attitudes and life styles. And Roger D. Rice, TVB president, put these together with the emerging technologies to present a picture of challenge, opportunity and growth for television.

Rice said television can benefit from the expected changes in both demographics and life styles and, as far as new technologies are concerned, "other media will find that they may change far more than we do, and for one very good reason: All this new technology is not a move away from television. It is a move toward more television."

The new technologies will keep people at their television sets longer than in the past, Rice said, and this increase in time with the set "may well be at the expense of media other than [broadcast] television."

Francese noted that families are growing in number but dwindling in size, although he expected the birth rate to increase

somewhat in 1980-90. He said the college-age group will decline through the rest of this century, while the 30-49 age group will grow at a pace that "will fuel the American economy in the 1980's," and the 60-plus group will also gain in size.

Changes like these, Rice said, can bring changes in advertising strategies and emphases all down the line. For instance: "The return to popularity of babies can easily lead to more baby food advertising on our air, which, in turn, will lead to more television dollars for Pampers and their competition . . . The increase in the whole under-10 age group should help our cereal advertisers grow.

"The same age group should help the toy market increase its TV budget . . .

"The predicted decline in teen-agers could affect several important spot and local television categories. For example, snack foods go with teen-agers; candy is teen-oriented . . .

"As our population changes in its makeup and its ages, we must help advertisers redefine their target audiences, use television to expand them—including the older people."

BBDO's Light foresaw changes in life styles and attitudes: "The 1960's were an age of commotion, of change," he said. "The 1970's were an age of no motion, of status quo. Well, from the commotion and no motion, we now have the era of emotion."

In this new era, he said, "personal relationships will grow in value," and "love and laughter will be back." The change "will have a massive effect on society, on values, on media, on programming, on retailing, on the clothes we wear, on the food we eat and how we relate to each other," according to Light.

For advertisers in the 1980's, he said, "it's going to be hard to make a price claim because most of us will be raising our price, not lowering it, and it's going to be harder to find a performance claim that distinguishes our product. So value in the 1980's, value in the era of emotion, will have to be a function of performance plus emotion.

"Telling isn't selling. This applies to every product and service we buy. In the era of emotion, every sale is a personal sale. Every sale is an emotional sale. Product claims can no longer be either performance claims or price claims. That is value in the traditional, but limited, way. The consumer of the 1980's wants to feel good about what he buys. In the era of emotion, feeling good is a right."

TVB's Rice, looking at the new technologies, foresaw changes, but not as fast or as great, and not in the same areas, as most forecasters have thought. He cited a prediction that "by the end of the decade" cable penetration would be 40%-60%—a prediction that, he noted, was made 10 years ago and was two to three times as high as the actual penetration that has occurred. By contrast, he said, television's growth has been greater than anyone would have predicted.

"Future changes in commercial television," Rice said, "will not depend pri-



Rice

marily on technology, but on the consumer—and you and I know the consumer of television is interested in programming. Our future in the next five to 10 years is going to be in the software, in the programming."

For the decade he foresaw "change, growth, prosperity, work, a public that knows us, advertisers that need us, the skills to bring them together.

"It's going to be a great 10 years, and don't let anyone scare you out of it."

Fighting back

Tactics to help AM's bolster their sales against FM's include promotions, pushing its wide demographic appeal and selling weekly cumes

AM radio stations, once the targets that FM broadcasters were told how to sell against in NAB convention workshops, found themselves in the opposite role at one of last week's convention sessions, picking up clues on how to sell against FM.

"It's become so chic [for advertisers] to buy FM that it's a cinch to sell," one of the panelists, Steve Marx of WFTQ(AM)-WAAF(FM) Worcester, Mass., told the Wednesday morning session. "Selling AM was too easy for too long. Now we've got to shape up and start selling again."

Helping him hand out tips on selling AM radio's strengths, "out beyond the research," were panelist-moderator Gary Fisher of WABC(AM) New York and panelist David Parnigoni of WCX(AM) Middletown, Conn.

Parnigoni, representing small markets, cited special promotions that attract advertisers as a means of increasing in-store traffic, special events—such as an upcoming WCX "Salute to Industry" that has several local industries tying in—phone-ins on specific themes and fund-raisers for local organizations as projects that can boost sales. Spots produced on speculation, he said, can also help turn potential

advertisers into actual advertisers.

What is needed, Parnigoni said, are good ideas and innovative salespeople. He also gave a plug to the sales aids provided by the Radio Advertising Bureau. Also, he said, "the person doing the selling is important," should be thoroughly indoctrinated in station sales policies and goals and should be rewarded, beyond his commission, for unusually good results.

Marx, speaking for medium-sized markets, offered an "AM sales rescue plan" whose centerpiece was a "recipe" calling for the advertiser to concentrate his advertising on a specific event and to do so with a frequency—for example, 10 spots a day for seven days—that will get results. It is better, Marx said, for an advertiser to spend his budget in a few flights with sufficient frequency than to spread it over 52 weeks and get adequate frequency in none.

The station should also "insist on accountability," Marx said, suggesting that orders not meeting the "formula for results" be turned down. That, he said, will get the advertiser's attention, convince him the station is on his side and lead him to develop a plan that does fit the formula, even if he has to save up to get the money.

And when the campaigns turn into sales success stories, Marx emphasized, the station should get the word out in every way possible—in ads, flyers, mailings and by word of mouth.

WABC's Fisher recommended that AM's under pressure from "narrowcasting" specialized-programming FM's emphasize AM's strengths as "a mass medium." "FM is a rifle, AM is a cannon," he said. "Or, FM is a vertical medium, AM is horizontal."

Advertisers seeking a specialized target audience and feeling they can reach it only through FM, Fisher said, should be reminded that AM can deliver not only that target audience but many others at the same time, AM's also usually have a history and tradition that can be extolled to their advantage over the newer FM competition.

Fisher especially recommended that AM's sell on their weekly cumes in preference to quarter-hour averages. AM's cumes, he said, are one feature that FM can't match. Although agencies insist on buying by quarter-hour averages, he said, it is the cume that represents the hard number of people reached, while the quarter-hour averages are projections based on the cumes.

Good news and bad on financing

Station deals will be hard to come by if money supplies remain tight, but prediction is for interest rates to come down, says NAB panel

Despite the late scheduling (Wednesday) and the early hour (8 a.m.), a good crowd turned out for an NAB convention

workshop to hear the bad news about station financing.

The workshop, "Creative Financing of Broadcast Properties," produced no quick fixes or magical solutions. The consensus was if rates and money supplies remain where they are, there won't be any deals to finance. As one panelist put it: Whenever "the need for creativity increases, the opportunity to use it diminishes."

A combination of factors has dried up money normally available to lending institutions for loans to broadcasters and other businesses. David Byerly, an assistant investment officer for Traveler's Insurance, listed a number of reasons for the decrease in the money supplies of insurance companies.

First of all, he said, there has been a sharp increase in borrowing against insurance policies. Everyone, he said, has discovered the advantages of borrowing at 8% or 9% against a policy and reinvesting the money at higher rates.

Another problem has been the commitment in 1979 of large sums of money for 1980. Last year, Byerly said, lenders felt that interest rates were at an all-time high and "committed a lot of money for take-down in 1980." Consequently, little is left for commitment this year, he said.

Although Byerly feels that the rates for both short and long term money, caused in part by the tight money supplies, will surely decrease, he said that rates generally will "ratchet upwards." In other words, he said, while it can be expected that interest rates will vary dramatically, the new lows will be higher than the previous lows. "Thirteen percent will look cheap and 15% or 16% won't look outrageous any more," he said.

Although the state of affairs is depressing to both broadcasters and the station trading marketplace, there is hope things may soon get better. Michael Allen, of Continental Illinois Bank & Trust, said that it's now felt that interest rates are at or close to their peak and should soon start falling. (Coincidentally, Chase Manhattan bank announced later that day in New York that it was lowering its prime from 20% to 19.75%.)

Allen predicted that the average prime interest rate for June would be 18.5% and just 14.25% for December. He said the downward trend may carry over into 1981 and that a year from now interest rates should stand at around 12% or 13%.

One of the cures the federal government has imposed to stem inflation and improve the general economic outlook may have, ironically, a detrimental impact on station trading. Allen said that the Federal Reserve Board, as one of its recently announced belt tightening moves, is discouraging banks from lending money for "unproductive" acquisitions and many station deals fall under the category. He added, however, that the federal action is geared more toward large mergers and acquisitions and that deals "under \$5 million can be accommodated without much trouble."

Another panelist, David Croll of TA Associates, while agreeing that the current

economic environment will retard trading activity, suggested that "mezzanine financing" may provide some relief. According to Croll, deals can be made by filling the gap between the buyer's equity and the amount the senior lender is willing to supply with money from such "mezzanine sources" as the small business investment corporations. Croll said that the SBIC's typically lend money to qualified buyers at rates six to eight points below the prime rate.

The only broadcaster on the panel and one who has made a number of station buys over the last couple of years was Ragan Henry, president of Broadcast Enterprises National. He said that the best solution to the economic problems is seller financing. "The most creative thing may be the willingness of the seller to take back paper at rates we have become accustomed to," Henry said.

Henry said that what may be needed is a two-tier pricing system. If a broadcaster wants cash, Henry said, he's going to have to forget the standard multiples and come down in his asking price, but if he's willing to take back paper, the multiples could still be used to determine the price.

Looking ahead to new technologies

CBS President Backe tells shareholders company's new Video Enterprises division will be part of billion-dollar videodisk business helped by news and sports archives

The archives of CBS News and Sports Divisions will help feed the new CBS Video Enterprises Division, company president John D. Backe told shareholders at the CBS Inc. annual meeting, held at affiliate WWL-TV New Orleans.

The creation of Video Enterprises was the first of several steps Backe mentioned the company has taken to "implement a new growth strategy." He identified the market potential of the videodisk business as "perhaps approaching billions of dollars" in the next decade. Backe also included experimentation conducted by both the Broadcast and Publishing Groups of CBS in the videotext area in his list of growth steps. CBS, he claimed, is a leader

BottomLine

Not-so-great expectations. Washington Post Co. anticipates earnings for first quarter of 1980 will be substantially below those in same period last year. However, Katharine Graham, chairman of company that owns Post-Newsweek Stations, said decline would be largely attributable to start-up of new sports magazine, *Inside Sports*, completion of new \$65-million satellite printing plant in Virginia, partnership in new newsprint mill and other increased expenses in print enterprises. In 1979's first quarter, company reported net income of \$7.6 million, or 48 cents per share, prior to readjustment to reflect change in accounting. Revenues were \$130.3 million.

□

Quarterlies. Metromedia announced 21% gain in first-quarter net earnings, to \$8.3 million, \$1.80 per share, on revenue gain of 13%, to \$107.4 million. Broadcasting revenues were \$42.6 million, up 14%, income \$7.6 million, up 13%. Chairman John W. Kluge said broadcast revenue gain reflected strong radio and television advertising demand, with radio margins growing faster than television. RCA also announced quarterly results, with revenues \$1.97 billion, up 10%, and net income \$78.7 million, 89 cents per share, up 27%. Company noted 1980 first-quarter net income included insurance proceeds from Satcom III loss, and income from new C.I.T. Corp. acquisition (1979 first-quarter results included proceeds from RCA Alascom sale). That NBC's earnings "improved slightly" was only hint of broadcast unit's performance found in announcement.

□

Latitude and limitations. Post Corp. shareholders will vote May 2 at annual meeting in Appleton, Wis., to increase authorized common stock from present 2 million shares to 5 million shares. There currently are 1,823,846 shares outstanding. Company said at present there are no contracts or plans to use common stock for any purpose, but feels additional stock would afford board of directors opportunity to take prompt action on corporate opportunities that may arise in future. Post Corp. also seeks approval to amend articles of incorporation to precisely conform to FCC limitation on foreign ownership and to restrict Post stock ownership so as to not violate the commission's 1% rule for multiple-ownership consideration.

□

Holding steady. Shares of ABC stock seemed to be leveling off early last week following statement week earlier of anticipated 1980 earnings drop. Closing at \$29 day before April 8 announcement, stock closed at \$26.25, unchanged, last Tuesday. Bulk of slide occurred on April 8 (62 cents) and 9 and 10 (87 cents each day).

□

Certificate list. FCC has issued tax certificates for sale of three broadcast properties to minorities: Peterson Broadcasting Corp. received one for assignment of license of WYLD-AM-FM New Orleans to Inter-Urban Broadcasting of New Orleans Partnership, 66.9% minority-owned. Total consideration: \$2,250,000. PTC Inc., licensee of WESY(AM) Leland, Miss., received certificate for transferring control to East Delta Communications Inc., 100% minority-owned. Total consideration: \$250,000.

in developing broadcast teletext technology, and the company's publishing wing, looking to supply software to both viewdata and to videodisks, "continues to look for selective acquisitions in the data-based field."

In broadcasting, Backe identified "cost control in spite of intense competitive pressures" as a "key issue" facing CBS, adding "we're on the right track." CBS, he reminded the shareholders, "has eight of the top 10 and 11 of the top 20 series," with regular series "the most cost effective type of programing" in prime time.

Series have been the key to CBS's "return to a leadership position" in ratings, Backe asserted, while he also said the improved ratings of the network would increase CBS's share of television network billings in 1980.

Metromedia compensation

Even though the late Clemens M. Weber, the executive vice president of Metromedia Inc. who died March 23, drew \$143,000 less in salary last year than company Chairman John W. Kluge, the proxy statement released for Metromedia's May 13 annual meeting shows Weber's total cash and cash-equivalent remuneration outdistanced Kluge's by over \$50,000.

Kluge's 1979 salary was \$400,000, as set forth in a long term contract that provides for his employment through 1985 and a 10-year, \$75,000-a-year consultancy thereafter. Starting this year, he will get "incentive compensation" equal to .4% of any consolidated pre-tax operating profit over \$75 million. (1979's \$96 million operating profit would have yielded Kluge another \$80,000 under that clause). Kluge also received \$508,100 in other remuneration.

Weber was paid \$257,000 in salary and fees last year, plus \$704,140 in various other benefits. According to the proxy, between Dec. 31, 1978, and March 2, 1980, Weber exercised qualified and non-qualified stock options that permitted him to purchase for a total of \$158,470 13,000 shares of stock valued at \$857,000 on the dates the options were exercised. Any portion of the \$698,530 he gained through exercising the options in 1979 would be counted in the \$704,140 mentioned above.

The difference between market price and option price of 19,500 shares Kluge purchased in the Dec. 31, 1978 to March 2, 1980, period amounted to more than \$1 million. (1979 purchases were included in other remunerations.) Additionally, the proxy notes that as of March 2 Kluge not exercised any portion of the option granted him at last year's annual meeting to buy 55,000 shares of the company's stock at \$52.25 (the market price last Tuesday was \$59).

Of course, salary and benefits are not the only story.

The proxy puts Kluge's current holdings in Metromedia at 861,600 shares, or 17.86%. Applying the \$2.80 per share 1979

dividend to that yields a figure in excess of \$2.4 million.

Three other officers whose remuneration was reported are Senior Vice President Albert P. Krivin, \$184,000 salary and fees plus an additional \$190,057; Senior Vice President and General Counsel Alfred L. Schwartz, \$150,000 plus \$3,188; and Senior Vice President Ross Barrett, \$121,635 and \$1,685. Through March 2 Krivin also exercised qualified stock options to purchase for \$26,280 4,000 shares of stock whose market value was \$214,000. Schwartz holds nonqualified options to purchase 18,000 shares at \$15.19 each.

Million-a-year men

ABC proxy statement shows Goldenson, Rule and Pierce earned that much last year, also reports requests by AIM and MIM for ombudsman and decency guidelines

Leonard Goldenson, Elton Rule and Fred Pierce were each worth a cool million to ABC last year. The proxy statement ABC Broadcasting Companies Inc. recently sent its shareholders shows those men, who are, respectively, the company chair-

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man and president of ABC Television, each received more than \$1 million in total remuneration for their services in those capacities. In the same order, the three executives drew \$1,343,310; \$1,139,627 and \$1,005,656. Two other officers mentioned in the proxy are Everett Erlick, general counsel, who was paid a total of \$489,100 and chief financial officer Mike Mallardi who got \$478,734.

The detailed salary information provided for the shareholders indicates that Goldenson's contract runs through June 30, 1981, at an annual base salary of \$250,000; and Rule's through June 30, 1982, currently at a \$250,000 yearly salary. Pierce has a five-year contract that ends June 30, 1981, with annual salaries of \$160,000, \$170,000, \$180,000 and \$190,000 for the last two years. In 1979 Goldenson received a cash incentive award of \$500,000, Rule, \$400,000 and Pierce, \$360,000.

Separately, ABC's proxy informed the shareholders that Accuracy in Media and Morality in Media had each filed shareholder proposals. The first calls for the establishment of "an ombudsman, or in-house critic" for the purpose of "insuring fairness and balance as well as strict accuracy" in news and public affairs programming. Morality in Media wants the company's directors to establish a subcommittee to study the feasibility of setting up "Guidelines" or a "Set of Guiding Principles" that would guard against the broadcast of "indecent" material. AIM owns 15 shares of ABC stock, Morality in Media, six.

ABC's directors recommend against each proposal, calling them unnecessary, and saying that in each area the company already has standards or guidelines and procedures for implementing them.

Another proposal being put to ABC's shareholders is one for amendment and continuation of its "Key Employees Incentive Compensation Plan." As the proxy explains, "the board of directors believes that, in view of the substantial growth in earnings of the corporation" since the current incentive formula was established in 1975 "the formula no longer adequately reflects the incentive purposes of the plan."

Had the proposed formula been in effect last year, \$1.1 million would have been trimmed from the \$17.3-million maximum that was available for incentive awards, paid to "key executives" at the discretion of ABC's board. (The company has already suggested that it expects earnings to drop in 1980.)

As proxies do, ABC's gave shareholders some information about who is numbered among their lot. Among the company's nominees for directors, Goldenson holds the most shares, 384,871. Rule checks in at 89,704; Pierce holds 25,800.

Because director John T. Connor is also a director of General Motors and Warner-Lambert (among other firms), ABC noted that advertising from those companies amounted to 2.6% and 1.2%, respectively, of the company's consolidated gross revenues (which stood at \$2.05 billion last year).

NBC examines the options

The network has all but said it won't cover Moscow games; now it seems likely that 'Centennial' rerun will fill in

While the only official word was that NBC "reaffirmed" its previous pledge to be guided by the policies of the United States government regarding an Olympic boycott, it was generally understood by advertisers and others last week that NBC has given up all thought of covering the 1980 summer Olympics in Moscow.

The network did say that it has begun "discussing alternative advertising plans with our Olympics sponsors," though the company is not releasing any concrete programing proposals at this time. Still, NBC isn't discouraging speculation that it might program a rerun of some major package like *Centennial* in the time left by the Olympics.

The U.S. Olympic Committee voted April 12 to support President Carter's call for an Olympic boycott. But, according to an NBC spokesman, the committee won't be "formalizing its intention of not going to the Olympics" until late May, and consequently NBC won't have any formal declaration until then. NBC attributes the committee's reluctance to "formalize" its position to a desire not to appear to be instigating a boycott, action that might result in expulsion from the international Olympic organization.

Olympic sponsors contacted by BROADCASTING last week voiced mixed reactions to suggestions of alternate advertising plans. Few were willing to project, at this point, exactly where money allocated for Olympic sponsorship would go.

A spokesman for Eastman Kodak said that his company has not yet discussed with NBC the possibility of sponsoring programing other than the summer Olympic games. On the other hand, Gillette, claims to have been contacted weeks ago concerning alternatives. "It's pretty clear there won't be any Olympic coverage," stated one spokesman from Gillette. His company expects to run replacement advertising on NBC during those three weeks on scheduled prime-time shows, though no specifics were given as to the content or type of shows being considered.

Levi Strauss refrained from comment on whether or not it was contacted by the network, but stated that it is "committed to its retailers to advertise during that time period". It was suggested, however, that some dollars intended for summer Olympic sponsorship will find their way into fall TV advertising, used to beef up the back-to-school promotion in the fall.



Starr, Morgan, Young, Summers, Carey

Children's television

Regulatory and programing means of improving offerings are NAB workshop topics

The Monday television workshops also included a panel discussion called "Toward a Fuller Definition of Children's TV." The panelists—NAB executive vice-president and general manager, John Summers; Nancy Carey, legal assistant to FCC Commissioner Abbott Washburn; Michael Young, host of ABC-TV's *Kids Are People, Too*, and David Morgan, executive vice president and general manager of Australian Commercial Television Stations—all agreed that the FCC needs to adopt a broader definition of programing than provided in an FCC 1974 policy statement to accurately reflect what is available to children.

Summers began the session with a discussion of how the commission arrived at its present proceeding—a rulemaking that includes a number of options for broadcasters to fulfill the mandate to program responsibly for children. One of the options is that the commission mandate a specific number of hours per week for instruction and educational programing. Summers believes Peggy Charren, president of Action for Children's Television, deserves credit for being the catalyst for children's TV being what it is today. "But," he said, "the time has come to take a new look at the definition of program and program content and advertising."

Carey brought a message from Washburn that commended broadcasters for the strides they have made in the children's programing area. And he too thought that the programing definition should be broadened. One suggestion he

made was that the age limit should reach 17-year-olds, and include 12-year-olds. "In this way," he wrote, "we would recognize them as children with special problems, too."

Young's approach to producing his shows is to treat the program as an adult program would be treated. One suggestion he made was to modify many of the popular adult programs to fit in with children's themes. He too felt that a broader definition was needed. However, he said that he was not sure "weekends cover it. The bulk of TV watching is in the afternoon, and there is a need to plan for the afternoon and early evening."

Morgan traced the Australian government's regulation of children's television to where now each broadcaster must program at least five hours of children's programing per week between the hours of 4-5 p.m. And 30 minutes of the day, he added, must be devoted to the pre-school-age child. He said the government guidelines state that the programing must be 'quality' but give no definition of quality. "And with all the additional regulation," he stated, "the audience levels have actually dropped."

Carey felt that such a situation would not be arrived at in the United States because of First Amendment concerns—which have no counterpart in the Australian constitution.

Young also had problems with setting aside specific hours for programing. He said: "If everyone programs for the same time, then they are all competing against one another, and what does that accomplish?" But, he said, "if all broadcasters could program at different times, then there would be children's programs on at all times."

Young also said that the talk show format was successful with children. And that producers should program with the

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thought in mind that the parent would be sharing the viewing with the child. He urged broadcasters to make a serious commitment to quality children's programming. Irwin Starr of KREM-TV Spokane, Wash., moderated the session.

Peabody time

Annual broadcasting honors are announced; ABC's Trout receives special recognition

Twenty-four George Foster Peabody awards were announced yesterday (April 20), with five going to radio, 16 to TV stations or networks and three to individuals.

The awards are annually conferred for meritorious service to broadcasting and are administered by the Henry W. Grady School of Journalism and Mass Communications of the University of Georgia.

This year's presentation ceremony will take place April 30 at the Hotel Pierre in New York. Special note will be made that this is the 40th anniversary of the awards.

Entries this year totaled 851, the largest number ever. The winners:

WCBS(AM) New York □ Follow That Cab: The Great Taxi Rip-Off, which exposed the practice of some New York cabbies who take advantage of unknowledgeable passengers.

WGBH(FM) Boston □ Curren Bell, Esquire, a Masterpiece Radio Theatre presentation, conceived by and starring Julie Harris in a one-woman performance on the life of Charlotte Bronte.

Children's Radio Theatre, Washington □ Henry Penny Playwriting Contest, in which original play scripts by children 5-13 were performed by professional actors exactly as written.

KSJN(FM)/Minnesota Public Radio, St. Paul □ The Way to 8-A, a study of the legal process governing commitment to mental institutions in Minnesota.

KTVI(TV) St. Louis □ The Adventures of Whistling Sam, locally produced cartoon comments on issues of importance with humor and satire as components.

WMAQ-TV Chicago □ Strip and Search, a Unit 5 investigative report, which exposed the practice of Chicago police of routinely strip-searching women brought in on minor charges, including traffic violations.

CBS News, New York □ CBS News Sunday Morning with Charles Kuralt as host.

Sylvia Fine Kaye, Beverly Hills, Calif □ Musical Comedy Tonight, a TV pilot that looked at American musical comedy through four significant eras.

ABC-TV, New York □ Valentine, a love story of two people in their declining years.

ABC-TV, New York □ Friendly Fire, a dramatization of the tragedy of an American family's involvement in the Vietnam War.

NBC-TV, New York □ Dummy, the story of an illiterate black deaf youth who suffered injustice after his arrest as a murder suspect because of his handicap.

NBC-TV, New York □ When Hell Was in Session, an NBC Theater presentation of the true story of Navy Commander Jeremiah Denton, a Vietnam prisoner of war for seven-and-one-half years.

KOOL-TV Phoenix □ The Long Eyes of Kitt Peak, a look at "the largest and most complex astronomical research facility."

NBC and BBC □ Treasures of the British Crown, a look at the priceless paintings and crown jewels of the Royal Collection in Britain, as described by members of the royal family.

ABC-TV, New York □ A Special Gift, an ABC Afterschool Special, the story of a boy talented in ballet and basketball and how he met the problems brought on by his unusual abilities.

KRON-TV San Francisco □ Politics of Poison, which exposed public health problems caused by herbicide sprayings in northern California.

WTTW(TV) Chicago □ Miles to Go Before We Go to



Concerning the raising of sights. The opinion that broadcasters may have been aiming too low in their programming efforts was offered to NAB delegates at this panel session on localism. Moderator Lucie Salhany (standing), program chief for the Taft station group and new president of the National Association of Television Program Executives, had asked whether some program ideas were too sophisticated for local markets. Responded panelist David Henderson (l) of Outlet Broadcasting: "I don't think we should put down that audience, to say they're not sophisticated enough. I'm not sure we have a high enough level of interest for a lot of people. More and more, I hear people say 'I don't find things on television that are of particular interest to me.' So maybe the common denominator is too low." Robert Bennett (r), of wcvb-tv Boston, cited that station's success in local programming (60 hours each week) and its subsequent advertising and syndication successes of shows made initially for the local market. (One documentary, *Denise*, has just been purchased by the NBC O&O group.) He advised broadcasters to discard their tendency to think advertisers won't support public affairs programming—a viewpoint supported by Amy McCombs of WJXT(TV) Jacksonville, Fla., who said: "We're enlightened and advertisers can be, too."

Sleep, a documentary on age discrimination growing out of mandatory retirement.

WTTW(TV) Chicago □ Little Rock Central High School, a look at the years since the desegregation crisis which shook that campus.

KNXT(TV) Hollywood □ Down at the Dunbar, which recalled the jazz greats who made the Dunbar hotel famous.

WGBH-TV Boston □ World, a series of international documentaries on diverse topics.

Roger Mudd, CBS News □ For his searching questions of Senator Ted Kennedy (D-Mass.) on CBS Reports' "Teddy" an incisive search that added depth and interest to the Kennedy profile.

CBS News, New York □ The Boston Goes to China, coverage of the Boston Symphony Orchestra's trip and its combined concert with the Peking Philharmonic.

Robert Trout, ABC News □ Recognition of his nearly 50 years as a knowledgeable and articulate commentator on national and international affairs.

Fox, ABC sign movie distribution pact

ABC has picked 20th Century-Fox to distribute films to be produced by its new ABC Motion Pictures unit.

According to a joint announcement issued last week, the agreement reached between the two companies calls for Fox to release the initial five ABC films, with the first expected to be delivered "within 12 months." Fox Vice Chairman Alan J. Hirschfield and President Norman Levy went on to say, "we look forward to a long-term relationship between our two companies."

Brandon Stoddard, president of ABC Motion Pictures, said that Fox was selected "after examining a number of opportunities for the distribution of our pictures... on the basis of the acknowledged expertise of their distribution organization along with our confidence in their new management team."

ABC's recent annual report said the film unit would produce "a limited number of movies a year at reasonable budget levels," and Stoddard last year had used the numbers three or four with an \$8-million average budget (BROADCASTING, July 16, 1979). Last week's announcement also said ABC would "participate in marketing and distribution arrangements."

Fox's Levy said that the ABC deal along with others recently completed would push the number of Fox releases "upwards of 20... conceivably closer to 25 films in a year."

ABC-BBI join forces

ABC Video Enterprises and Boston-based BBI Communications Inc. announced an agreement for the new division of ABC to distribute BBI-produced programs in non-broadcast markets. The agreement includes a number of children's and public affairs specials as well as BBI's syndicated offering, *The Baxters*.

BBI Communications is the production

and syndication arm of Boston Broadcasters Inc., licensee of WCVB-TV Boston, an ABC-TV affiliate. Robert M. Bennett is president of the parent company.

The announcement of the new arrangement was made by Bennett and Herb Granath, vice president in charge of the video enterprises subsidiary set up by the network last year to move the network into the expanding realm of new video technologies such as disks and cassettes. ABC will distribute the BBI product in both foreign and domestic markets. Marketing will be handled by two units of the video enterprises division—ABC Wide World of Learning headed by Donna Sesse, and ABC Video Sales, headed by Archie C. Purvis.

BBI product to be distributed includes: *Denise*—a documentary about a woman convicted of child abuse and manslaughter.

The Body Works—a young person's series on the workings of the human body.

A series of health programs including *Why Do I Feel This Way*, a docudrama on depression, and *Good Luck, Mrs. Robinson*, a study of the problem of stress.

A variety of children's shows including *Jabberwocky* and *Catch a Rainbow*, two series.

The Baxters—a new season of 24 episodes of the syndicated program produced last year by Tandem Productions and BBI. The new episodes will be produced solely by the Boston company.

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What's in the works

Ketchum, MacLeod & Grove, New York, has issued its Program Development Document for 1980-81, supplying information on more than 200 network projects.

The 33-page booklet, put together by the agency's TV-radio programing department, provides a synopsis of projected series, movies and miniseries, but does not offer an evaluation. KM&G says that 87 are series projects; 66, feature films or miniseries, and 48 are "long-range" undertakings in the first stages of development.

KM&G reports that comedy once again represents a high percentage of the projects (45%), although in actual hours of development, the form is about 30%, inasmuch as the programing is primarily a half hour in length.

"There does not seem to be anything that in concept constitutes a programing breakthrough for the coming season," KM&G concludes. "If any format can be said to have currency with all the networks, it is the 'steamy' character serial popularized by this year's *Dallas* success. ABC has *Oil* and *The Women*; CBS, *The Homefront* and NBC, *Flamingo Road* and new episodes of *Skag*."

KM&G foresees for 1980-81 "an even greater proliferation in six- and seven-episode series" as networks keep turning out new projects in hopes of "hitting with one or two."

The odds against new program success are high, according to KM&G. It points out that in the current season, 47 new prime-time series were introduced and most have failed or will stumble.

SEC is after Saia

The Securities and Exchange Commission is seeking preliminary and permanent injunctions against a Boston man and his AAA Recording Studios, accusing him of violating registration and antifraud provisions while raising money to produce television pilots.

The SEC claims Joseph F. Saia and AAA illegally made deals for \$735,000 worth of unregistered securities in the form of limited partnership interests. The pilot titles mentioned in the SEC charges were *The Frank Gorshin Show*, *The Ken-ny Roberts Show*, *The Myles Marsden Show* and *Gus Saunders Gourmet Kitchen*.

The misrepresentations and omissions alleged against Saia by the SEC involve his experience, use of investor monies, pilot sale guarantees and failure to make sales of other pilots previously.

The SEC is scheduled to begin its court action for a preliminary injunction May 8 in U.S. District Court in Boston.

Saia, saying he was in the process of trying to settle the case, claimed that everyone initially was happy with his work, but that the properties just haven't sold.

PlayBack

Moving right along. AIR (Association of Independent Radioproducers) is now incorporated, nonprofit organization able to accept membership dues (\$300 annually) and is beginning push to bring syndicators into fold. Drive began at early-morning meeting in Las Vegas last week, at NAB convention, where representatives of some 30 firms came to



hear presentations by AIR officers including (l to r): Tom Rounds, Watermark, AIR secretary; Ron Harrison, Radio Arts, member of board; Harry O'Connor, O'Connor Creative Services, president; Bo Donovan, Tuesday Productions, vice president; Harvey Mednick, RKO Radio, treasurer, and Harvey Palish, Diamond P, board member. Among association's intended projects are publication of radio station directory, with syndicator-relevant information, and creation of computerized mailing list of stations. AIR also is working closely with NAB to increase radio syndicator presence on panels and in exhibit hall at NAB's programing conference in New Orleans in August.

□

No joke. Baltimore city court jury last week found in favor of former anchorman at WMAR-TV Baltimore in defamation suit he filed against WFBZ(AM) Baltimore disk jockey and station as result of what DJ said was one of his typical gags. Jury awarded Dennis P. Holly \$25,000 in compensatory damages and total of \$40,000 in punitive damages to be paid by James Embrey Jr., who performs under name of Johnny Walker, and station. Holly had sued for \$2 million, but lowered sights to \$500,000—divided between compensatory and punitive damages—in his lawyer's closing argument. Suit arose out of Walker remark, on Feb. 28, 1979, shortly after big snow that year, that Holly, who is black, injured his knee "running down the street carrying a color television set in the snow storm." Holly said remark was legally objectionable and injured his reputation. Theodore Sherbow, counsel for Embrey and station, had attempted to show remark was of piece with humor with which Embrey regularly salts his show.

□

New feed for Pacific states. New regional network, Woodruff Pacific, plans to begin broadcasting June 2 over at least 20 charter affiliates in California, Oregon and Washington. Network will use Westar satellite, terrestrial microwave and digital circuits to distribute programs including news and sports, political commentary, business news, long-range weather forecasts and area agricultural reports. Series will include *Coast to Coast*, three hour magazine hosted by interviewer, Rick Forrester and *Supermarket Shopper*, with syndicated columnist, Martin Sloane. Jack Hayes, formerly of NBC Radio and Norm Woodruff created network, which is owned by San Francisco-based Woodruff Organization and is, according to Woodruff, first for Pacific states since CBS ended limited regional feeds in early 70's.

□

First fives. The first five records in **contemporary radio** airplay, as reported by BROADCASTING's *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (3) *Fire Lake* by Bob Seger on Capitol; (4) *Lost In Love* by Air Supply on Arista; (5) *Another Brick In the Wall* by Pink Floyd on Columbia. The first five in **country radio** airplay: (1) *Good Old Boys Like Me* by Don Williams on MCA; (2) *Beneath Still Waters* by Emmylou Harris on Warner Bros.; (3) *Lesson In Leavin'* by Dottie West on United Artists; (4) *Gone Too Far* by Eddie Rabbitt on Elektra; (5) *Two Story House* by George Jones and Tammy Wynette on Epic.

□

Two weekly "Playlists," charting the top 100 records in contemporary radio airplay and the top 100 records in country radio airplay, are now available to BROADCASTING subscribers, each for \$12 annually to cover handling and first-class postage. Mail orders to "The Contemporary Playlist" or "The Country Playlist" c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

Journalism

Planer's plan for network news

NBC-TV's news VP says present bureau system is not effective, predicts staff will be more widely distributed; he's also critical of much ENG reporting

Networks will spread correspondents throughout the country in small bureaus, predicts NBC's vice president for news coverage.

Edward G. Planer, a 24-year veteran of NBC station, affiliate and network posts, has had over-all responsibility for NBC News's news-gathering organization since last November.

New technology, he told a Harvard audience, will put reporters closer to where the news is being made.

"We need to rethink the bureau system," he said. "It doesn't make sense to keep concentrating vast numbers of correspondents and crews" in 10 cities, as his network does now.

"Most of the news doesn't happen in those cities," he said, "but out there someplace." And he believes that by the next decade, today's bureaus will be replaced by two-person outposts throughout the country—close to an airport and within microwave range or easy land-line access to a television station.

Why not let affiliates handle more such field work?

His correspondents can "do a better job," Planer replied, asserting that in most cases they have better crews, editors and equipment, and higher journalistic standards, than local stations. Outside of major markets, Planer continued, TV news is "pretty bad" and can "make your hair stand on end."

Planer praised satellite developments for expanding network horizons but said they've produced some "hit-and-run, superficial" coverage because it's easier than ever to have a correspondent hop from place to place, file a story and then jet off on another assignment.

"Today's technology is like having a tiger by the tail," he said. Since the whole world is within television's immediate reach, he said it's difficult for him not to have a correspondent simply "drop in" and do a quick story. To combat this, he would like to see more reporting specialists and fewer generalists.

Planer has mixed feelings about minicams. "There's a tendency to use them as a toy, simply for the sake of using them, rather than as a tool," he has found. "It doesn't take many brains to turn it on (for a while) and then say: 'Back to you, Jack.'" And he praised a rival journalist—CBS's Bill Plante—for examining Ronald

Reagan's statements as an example of "sheer reportorial enterprise" which had nothing to do with new technology.

His own operation "has been remiss," Planer said, in not covering President Carter's field campaign. "We let it slip by us, and woke up one day" to the fact that while the Chief Executive remained in the White House, his family and staffers were active in primary states.

Planer called networks' first-with-election-results competition "a foolish public relations game" which serves no purpose. "There's no scoop on the projected winner," he said, because "everybody's computer is basically the same."

He predicted networks will program more news in the future because so much of their present entertainment offerings will be available in such other forms as videocassettes.

Planer began as a reporter with NBC's New Orleans affiliate, WDSU-TV, became news director there in 1966, and moved to NBC's WMAQ-TV Chicago as news director in 1972. He has been day news producer of the *Today* program, director of editorial assignments and general manager for news gathering.

Financial news praised

Four Janus Awards for excellence in financial news programming were presented last Monday (April 14) by the Mortgage Bankers Association of America. The winners:

NBC Radio Network News, in the radio documentary category, for *Hard Times for the American Dream* by NBC London correspondents Fred Kennedy and Clark Todd.

WTTG(TV) Washington, in the television documentary category, for the *\$3,000 Gamble* by reporter Edward Alwood.

National Public Radio, in the regular radio business news programming category, for *All Things Considered* by NPR's busi-

ness and economics correspondent, Robert Krulwich.

WCBS-TV New York, in the television regular television news programming category, for Jane Bryant Quinn's *Money Watch*.

The Washington-based MBAA, which represents more than 1,900 companies in the mortgage-lending field, has been making the awards for 10 years to broadcast organizations that make significant contributions toward understanding commerce and finance. The presentations were part of the National Mortgage Banking Conference which was held in New York last week.

ENG status report

A Wednesday morning NAB session brought some of the early-rising delegates up to date on the latest in electronic news gathering. "Major Market ENG: Innovative Approaches" was moderated by Jeff Meadows of NBC. Other panelists included Walt Nichols of KPIX(TV) San Francisco; Bill Powers, WSB-TV Atlanta; Joe Kresnicka, WLS-TV Chicago, and Irv Ross, WPVI-TV Philadelphia.

Ross and Kresnicka both noted that many of the people who use their ENG equipment daily are not, by training, technicians. That allowed, said Ross, for a situation at his station where the ENG engineering unit is not only assigned to the news department but is budgeted and controlled under news administration as well.

Kresnicka said that his station ENG units were controlled by the news assignment desk, which had total responsibility for ENG operations, while the studio operations remained under the hand of the producers.

Powers said that his station was still running about 40% film in its operations but, like many other stations, was considering going 100% ENG. He also let it be known

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that during this summer's political conventions from New York and Detroit, the Atlanta station will be doing live cut-in coverage.

As an early user of ENG equipment, Powers said that he had learned that ENG required a "total station commitment"—from operations, engineering, news, promotion and other departments. He also said that the technology demanded that the station remain "aggressive on a day-to-day basis."

How members see APR

Fifty-two percent of the affiliates of the Associated Press Radio Network view their news operation as a profit center. That is one finding of an APR membership survey, which also reported that, while 42% said it was not currently profitable, several had penciled in a comment that they expected it to be a money maker.

Among other findings that indicate a heavy reliance on news: 73% of APR stations reported affiliations with another network that provided national, state, regional or specialized news; the average APR affiliate programs 1,067 minutes of news weekly; the average APR member has 3.4 full-time news people on its staff; 76% reported use of individual news cuts from AP Radio's hourly update feeds; 64% use sports cuts from those feeds; 63% use regional news cuts from APR's twice daily

regional news feeds.

Several answers on the questionnaire reflected a desire for more news and public-affairs programing. For example,

57% of the stations said they will use the live programing APR will provide from the Democratic and Republican conventions this summer.

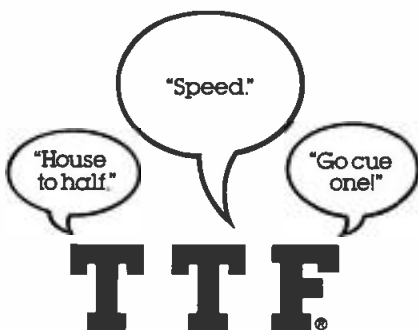
NewsBeat

Spilling the beans. Colorado Supreme Court ruled last week that reporter who observes criminal act has no constitutional privilege to refuse to respond to subpoena relating to act. High court upheld lower court ruling which required *Denver Post* reporter to appear before grand jury to determine who leaked information from secret grand jury proceeding on Medicaid fraud. Reporter, Howard Pankratz, had made agreement of confidentiality with source to obtain the information, and claimed he was protected by reporter's privilege not to testify. Court agreed with previous ruling that when reporter has observed wrongful conduct and is subpoenaed to testify, he has same status of ordinary citizen. Jack Landau, of Reporters Committee for Freedom of the Press, called ruling "outlandish."

□

ASNE Olympic worries. American Society of Newspaper Editors' Freedom of Information Committee has written to White House expressing concern over what committee sees as freedom-of-press implications of presidential order banning transactions with Soviet Union in connection with summer Olympic Games in Moscow. That order would have effect of denying NBC opportunity to televise games in event it chooses to cover them, letter said. "Voluntary compliance with a presidential request is one thing," letter added. "Government measures that foreclose coverage of an event are in an entirely different—and dangerous—category. The implications for all the press are obvious." Letter, addressed to White House counsel Lloyd Cutler and signed by William H. Hornby, president of ASNE and Charles W. Bailey, chairman of freedom of information committee, requested clarification and assurance that "no network or other news organization" will be prevented from covering Olympics.

□



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Interactive. NBC Newsman David Brinkley, who lightened the Monday NAB television luncheon with a humorous prologue to his speech, did get to more serious matters. "Broadcasting, as a communications medium," he said, "usually is thought of as communicating one way—from us to the audiences. But I think it actually is one of our most effective systems of communication both ways—from us to them, and from them to us." All broadcasters know what follows a provocative program, he said. Viewers "jam our telephone lines, send telegrams and bury us in mail. And, as we have all discovered, the American people are not the least bit reticent about saying what they think, whether it's praise or abuse. He said while many Americans can't name their congressional representatives, "they do know—or feel they know—the people they see and hear on radio and television." In concluding, he said, "If we in broadcasting are to perform the public service that is expected of us, we ought to pay as much attention to our listeners as we hope they will pay us." Brinkley also fielded questions from the packed ballroom at the Hilton. Asked about hour-long network news, he said he personally thought it a good idea, but the real answer "was up to the affiliates." His opinion was also sought on the viability of Ted Turner's Cable News Network—whether it will constitute a threat to network news. "I'm not sure he understands what it costs," Brinkley responded. And, he asked, "what is Turner going to put on for 24 hours?"

Cap comes off 9 khz issue at convention

**Thurston, Livesay and Lee engage
in war of words over proposal
to reduce AM channel spacing**

The U.S. delegation to the western hemisphere AM planning conference is home from Buenos Aires. But the controversy that dogged it there has not abated; it flared anew last week at the NAB convention.

Donald A. Thurston, former joint board chairman, used the occasion of his accepting the NAB's Distinguished Service Award (see page 52) to criticize roundly the performance of the delegation he observed in Buenos Aires. Two days later, Commissioner Robert E. Lee, who was chairman of the delegation, offered a sharp rebuttal; he suggested Thurston did not know what he was talking about.

Not only that. Thurston had fanned the flames in his speech by picturing Ray Livesay, president of the Daytime Broadcasters Association, as an unwitting tool of government agencies pushing what was the single most controversial proposal at the conference—to reduce AM channel spacing from 10 khz to 9. Livesay's response was to question Thurston's dedication to principle and to suggest NAB policy may be driving daytime broadcasters from the association's fold.

What might be called the NAB-U.S. split emerged in Buenos Aires when it was learned that the association had written the foreign delegations urging them to postpone a decision on the 9 khz issue until the matter had been studied further. The letter sent shock waves through the delegation, the FCC and other government agencies where 9 khz was a major objective as a means of increasing the number of stations in the U.S. and thus increasing the opportunities for ownership for minorities and for full-time operation by daytimers.

The conference's decision to postpone a decision until the second session, in November 1981, largely because of the opposition of Argentina and Canada to the U.S. proposal, did nothing to ease the pain the NAB letter had caused U.S. officials.

Nor did Thurston try to make amends. Thurston, who spent eight days in Buenos Aires during the three-week conference, described the delegation as one that "was at odds within itself," whose government members excluded private industry representatives from their private meetings, and who were "primed for the political battle, but inadequately prepared for the technical." And despite "the 'good face'



Lee

put upon the delegation's report," he added, "it was not a victory ... 9 khz is not assured."

As for Livesay, Thurston said: Despite his "truly Herculean efforts to sell 9 khz as the answer to full-time service for daytimers, there is not the slightest intention at the FCC or the [National Telecommunications and Information Administration] to give up daytime allocations. He is being used, and in my opinion, most unfairly."

Lee, who throughout most of his 26 years at the commission has been regarded as a friend by many broadcasters, was not prepared to let Thurston's remarks go unanswered. It was not only a matter of personal pride but of loyalty to delegation members with whom he had worked hard and suffered frustrations.

"Our team in Argentina was absolutely superb," said Lee, in remarks at an engineering luncheon. "Anyone who tells you they were unprepared or divided or inept is very uninformed. And that includes

recipients of awards."

Lee, who did not have a prepared text, attempted to explain what he perceived as the realities facing any U.S. delegation to an international conference. "Whether we like it or not, we have to live in a world ... You can't go it alone." He said a major frustration is to return home from a conference and be confronted with questions as to why the U.S. chose not to go its own way on an issue.

(However, other officials noted that the conference thus far, in effect, has only approved recommendations. Final acts will not be adopted until the second session. And it is then, the officials noted, that countries dissatisfied with a conference decision can take a reservation—that is, state they will not abide by the decision.)

Another reality facing a U.S. delegation, Lee said, is that its success depends on the country's foreign affairs posture. And the U.S. "does not have the best posture," he added. Its motives are suspect; its policy is seen as aimed at benefiting "the fat cats."

Lee, who is confident the conference will adopt the 9 khz proposal at the second session, also had an answer for Thurston on the matter of whether Livesay was being used, although he did not refer to the charge. Lee said he could not say what would be done with the additional assignments the proposal would create—the commission says up to 1,400 would be made available—but, he added, "I think I speak for the commission when I say we'd try to give preference to minorities and daytimers [who want to upgrade their operations to full time]."

However, he offered some caveats. He noted that not all the 2,300 daytimers could be accommodated, if they chose to change their operations. He said the commission would probably require legislation to give such a preference. And "if a conflict developed between a minority and daytimer," he said, "I don't know what we'd do."

Livesay, who played a major role in per-

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suading the government to adopt its position on 9 khz—he developed the first basic plan for shifting the U.S. to a 9 khz system—had his own view of who was using whom. Speaking at a meeting of the DBA in the convention hall, Livesay said: “In my opinion, Thurston has been used by the networks, the clear channels, the biggies—the people who control the NAB. Don performed well and earned his reward.” Livesay said Thurston “has had to compromise his principles to head NAB.”

Livesay accused the NAB of not living up to the commitment the board of directors made in a resolution adopted at a meeting in Maui, Hawaii, in January 1979 regarding daytimers. It urged the adoption of national policy looking to the conversion of all daytime stations into unlimited full time facilities.

NAB support of the extension of the AM band from 1600 to 1700 khz, at the World Administrative Radio Conference in Geneva last fall, was of little practical help, according to Livesay. He said it would take “15 to 20 years” before enough new receivers reached the public to make stations in the upper part of the band competitive. “The 9 khz plan could be implemented in a few years,” he said.

Livesay, noting that 1,000 daytimers are NAB members, indicated they might try to use their numbers to change NAB policy—or consider leaving the association. “I don’t want us to have to reappraise our benefits from the NAB,” he said. “It’s done wonderful things.” In a later news release, the implied threat was extended to the National Radio Broadcasters Association, which has come out flatly in opposition to the 9 khz plan.

Thurston aside, some of the bleakest characterizations of the Buenos Aires meeting came from a member of the delegation who nevertheless was unable to attend the meeting—Harold Kassens, a former FCC engineer who is now a consulting engineer.

Speaking at a workshop on the Buenos Aires conference, Kassens said, “What the conference did was to sell nighttime service in the U.S. down the river.” And he predicted that “if there’s a heavy demand from other countries, they’ll get the additional channels” the 9 khz plan would

create, leaving the U.S. empty-handed.

His concern about nighttime service stems from the conference’s decision to permit interference between stations up to 50% of the time. The U.S., Canada and Mexico operate on the basis of a 10% standard, and they, along with Greenland, agreed in Buenos Aires to maintain that standard. But Kassens feels Cuba and other Caribbean countries will boom interfering signals into the southeastern U.S.

Others on the delegation do not seem as concerned. They note that at least the agreement provides for a limit; there is none now that the Caribbean countries honor. (That includes some that, like the U.S. and Canada, are signatories to the North American Regional Broadcasting Agreement, which specifies the 10% limit.) Furthermore, they say the interference would come from local and regional stations operating with power limits of up to 1 kw and 5 kw respectively. The FCC, they say, could authorize an increase in the power of local and regional stations that now operate with 250 w and 5 kw, respectively, at night, and enable them to regain service areas they would otherwise lose. (However, engineers say that, given conditions in the U.S., the power of regionals could not be increased substantially.)

As for the U.S. being squeezed out of the channels that a 9 khz plan would generate, delegation members say that simply won’t happen. “I can’t believe there will be 12 new channels and that the U.S.—which proposed the plan—would not operate on them,” Wallace Johnson, a former FCC Broadcast Bureau chief, who served on the delegation, said after the workshop.

However, he acknowledged that the commission will have to move fast to develop the five-year (Jan. 1, 1983-Dec. 31, 1987) inventory of station needs the conference has asked all countries to submit by May 31, 1981. The ultimate hemisphere plan, which will specify where stations will be located, will be based on the plans submitted by the member countries. If the commission relies on present procedures of accepting and processing applications to determine the plan, Johnson said, “we’ll be lost.” He said the commis-

sion is attempting to come up with a method for speeding up the process.

While most of the debate concerning the Buenos Aires meeting occurred in the management section of the convention, one observer warned that management had better become involved in the issue.

George Jacobs, director of engineering for the Board of International Broadcasting and who has been mentioned as a likely successor to George Bartlett as NAB vice president for engineering (“Closed Circuit,” Feb. 25), noted that regional planning in Europe had cost several countries there the ability to make some policy decisions regarding their own broadcasting systems.

“This is not just an engineering matter; it’s a management problem, too,” he said, as a member of the audience at the workshop on the Buenos Aires meeting. “It’s going to take management and the clout of the broadcasting industry to let us in government know what you want. You’ve got to get into this. Tell us what the results of the conference have been for the U.S. If it means disaster, you should tell us.”

The sky’s the limit for satellites

The growing distribution technology is one of the hottest topics at NAB with highly attended workshops, new programing services and exhibits in parking lot

Although the prospect of direct-to-home broadcast satellites remains unresolved, the reality of the fixed satellites like the Westars and Satcoms was clear and present at the NAB convention.

Satellite earth stations, the hardware package that makes the satellite communications network accessible, were prominent. Their large white parabolic “dish” antennas, aimed at the southern horizon, were scattered about the parking lot outside the exhibit hall and most fed signals taken from the satellites to television monitors in the booths of their vendors inside.

There were also some new satellite services, beckoning broadcasting into the satellite age. And the NAB planners saw fit to dedicate two workshops—one for the engineers and one for the managers—to discussion of satellites and the opportunities they can create.

The domestic fixed satellite business has been a phenomenon of the last five years. Gene Bormann, director of marketing development for Western Union, said that during the first year of his company’s operation of the Westar satellite, it managed to sell only 275 hours of satellite time. In 1979, however, Western Union sold 34,375 hours on the bird. And while the domestic satellite is closely associated

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Bormann, Protter, Arries

with the cable industry, it must be noted that the vast majority of business Western Union has done over the last few years has been with broadcasters.

Many broadcasters, both radio and television, went to the convention with the question of whether or not to invest in a satellite earth station. If any took the advice of a couple of broadcasters who spoke at a Tuesday morning workshop, it's likely that business was brisk in the parking lot.

Harold E. Protter, general manager of KPLR-TV St. Louis, is a pioneer of the satellite business, having installed an earth station in 1976 to pick up news feeds. According to Protter, KPLR-TV was driven to the satellites by economics. He said, in 1975 the station relied heavily on news feeds from the Independent Television News Association. The only problem was the ITNA signal was being sent by satellite, he said.

At that time he said the closest earth station to St. Louis was a Western Union facility in Chicago. "Therefore, we began paying AT&T Long Lines fees of \$1,000 per week to bring in the feed daily. Based on these economics, an earth station eventually costing \$130,000 was easily justifiable as a capital asset."

Protter said that the earth station did more than relieve his ITNA problems. He said that by providing downlinking services to KSDK(TV) there for its reception of baseball games and through a shared use arrangement with Western Union, "we had a payout on our investment in 18 months."

Les Arries of WIVB-TV Buffalo, N.Y., has similar happy experiences with his two earth stations, which in addition to downlinking signals are also capable of uplinking. He built the earth stations in August 1977 and since then has been able to use the stations not only for WIVB-TV's purposes but for a number of other revenue-producing businesses. Warner Amex Satellite Entertainment uses the earth stations for the uplinking of its cable television programming, he said. In addition, other broadcasters in town pay \$50 an hour for downlinking and \$75 an hour for uplinking. And he suggested there is much latent demand for earth station ac-

cess. "You never know where the business is going to come from," he said. He was once asked by NBC to send the network signal up to the bird for relay to Alaska. And, Arries said, a Pittsburgh television station paid him to bring in special football reports prior to the Super Bowl from Los Angeles. (The signal was sent from Buffalo to Pittsburgh via conventional land lines.)

Since the earth station can provide so many services beyond those for normal television station operations, both Arries and Protter advised that once an earth station is installed, the television station should operate it as a common carrier. Protter said, "We found absolutely no disadvantages and a monumental reduction in our legal bills."

One of the concerns of both Arries and Protter was that despite a few proposals, no satellite programing distribution network is currently operational. "As an indie whose freight bill for programing will exceed \$100,000 this year, we are extremely disappointed that satellite distribution of syndicated programing has not progressed further," Protter said.

There are several proposals currently on the drawing board designed specifically to satisfy this demand for a cheaper, more efficient program delivery system using satellites. Gene Bormann, who shared the dais with Protter and Arries, discussed Western Union's plans. Bormann said Vidsat, introduced in conjunction with Westinghouse Broadcasting, at the National Association of Television Program Executives convention last February, will be ready to serve the top-25 markets by September, the top-50 by January 1981, the top-75 by the third quarter of 1981 and the top-100 by the first quarter of 1982. Other similar services also being promoted at the convention were Robert Wold Co.'s Satellite Express and RCA's SMARTS.

Among the new satellite services at the convention were two for the radio market. RCA Americom presented its Audio Digital Distribution Service (ADDS), with which RCA plans to offer "end-to-end service" to broadcasters for just about any network programing as soon as the Satcom III replacement becomes opera-

tional. Because the digital signal can be time-division multiplexed, ADDS service will be able to offer a variety of services (frequency responses) depending on the needs of the customer. RCA said that it can provide 20 channels of 15 khz signals, 40 channels of 7.5 khz signals or 60 channels of 5 khz signals on a single satellite transponder. All the hardware on display at the convention was developed by and manufactured for RCA by Scientific-Atlanta.

In addition to RCA's new transmission services, a company called Enterprise Radio was passing out promotional baseball caps inscribed with "Jock Around the Clock" and offering a sports programing service for radio. Jon Foley said that Enterprise Radio has leased two audio transponders from Westar for transmission of sports programing, which he expects to begin in early 1981. Foley said that the decision to go satellite was made because "nobody can afford the AT&T Long Lines charges any more." With satellite, he said, distribution of the programing is not only cheaper, but the signal is cleaner.

Foley said that Enterprise Radio's plans for programing include 48 daily sports news feeds, one every half hour, and 13 hours of sports talk shows. Foley also hopes one day to carry live sporting events, but he said that Enterprise Radio would have to prove itself with the news and talk before it would be strong enough financially to "get into the bidding wars" for sports rights. Foley said that Enterprise Radio would like to install, own and maintain the receive-only earth stations of its affiliate stations. He added, however, the company is talking with both AP and UPI about setting up some kind of shared-use arrangement for the earth stations. (Both the major news services have previously announced plans to go to satellite distribution.)

Meanwhile, the earth station manufacturers have recognized the special needs of the broadcaster and have assembled earth station packages designed to meet them. Harris was selling a system that featured its new 8.8-meter dish with a motorized mount that can be preprogramed to look at any bird in the domestic satellite orbital arc. Harris claims the antenna (Model 6503) can produce 50 db gain.

Scientific-Atlanta showed its new earth station for broadcasters, the 7-meter Model 8572. It has an optional motorized mount that allows the dish to be panned across the horizon. (Without the motor, the dish can easily be cranked into position.) The earth station electronics, including the S-A Model 414 receiver, are fully redundant.

Fort Worth Tower also had a 7-meter dish on display. According to a spokesman, although Fort Worth makes no electronic gear, it will supply turnkey earth stations with equipment from other suppliers.

Microdyne one-upped some of the other manufacturers with a broadcast earth station package including two antennas and fully redundant electronics. The package has a price tag of \$44,000. That figure

drops to \$16,500 for just one antenna and no back-up gear.

Compact Video Systems wheeled in its mobile unit, mounted on the back of a trailer. Featuring a 5 meter S-A antenna and all S-A electronics, the Compact 42, as it is called, was not yet finished and ready for general inspection. It will be ready, Peter May, sales engineer, promised, by the NCTA convention next month. May also said the first unit has already been sold to Trinity Broadcasting.

The outdoor satellite marketplace at the convention was disrupted by a gate-crasher toting a 10-foot dish on a boat trailer hooked to a station wagon. Ron Cohen of Los Angeles was trying to sell the antennas and a complete set of electronics as a home earth station. When he first appeared on Monday, his asking price was \$6,995, but apparently dismayed at the lack of interest, he introduced a sale on Tuesday, knocking \$1,000 off his original price. Despite his generous reduction, police forced him to remove his equipment from the convention hall grounds.

Digital doings

The new technology is much in evidence at NAB with displays of cameras and VTR; it's also the topic of various workshops on compatibility and stations' servicing problems

It was apparent last week both in the NAB convention workshops and on the exhibit floor that the age of digital television is at hand. While still years away from the so-called "digital studio" that engineers have spoken of for at least the last half-decade, many of the components of that studio of the future were to be seen in Las Vegas. Engineers attending the conference had plenty of questions for the digital experts on hand, and issues separating the operating engineers from the designers began to emerge.

There appeared a gradual, but nonetheless discernible, change in attitude among broadcasters toward digital equipment—the products that ultimately will integrate the previously divergent technologies of electronic communications and computers. How will the new equipment change the stations? And who will be responsible for them?

Among the technical highlights of the convention last week was a tiny CCD (charge coupled device) color television camera. An experimental model developed by the Electro-Optics and Devices Division of RCA, the camera—little larger than a standard super 8mm film camera—featured three CCD image sensors in place of vidicon television camera tubes. The sensors are integrated circuits made from silicon wafers in essentially the same fashion as the other standard integrated circuits, according to the manufacturer.

One delegate to the convention, a news director, summed up the significance of



Parker praised. James D. Parker, retired CBS staff consultant, telecommunications, engineering development, received the National Association of Broadcasters achievement award at the convention in Las Vegas last week with a word of advice to those colleagues still on the job. He noted that a number of important international telecommunications conferences are to be held over the next decade—on AM and high-frequency broadcasting, as well as on satellite communications, among other subjects—and added: "As broadcast engineers, it behooves you to learn as much as possible about the interrelationship between these meetings and domestic operations."

the experimental light-sensitive chips. When an image passes through the lens, he said, the pictures "become ones and zeroes."

That is, the camera, designed primarily for the audio-visual and consumer markets, begins the complex series of electronic steps that occur in a television studio with an electronic signal already reduced to the binary code of computers.

The CCD camera's pictures were crude, compared to a standard broadcast camera. There was an obvious grain and less brightness. In places where the studio lighting was less than perfect, the picture appeared cloudy and indistinct. There was little sense of depth in the features of the female model on the RCA demonstration. Where the light was stronger and surfaces less varied, however, the picture from the camera looked more like those from the

other cameras on display. And there was no "burn" in the picture when the camera was aimed directly at a light, and no trail as it panned away.

Fred Ingle, an RCA engineer and one of the developers of the camera, explained the graininess as a result of the 163,840 elements that made up the face of the chip. An image focused on the silicon surface was immediately transformed into thousands of individual electrical charges. They were then processed by integrated circuits for video display. The camera's signals, however, were converted to the traditional analog signals for the standard 525-line television monitor on which the pictures were displayed.

The image sensor, of which there were three in the color camera, comprises a matrix of 512 vertical by 320 horizontal elements. Each sensor has a 12.2 mm image diagonal, slightly greater in format than a two-third-inch vidicon tube.

Ingle pointed out that the experimental camera shown last week was not being developed for the professional market. That development is occurring, he added, however. As a product aimed, ultimately, for consumer use, he said it would have to be manufactured at a cost that would allow RCA to price it at less than \$500.

But was this the digital camera the engineers have discussed so much at past NAB's and other technical conferences? Was this the experimental first step in the chain of digital components of the computerized studio of the future?

"This type of camera could be seen that way," replied Ingle.

Had the RCA camera been alone last week it would, perhaps, have been little more than an engineering curiosity, a technological futurist's toy. It was not alone, however. Fairchild and NEC of America had black-and-white CCD cameras on display. Hitachi had a different all solid-state camera.

Digital equipment has already become commonplace at many television stations. Computerized switchers, time base correctors, character generators, signal processors, image enhancement components and hosts of other electronic "black boxes" (as even the engineers call them) have already entered television stations.

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There was also movement in the development of another major component

By the time it gets to Phoenix. The Combined Satellite Transmission Committee representing affiliates of the three television networks decided last week to turn back its FCC permit to construct a satellite earth station to serve all television stations in Phoenix. The reason: Technology has progressed to the point that the three Phoenix affiliates that were to bear the \$200,000-plus cost can now buy earth stations of their own at less than their share of the joint project. The committee applied for the Phoenix installation in 1970, before the FCC had a satellite policy. It proposed to build a facility that would serve not only the three network affiliates but also two independents at a charge and one noncommercial station at no fee. Authority to build the station was granted after the FCC, in 1972, adopted a general policy of authorizing special users, including broadcasters, to own their own satellite receivers. The committee, still headed by its original chairman, A. James Ebel of KOLN-TV Lincoln, Neb., a CBS-TV affiliate, will continue in operation. Its principal missions now are to keep abreast of satellite developments so that affiliates will be knowledgeable, when, as expected, networks begin using satellite transmission, instead of the terrestrial telephone system they now use, and to oppose the introduction of satellite broadcasting direct to homes.

in the digital studio. Sony Corp. displayed yet another digital videotape recorder. Shown to members of the press Saturday before the start of the convention in Sony's hospitality suite in the Hilton, the new VTR (called "Sony 3" by the company) demonstrated a significant advancement in digital VTR technology.

The unit had a 50 megabit-per-square-inch packing density; 200 megabit-per-second recording density; a tape speed one-half that of type C helical recorders, and 16-channel multiplex audio. According to Masahiko Morizono, senior managing director, Sony Corp., Japan, the refined VTR was "still very much in the development stage" and a commercially viable digital machine is still "three to five years" in the future.

But Sony's machine, by the firm's own estimate, was well ahead of where the company expected to be in 1980. Its packing density especially was cited as being at a level of development not expected to be reached until 1984.

"It is too early, at least at this moment" to put a firm date on the introduction of a commercial machine, Morizono said. But the evolutionary process is well along. The digital revolution, he added, will not come only with the VTR but with the introduction of the complete digital studio.

Currently, he said, the weakest elements in every studio are those places where the analog signal is converted into digital or vice versa. At each conversion point along the processing chain, there generally is a degradation of picture quality.

The hope—and the promise—of the digital studio is a technically perfect (or close to it) signal to a transmitter and, ultimately, to a home receiver.

But there are pitfalls along the way. Speaking at Sony's Saturday luncheon, CBS-TV's managing director of development, William Connolly, referred to the necessity for both "compatibility and quality" in digital development. He reiterated that call on Monday at an NAB workshop, "Digital 1980."

With an eye on a universal standard for digital that could move toward worldwide television compatibility, Connolly stressed the need for "technological statesmanship" in digital development. He offered a list of five "objectives of quality and universality" in digital development:

- Component rather than composite coding.
- Line-locked rather than color sub-carrier-locked codes.
- An equal number of samples per line for 525 line/60 cycle television and 625 line/50 cycle.
- A hierarchy of luminance-to-chrominance sampling ratios which are simply related and are based on powers of two.
- The luminance sampling frequency must be high enough to suit future design improvements.

Translating his technical jargon for his audience, Connolly said: "The first three elements insure universality of the stan-

dard. The fourth and fifth assure that the standard endures over the next quarter century."

Currently, the Society of Motion Picture and Television Engineers is working with the European Broadcasting Union and other international groups on digital standards. At least among the SMPTE members who made up the NAB panel, there seemed to be a consensus that standards should be set before the progress of technology in the labs of the manufacturers renders the issue moot.

Ken Davies of the Canadian Broadcasting Corp. summed up the current state of the digital art, saying that television stations now comprise "black boxes with analog inputs and analog outputs with

some digital in the middle." The goal of the engineers and the apparent evolution of television technology are toward doing away with the intermediate analog steps.

Robert S. Hopkins of RCA, chairman of the SMPTE's committee on new technologies, said that "by the end of this decade there will be several all-digital facilities." He envisions a three-to-five-year wait for the VTR and "processing-type equipment," and "somewhere the camera will fall into line."

In large part, the NAB panel was devoted to updating the delegates on the events of SMPTE's digital conference held in Toronto earlier this year (BROADCASTING, Feb. 11), and reports of the conference were made by various participants. Joining

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Connolly, Hopkins and Davies on the panel were Michael T. Fisher of ABC Inc., Miguel E. Negri of NBC, Roland J. Zavada of Eastman Kodak Co. and Henry Thedick of the Public Broadcasting Service. K. Blair Benson of Video Corp. of America served as moderator.

Immediately following that panel a second one explored a considerably less philosophical nature of the revolution: "Purchasing and Maintaining Digital Equipment and Software Today." The prosaic title failed to suggest the underlying conflict developing between the engineer-consumers and the makers.

Under current copyright and patent law, manufacturers' rights to the software—the programming—for the microprocessor-based equipment now entering television studios are proprietary information. As a rule, manufacturers do not provide software documentation to end-users. Because they do not have access to the technical manuals explaining the workings of the programs for the black boxes they have been purchasing, station engineers are generally unable to make specific modifications to computerized equipment to discern whether a breakdown of a particular piece of equipment is the result of programming or hardware.

From the engineers' points of view, the restrictions place them too much in the hands of the service departments of the equipment manufacturers and take away their responsibilities to maintain and operate their stations.

The manufacturers contend, however, that if they turn over their software plans, it would allow others to build and program their own computers using the expertise of the manufacturers. Some companies, such as CMX/Orrox Corp., will license users, revealing the programs, at a cost.

Allan J. Behr of CMX/Orrox explained to the NAB delegates his and other companies' need to protect their products.

And Tom Mehrens of Sony extended those comments considerably as well as expressing a hard-line manufacturers' approach to the problem. Ownership, he said, does not equal right to design. He coined what he called "plagiarism of specific design."

"If you take the documents and build a system, you have, essentially, the same machine," Mehrens said.

Speaking for the users, Negri (who was on both digital panels) spoke of the need of access to the documentation materials, especially in light of all the different black boxes manufacturers have been offering. "Very rarely," he said, "do we buy a piece of broadcast equipment that is entirely unto itself."

The need to integrate newer equipment with that already on hand demands that users have complete knowledge of their equipment, he said. He said that manufacturers should provide complete operating and maintenance manuals for the equipment they sell as well as hold service classes to teach the operations of the more sophisticated equipment.

Management and engineers both get looks at teletext status

While the former seem eager to bring on new video technology, the latter hear objection raised

Two Tuesday NAB panels were devoted to the subject of teletext. One, a television session, was geared to management delegates while the second, "TV Ancillary Signals—Teletext, Captioning etc." was more technical in nature.

■ The sense of the first was set by panel member William L. Putnam, Springfield (Mass.) TV Corp., who said that television managers were eager to get moving on teletext. "We may be very close to establishing an American engineering standard incorporating some of the elements" of each of the three foreign systems now vying for a place in the American television universe, he said. The American system, Putnam added, will also feature elements peculiar to this country.

The panel was billed as a teletext "update," and it touched on a variety of relatively recent developments in the emerging field. Hartford N. Gunn of noncommercial KCET(TV) Los Angeles reported on the advent of closed captioning on ABC-TV, NBC-TV and the Public Broadcasting Service. Gunn described the closed captioning system as a "very limited form of a kind of teletext system."

D. Thomas Miller of CBS-TV reported on that network's experiments at its owned television station, KMOX-TV St. Louis. The CBS teletext signal, he said, is also being transmitted via satellite to the

network's owned station in Los Angeles, KNXT(TV), as well as over the network. Some affiliates, Miller said, are broadcasting the CBS teletext signal, too.

"I believe next we'll go to a city with big, tall buildings," Miller said, citing either New York or Chicago as likely candidates.

William Loveless of Bonneville Broadcasting Corp. was also on the panel. In response to several questions from the audience about the competition between teletext, an over-the-air service, and viewdata, a wired service, he said that his firm's experimental Touch Tone teletext, which allows for a degree of interaction between user and central computer, expands the capacity of a teletext service to something approaching viewdata.

Loveless also noted that broadcasters may not choose to provide all of the information offered by a teletext service. He said he envisions a teletext service being programmed by either broadcasters or by outside information system companies.

■ Although not a panelist, ABC Broadcast Operations and Engineering President Julius Barnathan provided the fireworks for an otherwise perfunctory engineering session devoted to the current state of development in teletext, stereo sound and captioning. Barnathan, whose company, he said, has devoted over \$1 million to the development of closed captioning, asked a number of pointed questions about teletext.

Barnathan said that teletext would result in "100 million disenfranchised Americans" who today own television sets unequipped for the new service. "How much would it cost?" Barnathan insisted on knowing—asking whether it would be economical to have add-on units for existing sets.

Carl Eilers of Zenith Corp. said that teletext adaptors in use in Great Britain sell there for approximately \$250. "Most



Putnam, Gunn, Loveless, Miller

of you people would be very dissatisfied with the display," he told the engineers.

Panel moderator Robert O'Connor of CBS-TV (and chairman of the Electronic Industries Association committee on teletext) took issue with Barnathan's "disenfranchised" statement and compared the growth of teletext to that of color television. "When color came along, if people wanted color, they bought it," he said.

Barnathan's pointed comments from the floor have become a fairly common feature at teletext discussions headed by O'Connor. After the session, Barnathan said that contrary to what may appear as a stand against teletext, he is actually open to the new technology. He is not, however, in favor of O'Connor's position in the teletext debate. O'Connor, Barnathan noted, was a key player in the move to establish a teletext standard, and his network is among the leaders of teletext research.

Wearing his panel moderator's hat during the prepared program, O'Connor said that EIA was aiming for a mid-August deadline for announcing its teletext standards decision.

Tom Keller of PBS reported on the current state of development in stereo sound. He said the first major test of the various systems being considered will be made this summer by noncommercial WTTW(TV) Chicago.

Eilers took the discussion back to teletext—from the set manufacturers' point of view. "We want to make sure teletext is a mass consumer item," Eilers said, and put a \$125-\$150 figure on the service. He said teletext should not add more than that to the cost of a standard receiver. If teletext technology proves so expensive that it will add \$250-\$300 to the cost of a set, Eilers said, the industry will be "in danger of not being able to get the receiver off the ground."

Teletext receivers, he said, should have the highest possible bit rate, which will aid in reducing access time, and the ability to record the teletext signals. The latter, he said, would not necessarily be required for standard teletext but to record teletext-generated program captions.

InSync

Making it pay. Board of Corporation for Public Broadcasting voted in closed session last week to explore possibility of getting involved in direct-to-home satellite broadcasting. Board concluded that participation of CPB in exploration of DBS is in best interest of public broadcasting, and it took recommendation of Public Broadcasting Service and National Public Radio to convene task force for purpose of exploring systems and making recommendations to board, within 60 days. Board also asked to be kept apprised of CPB participation in Comsat bid at FCC for approval of DBS. CPB management has had discussions with Comsat on possibility of joint projects, and explanation of potential pluses for CPB involvement by CPB chief engineer apparently helped bring about near unanimous vote by board. CPB also is interested in possibility of subscription TV, and has commissioned consultant Richard Block to assess viability. Draft of study has been finished, but CPB management asked for additions. Original version, however, recommends that CPB finance experiment with STV using KLCSTV Los Angeles.

□

Modular working environment. Intelsat, international satellite communications consortium, has named architect for organization's new headquarters to be built in Washington. Intelsat solicited blueprints from around world and selected from six submissions design of John Andrews International, Sydney, Australia. Andrews's design features series of multistoried octagonal pods—85 feet on side—linked together to form 300,000-square-foot cluster. As organization expands, square footage will expand with construction of additional, contiguous pods. Site of structure is eight acres in northwest section of Washington, to be leased from federal government. Building is expected to cost \$30 million and be completed by 1983.

□

Computerization. Radio Computing Services, Tenafly, N.J., has introduced Selector, "computer-aided radio music selection system" also capable of library control and management analysis. Two types are available, \$30,000 system with "floppy disk" and 3,000 item library and \$35,000 model with "hard disk" and 50,000 item library. Hardware's from DEC Digital Equipment Corp. and first to use Selector is NBC-owned KVVU(FM) San Francisco. Radio Computing Services is led by Andrew Economos, former vice president, management information services, NBC.

□

Pushing out walls. GTE CATV division, which designs and manufactures Sylvania addressable converters and pay-TV devices, has announced plans for major expansion of its El Paso, Tex., production facilities. Firm broke ground on new 77,000 square-foot factory last week that GTE expects will take seven months and \$3.5 million to build.

□

Located. Belden Corp.'s Interconnect Systems Division has found home: 32,000 square-foot Gastonia, N.C., plant. Building is to house about 130 employees, will be first manufacturing and assembling operation for ICS division, founded in mid-1979. Division markets low-voltage and low-ampereage cable assemblies for various industries including audio/video and telecommunications.

□

Technical assistance. Stephen Miller & Associates, New York, has been formed as consulting service to assist broadcast stations in planning and implementing newsroom technological advances in 1980's. Miller, former news director of WDCM-TV Washington and night news manager of CBS News, has established headquarters for his firm at 41 West 72d Street, New York 10023, (212) 799-0556.

News U's can use

NAB session explores new techniques to cut power costs for stations, antenna types, circular polarization

One disadvantage of being a UHF television broadcaster has long been the great amount of electrical power needed to run transmitters. In the bygone era of cheap energy, that disadvantage could be coped with far better than today. But there's hope on the horizon. That was some of the "News for U's" at an NAB television session last Monday morning.

Energy bills for some UHF broadcasters have exceeded \$100,000 annually, said Dan Wells of the Public Broadcasting Service, and many broadcasters are exploring

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ways of reducing the bill or, at least, increasing the efficiency of current transmitters. According to Wells, standard UHF transmitters generally operate at about 35% efficiency (a figure determined as a function of input power versus output power), and some PBS stations are now exploring ways of stretching that number.

Some transmitter modifications developed by the BBC, Wells said, have resulted in raising efficiency to 45%—equal to a 30% cost savings. The BBC has already begun a project to improve the energy performance of 80 of its UHF transmitters, he noted.

Ron Graiff of LIN Broadcasting offered an interesting set of figures. By his calculations, a 110 kw UHF transmitter requires 475 kw of input power while a 220 kw transmitter requires 850 kw. Over the course of an 18-hour broadcast day, he estimated, the smaller output transmitter would result in a savings of 6,750 kw hours from the larger one. And at an approximate cost of five cents for each kw hour, the owner of the smaller transmitter could expect a \$120,450 savings on his energy bill over a year.

The klystron element within the UHF transmitter was cited by Graiff and others as the primary energy-eater in the UHF plant. Modern klystrons have reduced their energy requirements by some 6%, and other modifications have allowed some broadcasters to decrease their energy requirements another 10%-12%.

Aside from energy issues, there was other news at the session for UHF broadcasters. Bailey Neal of Sylvania Corp. spoke for set manufacturers on the long-time dispute over tuners. He reported a "growing trend toward random-access tuners" that do not distinguish between UHF and VHF stations. Television consultant Dick Block, moderator of the panel, also reported on recent developments in antennas. He said that his and the Council for UHF Broadcasters' experience had shown that the indoor "two-bay bow tie" antenna has proven far superior to the more traditional loop and bow tie antennas.

There was also general agreement among the panelists that circular polarization (CP) techniques have yet to prove to be the great boon to UHF broadcasters their developers promised. Wells said flatly, for instance, "I wouldn't recommend CP for UHF right now." Graiff noted the higher energy cost of CP. And Block, spotting subscription television pioneer Solomon Sagall in the audience, asked him what he thought of CP. "I'm just looking," replied the president of Teleglobe Pay TV Systems Inc.

Don Curran, president of Field Communications, a major UHF broadcasting group, spoke briefly before and after the panel. He noted the "ecumenism" of the UHF forces, which include commercial, public and subscription television broadcasters, and said that although they were all in somewhat different businesses, each had a stake in seeing UHF television improved.

Bad vibes for AM stereo

Storm of controversy over Magnavox system may delay implementation of technology many broadcasters believe is vital to their survival; FCC reconsideration possible

Prospects for a prompt start of AM stereo, a service many AM broadcasters feel is crucial to their survival, appeared diminished by the volume of controversy that greeted its announcement on NAB-eve.

It became increasingly clear during the four days in Las Vegas that the FCC's decision of April 9, selecting the Magnavox stereo system from a field of five (BROADCASTING, April 14), would not go without serious challenge that could hold up the implementation of AM stereo for years.

Surprisingly, the challenge may come not only from the losing system proponents but also from many broadcasters and broadcast engineers who feel the Magnavox system is so technically flawed it may jeopardize the entire AM stereo concept. At one workshop, Bill Erb of WRIE(AM) Erie, Pa., summed up the feelings of many other broadcasters: "The specifications and restrictions that were placed on the [Magnavox] system would be detrimental to our monaural system . . . That would be disastrous and could spell death instead of new life" for AM radio.

During the convention, it also became apparent that there was broad support among broadcasters for the Kahn/Hazeltine system. Its developer, Leonard Kahn, who has been trying to get his system adopted by the FCC for 20 years, was gratified by the support. Following the convention, Kahn said, "I was very, very encouraged by what I heard there. I realized I had support of the big broadcasters, but I didn't realize that it went so deep."

Chris Payne, assistant to the vice president of engineering for the NAB, said that Kahn's popular support derives from his years of selling his system to broadcasters and his close ties with them. But Kahn believes it is the extensive field testing done on his equipment by companies like RKO, Westinghouse and ABC that accounts for his current favor. "The reports from the stations were uniformly good and the stations were from all parts of the country," Kahn said.

Even Bob Streeter, one of the developers of the Magnavox system, had to admit that Kahn has "marvelous support" among the broadcasters. "It's something about the way he explains his system that attracts their interest," Streeter said.

In addition to the support he found among broadcasters, Kahn also was encouraged by what he heard during the question and answer session with four FCC commissioners on Tuesday morning (see story, page 42). The commissioners, reacting to comments from a number of broad-

casters, said that they would consider an oral hearing to reconsider their decision. After that meeting, Kahn said that he "was delighted with the openness of the commissioners."

And in a speech before the Tuesday engineering luncheon, Commissioner Robert Lee affirmed his willingness to take another look at the decision. He said that the FCC has already gotten "a lot of flak" about it and "we might have made a mistake, but I don't think we did." He is, he said, "still open to new information."

The events of the convention also were pleasing to two other manufacturers, Harris and Motorola, which, like Kahn, feel more strongly than ever that the issue is still alive. Former Congressman Lou Frey, the Florida Republican who now heads Harris's lobbying effort in Washington, said that the outpouring of dissatisfaction with the Magnavox system both "surprised and delighted" him. "We were encouraged by the reaction of the engineers and the technical people," he said.

Frey would not say whether Harris would fight the decision, but said the entire situation is being evaluated.

As part of that evaluation, Harris has filed a Freedom of Information request with the FCC, asking for all documents relating to the decision on AM stereo, and particularly the analysis matrix the Office of Science and Technology used to rate the five systems and, eventually, to recommend Magnavox.

(Hazeltine Corp., which has a part interest in the Kahn system, has filed a motion asking the FCC to make the matrix public.)

Motorola, while not saying so, acted as if it will pounce on the FCC decision when the time is right. Frank Hilbert, a Motorola engineer, said that the firm has serious concerns about the Magnavox system. He said that Motorola's evaluation of the five systems ranked Motorola first, Harris second, and Kahn third.

The objections to the Magnavox system are technical and the most serious one is a "popping" that is said to be heard on receivers when the negative modulation peaks are allowed to surpass 95%. According to Robert Reymont, chief engineer at WGAR(AM) Cleveland and a panelist at the engineering session on AM stereo, restricting peaks is not as simple as Magnavox contends.

Reymont said he had difficulty attempting to modify WGAR's vintage 1945 RCA transmitter to run tests on the Magnavox system. He said he was unable to design a peak limiter that would allow the transmitter to operate at peak power. Tests, he said, had to be performed at lower-than-peak power levels.

Reymont also said that in the nulls caused by WGAR's directional antenna array, where the carrier is canceled out, modulation peaks easily exceeded 100%,

creating "objectionable pops" in the receivers. He added that the defect might be "preventable by redesigning the transmitter."

Reymont later said that the problem of overmodulation, if uncorrected by improved receivers, might force broadcasters using the Magnavox system to lower modulation below 95% to prevent possible popping in the null areas.

Magnavox's Streeter, who was on the panel with Reymont, admitted that the negative peaks had to be restrained, but did not see it as a major problem. For older transmitters of the type used by Reymont, "it's a matter of finding the proper technology to make the technique workable," Streeter said. As for modern units, Streeter said most have controls for limiting the peaks and those that don't can be easily modified.

In response to a question from Jim Dixon, director of radio engineering at Meredith Broadcasting, who suggested that lowering modulation below 95% would be intolerable, Streeter said in all the tests performed on the Magnavox system, "we did not observe any reason to believe 95% negative peak is not an adequ-

ate number."

Streeter feels that the technical problems are false issues and that the real reason the Magnavox system is the target is because Magnavox is the winner. Streeter said "it's only natural" that the losing proponents would react the way they have. "I would be surprised if that didn't happen," he said, especially in light of the way the system proponents were always "throwing bricks at each other" in the docket proceedings. Magnavox is a wholly owned subsidiary of North American Philips, in turn owned by Philips of the Netherlands.

Although Kahn's system seemed to be the popular favorite, he may have been simply the most convenient rallying point for the anti-Magnavox sentiment. Reymont, for one, thought the Motorola or Harris system would be the best choice. Of the Kahn system, he said, "I liken it to driving a Model A in 1980." He said that the Kahn system was the state of the art 20 years ago, but that technology has improved and Kahn's system "is not the way to go in the 1980's."

If indeed the Magnavox decision is to be thrown out by the FCC it will probably be

done on the advice of the joint Broadcast Bureau-Office of Science and Technology committee that came up with the Magnavox recommendation in the first place. And Larry Middlekamp, chairman of that committee, indicated last week that review of the committee decision is not out of the question.

Middlekamp said that he was "surprised" to hear from various sources, which he would not identify, that the popping problem, of which he was well aware, may not be just a disadvantage but a "catastrophic" problem. He said that if it is "catastrophic" it would "undoubtedly be grounds for reconsideration"—and he added that the reconsideration proceeding could result in picking another system.

Despite the strong sentiment against Magnavox, the NAB has refused to jump on the bandwagon. Vincent Wasilewski, president, said the broadcasters who made the strong showing before the commission on Tuesday did not represent a cross-section of the industry. He said the NAB's position is to be supportive of whatever system the FCC chooses, as long as it chooses only one, and that position is unaffected by what went on in Las Vegas.

For the Record

As compiled by BROADCASTING Apr. 7 through Apr. 11 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

■ **Bullhead City, Ariz.**—River Bend Broadcasting Inc. seeks 1490 khz, 1 kw-D, 250 w-N. Address: 2723 Tatum Ave., Kingman, Ariz. 86401. Estimated construction costs: \$89,245; first quarter operating cost: \$23,424. Format: Contemporary. Principals: John W. Mathieson, Jr. and wife Helen (100% jointly). John Mathieson owns beer and ice wholesale dealership, and has various limited partnership interests in real estate, oil and gas ventures. Helen Mathieson is Kingman, Ariz. elementary school teacher, and has joint interest in all of husband's business interests. They have no other broadcast interests. Filed Mar. 14.

■ **Willits, Calif.**—Broadcast Corp. of Mendocino Co. seeks 1250 khz, 2.5 kw-D. Address: 2397 N. State St. Box 1056 Ukiah, Calif. 95482. Estimated construction

costs \$110,904; first year operating cost \$48,885; revenue: \$84,000. Format: MOR. Principals: Guilford R. Dye (50%); Wife Gudrun Z. Dye (47%); Michael A. Spencer (3%). Guilford Dye is associated with Paine, Webber, investments. Ukiah branch and owns Ukiah grain farm. Wife Gudrun is vice president and secretary of Broadcasting Corp. of Mendocino, licensee of KWNE (FM) Ukiah. Spencer is manager of KWNE. Filed Mar. 18.

■ **Kellogg, Idaho**—George S. Flinn, Jr. seeks 1110 khz, 5 kw-D. Address: 25 Wychewood Memphis, Tenn. 38117. Estimated construction costs: \$250,000; first year operating cost: \$45,600; revenue: \$75,000. Format: general interest. Principal: Flinn is Memphis physician also who has application for new AM pending in Arlington, Tenn., and owns 30% of applicant for new TV in Memphis. Filed Mar. 14.

■ **Berlin, N.H.**—McLaughlin Broadcasting Inc. seeks 1400 khz, 1 kw-D, 250 w-N. Address: 211 Emery St. Berlin 03570. Estimated construction costs: \$6,000; first quarter operating cost: \$33,485; revenue: \$39,089. Format: MOR. Principal: Richard J. McLaughlin (100%). He owns Berlin car dealership and has no other broadcast interests. Filed Feb. 15.

■ **Raleigh, N.C.**—Education Information Corp. seeks 570 khz, 500 w-D. Address: 4044 Wake Forest Rd., Raleigh 27609. Estimated construction costs none; first year operating cost \$188,000; revenue \$235,000. Format: Black oriented. Principal: Non-profit educational corporation which also operates WCPE (FM) Raleigh. Gregory F. Procopio is president and technical director. Filed Mar. 12.

■ **Brentwood, Tenn.**—Brentwood Broadcasting Corp. seeks 560 khz, 500 w-D. Address: 150 Windsor Dr. Nashville, Tenn. 37205. Estimated construction costs \$250,802; first quarter operating cost \$16,500; revenue \$128,000. Format: contemporary. Principals: Robert H. Chilton Jr. and J.M. Grissim (33 1/3% each), Royce E. Richards and wife Emily (16 2/3% each). Richards are associated with Havry & Smith Realty Co., Nashville. Chilton is president and 75% owner of Nashville, job machine shop. Grissim is Nashville attorney. They have no other broadcast interests. Filed Mar. 7.

AM actions

■ **Centreville, Miss.**—Western Mississippi Broad-

casters granted 1580 khz, 250 w-D. Address: 109 Channel Lane, Madison, Miss. 39110. Estimated construction costs \$31,070; first year operating cost \$42,500; revenue \$30,000. Format: C&W, Rock, Black. Principals: Carrol F. Jackson and Rayvon M. Smith (50% each). Jackson is general manager and 20% owner WKXI (AM) Jackson, Miss. Smith is president and general manager of Jackson, retail grocery store. Action Mar. 25.

■ **Ashland City, Tenn.**—Andrew Jackson Broadcasting Corp. denied 1190 khz, 250 w-D. Address: P.O. Box 84, Ashland City, Tenn. 37015. Estimated construction cost \$40,000; first-year operating cost \$64,700; revenues undetermined. Format: C&W, gospel. Principals: A.J. Hendrickson Jr., banker and retailer, owns 30% of stock. He is also director and sole owner of WCOR Broadcasting, licensee of WCOR-AM-FM Lebanon, Tenn. Darwin Lankford owns 30% of stock, is a banker and president of CLT Enterprises, a Tennessee advertising/publishing firm. Homer J. Tidwell also owns 30% of stock, is a banker and manufacturer. Remaining 10% of stock is owned by two others with no other broadcast interests. Action Mar. 25.

■ **Springfield, Tenn.**—Fred Hanon granted 1290 khz, 250 w-D. Address: 5628 South Hillview, Brentwood, Tenn. 37027. Estimated construction cost \$17,975; first-year operating cost \$33,931, revenue \$60,000. Format: C&W, popular, gospel. Principal: Harron is president of Mid-West National Life Insurance of Tennessee. Action Mar. 25.

TV applications

■ **Enid, Calif.**—Red Carpet Country TV Broadcasting seeks ch. 20; ERP: 1600 kw vis., 860 kw aur., HAAT: 266 ft.; ant. height above ground 234 ft. Address: 401 E. Broadway Enid, 73701. Estimated construction cost: \$57,759 first-year operating cost: \$138,000; revenue: \$1,700,000. Legal counsel: Choate & Choate, Oklahoma City consulting engineer: Wm. Choate, Oklahoma City. Principals: I.W. Choate & Sons and Jonathan M. Goodson 50% each. Choate partnership consists of brothers, William W. (attorney/engineer) and John I.M. (attorney) and 23 other family members who have limited partner status. Goodson is producer associated with Goodson Todman Productions. Choates have application pending for new TV in Tulsa, Okla. Filed Feb. 6.

■ Des Moines, Iowa—Columbia, Iowa TV Ltd. seeks ch. 17; ERP 2630 kw vis., 263 kw aur., HAAT: 1990 ft.; ant. height above ground 2000 ft. Address: Box 36169 Houston, Tex. Estimated construction cost: \$4,603,500 first-year operating cost \$638,857; revenue \$345,027. Legal counsel: Wilner & Scheiner, Wash. consulting engineer Jules Cohen, Wash. Principals: Columbia Communications Iowa Inc. (general partner) and 23 limited partners. Columbia Communications is owned by Columbia Communities Inc. Houston based investment corp. (95%) and Lee Hana (5%). Communities is owned by Richard A. Rudy and Harold S. Goldstein (40% each) and Louis Freedman (20%). Rudy is president and Goldstein and Freedman vice presidents of Communities which invests primarily in real estate and communications properties. Hanna is former vice president of NBC and currently owns New York television consulting firm. Communities has 40% interest in four cable franchises under construction in Houston vicinity. Rudy and Goldstein both have additional 33.3% interest in cable system being built in Houston area (Blue Ridge CATV Inc.). Two are also 33.3% (each) owners of co. that has 45% interest in Westland CATV Ltd., franchisee of system covering part of Houston.

■ Lebanon, Pa.—Great Lebanon County Telecasting Corp. seeks ch. 59; ERP: 1197 kw vis., 119.7 kw aur., HAAT: 1458 ft.; ant. height above ground: 800 ft. Address: 5773 Wilshire Blvd., Los Angeles 90036. Estimated construction cost \$2,154,000 first-quarter operating cost: \$134,250; revenue: \$2,882,753. Legal counsel: Benito Gaguine, Wash. consulting engineer: Silliman, Moffet and Kowalski, Arl., Va. Principals: Superscription Television Corp. (80%), George Fritzinger (20%), who is chairman of Superscription, which is wholly owned by National Health Enterprises, Santa Monica, Calif. public health care and ancillary services corp. Robert Paliafito is chairman. STV authority has been applied for along with CP for new station. Fritzinger is executive vice president, president of station division and licensee subsidiaries and 15% owner of ASI Communications Inc. New York-based licensee of KFAC-AM-FM Los Angeles. He is also 3% owner of Boston STV franchisee, Universal Subscription Television and president and 6% owner WQTV(TV) Boston. Superscription has applications for new CP's for UHF's and STV authority pending before FCC in Buffalo, Syracuse and Albany, all New York, and Hartford, Conn. Fritzinger has 20% interest in applicant of new CP for UHF in Vallejo, Calif. Filed Mar. 17.

■ El Paso, Tex.—Superior Broadcasting of Texas seeks ch. 26; ERP 1162 kw vis., 140 kw aur., HAAT: 1932 ft.; ant. height above ground: 361 ft. Address: 7129 Orizaba Ave., El Paso 79912. Estimated construction cost: \$9,750 first-year operating cost: \$118,904; revenue: \$0. Legal counsel: Richard Hildreth, Wash. consulting engineer: Paul Lee, Thousand Oaks, Calif. Principals: Jack O. Koonce; Melvin Querio, L. Phillip Linn. (1/3 each). Koonce owns management consulting firm in Delano, Calif. Querio is manager of KCIK-TV El Paso, where Linn is chief engineer. Koonce and Querio are partners in application for CP for UHF in

Chico, Calif. Querio is 12% owner of KLOC-TV Modesto, Calif. Filed Jan. 29.

■ Spokane, Wash.—Springfield TV of Wash., Inc. seeks ch. 28; ERP 2138 kw vis., 214 kw aur., HAAT: 2253 ft.; ant. height above ground 1396 ft. Address: Box 2210 Springfield, Mass. Estimated construction cost: \$1,976,358 first-quarter operating cost: \$198,372; Legal counsel: Martin E. Firestone, Wash. consulting engineer: John Fergie. Principals: Springfield Television Corp. (100%) which is owned principally by Putnam Family. Springfield is licensee of WWLP(TV) Springfield, Mass., WKEF(TV) Dayton, It also owns KSTV(TV) Salt Lake City, Utah. William Putnam is chairman. Filed Feb. 29.

FM license grants

- KZIO Duluth, Minn.
- KSDM International Falls, Minn.
- KMAL Malden, Mo.
- KNEB Norfolk, Neb.
- KENW Portales, N.M.
- WCVJ Jefferson, Ohio.
- WYBT Jersey Shore, Pa.
- WWAS Williamsport, Pa.
- WZVS-FM Vieques, P.R.
- WPGV Huntingdon, Tenn.
- KZZY San Antonio, Tex.
- KZUU Pullman, Wash.
- KDNA Yakima, Wash.

TV license grant

- WBHW Springfield, Ill.

Ownership changes

Applications

- KPIK(AM) Colorado Springs, Colo. (AM: 1580 khz, 5 kw-D)—Seeks assignment of license from Area Broadcasting Corp. to KPIK Broadcasting Inc. for \$400,000. Seller: George L. James, Laurence C. Lively and Bruce E. Shepard (one-third each). They have no other broadcast interests. Buyers: David J. Lynch is principal owner. He is Oklahoma City broadcaster who also owns KBYE(AM) Oklahoma City and KJOE(AM) Shreveport, La. Ann. Apr. 9.
- KNUI(AM) Kahului, Hawaii (AM: 1310 khz, 5 kw-U)—Seeks transfer of control of Broadcasting Consulting Services from Harwell V. Shepard (100% before; none after) to Ke-Nui Corp. (none before; 100% after). Consideration: \$725,000. Principals: Shepard has no other broadcast interests. Ke-Nui Corp. is owned by Thomas R. Elkins (61.5%) and Norma Phegley (38.5%). Both are associated with KNUI,

Elkins as general manager and Phegley as sales manager. They have no other broadcast interests. Ann. Apr. 9.

■ WSEN-AM-FM Baldwinsville, N.Y. (AM: 1050 khz, 1 kw-D, DA; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from Sentry Communications to Buckley Broadcasting Corp. for \$700,000. Seller: Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others with 10% or less. Neither O'Connor nor Orenbach has other broadcast interests. Buyer: Buckley Enterprises, owned by estate of Richard D. Buckley. Son Richard, Jr. and daughter Martha Ann Buckley Fahnoe and Bankers Trust Co. are executors. It owns WDRC-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco. Richard Buckley Jr. is president. Martha Ann Buckley Fahnoe is vice president. Richard Buckley Jr., owns 60% of both KGIL-FM San Fernando and KWAV(AM) Monterey, both California. Ann. Apr. 9.

■ KCYX(AM) McMinnville, Ore. (AM: 1260 khz, 1 kw-U, DA 2)—Seeks assignment of license from Norjund Broadcasting Inc. to 1260 Radio Inc. for \$475,000. Seller: Judith Alfred and father Theodore H. Johansen (50% each). They have no other broadcast interests. Buyers: M. Deane Johnson and wife Kathleen (66.66% jointly), Vera T. Frederick (23.33%) and Delwin Peterson and wife Marilyn (10.01% jointly). Johnson is vice president of St. Paul finance co. Kathleen Johnson owns custom drapery business, St. Joseph, Mo. Frederick is vice president and 16.66% owner of WIBX(AM)-WIBQ(FM) Utica, N.Y. Peterson is St. Paul corporate attorney. Marilyn Peterson is Minneapolis, Minn., nurse. They have no other broadcast interests. Ann. Apr. 9.

■ WVOZ(AM) Carolina, P.R. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from International Broadcasting Corp. to Primera Iglesia Bautista de Carolina for \$750,000. Sellers: Angel Roman and son Pedro Roman-Collazo who also own WOLA-FM Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. They are buying subject to FCC approval, WFOA(AM) San Juan, P.R. (BROADCASTING, Apr. 7). Buyer: Non-profit religious organization. Felix Castro Rodriguez is president. Ann. Apr. 9.

■ KBGH(AM) Memphis, Tex. (AM: 1130 khz, 1 kw-D DA)—Seeks assignment of license from George W. McClarin to James A. Giesecke for \$135,000. Seller: McClarin has no other broadcast interests. Buyer: Giesecke owns Dallas, Tex., sporting goods co. He has no other broadcast interests. Ann. Apr. 9.

■ WSGB(AM) Sutton, W. Va. (AM: 1490 khz, 1 kw-D, 250 w-N DA-1)—Seeks assignment of license from Centertate Broadcasting Corp. to Milliken Investment Corp. for \$210,000. Seller: William P. Becker, who also owns 57% of WVOW-AM-FM Logan, W. Va. Buyer: Jack C. Milliken, sons James and John and nephew Ronald (25% each). Jack Milliken is vice president sales of Wellston, Ohio firm that designs and builds industrial plants which process raw materials. James Milliken is station manager of WSGB. John Milliken is vice president marketing and distribution for Columbus, Ohio publishing co. Ronald Milliken is sales engineer for Danville, Pa. firm which manufactures equipment for processing raw materials. They have no other broadcast interests. Ann. Apr. 9.

Actions

■ WBIA(AM) Augusta, Ga. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted transfer of control of WBIA(AM) from J. McCarthy Miller (100% before; none after) to Robert Burns & Kenneth Pedersen (none before; 100% after). Consideration: \$715,117. Principals: Miller is 56% owner WIBB Macon, Ga. and officer director and part owner of Multi-Communications Services Inc., Pensacola, Fla., MDS applicant for various cities. Burns and Pedersen owned 1/3 each of WMNS(AM)-WBJZ(FM) Olean, N.Y. sale of which was approved by FCC. Burns is 1/3 owner and director of WSWF-AM-FM Seneca Falls, N.Y. Action Mar. 27.

■ KMTW(FM) Twin Falls, Idaho (FM: 96.5 khz, 100 kw)—Granted transfer of control of Media 5 Inc. from Robert Coirer et al (100% before; none after) to Sawtooth Radio Corp. (none before; 100% after). Consideration: \$184,200 plus assumption of liabilities. Principals: Coirer is farmer with no other broadcast interests. Buyer: Charles R. Tuma (99.9%). Tuma is reporter with KLIX(AM) Twin Falls, Idaho. Wife Jolene owns remaining .1%. She is housewife. They also own (same percentages) KLIX(AM) Twin Falls. Action Mar. 27.

Summary of Broadcasting

FCC tabulations as of Feb. 29, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,536	3	28	4,567	93	4,651
Commercial FM	3,143	2	23	3,168	175	3,343
Educational FM	1,016	0	19	1,035	94	1,129
Total Radio	8,695	5	70	8,770	362	9,132
Commercial TV						
VHF	514	1	2	517	9	526
UHF	223	0	6	229	64	293
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	991	4	18	1,013	83	1,096
FM Translators	292	0	0	292	152	444
TV Translators						
UHF	1,259	0	0	1,259	390	1,649
UHF	2,511	0	0	2,511	165	2,676
Total TV						

*Special temporary authorization

**Includes off-air licenses

■ **WFWR(AM)** Fort Wayne, Ind. (1090 khz, 1 kw-D)—Granted assignment of license from Fort Wayne Radio Inc. to Bott Broadcasting Co. for \$240,000, including \$49,000 for covenant not to compete. Seller is principally owned by John D. Haynes, but Max G. Irmischer is president. It sold WCMX(AM) Fort Wayne last July. Buyer is owned by Richard P. Bott and his wife, Sherley, who also own KCCV(AM) Independence, Mo., and KQCV(AM) Oklahoma City. Action Mar. 27.

■ **KSOK(AM)** Arkansas City, Kan. (1280 khz, 1 kw-D)—Granted assignment of license from KSOK Broadcasting Co. to R.J. Communications Inc. for \$370,000. Seller is subsidiary of Stauffer Communications, group owner and publisher of number of newspapers in South and Midwest. Oscar S. Stauffer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Wartell (60%) and his wife, Janet (40%). Wartell is Western station relation manager for Mutual Broadcasting System. Neither he nor his wife have other broadcast interests. Action Mar. 31.

■ **WCTR(AM)** Chestertown, Md. (AM: 1530 khz, 250 w-D)—Granted transfer of control of WCTR Inc. from Russell H. Morgan and his wife, Kathryn to Frazier, Gross & Clay Inc. Consideration: \$128,000. Principals: Morgan is also principal owner of WTRR-AM-FM Westminster, Md. Buyer is Washington broadcast consulting firm, principally owned by Horace W. Gross. It has no other broadcast interests. Action Mar. 27.

■ **KIEE(FM)** Harrisonville, Mo. (FM: 100.7 mhz, 26 kw)—Granted transfer of control of KIEE FM, Inc. from Arnold and Verla Wilson (100% before; none after) to Professional Communications (none before; 100% after). Consideration: \$200,000. Principals: The Wilsons (husband and wife) have no other broadcast interests. Buyers: Donald Munson (98%); John Larsh and Dominica DiMaria (1% each). Munson owns San Antonio, Tex., commercial mortgage business. Larsh is announcer for KFI(AM) Los Angeles, Calif. DiMaria is employee with apartment management firm, San Antonio, Tex. They have no other broadcast interests. Action Apr. 4.

■ **KTTR(AM)-KZNN(FM)** Rolla, Mo. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 99.1 mhz, 100 kw)—Granted transfer of control of Phelps Bcstg. from Dale McCoy Jr., Jack Howard, Allan Dodge (75% before; none after) to Robert McKune (25% before; 100% after). Consideration: \$430,625. Principals: Sellers: Dale McCoy Jr. (11%), Jack Howard (12%), Allan Dodge (12%), James Geisendorf (12%), Jack K. Fleming (12%), J.C. Cloud (12%). McCoy is 40% owner of KKOY(AM)-KQSM(FM) Chanute, Kan. Buyer: Robert McKune has been president of Phelps Broadcasting since 1967 with 25% interest. He will now own 100%. He has no other broadcast interests. Action Apr. 4.

■ **WVNH(AM)** Salem, N.H. (AM: 1010 khz, 5 kw-D)—Granted assignment of license from Salem Broadcasters Inc. to J. W. O'Connor for \$315,000. Seller, principally owned by Lewis Soule, has no other broadcast interests. O'Connor has also purchased WNUS(AM) West Springfield, Mass. (BROADCASTING, Sept. 17, 1979), and WQQT(AM) Savannah, Ga. (BROADCASTING, Feb. 26, 1979). Action Mar. 28.

■ **KBEZ-FM** Tulsa, Okla. (FM: 92.9 mhz, 100 kw)—Granted assignment of license from Mark-Way Inc. to Mid America Media of Kankakee for \$3 million. Seller is owned by Mr. & Mrs. S. Carl Mark who also own KAKC(AM) Tulsa which has been sold, subject to FCC approval, (BROADCASTING, Mar. 10) and KFUN-AM-FM Las Vegas, N.M. Buyer is group owner of six AM's and four FM's. Burrell L. Smith is president. Action Apr. 4.

■ **WKSAR(AM)** Pulaski, Tenn. (AM: 1420 khz)—Granted assignment of license from Richland Broadcasting Co. to Pulaski Broadcasting Co. for \$481,300. Seller: George M. Martin (40%); Dee Leo Hoover (40%); Alma S. Meyers (20%). They have no other broadcast interests. Buyer: S. Hershal Lake (55%); Geraldine Lake (15%); Rupert Phillips (20%); Donald McNeill (10%). They own (same percentages) Pulaski Publishing Inc., Pulaski newspaper publisher. Lake is president and also owns 60% of *The Carthage Courier*, Carthage, Tenn. G. Lake is 40% owner and bookkeeper of *Carthage Courier*. Phillips owns three Arkansas newspapers: *Star Progress*, Berryville, *Times Echo*, Eureka Springs and *Mountain Echo*, Yellville, and 55% of Tri-Lakes Newspapers, Branson Lakes, Mo. McNeill is manager of Tennessee Press Associated, trade association. They have no other broadcast interests. Action Apr. 4.

Facilities Changes

Actions

■ **KPIX(TV)** San Francisco—Granted authority to change SL to 855 Battery St., San Francisco; remote control permitted (BRCT-800130KG). Action Mar. 19.

■ **WRYZ(AM)** Jupiter, Fla.—Dismissed application for CP to add N service with 250 watts, and install DA-2 (BP-20,150). Action Mar. 25.

In Contest

Designated for hearing

■ **Ballston Spa and Clifton Park**, both New York—Designated for hearing in consolidated proceeding mutually exclusive applications of Live Broadcasting Co. Inc. for new FM station on 96.7 mhz, at Ballston Spa, and of Broadcast Management of Albany, Ltd., for same ch. at Clifton Park, N.Y., to determine with respect to Live: whether it accurately estimated its legal costs; source and availability of additional funds over and above \$25,000 indicated and whether Live is financially qualified; to determine ascertainment efforts of both applicants; which proposal would better provide fair, efficient and equitable distribution of radio service; which would better serve public interest, and which should be granted. Action Mar. 27.

Allocations

Applications

■ **Washington D.C.**—National Black Media Coalition requests amendment of rules to provide for use of frequencies 530 or 531 khz for AM broadcasting and to set aside such frequency for minority ownership. (RM 3628) Ann. Apr. 11.

■ **North Las Vegas, Nev.**—North Vegas Radio Co. requests amendment FM Table of Assignments to assign ch. 281C to North Las Vegas (RM 3634) Ann. Apr. 11.

■ **Eutawville, S.C.**—Santee-Cooper Broadcasting Co. requests amendment FM Table of Assignments to assign ch. 288A to Hilton Head Island, S.C. (RM 3636) Ann. Apr. 11.

■ **Farwell, Tex.**—Best Broadcasting, Co. requests amendment FM Table of Assignments to reassign ch. 252A from Farwell to Morton, Tex., and assign 222 to Farwell (RM 3628). Ann. Apr. 11.

Actions

■ **St. Simons Island and Waycross**, both Georgia—In response to petition by Canon's Point Broadcasting Co. proposing assignment of 97.7 mhz to St. Simons Island, as its first assignment and a counter-proposal by Jack R. Mays requesting that 92.7 mhz be assigned to St. Simons Island and 97.7 mhz be assigned to Waycross, as its third FM assignment, assigned 92.7 mhz to St. Simons Island and 97.7 mhz to Waycross effective May 23 (BC Doc. No. 79-149; RM-3343, 3465). Action Apr. 1.

■ **Memphis, Mo.**—In response to petition by Samuel Berkowitz, proposed assigning 96.7 mhz to Memphis, Mo. as its first FM assignment; comments due May 27, replies June 16. (BC Doc. 80-132; RM-3437. Action Mar. 25.

■ **Vandalia, Mo.**—In response to petition by Roger C. Elliot, assigned 100.1 mhz to Vandalia, as its first FM assignment effective May 23. (BC Doc. 79-290; RM-3438). Action Apr. 2.

■ **Cape May Court House, N.J.**—In response to petition by Shore Broadcasting Associates proposing assignment of 105.5 mhz to Cape May Court House as its first local aural service and a counterproposal by Triplett Broadcasting Co. to assign 92.9 mhz to Cape May Court House, assigned 105.5 mhz to Cape May Court House, effective May 23 (BC Doc 78-168; RM-2922, 3194). Action Apr. 1.

■ **Allendale, S.C.**—In response to petition by Good Radio Broadcasting Co., proposed assigning 93.5 mhz to Allendale, as its first FM assignment provided trans. site is located approximately 1.6 miles west of Allendale; comments due May 27, replies June 16 (BC Doc. 80-131, RM-3439). Action Mar. 25.

■ **Nederland, Tex.**—In response to amended petition by Ralph H. McBride to assign 92.1 mhz to Nederland, instead of Fort Neches, Tex. and petition by Harold D. and Linda Richardson to assign same ch. to Bridge City, Tex., assigned 92.1 mhz to Nederland effective May 23 (BC Doc. 79-130; RM-3132; 3167). Action Apr. 2.

■ **Whitehouse and Carthage both Texas**—In response to petition by Smith County Broadcasters to assign 99.3 mhz to Whitehouse, and counterproposals by Tyler Broadcasting Co. and Gemini Enterprises to assign same channel to Gladewater, Tex. and by Bev E. Brown to assign 98.9 mhz to Carthage, Tex., assigned 98.9 mhz to Carthage and 99.3 mhz to Whitehouse with site restriction at Carthage of approximately 14 miles east effective May 23 (BC Doc. 78-624; RM 3121, 3267, 2368, 3269). Action Apr. 2.

■ **Elkins, W. Va.**—In response to petition by Garry L. Bowers, Eleanor I. Freed and Richard H. McGraw, joint venture, proposed assigning 96.3 mhz to Elkins, as its first FM commercial assignment. Comments due June 2, replies June 24 (BC Doc. 80-142; RM-3446). Action Apr. 4.

Translators

VHF applications

■ **Gando, Ariz.**—Univ. of New Mexico seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 89 ft.) to rebroadcast indirectly KNME(TV) Albuquerque, N.M. Ann. Apr. 2.

■ **Pipe Creek, Mont.**—Libby Video Club Inc. seeks CP for new VHF translator on ch. 10 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KHQ-TV Spokane, Wash. Ann. Apr. 2.

■ **Rosebud, Mont.**—Forsyth TV Tax District seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KTVQ(TV) Billings, Mont. Ann. Apr. 2.

UHF applications

■ **El Paso Gas Co., Ariz.**—Regents of University of New Mexico seeks CP for new UHF translator on ch. 53 (TPO: 10w, HAAT: 114 ft.) to rebroadcast indirectly KNME(TV) Albuquerque, N.M. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 52 (TPO: 100w, HAAT: 433 ft.) to rebroadcast directly KWGN(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 54 (TPO: 100w, HAAT: 433 ft.) to rebroadcast directly KOA(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 56 (TPO: 100w, HAAT: 433) to rebroadcast directly KRMA(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 58 (TPO: 100 ft. HAAT: 433 ft.) to rebroadcast directly KBTW(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 312 ft.) to rebroadcast indirectly KWGN(TV) Denver, Ann. Apr. 3.

■ **Meeker, Colo.**—Rio Blanco County TV Association seeks CP for new UHF translator station on ch. 64 (TPO: 100w, HAAT: 25 ft.) to rebroadcast indirectly KRMA(TV) Denver, Ann. Apr. 2.

■ **Panama City, Fla.**—Florida State Univ. seeks CP for new UHF translator station on ch. 22 (TPO: 1000 w, HAAT: 400 ft.) to rebroadcast directly WFSU-TV Tallahassee, Fla. Ann. Apr. 2.

■ **Ingram, Ky.**—Kentucky Authority for Educational TV seeks CP for new UHF translator station on ch. 63 (TPO: 10w, HAAT: 80 ft.) to rebroadcast directly WKHA(TV) Hazard, Ky. Ann. Apr. 2.

■ **Imlay, Nev.**—Humboldt County seeks CP for new UHF TV translator on ch. 62 (TPO: 20w, HAAT: 19 ft.) to rebroadcast directly KCRL-TV Reno, Nev. Ann. Apr. 2.

■ **Logan, Utah**—Cache County Municipal Corp. seeks CP for new UHF translator on ch. 53 (TPO: 100 w, HAAT: 13 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City, Utah. Ann. Apr. 2.

VHF actions

- K02JY Anvik, Alaska—City of Anvik granted CP for translator on ch. 2 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPT-TV-7907131A). Action Mar. 7.
- K09PD Haines, Alaska—Lynn Canal Broadcasting granted CP for translator on ch. 9, to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, KIMO-TV all Anchorage; KTOO-TV Juneau; condition (BPT-TV-7903091K). Action Mar. 24.
- K04JO Koliganek, Alaska—Koliganek Village Council granted CP for translator on ch. 4 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV all Anchorage; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-7906081G). Action Mar. 7.
- K02JZ Stony River, Alaska—Stony River Traditional Council granted CP for translator on ch. 2 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV and KIMO-TV all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-7908201A). Action Mar. 7.
- K03FL Togiak, Alaska—City of Togiak granted CP for translator on ch. 3 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, & KIMO-TV all Anchorage; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-7904271B). Action Mar. 7.
- K04JP Unalakleet, Alaska—City of Unalakleet granted CP for translator on ch. 4 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV all Anchorage; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-7906081F). Action Mar. 7.
- K11PG Greer, Ariz.—Greer Community TV Association granted CP for translator on ch. 11, to rebroadcast signal of KOLD-TV ch. 13, Tucson (BPTTV-7904231K). Action Mar. 20.
- K09PA, Rural area 20 x 20 miles S. of Ozona, Tex.—Crockett Translators, Inc. granted CP for translator on ch. 9, to be used with KACE-TV, San Angelo, Tex. (BPTTV-7903261T). Action Jan. 21.
- K11PF rural area 20 x 20 miles S. of Ozona, Tex.—Crockett Translators, Inc. granted CP for translator on ch. 11, to be used with WFAA-TV Dallas (BPTTV-7903261U). Action Jan. 21.
- K13QN rural area 20 x 20 miles S. of Ozona, Tex.—Crockett Translators, Inc. granted CP for translator on ch. 13, to be used with KCTV-TV San Angelo, Tex. (BPTTV-7903261V). Action Jan. 21.
- K12MB, Lake Wenatchee and Plain Area, both Washington—Lake Wenatchee TV, Inc. granted CP for translator on ch. 12, to rebroadcast signal of KREM-TV Spokane, Wash. (BPTTV-7905161C). Action Mar. 14.
- K06KA Fort Jones, Etna, Greenview and Callahan, all California—Scott Valley Chamber of Commerce granted CP for new VHF translator on ch. 6 to rebroadcast signal of KTVI-TV Medford, Ore. (BPT-TV-7904121E). Action Jan. 29.
- K03FK Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 3 to rebroadcast signal of KIVI-TV, Nampa (BPTTV-7903291J). Action Jan. 29.
- K090Z Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 9 to rebroadcast signal of KAID-TV Boise (BPT-TV-7903291L). Action Jan. 29.
- K05GT Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 5 to rebroadcast signal of KTVB-TV Boise (BPTTV-7903291K). Action Jan. 29.
- K13QP Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 13, to rebroadcast signal of KBCI-TV Boise (BPTTV-7903291M). Action Jan. 29.
- K13Q0 Atwood, Kan.—City of Atwood granted CP for new VHF translator on ch. 13 to rebroadcast signal of KLNE-TV Lexington (BPTTV-7903071M). Action Jan. 29.
- K11PE Mountain City, Nev.—Mountain City TV Assoc. Inc. granted CP for new VHF translator on ch. 11 to rebroadcast signal of KIVI-TV Nampa (BPT-TV-7905041A). Action Jan. 29.

UHF actions

- K59BY Blue Mountain, Rangely, and Dinosaur, all

Colorado—Rio Blanco County TV Association, Inc. granted CP for translator on ch. 59 to rebroadcast signal of KRMA-TV Denver (BPTT-7904301N). Action Mar. 18.

- K61BN Rulison and rural areas S. of Rifle, Colo.—Garfield County granted CP for translator on ch. 61, to rebroadcast signal of KBT-TV Denver (BPTT-7901161A). Action Jan. 21.

- K68BR Rulison Rural Areas South of Rifle, Colo.—Garfield County granted CP for translator on ch. 68 to rebroadcast signal of KWGN-TV Denver (BPTT-7901161C). Action Jan. 21.

- K66BQ Rulison and rural areas S. of Rifle, Colo.—Garfield County granted CP for translator on ch. 66, to rebroadcast signal of KRMA-TV Denver (BPTT-7901121A). Action Jan. 21.

- K63BM Rulison and rural areas S. of Rifle, Colo.—Garfield County, granted CP for translator on ch. 63 to rebroadcast signal of KOA-TV Denver (BPTT-7901161B). Action Jan. 21.

- K49AH, Silt and rural areas and Four Mile Creek, all Colorado—Garfield County granted CP for translator on ch. 49 to rebroadcast signal of KRMA-TV Denver (BPTT-7901051O). Action Jan. 21.

- K47AC Silt and Rural Areas and Four Mile Creek, all Colorado—Garfield County granted CP for translator on ch. 47, to rebroadcast signal of KWGN-TV Denver (BPTT-7901101A). Action Jan. 21.

- K65BV Lithue, Kauai, Hawaii—Channel 13 Club of Kauai, Inc. granted CP for translator on ch. 65, to rebroadcast signal of KIKU-TV Honolulu (BPTT-7808071F). Action Mar. 18.

- W49AF Crystal Falls Township, Mich.—Crystal Falls, Township granted CP for translator on ch. 49, to rebroadcast signal of WLUC-TV Green Bay, Wis. (BPTT-797271E). Action Jan. 18.

- W63AO Bainbridge and Afton, both New York—Board of Cooperative Educational Services granted CP for translator on ch. 63, to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3095). Action Mar. 20.

- W62AZ Downsville, N.Y.—Board of Cooperative Educational Services granted CP for translator on ch. 62, to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3094). Action Mar. 20.

- W59AO Guilford, N.Y.—Board of Cooperative Educational Services granted CP for translator on ch. 59 to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3091). Action Mar. 20.

- W67AS New Berlin, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 67, to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3100). Action Mar. 20.

- W66AP Norwich and Oxford, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 66 to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3099). Action Mar. 20.

- W58AL South Otselee and Georgetown, both N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 58, to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3090). Action Mar. 20.

- W59AN, Treadwell, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 59 to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3092). Action Mar. 20.

- W59AM Unadilla, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 59, to rebroadcast signal of WSKG(TV) Binghamton, N.Y. (BPTT-3093). Action Mar. 20.

- K57BO Bird Point, Interfacing with Girdwood, Alaska—Northern Television, Inc. granted CP for new UHF TV translator ch. 57 to rebroadcast signal of KTVA-TV Anchorage (BPTT-7904231J). Action Jan. 29.

- K57BS Santa Barbara, Venture and Oxford, all California—Key Television, Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KEYT-TV Santa Barbara (BPTT-7909041B). Action Jan. 29.

- K61BO Bayfield & Ignacio, both Colorado—Regents of Univ. of New Mexico and Board of Education of City of Albuquerque, N.M. granted CP for new UHF translator on ch. 61 to rebroadcast signal of KNME-TV Albuquerque (BPTT-7903151F). Action Feb. 27.

- K57BT Denver, Colo.—Trinity Broadcasting of Denver, Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KTVN-TV Fontana, Calif. (BPTT-7902121C). Action Feb. 11.

- K54AL, K52AI, K50AF, K48AJ Idalis & rural South Yuma County, Colo.—Region 1 Translator Assoc. granted CP's for UHF translators on chs. 54, 52, 50, and 48 respectively, to rebroadcast signals of KTVS(TV) Sterling, KBT(TV) KRMA-TV and KOA-TV all Denver (BPTT-7809291R, 7809291P, 7809291N, 7809291L). Action Feb. 26.

- K58BB, K62BG, K60BK, K56BI, K64BF all Wray, Colo.—Region 1 Translator Assoc. granted CP's for new UHF translators on chs. 58, 62, 60, 56 and 64 respectively, to rebroadcast signals of KWGN-TV, KRMA-TV, KOA-TV all Denver, KTVS(TV) Sterling, Colo., and KBT(TV) Denver (BPTT 7809291U, 7809291W, 7809291V, 780929 IT, 7809291Y). Action Feb. 26.

- W61AK Inverness, Fla.—Hubbard Broadcasting, Inc. granted CP for new UHF translator on ch. 61 to rebroadcast signal of WTOG-TV, St. Petersburg (BPTT-7907251A). Action Feb. 27.

- K63BP Waimea (Kamuela), Hawaii—Hawaii Public Broadcasting Authority granted CP for new UHF translator on ch. 63 to rebroadcast signal of KMEB-TV Wailuku (BPTT-7908141A). Action Feb. 27.

- K64BG Starbuck and all of Pope County, Minn.—Starbuck Area Development Corp. granted CP for new UHF translator on ch. 64 to rebroadcast signal of KXJB-TV Valley City-Fargo, N.D. (BPTT-7905211H). Action Feb. 27.

- K48AI Joplin, Mont.—Garryowen Corp. granted CP for new UHF translator ch. 48 to rebroadcast signal of KRTV-TV, ch. 3 Great Falls (BPTT-7909251A). Action Jan. 31.

- K55CG Fish Lake Valley, Nev.—Fish Lake Valley Television District granted CP for new UHF translator on ch. 55 to rebroadcast signal of KCRL-TV Reno (BPTT-7904091G). Action Jan. 29.

- W67AR Willsboro, N.Y.—Northeast N.Y. Educational TV Assoc. granted CP for new UHF translator on ch. 67 to rebroadcast signal of WCPE-TV Plattsburgh (BPTT-7906051F). Action Jan. 29.

- K60BJ Carpenterville, Ore.—Sierra Cascade Communications, Inc. granted CP for new UHF translator on ch. 60 to rebroadcast signal of KTVL-TV Medford (BPTT-7905091C). Action Feb. 27.

- K62BF Seaside and Cannon Beach, both Oregon—State of Oregon State Board of Higher Education, granted CP for new UHF translator on ch. 62 to rebroadcast signal of KOAP-TV Portland (BPTT-7907231D). Action Feb. 27.

- W56BC Fajardo, P.R.—WSTE-TV Inc. granted CP for new UHF translator on ch. 56 to rebroadcast signal of WSTE-TV Fajardo, P.R. (BPTT-2450). Action Feb. 27.

- W38AB San Sebastian, P.R.—Ponce Television Corp. granted CP for new UHF translator on ch. 38 to rebroadcast signal of WLUZ-TV Ponce, P.R. (BPTT-7908201O). Action Feb. 27.

- K61BM Iron County (rural), Utah—Iron County, granted CP for new UHF translator on ch. 61 to rebroadcast signal of KBYU-TV, ch. 11, Provo, Utah (BPTT-7904091I). Action Jan. 30.

- K60BI, Rockville, Utah—Washington County Television Dept. granted CP for new UHF translator on ch. 60 to rebroadcast signal of KBYU-TV Provo, Utah (BPTT-7907021C). Action Jan. 30.

- K64BE Virgin, Utah—Washington County Television Dept. granted CP for new UHF translator on ch. 64 to rebroadcast signal of KBYU-TV Provo, Utah (BPTT-7907021D). Action Jan. 30.

- W59AL Castlewood, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 59 to rebroadcast signal of WJHL-TV Johnson City, Tenn. (BPTT-7905241K). Action Feb. 26.

- W65AR Dickensonville, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 65 to rebroadcast signal of WJHL-TV Johnson City, Tenn. (BPTT-7905241M). Action Feb. 27.

- W53AB Honaker, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 53 to rebroadcast signal of WCYB-TV Bristol, Va. (BPTT-7905241J). Action Feb. 26.

- W51AB Honaker, Va.—Russell County Board of

Supervisors granted CP for new UHF translator on ch. 51 to rebroadcast signal of WJHL-TV Johnson City, Tenn. (BPTT-790524II). Action Feb. 26.

■ K65BU Grays River and Lebam, Wash.—Tacoma School District 10 granted CP for new UHF translator on ch. 65 to rebroadcast signal of KTPS-TV Tacoma (BPTT-790718IA). Action Dec. 31.

Cable

■ The following cable service registrations have been filed:

■ Charleston Cable TV for Charleston, Miss. (MS0125) add signal.

■ Shelby Cable TV for Shelby, Miss. (MS0123) add signal.

■ Sumner Tutwiler and Webb Cable TV for Sumner, Tutwiler, and Webb, all Mississippi (MS0107-9) add signal.

■ Niall Communication Group et al for Fennimore, Wis. (WI0216) new system.

■ Service Electric Cable TV Inc. for Sunbury City, Monroe, Northumberland, Point, Shamokin Dam, Upper Augusta, Selinsgrove, and Rockefeller, all Pennsylvania (PA0062,977,14,81,80,79,61,78) add signal.

■ Western TV Cable for South San Francisco, Calif. (CA0282) add signal.

■ Bayou Cable Television Inc. for Iberville Parish and Plaquemine, both Louisiana (LA0157,6) add signal.

■ American Cablevision of Carolina Inc. for Gastonia and Bessemer, both North Carolina (NC0010,0005) add signal.

■ Oldsmar Cable TV for Oldsmar, Fla. (FL0338) add signal.

■ Wildwood Cable TV for Wildwood, Fla. (FL0326) add signal.

■ Zephyrhills Cable for Zephyrhills, Fla. (FL0289) add signal.

■ Brooksville Cable TV for Brooksville, Fla. (FL0241) add signal.

■ Cam-Tel Co. Inc. for Camden, Ark. (AR0005) add signal.

■ Cable TV Systems Inc. for Chittenango and Sullivan, both New York (NY0604,3) add signal.

■ Rock Valley Cablevision Ltd. for Byron, Forreston, Stillman Valley, Polo, Mount Morris and Ogle, all Illinois (IL0236,9,7,8,5,40) add signal.

■ Catco Inc. for Cherokee Village and Hardy, both Arkansas (AR0048,9) add signal.

■ Clearwater Communications for Kamiah, Idaho (ID0068) add signal.

■ Boonville Cable for Boonville, Mo. (MO0002) add signal.

■ Central Cable Corp. for Central, Neb. (NE0060) new system.

■ Cableservice Co. for Comanche, Tex. (TX0456) add signal.

■ Vermont Television Corp. for Barre, Barre Town and Williamstown, all Vermont (VT0055,107,8) add signal.

■ Trenton Cable TV Co. Inc. for Trenton, Mo. (MO0049) add signal.

■ Baldwin Cable TV for Baldwin, Miss. (MS0074) add signal.

■ Saltillo-Guntown Cable TV for Saltillo and Guntown, both Mississippi (MS0081,76) add signal.

■ Brownwood Television Cable Service Inc. for Rising Star, Cross Plains, Baird, Clyde, Brownwood, Bangs, Early, all Texas (TX0281,94,342,028,015,187,202) add signal.

■ Astro Cablevision Corp. for Oakdale and South Fayette, both Pennsylvania (PA0799,98) add signal.

■ Tele-Features Inc. for Tucson, Ariz. (AZ0095) add signal.

■ Lone Star Video Inc. for Northwest Harris, Tex. (TX0393) add signal.

■ Rural Antenna Systems Inc. for Magazine, Ariz. (AZ0188) new system.

■ Minnesota All Channel Cablevision Inc. for Park Rapids, Sauk Centre, Staples and Wadena, all Minnesota (MN0029-32) add signal.

■ Community Tele-Communications Inc. for Glenwood Springs, Colo. (CO032,80) add signal.

■ Selme Cable for McNairy, Tenn. (TN0160) add signal.

■ Sammons Communications Inc. for Clinton, Okla. (OK0050) add signal.

■ Warner Cable of Sidney for Sidney, Ohio (OH0051) add signal.

■ Selkirk Communications Inc. for Broward, Fla. (FL0480) new system.

■ Warner Amex Cable Communications Inc. for Nashua, N.H. (NH0034) add signal.

■ Warner Amex Cable Communications Inc. for Salem, Mass. (MA0063) add signal.

■ Cox Cable TV of Spokane Inc. for Spokane, Wash. (WA0162) add signal.

■ Jefferson County Cable Vision for Jefferson City, White Pine, Jefferson and Dandridge, all Tennessee. (TN0087-9, 6) add signal.

■ Sunflower Cable for Lawrence, Kan. (KS0062) add signal.

■ Boulder Cable TV for Boulder, Colo. (CO0006) add signal.

■ State Cable TV Corp. for Manchester and Winthrop, both Maine (ME0120,1) new system.

■ Los Alamos Cable TV Co. for Los Alamos and White Rock, both Minnesota (MN0085,6) new system.

■ Riverside Cablevision et al for Hemet, San Jacinto, Perris, Redidoux, all California. (CA0376, 75, 34, 35, 211, 733) add signal.

■ Bonneville Transvision Corp. for Bonneville, Pa. (PA1401) add signal.

■ Warner Amex Cable Communications Inc. for Hillcrest, Ill. (IL0247) add signal.

■ Warner Amex Cable Communications Inc. for Oliver, Pa. (PA1561) add signal.

■ Multivisions Ltd. for Anchorage, Eagle River, Chugiak, Fort Richardson and Fort Elmendorf, all Alaska (AK0028-32) new system.

■ Southwest Missouri Cable TV Inc. for Lamar, Mo. (MO0201) new system.

■ Rural Antenna Systems Inc. for Sugarloaf Lake, Midland, Hartford and Hackett, all Arkansas (AR0164-7) add signal.

■ Cleveland Area TV Inc. for Parma, Parma Heights, Rocky River, Lakewood, Seven Hills, Fairview Park and Olmstead Falls, all Ohio (OH0271, 306, 5, 247, 330, 744, 5) add signal.

■ Acton CATV Inc. for Chester, S.C. (SC0105) add signal.

■ Waseca Cable Television Inc. for Waseca, Minn. (MN0067) add signal.

■ Rural Antenna Systems Inc. for Blue Mountain, Ark. (AR0189) new system.

■ Sammons Communications of New Jersey for Galloway, N.J. (NJ0415) new system.

■ South-Western Cable TV Inc. for Caseyville, Ill. (IL0372) new system.

■ Genesee County Video Corp. for Batavia, N.Y. (NY0838) new system.

■ Rural Antenna Systems Inc. for Panama and Shady Point, both Oklahoma (OK0189,90) new system.

■ Cablevision Inc. for Russellville, Ky. (KY0411,12) add signal.

■ Lankmark Cablevision Associates et al for Cisco, Eastland, Ranger and Olden, all Texas (TX0130-32,427) add signal.

■ West Shore TV Cable Co. Inc. for Fairview, Lower Allen, Mechanicsburg, Monroe, Shiremanstown, Silver Spring and Upper Allen, all Pennsylvania (PA0618,20,22,3,7,8,32) add signal.

■ Bethel Cablevision Inc. for Bethel, Alaska (AK0016) add signal.

■ Leesburg Lakeshore Mobile Home Parking for Leesburg Lakeshore, Fla. (FL0349) add signal.

■ Garberville Cable TV for Garberville and Redway, both California (CA0595,6) add signal.

■ Sioux Falls Cable Television Corp. for Sioux Falls, S.D. (SD0017) add signal.

■ Liberty TV Cable Inc. for Hazelhurst and Lumber City, both Georgia (GA0023,76) add signal.

■ Belleville Community Antenna Systems Inc. for Belleville, Kan. (KS0009) add signal.

■ Texas Cablevision Inc. for Northwest Harris, Tex. (TX0530) add signal.

■ Waverly Cable Television Inc. for Waverly, Tenn. (TN0147) add signal.

■ Teleprompter of Rawlins for Rawlins and Sinclair, both Wyoming (WY0022,23) add signal.

■ Demopolis CATV Co. Inc. for Demopolis, Ala. (AL0023) add signal.

■ Community Development Cablevision Inc. for Coweta, Okla. (OK0185) add signal.

■ TV Cable Co. for Bellevue, Iowa (IA0088) add signal.

■ Medford Cable Television Inc. for Medford, Okla. (OK0076) add signal.

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 applications

■ The following earth station applications have been filed:

■ Warner Amex Cable Communications, Inc.—Sac City, Iowa (4.6m; S-A; KZ61).

■ Coldwater Community TV Inc.—Coldwater, Kan. (5m; Weather Scan; KZ62).

■ Mound Bayou Cable Television—Mound Bayou, Miss. (4.6m; S-A; E2034).

■ Satellite Business Systems—Kent, Wash. (7.7m; Hughes; E2035).

■ Satellite Business Systems—Vienna, Va. (5.5m; Nippon Electric; E2036).

■ Beaver Cable TV Systems—Beaver, Okla. (5m; Weatherscan; E2039).

■ Mid-Coast Cable Television, Inc.—Sweeny, Tex. (6m; Harris; E2046).

■ Jenkins Television Co.—Jenkins, Ky. (5m; Comtech; E2047).

■ The Western Union Telegraph Co.—Charlotte Amalie, St. Thomas, V.I. (4.5m; Andrews; WW25).

■ Colonial Cablevision of Revere, Inc.—Revere, Mass. (6m; Harris; E2040).

■ Golden Hills Communications Co.—Buckhorn, Ariz. (5m; Hughes; E2041).

■ Teleprompter Corp.—Bandon, Ore. (4.5m; Andrews; E2042).

■ Mesa Cable, Inc.—Raton, N.M. (5m; Hughes; E2043).

■ American Satellite Corp.—Wichita, Kan. (10m; S-A; E2044).

■ Equatorial Communication Services—Stanford, Calif. (18.3m; FCC Ref. 32-25 Log (Theta); E-2045).

■ Vernonia CATV, Inc.—Vernonia, Ore. (4.6m; S-A; KZ96).

■ Teleprompter Corp.—Commerce, Tex. (4.5m; Andrews; KZ97).

■ Cable Systems, Inc.—Greensburg, Kan. (5m; Hughes; KZ98).

■ Tele-Vue Cable TV—Ord, Neb. (5m; Fort Worth Tower; KZ99).

Earth station grants

■ The following earth station applications have been granted:

■ Bastrop Cablevision Corp.—Bastrop, Tex. (KZ55).

■ American Television and Communications Corp.—Mt. Pleasant, Iowa (KZ56).

■ Hawkeye Cablevision Corp.—Iowa City, Iowa (KZ57).
 ■ American Television & Communications Inc.—San Diego (KZ58).
 ■ Warner Amex Cable Communications Inc.—Albia, Iowa (KZ60).
 ■ Larry D. Hollingsworth—Sublette, Kan. (KZ63).
 ■ Muscatine Television and Communications Corp.—Muscatine, Iowa (KZ64).
 ■ Armstrong Utilities Inc.—Ellwood City, Ohio (WU71).
 ■ Auburn Cablevision Inc.—Auburn, N.Y. (WZ81).
 ■ Birmingham Cable Communications—Birmingham, Ala. (WZ83).
 ■ Sandhill Community Antenna Corp.—Southern Pines, N.C. (WZ84).
 ■ Hi-Net Communications Inc.—Saratoga Springs, N.Y. (WZ85).
 ■ Hi-Net Communications Inc.—Columbus, Ga. (WZ86).
 ■ Port Video Corp.—Port Jervis, N.Y. (WZ87).
 ■ Greater New England Cablevision Co.—Ludlow, Mass. (WZ88).
 ■ Hi-Net Communications Inc.—Detroit, Mich. (WZ89).
 ■ Adelphia Communications Corp.—Reynoldsville, Pa. (WZ90).
 ■ Sun Cablevision of Tennessee—Lewisburg, Tenn. (WZ92).
 ■ Roxboro Cablevision Inc.—Roxboro, N.C. (WZ93).
 ■ Nodak Cablevision—Napoleon, N.D. (KZ65).
 ■ Hi-Net Communications Inc.—New Orleans (KZ66).
 ■ Matthew Mykut—Langley, Wash. (KZ67).
 ■ Warner Amex Cable Communications Inc.—Denison, Iowa (KZ68).
 ■ Communications Systems Inc.—Chardon, Neb. (KX69).
 ■ United Cable Television Corp.—Caldwell, Idaho (KZ70).
 ■ Westinghouse Broadcasting Co.—Allison Park, Pa. (WZ61).

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WHTM-TV WTPA Harrisburg, Pa.
 WQOW-TV WQOW Eau Claire, Wis.
 WSTM-TV WSYR-TV Syracuse, N.Y.
 WVTM-TV WAPI-TV Birmingham, Ala.

Other

■ Total of 3,559 complaints from public was received by Broadcast Bureau in Feb., increase of 661 over Jan. Other comments and inquiries for Feb. totaled 3,180, increase of 1,552 over previous month. Bureau sent 1,244 letters in response to these comments; inquiries and complaints.

Call Letters

Applications

Call	Sought by
	New FM's
KKQT	Snake River Valley Radio Inc., Rexburg, Idaho.
*KPCW	Community Wireless of Park City Inc., Park City, Utah
*WMSE	Milwaukee School of Engineering, Milwaukee, Wis.
*WUTK	Univ. of Tenn., Knoxville
*WVTH	Holmes Jr. College, Goodman, Miss.
	Existing AM's
WTNY	WWNY Watertown, N.Y.
WWTN	WCFL Chicago.
	Existing FM's
KBLW-FM	KBLW-FM Logan, Utah
KWXL	KRKE-FM Albuquerque, N.M.
WACJ	WWOR Buffalo, N.Y.
WCPZ	WLEC-FM Sandusky, Ohio
WLID	WZVS-FM Vieques, P.R.
WLLZ	WBBF Detroit
WNIR	WKNT-FM Kent, Ohio
WZIR	WHLD-FM Niagara Falls, N.Y.
	Existing TV
KTNW	KWRB-TV Riverton, Wyo.

Grants

Call	Assigned to
	New AM's
KXAK	Harold S. Schwartz & Assoc., Corrales, N.M.
WDLK	Fidelity Broadcasting Inc., Dadeville, Ala.
	New FM's
KFLZ	Cismek Corp., Bishop, Tex.
*KFSl	Faith Sound Inc., Rochester, Minn.
KGEE	Monahans Broadcasting Inc., Monahans, Tex.
KWKS	Hawks Communications, Inc., Winfield, Kan.
WLSA	Mid-Virginia Broadcasting Corp., Louisa, Va.
	New TV
WIYE	Sharp Communications Inc., Leesburg, Fla.
	Existing AM's
KLAY	KOLA Lakewood, Wash.
KOOO	KESY Omaha, Neb.
KODS	KAQH Duluth, Minn.
KQSA	KIXY San Angelo, Tex.
WPOZ	WBBN Clarksburg, W. Va.
WRBN	WOCK Warner Robbins, Ga.
	Existing FM's
KGCS	KDRB Derby, Kan.
KJYE	KKAI Kailua, Hawaii
KODS-FM	Duluth, Minn.
KRPM-FM	KLAY Tacoma, Wash.
KSMX	KTGA Fort Dodge, Iowa
KWIQ-FM	KFMT Moses Lake, Wash.
WMCM	WRKD-FM Rockland, Me.
WQTY	WBTO-FM Linton, Ind.
WWKK	WSAC-FM Fort Knox, Ky.
WYUR-FM	WCWC-FM Ripon, Wis.
	Existing TV's
WETM-TV	WSYE-TV Elmira, N.Y.

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Station Manager. Indiana small market FM offers great opportunity for take-charge manager who wants to grow. Must be strong on sales, follow-through, promotion, and community involvement. Work closely with non-resident owners. Salary, fringes and incentives will start you at \$20,000-\$25,000. EOE. Send resume and details to M. McDermott, 225 East 6th Street, Cincinnati, OH 45202.

General Manager for FM in Midwest, experienced in Local and Regional Sales. Send resume and references to Box D-55.

Wanted: Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

Lucrative and rewarding career opportunity for the top billing, fast thinking closer and strong leader that is the successful candidate to be General Sales Manager. This young and growing company which operates powerhouses in three markets seeks an additional key person to join the team that's going to make it happen in the fourth. It's the Northland's new AOR, KQDS, 1017 E. First St., Duluth, MN 55806.

General Manager for northerly southern states radio station. Must be aggressive and have a strong background in local and national sales. Equal opportunity employer. Send resume and references to Box D-89.

General Manager—AM/FM in Middle Tennessee. FM is Class C and will cover Nashville with city grade service when upgraded. Super growth opportunity for right individual. Send resume and references to Box D-120.

Sales Manager—Major Southeast market powerhouse, able to oversee local and national. Salary plus override, fringe benefits. If you are a proven producer apply in confidence Box D-135.

General Manager needed for AM/FM Memphis, take a career step, must be experienced, self-starting motivator, aggressive leader with successful track record in sales required. This could be your golden opportunity, if references check. Send resume to: Charles Manson, Vice President of Operations, Big River Broadcasting Corp., PO Box 932, Florence, AL 35631. Equal Opportunity Employer M/F.

The Robert Ingstad Broadcast group with properties from Montana to Florida is filling a few key management positions. Managers and sales managers. ... If you have a record of success and are looking for an opportunity to join a professional, aggressive, growing group ... respond now. Send resume immediately to Jerry Gutensohn, WTNT Radio, Box 1047, Tallahassee, FL 32302.

General Manager—Top Southeastern market looking for right person to run fast growing AM/FM combo. Must be motivator, have proven sales record and management experience. Salary, bonuses and excellent fringe benefits. Send resume requirements Box D-155.

Top-notch General Manager needed for new Indiana Class A FM station in medium-size market. Strong sales and management experience preferred. Send complete resume to Marc S. Triplett, 142 South Main Street, Bellefontaine, OH 43311.

Station manager for Western Kentucky University's new 90KW public radio station. Duties will include supervision of programming, fund-raising, liaison with community advisory board, maintaining compliance with all applicable FCC rules, and management of the day to day operation of the station. Qualifications required are a bachelors degree (Masters preferred) and a minimum of five years radio experience (minimum of three in public radio). Candidates should be familiar with FCC, CPB, and NPR rules and procedures. Experience in community relations is desirable. The position is a twelve month faculty appointment with a competitive salary. Send resume, references, and audition tape by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

Sconnix Group Broadcasting is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company, we want to talk to you. We use a Jennings-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

WLDM, Westfield, Massachusetts, seeks account executive. Single station community of 40,000 plus populated service area. Radio sales experience required. Contact Curt Hahn, 413-568-8643.

Two sales people needed. One with experience in broadcasting preferred, one entry level position. Both to sell AM-FM separate programed. Send resume to Bob Connelly, WWNH, Rochester, NH 03867.

Number one list to be open May 23rd at 100,000 watt, FM, AOR station in Des Moines, Iowa. List was No. 1 biller in our 9 station chain. Great opportunity for an aggressive person who gets along well with clients. Broadcast company has exceptional record for promoting from within. Experience & track record necessary. Send resume to Bill Wells, Sales Manager, KGGG Radio, 3900 N.E. Broadway, Des Moines, IA 50317.

Wanted: Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

Going fulltime! Need additional salesperson for established list in beautiful Upstate New York single station market. Call Barry Rimler, 716-637-3930. EOE.

Radio Sales/Account executive: Excellent opportunity for aggressive, experienced sales person. Salary negotiable, excellent benefits and commissions. Reply to KWMS Newsradio, 1042 South 700 West, Salt Lake City, UT 84104, Attn: Pamela Richardson.

Virginia growth oriented station in recession-immune market offers first year earnings of \$25,000 plus for a seasoned account executive. If you believe your time should be spent selling, we agree. We provide a budget for you to hire your own personal advertising administrative assistant, to assist with your paperwork and service calls. Send resume to Manager, WKCY, PO Box 1107, Harrisonburg, VA 22801. EOE.

Wisconsin station seeking salesperson, some announcing and production skills a plus. Equal opportunity employer, M/F. Send resume to Bert R. Peterson, 1503 27th St., Apt. 5, Zion, IL 60099.

North Carolina stations looking for sales personnel. Full time AM, Regional FM. Affirmative action, equal opportunity employer 919-623-3118.

HELP WANTED ANNOUNCERS

Your Opportunity! Staff announcer, production, news. Full time ABC. Resume, cassette. KFRO, Longview, TX 75606. E.O.E.

Talent wanted—Heftel Broadcasting now searching nationwide for dynamic air aces from all formats. This is for all positions at our newly acquired Cincinnati facility. Send T & R's, in confidence, to Employment Director, Heftel Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan, Chicago, IL 60611. We're an equal opportunity employer—minorities encouraged to apply.

Midday personality wanted by top-rated Midwest adult contemporary AM. Excellent opportunity for experienced, creative person who is looking for opportunity for advancement. Send resume and tape with references to Neal Hunter, WMBD, 3131 N. University, Peoria, IL 61604. (No calls please).

WGLD, 1DDKW in 46th Market needs communicator with good production skills. Great opportunity to join young, dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

Perfect job for creative person. Production, promotion, and some news. Beautiful four season vacationland. Tape and resume to WOXO, Norway, ME 04268.

WSVS is looking for an announcer who wants to grow with us. News, production skills and experience helpful. Good salary, benefits, send tape and resume to Jay Linn, WSVS, 800 Melody Lane, Crewe, VA 23930, 804-645-7734. EEO, Minorities and females encouraged to apply.

Growing broadcast group located in the Sunbelt seeking experienced announcer. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

Can you fill the shoes of the number one, mid-day air personality in this competitive, four station market? Our mid-day audience, according to P.R.S. audience estimates has double the other three local stations combined. Rush resume & tape to, 14-KELD, General Manager, Bob Parks, 2525 Northwest Ave., El Dorado, AR 71730. Equal Opportunity Employer

Washington, D.C. area Beautiful Music FM seeks mature, natural sounding professional for Drive Time shift. We have the best sound around and a crowded spot schedule. Insist on excellent production. Hurry letter, tape and resume to: George Collins, WEZR, 4085 Chain Bridge Road, Fairfax, VA 22030. No calls please.

Pro needed with first phone, for afternoon drive spot. Experience preferred. Seeking entertainer for adult contemporary. Can be funny, but has to know how to handle it. Only those with first phone need apply. May handle light maintenance. T&R to Gary Laing, PD, WDOV, PO Drawer B, Dover, DE 19901 or call 674-1410 to set up appointment. Top rated station needs top rated annncr. EOE.

Experienced AOR announcers to \$14,500. Top Midwest city. Near 100,000 watt FM. Above average production. Tape, resume to General Manager, KQDS, Box 6167, Duluth, MN 55806.

Seeking top beautiful music announcer to complement No. 1 station in Phoenix. If you communicate warmth and friendliness, have good production skills, and can accept responsibility, we're offering good pay and benefits, great climate, and room for growth. No beginners or calls. Send tape and resume to Steve Schy, Operations Director, KQYT, 3501 N. 16th Street, Phoenix, AZ 85016. EOE.

Two Openings: Announcer and announcer-salesperson. Country format FM station south of Washington. Cliff Davis, Manager, WMJS, Box 547, Prince Frederick, MD 20678, 301-535-2201.

Can you communicate with your audience not just announce titles and read copy? Will the audience 25 plus know you're interested in them? Can you do a good afternoon program of adult contemporary/MOR music for a leading talk/news/music format? Can you produce spots that sell? If so, send resume and tapes to WSOY, CBS affiliate, PO Box 2250, Decatur, IL 62526. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Announcer/Producer for Western Kentucky University's new 90KW public FM radio station (WKYU-FM). Duties will include a regular air shift, preparation of recorded announcements, and production of music, interview, and informational programming. Qualifications include a bachelors degree (Masters preferred), a minimum of three years radio announcing-production experience, familiarity with classical music, and informational programs. The position is a twelve month faculty appointment. Salary will be competitive and commensurate with qualifications. Send resume, references, and audition tape including examples of classical music announcing, interviewing, and news delivery by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

50,000 watt FM seeks experienced announcer with strong production ability for drive time position. Tape and resume to: WKHL, PO Box 758, Ocean City, MD 21842. E.O.E.

Country music morning DJ with production experience. We'll compensate for talent demanded. Send resume, production tapes, air checks, references to KCIN, PO Drawer AF, Victorville, CA 92392.

New England top-rated powerhouse beautiful music FM needs versatile announcer professional now. Send resume. Box D-105.

Announcer/Sales—Good list, good bucks, beach living. PO. Box 1420, St. Augustine, FL 32084.

Beautiful music station in the Seattle market seeks voices. Must have experience and 3rd. Phone. Salary DOE. EOE M/F. Send resume and references in confidence to Box D-108.

Phila. suburban, full-time 5kw AM seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Coatesville, PA 19320. An affirmative action/EOE.

HELP WANTED TECHNICAL

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. All replies in strictest confidence. E.O.E. Box D-26.

Maintenance Engineer needed at private Midwest College's Ed-FM/Cablecasting TV facilities. Abilities in both audio and video maintenance required. Salary competitive. EEO. Send resume to: Personnel Coordinator, St. Ambrose College, Davenport, IA, 52803.

Engineering Supervisor for Midwest AM/FM/TV. Must have experience in state of the art audio systems, directional antennas and UHF. Box D-73.

Chief Engineer to supervise all aspects of a California based group owner committed to state of the art. Experience required in all areas of radio engineering including construction of new AM and FM facilities. Administrative ability, benefits, growth and opportunity abound. E.O.E. Send resume, references and salary history to Box D-98.

Persnickety Chief, needed for successful Class C Beaumont Texas. Good equipment, informal atmosphere. 15K. Call 713-755-6155 mornings.

Radio Broadcast Technicians—Voice of America has opportunities in Washington, DC for qualified Radio Broadcast Technicians. These positions require a comprehensive background in the recording, maintenance, studio and field areas. Salary range: \$10.59-\$14.87 per hour depending on qualifications. U.S. citizenship required. Submit standard Federal application form, SF-171, to International Communication Agency, MGT/PDE (1-78), Washington, DC 20547. An equal opportunity employer.

Chief Engineer for AM/FM combination in South Arkansas. FM 3000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped engineering department. Engineering only, no board work... benefits, good pay. Rush qualifications to General Manager, KDMS/KPBQ, PO Box 1565, El Dorado, AR 71730 or call 501-863-5121.

Transmitter Technicians—Voice of America has opportunities for qualified technicians at VOA stations near Delano, California, and Greenville, North Carolina. Duties include operations/maintenance of high power shortwave transmitters and related facilities on shift basis. Minimum qualifications: 3-years chief broadcast engineer 5 to 50 KW, or 3-years supervisor of operations/maintenance high power military transmitting plant, or equivalent. U.S. citizenship required. Starting salary \$18,760. Submit standard Federal application form, SF-171, to International Communication Agency, MGT/PDE (1-78), Washington, DC 20547. An equal opportunity employer.

Chief Engineer: new public radio station. Responsibilities: studio/transmitter installation and maintenance, STL, remotes, satellite reception. Requires FCC first plus minimum five years chief engineer experience. \$17,500-\$19,500 annually. Deadline: May 5, 1980. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

Radio Engineer for WKYU-FM, Western Kentucky University's new 90KW public FM station. Duties will include routine maintenance of the studios and transmitter, regular performance tests, and completion of tests, logs, and engineering reports required by the FCC. Successful applicant will assist in the construction of the station. Qualifications required are a First Class license and a minimum of three years experience radio and related areas. The position is a twelve month faculty position with a competitive salary. Send resume and references by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

A Real Opportunity to work with pros and advance to chief for a 1st Class holder who is a real engineer. KYNM, 615 N. 90th Street, Omaha, NE 68114. E.O.E.

Chief Engineer, KOH, Reno, Nevada. KOH Directional and Class C FM seeks FCC 1st Class experienced Chief Engineer. Permanent full time position offers excellent opportunity and employee benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. (An equal opportunity employer).

Chief Engineer needed for Southeast's fastest growing city. We need a professional take charge engineer to maintain a 100,000 watts FM and 5,000 watts AM operation. Five years experience in maintenance and operation. Experience with automation also necessary. We are looking for a winning attitude and a desire to work long hours to get the job done. Send resume and letter of interest to: General Manager, WDWO-WQIZ FM-AM, 960 Morrison Drive, Suite 204, Charleston, SC 29403.

Chief Engineer, KBEE, Central California. KBEE AM Directional and Class B FM seeks FCC 1st Class experienced Chief Engineer. Permanent full time position offers excellent opportunity and employee benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. (An equal opportunity employer).

Chief Engineer—Come enjoy the Eastern Shore of Maryland. AM/D, FM Stereo Operations equipped with Marti Microwave vans, and a commitment to "Sound", need solid experience. Maintenance, upgrading, purchasing, and planning abilities a must for this market's top dollar. Contact WJDY Salis, MD, J.P. Connor, Jr. at 301-742-5191 immediately.

Chief Engineer: KFXM/KDUO FM San Bernardino and Riverside, California is looking for an experienced chief engineer. Directional, microwave experience required. Salary \$18,000. Contact Personnel Department, KFXM, 666 Fairway Drive No. 590, San Bernardino, CA 92408.

Engineer, must be sharp on maintenance of audio and radio frequency. 1st Class FCC ticket required. Contact Chief Engineer, WGH AM/FM PO Box 9347, Hampton, VA 23670. EOE.

Chief engineer for AM/FM combo in major market, must be familiar with critical array... experience required. 10,000 watt directional AM and class C FM. Ownership committed to quality sound. Strong salary, fringe benefits. Send requirements and resume to Box D-154.

HELP WANTED NEWS

Need a challenge? Immediate opening for News Director to put together news department. Live AM-Auto FM. New facilities soon. EOE M-F. University journalism grads encouraged. R.S. Tucker, Media West, Inc., Box 2128, Rock Springs, WY 82901.

Immediate Opening for a newsperson, some production required. Females and minorities encouraged to apply. Contact Don Tiegler, WNAT/WQNZ, PO Box 768, Natchez, MS 39120. 601-442-4895.

News/Announcer or News/Sales—Experienced only. Great opportunity. PO Box 1420, St. Augustine, FL 32084.

Join aggressive and respected news team. Writing, reporting and features. Competitive salary. Tape and resume to Ken Bringenberg, News Director, WCFR, Box 800, Springfield, VT 05156.

Immediate opening for qualified reporter at this Western Mass. AM/FM CBS Affiliate. We need hustle, good voice, and good writing. As News Director, you'll report to G.M. and be responsible for maintaining our news leadership. Call or write Bill Raymond, WBRK, Pittsfield, MA 01201. E.O.E. M/F.

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

News Director for WKYU-FM, Western Kentucky University's new 90KW public FM station. Duties will include the preparation and delivery of regular local-regional newscasts and public affairs programs, supervision of graduate assistants, and general responsibility for informational programming. Qualifications required include a bachelors degree in broadcasting or journalism, a minimum of three years radio news experience, and demonstrated news delivery and interviewing ability. The position is a twelve month faculty appointment. Salary competitive and commensurate with qualifications. Send resume, references, audition tape, and writing samples by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, Kentucky 42101. An Affirmative Action/Equal Opportunity Employer.

Reporter/Anchor: Responsible for writing and anchoring newscasts, gathering phone interviews, features, street reporting, beat checks. Send resume and tape to—Controller, WOWO Radio, 203 West Wayne, Fort Wayne, IN 46802. An Equal Opportunity Affirmative Action Employer.

Opportunity now—immediate opening for qualified newsperson, a team player. Minimum 2 years broadcast experience, strong on air, a communicator. Good pay, benefits. Growing market. Minorities encouraged for AM/FM near New York. EOE. Box D-107.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Progressive Black Radio—Major FL market interested in quality PD, MD, Prod. Dir., Announcers, and News Investigator. Send resume to: Box D-25.

Production Manager to write, produce and voice exciting commercials and promos for top adult station. Will supervise excellent studio facility. Tape, resume and letter to Operations Manager, KAKE, Box 1240, Wichita, KS 67201. An Equal Opportunity Employer.

Major Southern Market population 400,000 plus needs program director to also perform 6 to 10 heavy personality morning show. Must have former PD. experience in small or medium market, and one day want to be America's funniest, nastiest, wonderful, horrible, personality. Rush tape and resume to: 106 Redhill Circle, Tiburon, CA 94920.

Program Director—minimum 3 years experience as Program Director of contemporary, M.O.R., or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff. Send resumes to Norm Schrott, Vice President and General Manager, WKBW-Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

South Florida up tempo AM wants drive time personality, strong copy-production. Jay Michael McKay, WKAO, Box 1510, Boynton Beach, FL 33435.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Immediate opening: Number one station, all day parts, all ages in competitive four station market needs program director. Must be committed, self starter who knows the importance of local news and community involvement. Rush resume & tape to, 14-KELD, General Manager, Bob Parks, 2525 Northwest Ave., El Dorado, AR 71730. Equal opportunity employer.

Music Director for Western Kentucky University's new 90KW public radio station. Position will be responsible for all music programing, coordination with University music department, record acquisition, musical program production, and regular air shift. Qualifications required are a bachelors degree (Masters preferred), a minimum of three years radio experience, knowledge of classical, jazz, and traditional music, and demonstrated announcing ability. Experience in public radio music programing is desirable. The position is a twelve month faculty appointment at a competitive salary. Send resume, references, and audition tape by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

Experienced, creative production chief. Capable of handling responsibility. Southern California opportunity KCIN, PO Drawer AF Victorville, CA 92392.

Radio Talk Show Host: Must challenge major radio market ... plus Donahue-Douglas-Griffin. Stimulating ... not agitating. Keen organization/administrative abilities. Vibrant one-to-one communicator. Top ten market. An equal opportunity employer. Sun belt state. Box D-143.

SITUATIONS WANTED MANAGEMENT

General Manager—Solid professional with 21 years broadcasting experience—offering heavy sales, programing, leadership and organizational skills. Take charge individual. Small/Med. Market. Will consider 30+. Box D-57.

Put a Boone in your business! 15 years first phone. MD. PD. Ops Mgr. Country, A/C. Dave Boone, 703-476-8767.

Radio-Television-Agency 20 years experience ownership, management, sales, production, programing. Desire management position with investment potential. Excellent professional and financial credentials. West or Southwest. Box 520, Grand Junction, CO 81501. 303-945-2053.

Experienced General Manager/Sales Manager looking for either position in Southeast. Strong sales background, cost conscious, last year increased sales 28% and reduced cost 22%, ownership change forces relocation. 17 years radio experience. Box D-136.

General Manager available due to station sale. Excellent sales/programing background. Large/Medium markets. Consider investment. Box D-138.

Successful broadcast executive seeking "take-charge" general managership. Employed. Extraordinary credentials include sales, programing, promotion, administration, heavy ascertainment, plus TV. Detailed resume/references. Box D-124.

General Manager ... who can involve your radio station in the community and make us both money. Can do it all in a 25,000 to 100,000 market. Prefer AM-FM combination in Wisconsin or midwest. Would like a buy in or buy out. We can't make money if we don't talk! All replies confidential. Box D-129.

General manager. Intelligent, aggressive, dependable, experienced former PD looking to return to radio as GM. Would eventually like to purchase share of station. Master's degree and family. References. Mid-South area only. Box D-151.

Gen. Mgr. with the right credentials, looking for the right deal with the right company, offers the right background, 16 yrs all in management AM&FM with the right aggressive sales & promotion record to bring you the right financial results you deserve. With all these rights you can't go wrong. Box D-156.

Eight year pro. Well rounded background, seeks G.M. post small market university town. Presently major college sportscaster, sales hustler. Will consider sales managers/sports with G.M. possibilities. Prefer midwest 513-773-2355.

Friendly, honest, hardworking management offered for your small to medium market station. My experience in sales, fiscal management, personnel, and programing will assure a community-minded and profitable operation. My promises have all been met. Free now to take on new responsibilities. Can I help you? 503-377-2390.

Seventeen years experience, last seven years, G.M., group operation. Sales oriented. Only interested in ownership opportunity. Investment available. Only interested in Hawaii facility. Box D-157.

SITUATIONS WANTED SALES

Veteran Announcer, News, ready to learn sales. Prefer Midwest, small to medium, permanent. Box D-67.

SITUATIONS WANTED ANNOUNCERS

Quality Sportscaster—knowledgeable, accurate, creative, dedicated, enthusiastic—seeks medium market sportstalk/PBP. R-TV (50kw) experience. Available immediately. Degree (Journalism). Top references. Credentials. Box C-295.

Looking for first job. Reliable, cooperative, hard working. Second class license. Will relocate. Call before 3 PM. Paul Kaishian, 510 N. 106 Street, Wauwatosa, WI 53226. 414-453-4548.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box D-66.

First phone with on-air and PD experience seeks great small market contemporary. All replies welcome, but prefer midwest, especially Ohio, Indiana, Michigan, and Illinois. Looking for stable situation and good training ground for larger markets. Box D-72.

Experienced D.J., production, sales, hard worker, will relocate fast! Call by boss for the story 205-682-4677 ask about Scott.

Do you need—9 yrs. radio experience, award winner—No. 1 FM in country—programming & music? I need—a challenge in the Mid-West mountain states. AOR, soft rock or country. We need—to talk. Steve Moore, 1-519-633-2760.

Announcer looking for larger market. Experience in sales, production & news. Currently working morning shift. Call evenings 714-447-5564.

Good communicator, solid & dependable, 3 years experience, 3rd endorsed. Seeks Top 40 format, available now. 919-484-9952.

Sports Director of Chicago-area 4000-watt non-commercial station looking for work in medium market. 3 years experience in football, basketball and baseball play-by-play at college and high school level. Expanded sports coverage nearly 200% in tenure at current station. Will relocate. Doug Strickland, 224 North Loomis Street, Naperville, IL 60540. 312-357-5769.

4 years award winning personality looking for MOR position. Will relocate. 513-631-4657 mornings.

Announcing, news, production, traffic, continuity. I can do it all. Will relocate now. Currently working major Los Angeles AM-FM. 213-385-0101. Ask for Peter Bernard.

Disk Jockey: 2 years experience, tight board, good voice, desire top 40 format, will relocate. Phone: 704-377-2545 (8 am-5 pm)

Brain Surgeon or D.J.? I wanted to save lives so I chose the latter. Character looking for afternoon or night shift. Top 40, AOR, MOR. Will relocate immediately. 3rd. Tape and resume. Box D-152.

Over qualified for the small markets. Announcer with network quality voice. MOR. Beautiful music or talk show. Experience in radio & TV. Call 219-432-8003 evenings.

7 years experience—MOR, Pennsylvania or East Coastal. Box D-126.

Just Fired... and you're lucky! They loved my performance but I made a "boo-boo" (off-the-air). Minorly. D.J.-newscaster. 2 years experience. Professional performance that can stand up to the toughest criticism. Immediate phone call will convince and save time. Call Jheri mornings 212-881-5702.

Dedicated 4 year broadcaster looking for personality position. Will relocate. Box D-115.

Attention Midwest... recently returned. Over twenty years allround experience. Professional production. Strong news, beat and airwork. Third endorsed. Prefer personal interview. Telephone 319-233-3792.

Looking for larger market. Four years experience in top small market stations. Box D-140.

Major market telephone-talk show host available for summer vacation relief. Full resume and tape upon request. 617-964-4646.

Good voice. Prefer news but would like all around announcing duties. Fred Steffen, 9120 W. Hampton Ave., Apt. 105, Milwaukee, WI 53225. 414-463-1900 or 332-4197.

Lady announcer wants day shift and 16K. I've worked personality formats in a top 25 market and I'm currently employed. Resume and tape available. Box D-106.

DJ, 4 years PD and MD experience, 3rd endorsed, heavy production, currently employed, ready to move up, will relocate. Aircheck, resume, Frank Cavaliere, 921 Oak St., Clavton, NM 88415. 505-374-8174.

If you read Billboard as well as Broadcasting, you know I'm out of a job. I'm looking for on air and production work at any AOR or Progressive station. Call Dave Cardosi at 217-824-3748.

A fantastic Midnight to 6 show! All night DJ looking for stable station anywhere. 7 year pro, excellent references, very dependable, third endorsed. Mike 904-255-6950.

SITUATIONS WANTED TECHNICAL

Experienced Chief—25 years AM-DA, FM, stereo. Prefer southwest, will consider other southern locations. Box D-83.

I offer superb engineering for the small market based on 30 years experience designing and building. Automation of special interest. Box D-132.

Engineer/Computer programmer. BSEE with computer minor. Can do studio and transmitter work, microprocessor programing and interfacing, systems programing, and more. Also experienced announcer. Young, energetic, hard-working. Will go anywhere, do anything. Resumes waiting. Box D-118.

State-of-the-art audio pro. Currently employed as audio systems design engineer. Experience as CE. Good with R&R, AM DA's, FM Stereo, remote control, SCA, etc. Management oriented with an ear for quality. First Phone, BSEE. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779. California Bay Area preferred.

Senior Broadcast Engineer SBE certified, 20 years experience FM stereo, 5KW DA. 16 years at present station. Looking for new challenge with conscientious organization. Box D-142.

SITUATIONS WANTED NEWS

Sportscaster, two years sports and news experience, degree, 3rd endorsed, 1-914-229-9285.

Ohio. Experienced—news, sports and jock. Third class license. MOR or Christian station. Interested in doing sportscasting. Looking for station with advancement possibilities (i.e. sports director, etc.) 614-474-6443.

Master's candidate with experience as public information reporter seeking fulltime news position. Call p.m. Mark Horowitz 814-865-5727 or write: 305 Atherton Hall, University Park, PA 16802.

Knowledgeable Sportscaster PBP-color. Quick, accurate, articulate-Baseball, hockey, football seeks med market. Chris Levitt, Box 1735, Ketchum, ID 83340. 208-726-8016.

SITUATIONS WANTED NEWS CONTINUED

Experienced female news anchor, good voice, strong conversational delivery and reporting skills. Available immediately. 919-484-9952.

Young aggressive news/sportscaster play-by-play, major market trained, strong writer, degree, will relocate. Box D-130.

Meteorologist desires permanent employment, 1+ years broadcasting experience, very accurate, B.S., also proprietor of Superior Weather Service, Negaunee, MI 49866, 906-475-9844.

Medium market News Director seeks position at major market station with serious commitment to news. Dedicated professional. Eight years experience news and public affairs. Box D-146.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production pro in Central Pennsylvania seeks production director and/or first operations manager position. Adept with automation too. Write Rob Sprankle, R.D. 1, Alexandria, PA 16611.

Program Director. "Gold Rock-Entertainment Archives." Captivating Powerful KSFO nightly program. Arbitron up 120%. Library. 25 years developing, including. Exceptional winner. Live/auto. Box C-164.

Seeking position as operations director for small-medium market chain. Seventeen years experience in all phases of radio. 33 years old. I can make your station(s) more successful and profitable. Now at number one music station in San Francisco. For detailed resume reply to Box D-137.

Top notch production pro. Experience as CE, recording engineer, audio design engineer, rock jock but at home with production. Excellent promos, spots, national agency quality. Can do own maintenance. First Phone. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779. California only.

Experienced professional seeks challenging programming opportunity in western 50,000+ market. Great 18-34 ratings my specialty. Background includes live and automated programming, production, research, management and supervision. Gordon Styler, 1428 Los Robles Blvd., Sacramento, CA 95838.

First Class Ticket with combo experience, who loves production, would relocate within Northeast. Box D-150.

TELEVISION

HELP WANTED MANAGEMENT

Development Director for new VHF public stations. Resumes to: John Scheartz; KBDI-TV; Box 6060; Boulder CO 80306. No calls. Minority and female applicants encouraged.

Promotion Manager wanted for the leading independent television station in the country and the 32 market. Looking for an exceptional person, highly motivated, with strong leadership skills. Must have television experience. Degree in Broadcasting or Advertising preferred. Job requires knowledge of broadcast production, journalism, public relations, print advertising, layout, and media placement. This one will go to the "best" in the business. Station is an Equal Opportunity Employer. Send resumes to Chuck Alvey, KPHO-TV5, Phoenix, AZ 85017.

Major public television station in the Pacific Northwest seeking dynamic Director of Development with proven successful track record. Final responsibility for income-producing activities i.e., membership, underwriting, and grants; possible auction and capital campaign work. Station annual budget \$4MM. Requires 3 years' full-time professional work in development, research or business administration, preferably public television; financial projection, writing and statistical analysis experience; familiarity with computer application and public broadcasting income resources. Salary range \$21,924-\$35,244 plus liberal benefits. Deadline for application May 16, 1980. Send resume and sample of written professional work to Selection Committee, 80-D-5E, c/o Flo Fujita, KCTS/9, University of Washington, 4045 Brooklyn NE, Seattle, WA 98105. AA/EOE.

Independent station looking for an experienced general manager for station located in top 75 western market. Background and experience in independent station management and sales preferred. Candidate must have enthusiasm to assume challenge of highly competitive situation. Excellent opportunity with special incentives with growing company. Salary-negotiable. Equal opportunity, affirmative action employer. Write Box D-131.

HELP WANTED SALES

Regional Sales: Great opportunity with group owned NBC affiliate in the 6th fastest growing market in the country. Must have previous TV sales experience to call on major agencies and regional clients. Send resume to John D. Livoti, General Sales Manager, WIS-TV, PO Box 367, Columbia, SC 29202, An Equal Opportunity Employer.

Television Production/Announcer (Lansing/Jackson, MI) Minimum of six (6) months general television production, EFP and announcing experience. Write, Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer

Television Sales Service Director: Six months copy-writing and television production background necessary. Send resume plus three 30 second commercial copy samples. Virginia. E.O.E. Box D-59.

Television Local Sales: Must have two years exp. in working clients direct. Some agency accounts. Take over top existing list. Great commission. Great future in Virginia. E.O.E. Send Box D-70.

Local Sales—The person we are looking for is working currently as a local Account Executive in a medium to small market. He or she has been well trained, and is totally versed in local sales. If you are that aggressive, no-nonsense, knowledgeable individual, and are seeking a top to market challenge, we think we have an opportunity for you in the Sunbelt. An Equal Opportunity Employer. Send a resume in confidence to Box D-123.

Account Executive—Top 10 Market VHF station needs an account executive with 3-5 years' television broadcast sales experience. An Equal Opportunity Employer M/F/H/Vets. Send resume to Box D-117.

Looking for a self-starter, able to learn fast, work hard, and follow instructions. Call Don Locke, GSM, WINK-TV, Ft. Myers, FL 813-334-1131. Equal Opportunity Employer.

Top 20 market looking for top experienced salesperson who is self starter and aggressive. The right person will take over well established list. Excellent opportunity to move into management. Strong commission system and plenty of fringe benefits. Box D-149.

HELP WANTED TECHNICAL

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.

Tulsa new UHF independent needs studio and transmitter supervisors. Send resume to 507 S. Main, Suite 612, Tulsa, OK 74103, or call Bob Hardie 918-583-3344, M-F, 9-5 CST. No collect calls please. EOE.

Chief Engineer for VHF Network, group owned station in New York State. Experienced in administration, heavy technical background. Excellent opportunity for right person. Submit resume and salary requirement to: Tom Sheally, Ziff-Davis Broadcasting Company, PO Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

Maintenance Engineer. Minimum requirements—FCC 1st phone, 3-5 years TV maintenance experience, preferably with some R-F for group owned VHF independent. Send resume to Bill Strube, KPHO TV, Box 20100, Phoenix, AZ 85036.

Excellent opportunity for a highly skilled TV maintenance person to move up to the Assistant Chief Engineer's position. Must have hands-on experience with both studio and transmitter equipment. Station has 2 inch, 1 inch, & 3/4 inch tape systems, plus other systems required by a southeast network affiliate. Salary open. E.O.E. Reply to Box D-45.

A sunny Florida TV station has an opening for a 3/4 inch ENG maintenance person. Prefer person with Sony schooling. Salary open. E.O.E. Reply to Box D-37.

Staff Engineer. Operation of multi-channel CCTV distribution system; VTR operation and videotape editing. Requires proven, practical TV experience; technical school training or equivalent. Salary \$14,000-\$16,000 plus benefits. Letter, resume, references to: John Glade, Telecommunication Center, Stewart Center B-14, Purdue University, West Lafayette, IN 47907. Purdue University is an EO/AA Employer.

Immediate opening for TV studio maintenance engineer with two years of technical training, including digital and two years experience. First class FCC license required. Resume to: Gene Rader, Director of Engineering, KBIM-TV, PO Box 910, Roswell, NM 88201. An equal opportunity employer.

Needed—hard working individual to serve as Chief Engineer reporting directly to Director of Engineering of major market east coast television station/production company. Strong background in broadcast maintenance required. EOE, M/F. Send resumes to Box D-128.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

Transmitter Maintenance Technician: Must be experienced in UHF transmitter maintenance. Self starter, able to assume full responsibility of transmitter maintenance and operations. An FCC first class license is required. Salary negotiable. Equal Opportunity Employer. Send all replies to Box D-147.

Maint. Engr. ENG. Expt. with Sony 2850A-200A 50 Machines; HL-77 & HL-79 cameras, microwave. 1st FCC TV studio & transmitter expt. desirable. KFMB AM/FM TV PO Box 80888, San Diego, CA 92138. Attention: J.D. Weigand. An Equal Opportunity Employer M/F.

TV broadcast technician—Washington, D.C.—Federal Agency is accepting applications from individuals with a minimum of 5 years operations and maintenance experience in video, audio, camera and quad VTR for work in studio production facility. Salary range from \$17,035 to \$20,611 depending on experience. Normal working hours from 8:45 a.m. to 5:30 p.m. Mon-Fri. Interested applicants send standard Federal application form SF-171, obtainable at most Federal offices, to Employment Branch (267-77), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, DC 20547. An EOE.

Engineering Supervisor for Midwest AM/FM/TV. Must have experience in state of the art audio systems, directional antennas and UHF Box D-73.

Director of Engineering is seeking Chief Engineer to work in major market television station/production company. Only those with 5-10 years experience need apply. EOE, M/F. Send resumes to Box D-119.

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.

HELP WANTED NEWS

Immediate opening for television photographer with editing and ENG experience. Send resumes to Gary Long, PO Box 748, Little Rock, AR 72203. An Equal Opportunity Employer.

Weathercaster, for network station in top 25 California market. We need an experienced professional who can interpret radar and NMS materials to present an accurate, easily understandable forecast. Environmental reporting a plus. Equal Opportunity Employer. Write Box D-30.

Sports Director, for top 25 California market. We need an experienced professional to anchor, report and manage a 3-person staff. This position is for someone who does more than read the scores. Heavy interest in college, high school and participatory sports a must. Write to Box D-35.

HELP WANTED NEWS CONTINUED

Looking for topnotch producer. Strong writer who puts together fast and visual newscast. Send tape and resume to Jim Holtzman, News Director, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE.

Sports Assistant. Applicant should have three years full time sports reporting experience, including one year regularly scheduled on-air sports anchoring; be able to report all sports, and ability to edit and script film and tape. Ability to shoot film and tape a plus! Resume and audition tape to Andy Hardy, Sports Director, WTVT, Box 22013, Tampa, FL 33622. No phone calls.

Weekday Evening Anchor sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Not entry level. Send resume and videocassette to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Professional, dynamic, and creative on-air newswoman to assume news director position in Southern California. Send resume to Box D-92.

Meteorologist—Experience necessary, AMS preferred, will direct weather department and deliver 6 & 10 PM M-F. Will train other station weathercasters. Forecasting tools include color radar. Tape and resume to Mike Beecher, News Director, KTVI-TV, Signal Hill, PO Box 87, Sioux City, IA 51102. E.O.E./M-F.

Expanding news operation and EEO requirements make two potential openings on our news staff. NBC affiliate in top 60's and in highly competitive area where professionalism counts. Good salary, fringes and development opportunities. If you are a pro at digging, writing, packaging and delivering, let us know about it. Box D-111.

Anchor—For early and late news blocks, Monday through Friday. We are an innovative station in a highly competitive Sunbelt major market. We're looking for a working journalist who communicates with viewers on a one-to-one basis and is as committed to excellence as we are. Equal Opportunity Employer. Resumes to Box D-122.

Wanted: a weather person for television station located in North Central West Virginia. This small market station offers the right person a good future with a growing facility. Send tape and resume to PO Box 480, Bridgeport, WV 26330.

Reporter: medium market, Southeast, aggressive, innovative, top-rated news organization. If you've got credentials and can put together top reporting packages in a variety of situations you might fit on our team. Send us complete information about your background and experience. E.O.E. Address replies to Box D-148.

Wanted: Well-qualified TV news assignment editor for top-notch aggressive news department. Must have B.A. in journalism/mass communications, 4 years current TV news reporting and production experience: skills in ENG and film news gathering and editing. Responsible for scheduling, coordination and supervision of reporting cinematography staff, equipment and cars. Salary \$16,000 minimum, depending upon education and experience. Send complete and current resume and VTR to Dick Vohs, News Director, WOI-TV, Ames, IA 50011 by May 5, 1980. E.O.E./A.A.E.

Daytime Assignment Editor for one of the country's top local news operations. Ability to lead and motivate essential. Familiarity and experience with ENG operation required. Contact Bob Yuna, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

News Director for small market TV News operation in Western North Dakota. Experience preferred. Strong on journalism and writing skills. Write for application: Dennis Neumann, Meyer Broadcasting Company, Box 1738, Bismarck, ND 58501. An Equal Opportunity Employer.

Wanted: One aggressive, hustling TV/Radio reporter. Must have strong radio background. TV anchor experience a help. For small Florida market. Send resume and salary requirements to Box D-139.

News Producer: make the news the real things people care about. Format must fit the news; not visa-versa. Tapes to TV-11, Green Bay, WI 54303. EEO.

Sports Director—Top 50, dominant number 1 station. Must produce fast moving cast, including much more than just scores. Send resume/tape to J. Newman, News Director, WNEP-TV, Wilkes Barre/Scranton Airport, Avoca, PA 18641.

Reporter: A reporter's shop; one good story a day about the people affected by the news EEO. Box D-153.

ENG Editor. Applications are being accepted for an accomplished video tape editor. Must have background in 3/4 inch video tape camera work and editing with Sony equipment. News experience preferred. Send resume to John Banks, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an Equal Opportunity Employer.

Looking for experienced TV News Reporter who can handle co-anchoring, general assignments and live-cam. Send videocassette, displaying on-camera abilities and street work to K.K., WKEF-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. E/E/O.

Chief Photographer. Must have ability to maintain film & ENG equipment, motivate people and take pretty pictures. Quality station in medium Florida market. Reply to Box D-110.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production and volunteer production training personnel for new VHF public station. Resumes to: John Schwartz, KBDI-TV; Box 6060; Boulder, CO 80306. No calls. Minority and female applicants encouraged.

Co-Host/Producer—Lost our Nancy to NBC, need replacement. Excellent opportunity in top 30 market on top rated live morning magazine show. Experience necessary. Send cassette and resume to Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202, an EOE.

Operation-production manager for top-70 mid-west VHF. Can you effectively manage people and accept responsibility for all on-air quality? Your confidential letter and resume should detail that administrative experience, as well as salary needs. An EOE employer. Box D-69.

Executive Producer. Large midwest network affiliate seeking experienced producer and news administrator to assume number 2 spot in all ENG newsroom. Must demonstrate sound news judgement, good track record, creative production techniques and ability to manage large staff. Smaller market news director considered. Not for beginners. EOE. Box D-102.

Producer Director: We're Turner Broadcasting, WTBS, the Super Station from Atlanta. We're in the midst of producing everything right now, and getting ready for more of it real soon! We're looking for a producer director who's qualified to join this nationally recognized, diversified production unit. If you're that major market person, with the hands-on experience; confidence; maturity and reel to back up your application, write: R.T. Williams, WTBS, 1018 W. Peachtree St., N.W., Atlanta, GA 30309. Include resume and demo reel. An equal opportunity employer.

Camera/Lighting. If you are a seasoned camera/lighting professional looking for a major position with an expanding production facility in an excellent market, look to Telemation Productions/Seattle. We are studio, remote, and CMX post-production, with accent on network quality. Commercial experience essential. Send resume and demo (no calls yet) to: Al Abady, Telemation Productions, 1200 Stewart Street, Seattle, WA 98101.

Cinematographer—Coordinate the cinematography functions in setting up and operating motion picture and electronic news gathering equipment for the purpose of filming and producing University news stories, documentaries, and sports events; edit, process, and coordinate film production. Prepare scripts for news, feature and public service material. Qualifications: College degree and television news or public affairs experience preferred. Voice over experience helpful. Salary: \$11,000. Deadline for application: May 21, 1980. Contact: Mr. Ty Warren, Coordinator of Radio, Television, and Film Production, Department of Public Relations, The University of Mississippi, University, MS 38677. An Equal Opportunity Employer.

Network Affiliate, located in Florida, is seeking an experienced TV Operations Manager. EOE/MF. Send resume to Box D-109.

Video tape editor experience on Ampex 1200, 2000 Set-up on PC 70 Cameras. Phone Jim Baker, WCIX TV, Miami 305—377-0811. Equal opportunity employer.

Producer-writer for local public affairs programs. Starting salary \$12,077. Write WRJA-TV, 18 N. Harvin Street, Sumter, SC 29150 or call Clark Newsom at 1—803—773-5546.

SITUATION WANTED MANAGEMENT

Program Manager—Station Manager with 25 years broadcasting experience. Familiar with all phases of television administration plus news, promotion, FCC rules, etc. Available for interview Box D-144.

SITUATIONS WANTED SALES

Attorney, 28, seeks entry level position as account executive. B.S. in Journalism; minored in Radio/TV/Film. Three years' experience in radio announcing. 305—742-4834.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2989.

SITUATIONS WANTED NEWS

Cartooning weathercaster seeking position. Bron Smith. 213—961-5132/796-7441.

Number two man in 50s news department seeking an operation that wants to move up, not just talk about it. You won't see a better resume. Box D-50.

Top ten anchor/reporter—I have tripled my rating-share on our evening newscast. Let me do the same for you. Male. Box D-60.

Sports Director/Sportscaster. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Mid-western market but willing to relocate. Creative, personable, experienced, and energetic. Impressive track record. Tape shows versatility. Box D-58.

Professional Broadcast Journalist now hosting popular magazine program in number 2 market. Refined research and aggressive reportorial skills. Strong delivery and camera presence. Creative writer, incisive interviewer, indefatigable worker. Background includes M.A.; university teaching; gubernatorial and presidential campaigns; 4 years major market R/TV news. I am looking for a station-commercial or PBS-supportive of my total commitment to quality news and public affairs. 714—673-7086.

Law Reporter. Award winning journalist with law degree, four years experience seeks challenge in newsroom dedicated to quality coverage of legal beat. Serious inquiries only. Jon Duncan, 918 W. Roscoe, Chicago 60657.

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704—552-2473.

Hard-driving journalism graduate (Syracuse University) with 4 years news broadcasting experience, including ENG and 16mm editing, writing, reporting and producing, plus newspaper accomplishments. Seeks entry TV news writing, field reporting/producing position. Jim Salmon, 927 Park Ave., Manhasset, NY 11030. 516—365-9197.

Consumer/feature reporter—experienced, write/produce studio/field segments. Female, 26, M.S., Donna Guida 617—262-9704.

Weathercaster position wanted, fulltime. Age 26. Will train for other parttime duties in small market for first break. 1 1/2 years radio experience in weathercasting. Can interpret radar and NWS materials. Have local weather bureau and television meteorologist as references. For resume and video tape reply. Box D-116.

SITUATIONS WANTED NEWS CONTINUED

I am a 28 year old Sony executive who fills-in part time doing sportscasts at a major market station. I seek a full time position with a station, regardless of market size, that employs people who are positive, confident and enthusiastic. I was the 1975 National Amateur Golden Glove Boxing Champion. I am caucasian, have a college degree and know e.n.g. Paul Sherry 707-584-9481.

Business/Economics Reporter. Aggressive young man with outstanding business/economics qualifications can add new dimension to coverage of today's most important news stories: energy, inflation, jobs. 212-758-5461.

News Producer/Reporter seeks demanding position. 4 yrs. TV experience, articulate, efficient, creative. B.A. Communication/Journalism. Mary Ann Herman, 1855 Independence Rd., No. 211 Columbus, OH 43212 614-422-9678/486-2882.

Female forecaster educated and trained in meteorology wants greater challenge with highly professional news team. AMS, Box D-113.

If you're a top 60 station looking for a top-notch reporter, or news management... call me. Award-winner. Proven track record. 207-764-0821.

Top notch major market reporter/anchor now available as either or both. Box D-133.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

First rate documentary producer seeking re-location to major East Coast market. I have an exceptionally outstanding, network quality sixty minute documentary to show. Box D-6.

Photographer, 32, workaholic. Knows 16 & 35mm, eager to learn all facets of ENG. Relocation or travel O.K. A.B. Brown 802-362-1379.

Hard-working, dedicated female seeks entry level position in TV production. Experience includes studio camera operator and ENG photographer. B.S. in Communications. Call Karen at 615-525-0914 or 615-896-1255.

Videotape editor with strong production background and 2 1/2 years experience with CMX 340X (on-line/off-line) on national productions at major production facility seeks position with production company. Box D-15.

Energy and experience. Young Director, AD, Switcher, and College RTV Instructor wishes to relocate mid-May. Dan Swackhammer, 17 Mosher, Falconer, NY 14733. 716-665-4204.

Blockbustingly funny situation-comedy-instructional strip series, "T.H.O.T.", seeks base station. Mr. OMT, 612-884-7262.

Production/operations manager position being sought by professional with twenty years production experience. Looking for station that realizes creative people are its biggest asset. Box D-121.

Ambitious college grad with first phone and radar endorsement seeks career opportunity. Experience in maintenance, camerawork and a variety of production skills. Internship with No. 7 market. Willing to relocate anytime. 617-531-1896.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Television Controller (Business Manager). Person to exercise responsibility for G/L Accounting, Financial Management Reporting, P/R, etc., in accordance with corporate policy. Management responsibility for station matters and supervision of Accounting staff. 2-4 yrs. job related experience and a 4-yr. accounting degree required. Management and/or broadcasting experience preferred. Department head position reporting to station GM and corporate controller. Box D-134.

HELP WANTED TECHNICAL

Maintenance Engineers needed to work in the Southwest's largest production facility. Prefer experience with Ampex, one-inch VPR's, Grass Valley 1600 series switchers, RCA cameras and Chyron character generators. Send resume to: Mitch Kenison, CE Productions, 2633 Tennessee NE, Albuquerque, NM 87110.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV Writers/Producers/Directors: Translation of text material into innovative TV scripts; produce and direct studio and remote higher educational instructional programs developing innovative graphic and electronic visualizations. Requires a minimum of 3 years experience in all phases of TV production, including creative TV writing; ENG production and editing. BA degree desired. Excellent opportunity for quality oriented professionals. Call 813-535-6431 or send resume to: B. Todd, 2499 East Bay Drive, Largo, FL 33541.

HELP WANTED INSTRUCTION

Graduate Assistantships. Work in Radio News, TV Production, ENG, some teaching while earning masters degree in Journalism. Must have undergraduate degree and broadcasting experience. Write Graduate Director, College of Journalism, University of South Carolina, Columbia, SC 29208. An Equal Opportunity Employer.

Instructor/Assistant Professor, tenure track position for successful broadcast oriented Department of Theatre and Communication Arts. Professional experience a must. Duties will include teaching broadcast courses, beginning speech courses and academic advising. AERHO advisorship also available. Applicant should have strong professional and academic background in various areas of broadcast and film. Theatre background also helpful but not required. Required: MA in Communications or related field and professional experience or five to ten years professional experience and B.A. in Communications. Summer employment at local commercial radio and TV stations available in the market. Send resume and any supporting materials (tapes, etc.) to: AJ Miceli, Chairman of Theatre and Communication Arts, Gannon University, Perry Square, Erie, PA 16541. AA/EOE.

Indiana University School of Journalism seeks a faculty member as soon as possible to fill a tenure track position for 1980-81. Rank and salary negotiable. Summer teaching could add 15-20% of base salary. Person with radio-TV news background is an especially high priority, but those with other types of media experience, such as magazine, newspaper or advertising copy writing, will be considered. In addition to a media skills concentration, faculty member is expected to teach in another specialty, such as law, media management/economics, or history. Ph.D. preferred. Research, publication and/or creative activity expected by diverse, dynamic and compatible faculty. Program offers a B.A. and M.A. in journalism and a Ph.D. in Mass Communications. Indiana University is an equal employment opportunity employer. Please forward a letter of application, a full resume and arrange for four letters of reference to be sent to Prof. Edmund B. Lambeth, Chair, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Deadline for receipt of application, resume and references is May 15.

Position open—Expanding broadcast journalism program needs instructor or assistant professor. Minimum requirements: M.A. degree plus professional and/or teaching experience. Opens September, 1980. Salary commensurate with qualifications. Contact Dean, Hall School of Journalism, Troy State University, Troy, AL 36081. Deadline for applications is July 30.

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.)

Paul Schafer wants to buy late model AM & FM transmitters good condition and Schafer 800T automation systems. Call or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. 714-454-1154.

Wanted: Used U.H.F. 100 Watt Translater, contact Gerald Devine 307-382-4022.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliast Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

Ikegami HL77A, Excellent condition, best offer. Ms. Lyon or Ms. Moss 301-986-0512.

2.5 KW FM CCA 6 mos. old. Like new. Will guarantee. M. Cooper 215-379-6585.

Ikegami HL 77A, Priced under market value for quick sale. Excellent condition. 10-120 servo zoom, powerpack, battery/charger 2 Anton Bauer batteries. 5" studio viewfinder. Case. Call Harry Elstermann at 813-877-9591.

CEI 310 w/Angenieux 15:1 Lens (9.5m-143m F1.8). \$25,000 firm. Phipps Productions 918-665-1980.

Spring Clearance Sale! Many items drastically reduced!

Color Weather radar—RCA AVQ 10, colorizer on air now. \$15,000.

RCA TT-35CH VHF Transmitter—All spares, good condition. \$17,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Ch. 11, \$12,000.

Ampex TA55B UHF Transmitter—55kw, good condition. ea. \$120,000.

CVS 504B Time Base Corrector—Recently reconditioned, \$6,000.

GE PE-400 Color Cameras—Pedestals, racks, like new, ea. \$10,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$5,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

CDL VSE 741 Switcher—12 input, chroma key, \$4,000.

IVC 500 Color Camera—Lens, cables, encoder, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shutter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projectors—Optical and mag sound, ea. \$1,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

RCA TVM-1 Microwave—7 ghz, audio channel, \$1,000.

RCA TR-22 VTR—RCA Hi-band, DOC, one with editor, \$18,000.

RCA TR-4 VTR—Hi-Band, velcomp. editor, \$12,000.

Ampex 1200A VTR's—Amtec, colortec, West Coast location, each \$24,000.

IVC 980C VTR's—Portable model, working good, ea. \$4,000.

Norelco PC-70 Color Camera—16x1 200m lens, 2 available, ea. 16,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

Norelco PC-80 Color CCamera—Updated to PC-70, new tubes, \$8,000.

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

STL System—Transmitters, receivers, antennas. Call Doug Jennings 402-364-2165.

FOR SALE EQUIPMENT CONTINUED

For sale: Harris stereo automation system with KSP-10 programmer with extender for 19 sources, RA 10-sub programmer plus 11 sources. Fully equipped. Five years old and excellent condition. \$27,500. Complete information, write or call Don Gowers, PO Box 660, WESC-FM, Greenville, SC 29602. 803-242-4660.

Film Island (1) IVC-240 Camera chain w/TM encoder, 852 Image enhancer, cable (1) Conrac SNA 14R Monitor, (1) IVC 4000 Multiplexer w/remote, (1) Eastman CT-500 Proj., (1) Laid 4210 Slide proj., (2) Kodak carousel proj. \$15,000 firm. Phipps Productions 918-665-1980.

Microtime 2020 time base corrector, fully operational. With DOC, VELCOR, and Image X. \$10,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th Street, N.Y.C. 10011, 212-691-1300.

2 RCA TKP-455 w/minipacks, cable, joysticks; 15:1 Angenieux lenses both for \$68,000. RK28B w/Satcons; IP-55B; FR-35B; Athena 4000; PM-86SL-2 (16/35) system price \$99,850. Commander 1 time code editor (interfaced for 2 BVU 200S) editor only \$9,650. Call Tex 214-688-0081.

General radio 916A, R.F. bridge. Excellent condition, \$600. 919-752-0651.

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.

Funny Fone Answering Machine messages. Custom cut. Information 25c. Refundable. Box 258B, Bartlett, IL 60103.

Jack Shots! Fantastic, low-cost audio effects for sharp jacks. Free demo disc: LA Air Force, Box 944-B, Long Beach, CA 90801.

"Comic Relief." Just for laughs. Bi-weekly. Free sample. Wildlife Creative Services, 20016 Elkhart, Detroit, MI 48225.

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.

Do you have a client who needs a jingle? The Ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010. 215-525-9873.

RADIO PROGRAMMING

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

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 May 6 and June 17. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News, Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

RADIO

Help Wanted Management

NEWS DIRECTOR, WSYR AM/FM

Prestigious market leader. Expansion position result of sale of TV Station. Professional environment requires solid journalistic and people skills. Must be capable of directing 8-9 fulltime staff. Send complete background, news philosophy, tape, to: Hugh Barr, Mgr., WSYR, 1030 James St., Syracuse, NY 13203. An Equal Opportunity Employer.

GENERAL SALES MANAGER

We are looking for a General Sales Manager to run the sales departments of highly-rated, highly-successful AM and FM combination in a major Southeast market. We are only interested in someone with a lot of experience in exactly such a job. This is a \$50,000+ opportunity in salary and override, but it's a career opportunity and should be viewed as such. All applications should be fullsome, including extensive resume and personal references. We are only interested in high-energy, success-oriented people. Please reply to Box D-112. Equal Opportunity Employer.

Help Wanted Sales



Community Service Broadcasting with stations in Wheeling WV, Jackson TN and McLeansboro IL is interested in immediately expanding its sales staff because of growing local business. If you have had experience and would like to move up the broadcasting ladder, or are looking for a first job, we can help you reach your goals. EOE/MF To join our team, send resume and any other relevant information to:

Wanda Williamson
Personnel Manager
Community Service Broadcasting, Inc.
PO. Box 1209, Mt. Vernon IL 62864
Community Service Broadcasting, Inc.

Help Wanted Programming, Production, Others

Program Director

minimum 3 years experience as Program Director of contemporary, M.O.R., or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff. Send resumes to Norm Schmitt, Vice President and General Manager, WKBW-Radio, 695 Delaware Ave. Buffalo, NY 14209 An EOE.

Help Wanted News

MORNING NEWS ANCHOR

Major group-owned 50kw KCMO Radio, Kansas City is seeking an experienced newscaster or news/talk morning news anchor.

Person sought must have major market experience, strong voice, and news savvy. Tapes and resume to Chuck Wolf, News and Public Affairs Director, KCMO Radio, Offices & Studios at 4500 Johnson Drive, Fairway, KS 66205.

E.O.E. M/F

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MANAGEMENT FOR PROFITABILITY

Billings from 300M to 2,100M in 5 years. Ratings from no-show to no. 1 and no. 3 in 30 station top-35 market. 20 years experience in all phases of operations, last 16 in management and ownership. Available in August due to station sale. Particularly interested in turn-around situations with equity incentive. Box D-81.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

Successful PD./Operation Manager available. For details, write Box D-90.

Situations Wanted News

TOP NFL

Play by Play Man available to broadcast your college games in fall. Radio or TV. East, Southeast or Big Ten. Box D-96.

Situations Wanted Announcers

PERSONALITY/PRO

5½ yr. Personality wants Aggressively-Programmed, Audience & Goal-Oriented T-40/AC station. Not a "Star"—Am Team Player. Desire Creative Outlet & a CAUSE. Call Bill at (502) 782-2142 by 11 am or after 9 pm Cent.

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Top 50

Southeast group owned network affiliate. Looking for aggressive, positive, dynamic, goal-setting, productive leader with eye on future. Excellent salary, incentive, benefit package. EEO/AA-Box D-20.

Help Wanted News

MAJOR LEAGUE TV MARKET

Needs major league sportscaster. Resume and audition video cassette to Ridge Shannon, KMBC-TV, 1049 Central, Kansas City, MO 64105. EEO company. No calls.

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We have it all including live helicopter & 2 live mobile units. Please send resume to Box D-125. An Equal Opportunity Affirmative Action Employer, M/F.

Help Wanted Technical

TV Maintenance Engineer

Major West Coast
Quality Independent
Station. Degree. Four
years TV Maintenance.
TV & Digital Experience
Preferred.

KTVU Television
1 Jack London Sq.
Oakland, CA 94607
(415) 834-2000
Ext. 247



Equal Opportunity Employer

Help Wanted Technical Continued

TELEVISION BROADCAST ENGINEERING EXECUTIVE

Excellent growth opportunity for experienced broadcaster with advanced technical knowledge. This is a position for someone with broad engineering know-how, who is now ready to add significant management and administrative experience. A prime growth position, in an excellent working environment, with a group owned network affiliate in the midwest. Resume, salary requirements and references to Box D-97.

Television Training Engineer

Sony Tape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment, to research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird
Tape Production Services
Sony Corporation of America
700 W. Artesia Blvd.
Compton, CA 90220
(213) 537-4300 X476

NBC NEWS REQUIRES:

Electronic Journalism. Editor and/or Maintenance Technician for Tel Aviv Bureau. Salary commensurate with skills and experience. Contact M. Reitman, (212) 664-5160.

ASSISTANT CHIEF ENGINEER

Hands on Maintenance TCR100, TR600, TK45, TK76, Grass Valley DVE and E-Mem. Work with the best people and equipment at WBRE-TV, Wilkes-Barre, Pa. 18773. Contact Charles Baltimore at 717-823-3101.

Help Wanted Programing, Production, Others



No. 1 rated PM in Columbus, OH is seeking co-host to work with female on staff. Ability to produce quality feature stories and up-beat personality a must. Send resume and cassette to Gary Brasher, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216. EEO.

GRAPHIC ARTS SUPERVISOR

PTV station is seeking aggressive individual experienced in TV state-of-the-art design. Knowledge of set, publication design and execution; 35 millimeter techniques. University/professional degree in field or comparable experience. 5 years experience in field, supervisory experience desired. Salary \$13,686-17,097. Deadline April 30. Resume to Tom Howe, Director of Programming KNME-TV, 730 University, NE, Albuquerque, NM 87102.



PHOTOGRAPHER/EDITOR/ TALENT

We are now accepting applications from experienced Photographers/Editors and on-air talent for a PM Magazine show that will premier in the fall. We are an ABC affiliate in the top 50 markets. Send resume including salary history and demo tapes to: Mr. John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401

**AN EQUAL OPPORTUNITY EMPLOYER
M/F/H**



Talent, producing and technical positions are now available for fall premiere of PM Magazine. Prefer previous on air and production experience. Send resume, tape (if available) and salary requirements to: Operations Manager, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**

**JOIN THE TV STATION
OF THE 80's**

WDIV-TV, the Post-Newsweek flagship station in Detroit, is looking for dynamic, creative people for the following positions.

STAFF DIRECTOR—Responsible for live newscasts

PUBLIC AFFAIRS PRODUCERS—Both studio & EFP experience required

ASSOCIATE PRODUCER—"Go Tell It", nationally syndicated on-location production

PRODUCTION MANAGER—Systems and production expert

WDIV-TV 4
Program Department
622 Lafayette Blvd.
Detroit, Michigan 48231

An equal opportunity employer



Talent, Producing and Technical positions now available for Fall premiere of PM Magazine. Prefer previous on-air and production experience. Send resume, tape (if available) and salary requirements to:

Program Manager
KOTV
302 S. Frankfort
Tulsa, Okla. 74120

An Equal Opportunity Employer.

A. Corinthian Station



America's highest-rated PM station is losing our female co-host. Her replacement will be a dedicated, experienced person who writes and can produce stories. Previous magazine or news experience a must.

Send resume and tape to:
Deborah Messana, Producer
PM Magazine
KFDM-TV
P.O. Box 7128
Beaumont, Texas 77706

An Equal Opportunity Employer

Situations Wanted Management

**General Manager
Station Manager television**

Extremely strong programming background incl No. 1 market. Currently employed with group procrastinating on expansion. Excellent track record. Top references. Box D-114.

Situations Wanted News

ANCHOR/REPORTER

Strong anchor, especially in 18-49 demos. Solid reporter-producer. Currently in medium market, I am ready for major market challenge. Box D-127

CABLE

**Help Wanted Programing,
Production, Others**

**LOCAL BROADCASTING—
MARKETING & PRODUCTION**

Our rapidly expanding CATV organization needs a multitalented, experienced person to organize, market and produce local origination programming with a strong emphasis on regional news. An audience of 50,000+ viewers in Southeastern New York makes this an ideal situation for a self motivated, aggressive person ready to help us initiate this concept and develop it to corporate wide status. A background in marketing and programming are musts. Send resume to Ed Whalen, Cablevision Industries, Inc., Box 311, Liberty, New York 12754.

ALLIED FIELDS

Help Wanted Technical

**Broadcast
Engineers**

**Bored With Your Job
or Career?**

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: John Thayer, (312) 298-7980, RCA Service Company, 1263A Rand Road, Des Plaines, Ill 60016. An Equal Opportunity Employer.



A Tradition On The Move!

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magazine**

EXPERIENCED

**EXECUTIVE PRODUCER
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HOSTS
TECHNICIANS**

**SEND RESUME & TAPE TO:
DOUGLAS KNIGHT
PROGRAM MANAGER
WFLD TV
300 NORTH STATE STREET
CHICAGO, ILLINOIS 60610**

**AN EQUAL OPPORTUNITY EMPLOYER M/F
FIELD COMMUNICATIONS**

Help Wanted Instruction

DEAN THE ANNENBERG SCHOOL OF COMMUNICATIONS UNIVERSITY OF SOUTHERN CALIFORNIA

A search committee has been appointed to receive nominations and applications for the position of Dean of the Annenberg School of Communications at the University of Southern California.

The Annenberg School of Communications is a graduate school of communications awarding degrees through the Graduate School of the University of Southern California. The Annenberg School offers Masters of Arts degrees in Communications Management and Doctoral (Ph.D.) degrees in Communications Theory and Research, and maintains major research facilities for communications research. Appropriate university links are available with a radio station, a television station, and a center for scholarship and conferences in communications.

The Dean should have an international academic reputation in communications research and theory and have a demonstrated ability to obtain research support. The Dean should possess an understanding of the communications industries, professions, and technologies, and should have the ability to administer and manage a multidisciplinary communications program. It is hoped that the Dean may be able to take office by September, 1980.

Nominations, applications, and further information may be obtained from Dr. Charles E. Oxnard, Dean, The Graduate School, Chair of the Annenberg Dean Search Committee, University of Southern California, Los Angeles, California, 90007.

An Affirmative Action/Equal Opportunity Employer

Public Notice

PUBLIC NOTICE

The Finance Committee of National Public Radio will meet on April 25, 1980, in Washington, D.C., at NPR, 2025 M Street, N.W. The meeting will be held in the fourth floor conference room from 9 a.m. to 3 p.m. The primary item of business will be a review of recommendations for revised business practices based on the findings of its FY 1979 audit. For further information concerning this meeting, please contact Ernest I. Sanchez, NPR General Counsel at (202) 785-5369.

PUBLIC NOTICE

The City of New York, acting through its Board of Estimate, on March 24, 1980 adopted a resolution seeking applications for cable television franchises in the Borough of Queens, City of New York. Copies of the Request for Proposals are available on request from Mr. Morris Tarshis, Director, Bureau of Franchises, City of New York, 1307 Municipal Building, New York, N.Y. 10007, telephone number (212) 566-2654. Applications must be submitted in writing in the form specified in the Request for Proposals and must be received no later than July 1, 1980. All applications received will be available for public inspection during regular business hours at the Bureau of Franchises, 1307 Municipal Building, Chambers and Centre Streets in Manhattan. Morris Tarshis, Director of Franchises

Radio Programing

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Jonesboro, Arkansas 72401
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*Dramatic increase in Sunday listeners
Theme personality each quarter hour
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Programming sold successfully
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*SRC "matched-flow" music is
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Stereo Religious Communications, Inc.
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ENGINEERING POSITIONS

We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential - no fee. Best Industrial Reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume now.

KEY systems

NEW BRIDGE CENTER, KINGSTON, PA. 1704

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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.

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OWN A RADIO STATION IN PARADISE

Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoort/Media Broker (808) 949-6648.

For Sale Stations Continued

W Class B FM	\$530,000 Terms
S Small AM	\$100,000 Cash
W Small 1000 D	\$300,000 Terms

Bill-David Associates, Inc.
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For Sale:

Hartselle Alabama radio station and TV Cable System. Gene Newman—WHRT, 113 N. Sparkman St., Hartselle, AL 35640.

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(214) 691-2076

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435 NORTH MICHIGAN AVE. • CHICAGO 60611

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- AM/FM in Northern Michigan. \$190,000. Terms.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Florida station under construction. Prefers partner but will sell. \$220,000. Terms
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- Virginia Coastal. Attractive. \$800,000.
- AM 50,000 watts. Southern city. \$3.8 million.
- Full-time AM and 50,000 watt FM in Maryland. \$640,000.
- UHF-TV in Iowa. \$290,000.
- AM/FM in Central Florida. \$400,000. Terms.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
- Educational Station in Akron area. \$30,000.
- Class C in Colorado. \$590,000. Terms.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- 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.
- 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. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Ft. Worth/Dallas 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



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

MW Small	AM	\$160K	Terms	Bill Whitley	(214) 387-2303
S Small	AM	\$185K	\$54K	J.T. Malone	(404) 458-9226
NW Small	AM	\$215K	29%	Larry St. John	(206) 881-1917
S Small	AM	\$375K	Terms	Dan Rouse	(214) 387-2303
S Medium	Fulltime	\$560K	\$162K	Bill Chapman	(404) 458-9226
W Medium	Fulltime	\$2300K	Terms	Ray Stanfield	(213) 363-5764

CONTACT

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

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Washington, D.C. 20036

RADIO STATION

50,000 Watt—FM

top 50 market—gross 950,000
price 3 million, cash or stock.
Reply Box D-141.

WESTERN MEDIA BROKERS, INC.

Please write or call for listings, or let us assist you in selling your property.

4840 Riverbend Road (303) 444-5658
Boulder, Colorado 80301



SELECT MEDIA BROKERS

912-883-4917

PO Box 5, Albany, GA 31702

MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	325K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
SC	Daytime AM	440K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
SC	Daytime AM	155K	Small
CO	Fulltime FM	500K	Metro

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.
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.

Fates & Fortunes

Media

Paul (Dino) Dinovitz, general sales manager of Taft Broadcasting's WTAF-TV Philadelphia, named general manager of Taft's WGR-TV Buffalo, N.Y. **Greg Miller**, production manager for Taft's WKRC-TV Cincinnati, named director of operations for WTAF-TV.



Dinovitz



Wilson

George Wilson, VP-general manager, KTLK(AM) Denver, joins KIQQ(FM) Los Angeles in same capacity.

John Irvin, program manager of Corinthian Broadcasting's WISH-TV Indianapolis, named general manager of co-owned WANE-TV Fort Wayne, Ind.

William Service, general sales manager, WRCB-TV Chattanooga, joins WTVQ-TV Lexington, Ky., as general manager.

Tony Zuniga, engineering supervisor, KYW-TV Philadelphia, named operations manager.

Roger Ingram, sales manager, WGLD-FM High Point, N.C., named general manager.

Thomas H. Pierce, VP-general manager of KCBS-FM San Francisco, joins International Television Corp., Burlington, Vt., as VP for radio. He will also act as general manager of company's WEZF(FM) Burlington.

William Crawford, from staff of Presbyterian Center in Atlanta, joins WTJH(AM) East Point, Ga., as general manager.

Shannon Reed, former program director and part-owner of KTGA(FM) Fort Dodge, Iowa, now KSMX, has become VP-general manager of Smithway Communications Corp., which has purchased KSMX.

Gene Snyder, formerly with WAKY(AM) Louisville, Ky., named general manager of WMMG(FM) Bradenburg, Ky. **Sue Richardson**, with WMMG, named operations manager.

J. Steven Main, area manager for Connecticut, Storer Cable Communications, named mid-Atlantic area VP-general manager, headquartered in Burlington, N.J.

Robert E. Small, director, financial planning, NBC, New York, named VP-staff finance and administration.

William Butler, manager of program clearance for Western U.S., Mutual Broadcasting System, Arlington, Va., named director of station relations for Sheridan Broadcasting Network, Arlington.

John Galanes, program director, WCKO(FM) Fort Lauderdale, Fla., named operations manager.

Alvin Barcheski, former program director for who-TV Des Moines, Iowa, named manager of advertising sales-programing, Hawkeye Cablevision, Des Moines. Hawkeye is subsidiary of Heritage Communications.

Orlando "Lonnie" C. Guida, director of business affairs, NBC News, New York, joins USA Network, newly formed cable program facility, as VP of finance.

New officers, Georgia Cable Television Association: **George Paschall**, Cablevision of Augusta, president; **Marion Smith**, Savannah TV Cable Co., VP, and **Edith Allgood**, Clearview Cable TV, Dublin, secretary-treasurer.

Robert M. Bennett, president and general manager of WCVB-TV Boston, named 1980 Concerned Broadcaster of the Year by Alpha Epsilon Rho, national honorary broadcasting society. Award is given to broadcaster "who, more than anyone else, has shown an active concern for broadcasting, for making it a stronger and more respected business and for brightening its future."

Advertising



Peters

Jack Peters, executive VP for worldwide management of Ford account at J. Walter Thompson Co., based in Detroit, becomes vice chairman, retaining Ford responsibilities and adding supervision of various JWT U.S. agencies. **Joel P. Baumwoll**, senior VP and account director of agency's U.S. East divi-



Baumwoll



Buchanan

sion, appointed executive VP, marketing, JWT, U.S.A. Inc., New York. **Robert E. (Buck) Buchanan**, senior VP in charge of media, named executive VP, U.S. media director, New York.

Robert M. Egan, VP-account supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Madeline Nagel, media director, Foote, Cone & Belding, New York, elected senior VP.

Joseph Karle Jr., management supervisor, Grey Advertising, Detroit, joins Campbell-Ewald there as senior VP-management supervisor.

Cormac Hamilton Ryan, VP-management supervisor, and **Robert Conlon**, VP-associate creative director, SSC&B, New York, named senior VP's. **Hal Henenson** and **Thomas Perrotta**, account supervisors, named VP's.

Edward Eskandarian, president of Humphrey Browning MacDougall, Boston, assumes additional duties as chief executive officer.

Malcolm MacDougall, executive VP-creative director, named director of creative services.

Mary Moore and **Douglas Houston**, senior VP's, named co-creative directors.

Oksana Kobziar Glass, associate broadcast director, Wells, Rich, Greene, New York, named broadcast supervisor in spot broadcast group, NW Ayer ABH International, New York.

Bob Blumenthal, VP-director of creative services, SCG Advertising, Kansas City, Mo., joins Barkley & Evergreen, Kansas City, Kan., as senior VP-director of creative services.

Don Brown, VP-media services, Reves, Smith, Baldwin and Carlberg, Houston, joins W.B. Doner's Houston office as management supervisor.

David Painter, account executive, Keller-Crescent Co., Evansville, Ind., named VP-account supervisor.

Bonnie-Jean Maickel, media director, Mango & Co., St. Louis, joins D'Arcy-MacManus & Masius there as media buyer. **Daniel Rank**, media planner, Lever Bros. Co., New York, joins DM&M, St. Louis, as media planner.

Jonathan Whittemore, from Doyle, Dane, Bernbach, New York, joins McCaffrey & McCall there as account executive. **Samuel Rolston**, from Michel-Cather, New York, joins McCaffrey as senior writer. **Michael Delgorio**, from William Douglas McAdams, and **Michael Hodges**, freelance illustrator, join McCaffrey as art directors.

Kenneth Ness, account executive, Bomstein Agency, Washington, joins Ehrlich Manes & Associates there as account executive.

Paul Hayden, promotion-operations manager, WDO-TV Duluth, Minn., joins J.F.P. & Associates, Duluth-based advertising, public relations and research agency, as broadcast producer.

Andrew Harrison, formerly with WSB-TV Atlanta, **Robert Broadus**, from WAGA-TV Atlanta, and **Michael Loving**, from William Esty, New York, have formed Harrison, Broadus, Loving Advertising, Atlanta.

Bruce Re, television and radio advertising producer-writer for Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., named account executive.

Paula Polley, copywriter, J. Walter Thompson, Chicago, joins Hoefer, Dieterich & Brown, San Francisco, in same capacity.

Charles Welch, senior art director, Hoffman-York, Milwaukee, named executive art director, Weber Cohn & Riley, Chicago.

John Sarley, writer-producer, Marschalk Co., Cleveland, joins Dick & Bert, Los Angeles comedy radio and television commercial producer, as writer-producer.

Cheryl Neuroth, associate research director, Avery-Knodel Television, New York, named director of research and programming.

Susan Kasprzak, research manager for red division of HR Television, New York, named to same position for television one division. **Kevin Holleran**, research manager for blue division, named research manager for red division. **Jeffrey Boehme**, analyst with red division, named research manager-special projects.

Thomas McGarrity, from NBC sales team in Chicago, Blair Television, named account executive for Blair in St. Louis.

Ginny Stephens, national sales manager, WPGH-TV Pittsburgh, joins sales staff of Katz Television Continental's gold team.

Ronald M. Jordan, account executive, WBBM(AM) Chicago, named to similar post with CBS Radio Spot Sales, Chicago.

Tom Cadigan, from WNBC(AM) New York, joins Eastman Radio there as account executive.

Joan Leahy, VP-daytime program sales, NBC-TV, New York, named VP-daytime and participating program sales.

Elliott Troshinsky, local sales manager of Taft Broadcasting's WTAF-TV Philadelphia, named general sales manager, succeeding Paul (Dino) Dinovitz (see page 99). **Francis Larkin**, in sales position with WTAF-TV, succeeds Troshinsky.

Tom Camarda, national sales manager, WNAE-TV Boston, named VP-director of sales. **John Quinlan**, local sales manager, named VP-sales manager.

Wayne Lansche, general sales manager, KQTV(TV) St. Joseph, Mo., joins Nebraska Television Network, Kearney, as general sales manager. **Robert Calvert**, account executive, KQTV, joins NTV in same capacity. **Bob Potter**, from sales position with Sears, Roebuck, joins NTV as account executive. NTV operates four TV stations.

Charles Swilling, research director, WDIV(TV) Detroit, joins WGN Continental Broadcasting Co. and its subsidiary, WGN Continental Sales Co., Chicago, as director of research.

Peter C. Smith, former creative supervisor for D'Arcy-MacManus & Masius, St. Louis, joins KTVI(TV) there as director of marketing and creative services.

Bill Watts, national sales manager, WSAZ-TV Huntington, W.Va., joins wxii(TV) Winston-Salem, N.C., as director of sales.

Edwanda Richardson, manager of marketing media services for retail division, KNXT(TV) Los Angeles, joins KYUU(FM) San Francisco as director of retail sales development.

Steve Slack, account executive, WATE-TV Knoxville, Tenn., named assistant sales manager.

Philip LeNoble, retail sales manager, KBPI(FM) Denver, named local sales manager. **Catherine McFarlane**, account executive, KHOW(AM) Denver, joins KBPI as national sales manager.

Art Daube, sales manager, WBNR(AM) Beacon, N.Y., joins wwwi(AM) Hyde Park, N.Y., in same capacity. **Al Miller**, from WBPM(FM) Kingston, N.Y., joins wjjb(FM) Hyde Park as sales manager. Wwww and wjjb are owned by Gregory Broadcasting.

Mann Reed, general sales manager, WTEV(TV) New Bedford, Mass., joins WOTB(FM) Middletown, R.I., in same capacity.

Jim Graham, regional sales manager, WJRT-TV Flint, Mich., named national sales manager. **Dan Aube**, account executive, succeeds Graham.

Joseph Lashbrook, account executive, WCKO(FM) Fort Lauderdale, Fla., assumes additional duties as regional sales manager.

Richard Nelson, in sales department of WAXX(FM) Eau Claire, Wis., named sales manager of co-owned WYYY(AM) Chippewa Falls, Wis. **George Roberts**, from L.B. Productions, Eau Claire, named sales representative for WAXX.

Patricia Pearce, media analyst, Campbell-Ewald, Detroit, joins wxyz(AM) there as research director.

Paul Maschenik, from insurance company in Louisville, Ky., joins WMMG(FM) Bradenburg, Ky., as sales manager.

Peter Hennessey, who has worked in managerial capacity for Boston-based restaurant group, joins WXNE-TV Boston as account executive.

Bill Bean, account executive, KDKA-TV Pittsburgh, joins WRC-TV Washington in same capacity.

Perry Chester, VP of sales-general sales manager, KTVH(TV) Hutchinson, Kan., joins sales staff of KPNX-TV Mesa, Ariz. (Phoenix).

Pat Knight, from HR Television in Chicago, joins KOOL-TV Phoenix as account executive.

Richard Yzaguirre, local sales representative, KSAT-TV San Antonio, Tex., joins KMBC-TV Kansas City, Mo., as account executive.

Carolyn Navarra, account executive, Cable Systems Inc., Audubon, N.Y., joins KYW(AM) Philadelphia as account executive.

Steve Wells, account executive, WILX-TV Onondaga (Lansing), Mich., joins WBAL-TV Baltimore in same capacity.

Bonnie Abdelnour, account executive, WHN(AM) New York, joins WOR(AM) there in same capacity.

Lauren Howard, account manager, *Architectural Digest*, joins KCBS-FM San Francisco as account executive.

Terri Guitron, account executive, Serrano-Miller Advertising, San Francisco, joins KOIT(FM) there as account executive.

John McInerney, account executive, KJAZ(FM) San Francisco, joins KGUN-TV Tucson in same capacity.

Gail Planas, formerly with WTAP-AM-FM-TV Parkersburg, W.Va., named copywriter, WSPD(AM) Toledo, Ohio.

Programing



Maslansky

Harris Maslansky, senior VP of New York operations, Columbia Pictures, named president of newly formed motion picture division of Time-Life Films. He will be based in New York.

Saul Ilson, independent television producer for almost 20 years, named VP-variety, programs and

talent, NBC Entertainment, Burbank, Calif. **Robert Dinsmore**, VP of theatrical and educational sales, ABC Video Enterprises, New York, joins NBC Enterprises there as VP-sales. **Judy Kessler**, former assistant editor, *People* magazine, New York, named talent coordinator for NBC's *Today* program.

Kim LeMasters, VP-dramatic program development, CBS Entertainment, Los Angeles, named VP-comedy program development. **Scott Siegler**, director, dramatic program development, succeeds LeMasters.

Ann Daniel, manager, dramatic development, ABC Entertainment, named director, dramatic series development. **Terry Allan**, head of project development and production supervisor for Casablanca Records and FilmWorks, joins ABC Entertainment as program executive for current comedy programs.

Winston (Tony) Cox, VP-marketing, and **Michael Fuchs**, VP-programing, Home Box Office, New York, named senior VP's.

Virgil Hemphill, who formerly worked for CBS-TV in Chicago in production of news, specials and National Football League games, and also was radio-television instructor at Chicago's King Kennedy College, named VP for programing, Black Entertainment Television, Washington. **Vivian Goodier**, VP for affiliate relations, BET, named executive VP.

Paul Danylik, film booker in operations department of Worldvision Enterprises, New York, named account executive, cable division, and assistant to executive VP-marketing, Jerry Smith.

Sam Holman, Western sales manager, Drake-Chenault Enterprises, Los Angeles, joins Radio Arts there as program consultant.

Keith O'Neil, assistant marketing director, Ramblin' Productions Ltd., Springfield, Mo.-based television production and syndication company, named president.

Charles Wallace, producer, director and writer who has done work for ABC, CBS, Paramount and Universal, joins film production and distribution firm in Charlotte, N.C., Walter J. Klein Co. Ltd., as producer, writer and director.

Dave Nelson, director of sales, Eastern region, Columbia Pictures Television, and formerly, VP-general manager of WBBM-TV Chicago, joins KYW-TV Philadelphia as program manager.

Barbara Smith, program coordinator, WCIX-TV Miami, named program manager.

Don Dillion, program manager for Corinthian Broadcasting's WANE-TV Fort Wayne, Ind.,

named to same position with co-owned WISH-TV Indianapolis.



Howard

Ralph Howard, mid-day anchor-reporter, assignment editor and weekend news manager, WCBS(AM) New York, joins WCFL(AM) Chicago as program director.

Sandy Beach, program director, WKBW(AM) Buffalo, N.Y., joins KYUU(FM) San Francisco in same capacity. He succeeds

Mike Phillips, who was named program director for NBC FM Radio (BROADCASTING, Feb. 25).

William J. McCarter, president and general manager of noncommercial WTTW(TV) Chicago, elected chairman of Public Broadcasting Service's national program service, PTV-1.

Scott Free, formerly with WIRK-FM West Palm Beach, Fla., joins WIXZ(AM) Pittsburgh as program director.

Mary Horth, producer of *PM Magazine* on WKW-TV Cleveland, named executive producer of program.

Cliff Chase, associate producer of special projects, WOWT(TV) Omaha, named executive producer of *PM Magazine* on WOWT.

Jeff Mazzei, music director, WNEW(AM) New York, joins WABC(AM) there as production director.

Jeff King, program director, KSEL-AM-FM Lubbock, Tex., joins KPLZ(FM) Seattle in same capacity.

Johnny Mars, from KPAS(FM) El Paso, Tex., joins WXRT(FM) Chicago as air personality.

Bob McClay, former air personality, KSAN-FM San Francisco, joins KCBS-FM there in same capacity. **Sandra Jackson**, news department secretary, KCBS-FM, named writer-producer.

Vic Martin, from KJLA(AM) Kansas City, Mo., joins KOAQ(FM) Denver as air personality.

Jonathan Keyes, air personality, WCKO(FM) Fort Lauderdale, Fla., assumes additional duties as program director.

Dan Vernon Gates, former host of syndicated radio show, *Country Roads*, and formerly with WPLO(AM) Atlanta, joins WRCG(AM) Columbus, Ga., as program director.

Mike Wix, formerly with WRAQ(AM) Asheville, N.C., joins WMMG(FM) Bradenburg, Ky., as program director.

Richard Kaufman, producer-director, WBOC-TV Salisbury, Md., joins WDTN(TV) Dayton, Ohio, in same capacity.

Paul Clifford, from WWSW(AM) Pittsburgh, joins WPNT-FM there as announcer-newsman.

Bruce Edwards, air personality, WMVO(AM) Mount Vernon, Ohio, joins WNOG(AM) Naples, Fla., as production director and air personality. **John Conrad**, from KCMQ(FM) Columbia, Mo., joins WNOG as air personality.

Dave Sanders, director-engineer, Laclede Communications Services, St. Louis, joins KPLR-TV there as staff producer-director.

Chuck Marlowe, sales manager, WHMB-TV Indianapolis, joins WTTV(TV) there as sports director.

Dave Tunell, sports reporter, KTAR(AM) Phoenix, named sports director.

News and Public Affairs

Dow Smith, news director, WPLG(TV) Miami, joins WJLA-TV Washington as executive news director.



Lopes

Gerald Lopes, reporter, WHDH(AM) Boston, joins Sheridan Broadcasting Network, Arlington, Va., as news director.

Carol Rueppel, 11 p.m. news producer, WKYC-TV Cleveland, named news manager.

Don Clark, anchor and assistant news director, KEZI-TV Eugene, Ore., named news director.

Jack Keefe, news director, KTVH(TV) Hutchinson, Kan., joins WIFR-TV Freeport, Ill., in same capacity. **Snow Zeceovich**, producer-anchor, WCIU-TV Chicago, joins WIFR-TV as reporter.

Dick Vohs, acting news director, WOI-TV Ames, Iowa, named news director. **Rick Taylor**, anchor-producer, WESH-TV Daytona Beach, Fla., joins WOI-TV as anchor.

Bob Scott, traffic reporter, KHOW(AM) Denver, and owner of public relations firm there, named news director for KHOW.

Mike Cavender, producer of evening news, KMOL-TV San Antonio, Tex., named executive news producer.

Lemar Wooley, reporter, WQAD-TV Moline, Ill., joins WINK-TV Fort Myers, Fla., as assignment editor. **John Hawkins**, reporter-photographer, KGBT-TV Harlingen, Tex., joins WINK-TV in same capacity. **Mike Walsh**, former photographer for WBBH-TV Fort Myers, joins WINK-TV as film lab technician and cinematographer in news department.

Larry Davis Gryzbac, news editor-anchor, Louisiana Network, Baton Rouge, named assistant news director.

Roy Cohen, formerly with WEEK-TV Peoria, Ill., and WTWO(TV) Terre Haute, Ind., named chief news director of nightly broadcast operation of WKEF(TV) Dayton, Ohio. **Jim Vangrov**, assignment editor, WKEF, named assistant news director. **Ted Linn**, general assignment reporter, WKEF, assumes additional duties as consumer affairs reporter.

Liz Walker, reporter, early-morning anchor and host of daily magazine program, *Midday*, KRON-TV San Francisco, joins WBZ-TV Boston as weekend anchor and general assignment reporter during week.

Maureen Zimmerman, weekend anchor, reporter and producer, KXJB-TV Valley City (Fargo), N.D., joins KTRK-TV Houston as reporter.

Kevin Brown, reporter, WHIO-TV Dayton, Ohio, joins WJZ-TV Baltimore in same capacity.

Lori Lei Matsukawa, anchor, producer and reporter, KPTV(TV) Portland, Ore., joins KOMO-TV

Seattle as general assignment reporter.

Christopher (Crick) Bowen, producer, WCVB-TV Boston, joins WLS-TV Chicago as senior producer of public affairs programming.

Jim and Camille Bohannon, husband and wife anchor team, WRC(AM) Washington, join WCFL(AM) Chicago as morning news anchors.

Anne Mulligan, reporter and co-host of *Noon-time* on WKW-TV Cleveland, joins WKYC-TV there as feature reporter and backup consumer anchor.

Claudia Brown, formerly with noncommercial KCPQ-TV Tacoma, Wash., joins KPTV(TV) Portland, Ore., as reporter.

Beverly Schuch, reporter specializing in environment and energy, WCSH-TV Portland, Me., joins WJAR-TV Providence, R.I., as Massachusetts reporter.

C.J. Beutien, reporter and weekend anchor, WPSD-TV Paducah, Ky., joins WRCB-TV Chattanooga as 11 p.m. producer and co-anchor.

Bill Pounders, reporter, KFSN-TV Fresno, Calif., joins WVTM-TV Birmingham, Ala., as anchor-reporter.

Janet Hall, morning anchor-reporter, WKRG-TV Mobile, Ala., joins WBRC-TV Birmingham, Ala., as weekend anchor-reporter.

Chuck Workman, sports director, WTTV(TV) Indianapolis (Bloomington, Ind.), named director of public affairs. **Bob Bloem**, who has been public affairs director at WTTV, will continue with station as special consultant for news and public affairs.

Steve Ruppe, assignment editor and acting news director, WCMH-TV Columbus, Ohio, joins WBNS-TV there as night editor.

Dan Price, producer and news director, KTOM(AM) Salinas, Calif., joins KDON-AM-FM there as news operations manager and director.

Richard Draper, formerly with KOAT-TV Albuquerque, N.M., and KRDO-TV Colorado Springs, named news director, KIVA-TV Farmington, N.M. **John Barone**, from KOAT-TV, joins news staff of KIVA-TV.

Louise Schiavone, anchor and reporter, WGST(AM) Atlanta, and **Kitty Falcone**, anchor and reporter, KOH(AM) Reno, join AP Radio, Washington, as editors.

Brian Rublein, formerly with WAVE(AM) Louisville, Ky., named anchor, WHAS(AM) Louisville.

Mary Beth Zolik, formerly with WJR-AM-FM Detroit, joins news department of WSPD(AM) Toledo, Ohio.

Jon Hoffland, news producer, WCCO-TV Minneapolis, joins WAXY(AM)-WAXX(FM) Eau Claire, Wis., as news producer-anchor.

Jennifer Romm, morning news anchor, WMJQ(FM) Rochester, N.Y., joins noncommercial WXXI(TV) there as reporter.

Karen Sughrue, news writer, WRC-TV Washington, named producer of 6 and 11 p.m. news, WCHS-TV Charleston, W.Va. **John Flanders**, weekend weathercaster, WAST(TV) Albany, N.Y., joins WCHS-TV as meteorologist on 6 and 11 p.m. news.

Burt Goodman, managing news editor, KARZ(AM) Phoenix, elected president of Arizona Associated Press Broadcasters Association.

Promotion and PR

Frederick Mattingly Jr., account executive, Sheridan Broadcasting Network, Arlington, Va., named director of creative services.

Jim Byrne, former producer, host and publicist, WCYB-TV Bristol, Va., joins WNAC-TV Boston as publicity manager.

Jean Hendrix, director of public relations and special projects, WSB-TV Atlanta, has announced plans to retire at end of year. She has been with WSB-TV since 1946. **Bill Brown**, executive producer, WRAL-TV Raleigh, N.C., named creative services manager for WSB-TV.

Thea Morris, promotion assistant, Nebraska Television Network, Kearney, named promotion and public service director. NTV includes four stations.

Charmaine Meyer, news promotion director, WCKT-TV Miami, named creative services director.

Susan Collins, from MCA Records in Minneapolis, joins KSTP-TV there as promotion director and programing assistant.

Joseph Logsdon, promotion manager, WFIE-TV Evansville, Ind., joins WTTV-TV Indianapolis (Bloomington, Ind.), in same capacity.

Robin Solomon, receptionist, WCKO-TV Fort Lauderdale, Fla., named promotion director.

Louis Williams Jr., former president of Midwestern region for public relations firm of Harshe-Rotman & Druck, Chicago, joins Hill & Knowlton there as VP.

Technology

Joseph P. Johnson, manager of industrial relations, RCA Missile and Surface Radar organization, Moorestown, N.J., named staff VP-industrial relations, RCA Laboratories, Princeton, N.J.

Ken Dondero, district manager in New Jersey and New York for Panasonic Corp., named Northeast region district manager for Sony Video Products, Paramus, N.J. **Andrew Mougis**, merchandise control coordinator for video products, Sony Video Products, named tape specialist for Northeast region.

Leroy Wright, regional sales manager, Southeast region, Panasonic Video Systems Division, named regional manager.

Fred Bergstrasser, marketing VP for Ikegami, named general manager for Washington sales and service facilities of Video Systems division of Peirce-Phelps. **Mark Everett**, project engineer for industrial and government video communications installations done by Peirce-Phelps, named chief engineer in Washington. Peirce-Phelps is headquartered in Philadelphia.

Gerry D'Almada, Western regional sales manager, Magnasync/Moviola, Hollywood, named director of marketing, film and video products.

David Gadbois, communications consultant, Electronic Design Co., St. Paul, joins Telex Communications's Turner Audio Products, Minneapolis, as sales manager for Turner's broadcast and professional audio products group.

Gregory Smith, chief engineer for Ball State University's center for radio and television, Muncie, Ind., joins WSH-TV Indianapolis as chief engineer.

Steve Colley, technician, KNX-TV Los Angeles, named maintenance supervisor. **Larry Wichman**, transmitter supervisor, KZLA-TV Los Angeles, joins KNX as assistant transmitter supervisor.

Francis Morse, chief engineer, WKZO-TV Kalamazoo, Mich., has retired. **James Garrett**, assistant chief engineer, succeeds Morse.

Henry Kuhn, engineer, WEBR-TV Buffalo, N.Y., has retired. He joined station in 1937.

Kenneth McCorkle, engineer, WREG-TV Memphis, named assistant chief engineer.

Allied Fields

H.L. (Skip) Harrell, VP-regional manager of Cherry Hill, N.J., office, Marketing Research Group USA, A.C. Nielsen Co., named Westport, Conn., regional manager, succeeding **Donald Harper**, who retires. **Donald Schultz**, VP-sales manager for Marketing Research Group's Northbrook, Ill., regional office, succeeds Harrell in Westport.

M. Mitchell (Mike) Jablons, account supervisor, Keichum, MacLeod & Grove, New York, named marketing sales executive-national sales, Television Bureau of Advertising, New York.

Phyllis Tritsch, assistant director for planned giving, American Red Cross, Washington, named executive director of American Women in Radio and Television, Washington.

Honored. William A. Henry 3d, TV critic of the *Boston Globe* since 1977, was among Pulitzer Prize winners announced last week. Cited were his columns dealing with topics beyond routine criticism. Pulitzer winners also included son of NBC's David Brinkley, Joel Brinkley, who was honored for international reporting at *Louisville (Ky.) Courier Journal*, and Don Wright, cartoonist for *Miami News*, whose work, along with that of other cartoonists, is animated by Newsweek Broadcasting for its *Cartoon-a-torial* syndicated inserts. It's Wright's second Pulitzer. A runner-up this year is also among Newsweek's team of 13 cartoonists, Paul Szep of the *Boston Globe*.

Mark Tauber, George Clark, John Duffy and Jack Erickson, associates in law firm of Pierson, Ball & Dowd, Washington, named partners.

Lawrence Valenstein, founder and former chairman of Grey Advertising, New York, named president of International Federation of Parkinson's Disease Foundation, New York, newly formed nonprofit organization.

Maggi Cowan, director of research, Group W Productions, joins Marketing Evaluations, Port Washington, N.Y., as director of entertainment research.

Deaths

Charlton G. Shaw, 74, retired executive of A.C. Nielsen Co., died of emphysema March 28 at Tucson, Ariz., Medical Center. He joined Nielsen in 1934 and retired in 1966 as executive VP and head of Nielsen client service division. Survivors include his wife, Elsa, and daughters, Elsa Beatrice and Anita Ragnhild, latter a writer-producer at KHJ-TV Los Angeles.

Joseph P. Dowling, 54, VP and director of research for Storer Television Sales, New York, died of heart attack March 14 in Danbury (Conn.) hospital. He had been with STS since its formation in 1961 and earlier had been with ABC and CBS Television Spot Sales. Surviving are his wife, Nettie and two daughters.

William Cabell Grayson, 58, special coordinator for telecommunications, Smithsonian Institution, Washington, died of cancer April 15 at his home in Washington. He joined Smithsonian in 1964 and played major role in development of institution's public information and radio-television program. He coordinated production of *The Smithsonian*, series of 26 half-hour programs shown on network television in 1966 and 1967. Before joining Smithsonian, he worked for NBC in Washington 14 years. He joined NBC as page and later became program manager of NBC's WRC-TV Washington. Survivors include his wife, Janet, two sons and one daughter.

John R. Haney, 54, director of programing for Georgia Public Television Network, Atlanta, died April 9 after short illness. He had been with Georgia Network 15 years. Earlier in his career, he worked at noncommercial WYES-TV New Orleans and noncommercial WUFT-TV Gainesville, Fla. Survivors include his wife, Ann, and daughter.

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Stock Index

Exchange and Company	Closing Wed. April 16	Closing Wed. April 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	26 1/8	27 1/2	- 1 3/8	- 5.00	6	727
N Capital Cities.....	44 1/4	45 1/2	- 1 1/4	- 2.74	12	606
N CBS.....	44 3/4	44 7/8	- 1/8	- .27	6	1,297
N Cox.....	62 3/4	61 1/2	+ 1 1/4	+ 2.03	12	422
A Gross Telecasting.....	21 3/8	20 3/4	+ 5/8	+ 3.01	7	17
O LIN.....	40	39 3/4	+ 1/4	+ .62	10	110
N Metromedia.....	59 3/4	59 1/4	+ 1/2	+ .84	9	275
O Mooney.....	7	7				2
O Scripps-Howard.....	51 1/2	51 1/2			9	133
N Storer.....	24	23 7/8	+ 1/8	+ .52	13	278
N Taft.....	27	26 5/8	+ 3/8	+ 1.40	9	235

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	15	16	- 1	- 6.25	12	27
A Affiliated Pubs.....	17 5/8	17 3/8	+ 1/4	+ 1.43	6	90
N American Family.....	8 1/2	8 3/4	- 1/4	- 2.85	4	89
N John Blair.....	16 1/8	15 1/4	+ 7/8	+ 5.73	4	59
N Charter Co.....	21 1/2	23	- 1 1/2	- 6.52	18	427
N Chris-Craft.....	16 1/2	17 1/2	- 1	- 5.71	9	45
N Coca-Cola New York.....	4 7/8	4 7/8			6	85
N Cowles.....	20 1/2	19 1/8	+ 1 3/8	+ 7.18	16	81
N Dun & Bradstreet.....	39 3/4	38 1/8	+ 1 5/8	+ 4.26	16	1,106
N Fairchild Ind.....	47 7/8	50 3/8	- 2 1/2	- 4.96	10	273
N Fuqua.....	13 1/4	13 3/4	- 1/2	- 3.63	4	168
N Gannett Co.....	40 1/2	42	- 1 1/2	- 3.57	13	1,088
N General Tire.....	13	13 1/4	- 1/4	- 1.88	3	307
O Gray Commun.....	33	33			10	15
N Harte-Hanks.....	23 1/2	24	- 1/2	- 2.08	14	219
O Heritage Commun.....	9 3/8	9 5/8	- 1/4	- 2.59		27
N Insilco Corp.....	11	11			5	118
N Jefferson-Pilot.....	23	24 1/8	- 1 1/8	- 4.66	6	518
O Marvin Josephson.....	9 1/2	10 1/2	- 1	- 9.52	5	24
O Kansas State Net.....	27 1/4	26	+ 1 1/4	+ 4.80	23	51
N Knight-Ridder.....	21 5/8	20 1/2	+ 1 1/8	+ 5.48	9	710
N Lee Enterprises.....	19 5/8	18 7/8	+ 3/4	+ 3.97	10	141
N Liberty.....	13 3/4	14 3/8	- 5/8	- 4.34	6	185
N McGraw-Hill.....	28 3/4	28 3/4			11	708
A Media General.....	22 3/4	22 1/2	+ 1/4	+ 1.11	9	169
N Meredith.....	36	33	+ 3	+ 9.09	7	111
O Multimedia.....	17 1/4	17	+ 1/4	+ 1.47	7	173
A New York Times Co.....	18 3/8	19 1/4	- 7/8	- 4.54	14	217
N Outlet Co.....	13 1/2	13 1/8	+ 3/8	+ 2.85	4	34
A Post Corp.....	14	14			6	25
N Rollins.....	19 7/8	19 1/4	+ 5/8	+ 3.24	10	266
N San Juan Racing.....	13 3/4	13 3/4			18	34
N Schering-Plough.....	33 3/4	34 3/8	- 5/8	- 1.81	9	1,801
A Sonderling.....	30 3/8	30 3/8			10	33
O Stauffer Commun.....	38	38			9	38
A Tech Operations.....	8	8 5/8	- 5/8	- 7.24	20	10
N Times Mirror Co.....	29 1/8	29 5/8	- 1/2	- 1.68	8	989
O Turner Broadcasting.....	11 1/4	10	+ 1 1/4	+ 12.50		111
A Washington Post.....	16	16 1/8	- 1/8	- .77	5	223
N Wometco.....	16	15 3/4	+ 1/4	+ 1.58	7	149

CABLECASTING						
A Acton Corp.....	10	10			7	29
O Ameco+.....						
N American Express.....	30	29 1/8	+ 7/8	+ 3.00	6	2,138
O Athena Comm.....	5	5 1/8	- 1/8	- 2.43		10
O Burnup & Sims.....	7 7/8	8 1/8	- 1/4	- 3.07	41	68
O Comcast.....	21 1/2	21	+ 1/2	+ 2.38	21	54
O Entron+.....	5	5			5	4
N General Instrument.....	40 3/4	43 3/4	- 3	- 6.85	11	342
O Geneve Corp.....	27	26 3/8	+ 5/8	+ 2.36	11	30
O Tele-Communications.....	18 7/8	18 3/4	+ 1/8	+ .66	23	201
N Teleprompter.....	18 3/8	17 1/2	+ 7/8	+ 5.00	24	311
N Time Inc.....	40 3/4	42 7/8	- 2 1/8	- 4.95	7	1,139
O TOCOM.....	9 3/4	9 3/4			21	29
O UA-Columbia Cable.....	35 1/2	37	- 1 1/2	- 4.05	17	119
O United Cable TV.....	26	26			18	106
N Viacom.....	36 3/4	36	+ 3/4	+ 2.08	19	139

Exchange and Company	Closing Wed. April 16	Closing Wed. April 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics.....	8 3/4	8 3/4				21
O Chuck Barris Prods....	3 3/4	3 3/4			2	11
A Cinema 5 Ltd.*.....	4 7/8	4 7/8				3
N Columbia Pictures.....	29 3/8	29 3/4	- 3/8	- 1.26	5	282
N Disney.....	43 1/8	44 3/4	- 1 5/8	- 3.63	14	1,400
N Filmways.....	9	9 1/2	- 1/2	- 5.26	5	50
O Four Star*.....	3/4	3/4				8
N Gulf + Western.....	16 3/4	17 1/8	- 3/8	- 2.18	4	749
N MCA.....	48 7/8	48	+ 7/8	+ 1.82	9	1,141
O Medcom.....	3 1/2	3 3/8	+ 1/8	+ 3.70	14	6
N MGM.....	18 1/4	17 1/8	+ 1 1/8	+ 6.56	8	591
O Reeves Commun.....	16 1/4	15 3/4	+ 1/2	+ 3.17	15	39
N Transamerica.....	15 1/2	15 1/8	+ 3/8	+ 2.47	5	1,015
N 20th Century-Fox.....	42 1/4	44 3/8	- 2 1/8	- 4.78	6	330
O Video Corp. of Amer....	5	4 3/4	+ 1/4	+ 5.26	17	4
N Warner.....	39 1/8	39 5/8	- 1/2	- 1.26	9	1,082
A Wrather.....	16	15 7/8	+ 1/8	+ .78	43	37

SERVICE						
O BBDO Inc.....	29 3/4	29 3/4			7	74
O Compact Video.....	11 3/4	12 1/4	- 1/2	- 4.08		22
N Comsat.....	34 3/4	34 1/2	+ 1/4	+ .72	8	278
O Doyle Dane Bernbach.....	22 3/4	22 1/4	+ 1/2	+ 2.24	8	59
N Foote Cone & Belding.....	22 7/8	23	- 1/8	- .54	8	59
O Grey Advertising.....	42	42 1/2	- 1/2	- 1.17	5	26
N Interpublic Group.....	27 1/2	27 1/4	+ 1/4	+ .91	6	121
O MCI Communications.....	5 3/4	6 1/4	- 1/2	- 8.00	72	159
A Movielab.....	3 7/8	4	- 1/8	- 3.12	7	6
A MPO Videotronics.....	3 7/8	4	- 1/8	- 3.12	4	2
O A. C. Nielsen.....	21 3/8	21 7/8	- 1/2	- 2.28	10	235
O Ogilvy & Mather.....	22 1/4	21 3/4	+ 1/2	+ 2.29	7	80
O Telemation.....	1 1/4	1 1/4			2	1
O TPC Communications.....	6	6			11	5
N J. Walter Thompson.....	28 1/2	28 7/8	- 3/8	- 1.29	6	86
N Western Union.....	18 1/2	18 3/4	- 1/4	- 1.33	8	280

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	6 1/2	6 3/8	+ 1/8	+ 1.96	5	10
N Ampex.....	19 3/8	21	- 1 5/8	- 7.73	13	221
N Arvin Industries.....	11 1/4	11 1/2	- 1/4	- 2.17	3	87
O CCA Electronics*.....	1/8	1/8				1
A Cetec.....	5 1/8	5 1/8			11	2
A Cohu.....	5 3/4	4 3/4	+ 1	+ 21.05	19	9
N Conrac.....	16 7/8	18 1/2	- 1 5/8	- 8.78	27	34
N Eastman Kodak.....	48 1/4	49	- 3/4	- 1.53	9	7,786
B Elec Missile & Comm.....	2 5/8	2 5/8			24	7
N General Electric.....	46 3/8	47	- 5/8	- 1.32	9	8,559
N Harris Corp.....	30 3/8	31 5/8	- 1 1/4	- 3.95	13	796
O Harvel Ind.....	6 1/2	6 1/2			17	3
O Intl. Video*.....	7/8	7/8				2
O Microdyne.....	18	18 1/2	- 1/2	- 2.70	19	2
N M/A Com, Inc.**.....	24 3/4	34 3/8	- 9 5/8	- 28.00	32	210
N 3M.....	49 3/4	51 1/2	- 1 3/4	- 3.39	10	5,794
N Motorola.....	45 3/4	48 3/4	- 3	- 6.15	11	1,305
O Nippon Electric.....	40 1/8	40 1/2	- 3/8	- .92	36	1,317
N N. American Philips.....	25	24 7/8	+ 1/8	+ .50	5	300
N Oak Industries.....	30 1/4	30 3/4	- 1/2	- 1.62	21	120
A Orrox Corp.....	6 3/8	5 3/4	+ 5/8	+ 10.86	9	10
N RCA.....	20 5/8	20 7/8	- 1/4	- 1.19	6	1,545
N Rockwell Intl.....	48 1/4	50 5/8	- 2 3/8	- 4.69	7	1,698
A RSC Industries.....	3 5/8	3 3/8	+ 1/4	+ 7.40	20	8
N Scientific-Atlanta.....	39 3/4	38 1/2	+ 1 1/4	+ 3.24	23	186
N Sony Corp.....	7 3/4	7 3/8	+ 3/8	+ 5.08	13	1,671
N Tektronix.....	46 3/4	48 3/4	- 2	- 4.10	12	841
O Texscan.....	5 3/4	6	- 1/4	- 4.16	34	4
O Valtec.....	16 1/4	16 7/8	- 5/8	- 3.70	35	64
N Varian Associates.....	23 7/8	26 1/4	- 2 3/8	- 9.04	133	163
N Westinghouse.....	21 1/4	21 3/4	- 1/2	- 2.29	6	1,827
N Zenith.....	8 5/8	9	- 3/8	- 4.16	8	162

Standard & Poor's 400 Industrial Average 113.89 115.88 -2.19

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 & Poores* 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. *** M/A Com stock split three for two. + Stock traded at less than 12.5 cents.

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WLBT's Dilday: competition is his motivation

Talk to William Dilday and you invariably keep returning to the same theme: competition. "I'm very achievement oriented," Dilday says. "I don't like to lose."

Dilday's striving to be on top has resulted in some important firsts in his career: in May 1972 he was appointed general manager of WLBT(TV) Jackson, Miss., the first black GM of a commercial VHF station in the continental United States; and last month he became the first black member of the National Association of Broadcasters' TV board.

But while some would single out Dilday's accomplishments and put the emphasis on his being black, he tends to see it another way. "I was too busy being a general manager to think about being a black general manager," Dilday says. "I never consciously thought about it. I didn't feel I was proving anything or representing anybody. As I said, I'm very achievement oriented. Most of my time was spent trying to move ahead of the competition."

Dilday's push to make good in his spot as general manager paid off for WLBT. Revenues and profits have been on the increase since his taking over, and in 1973 the station showed up as number one in both the Nielsen and Arbitron rating books, where it has stayed ever since. In addition, under Dilday's command, an investigative reporting unit picked up a Peabody Award for documentary reporting, and the National Mental Health Association's 1977 Media Award. And since 1972, WLBT has outdistanced the competition in first place awards presented by the Mississippi Broadcasters Association.

Of course other stations have also been known to prosper, and other general managers have moved their stations to number-one spots. But there was at least one difference in this case—and it had nothing to do with Dilday's race: the GM job was a major step in that his only other broadcast experience had been as personnel director of the former WHDH-AM-FM-TV Boston, a position with major responsibilities, but certainly not the type of responsibilities that would be required in a station's number one spot.

But Dilday says that in his three years as personnel manager in Boston he did a lot of troubleshooting for the stations, he worked very closely with the general managers, and he got to learn the details of the business, keeping a close eye, for example, on how programing decisions are made.

His opportunity to step into the GM role



William Horace Dilday Jr.—general manager, WLBT(TV) Jackson, Miss.; b. Sept. 14, 1937, Boston; B.S., Boston University, 1960; operations supervisor, IBM Corp., Boston, 1964-1968; personnel administrator and public relations director, Egerton, Germeshausen & Grier, Roxbury Inc., Roxbury, Mass., 1968-1969; director of personnel, WHDH-AM-FM-TV Boston, 1969-1972; current position, 1972 to present; m. Maxine Wiggins, Nov. 5, 1966; children—Erika, 11; Kenya, 10.

came as a result of a landmark court case—beginning with a 1964 petition to deny WLBT's license—brought by the United Church of Christ, for discrimination against blacks. In the end, the courts assumed the role of the FCC—after the commission had granted a one-year probationary license renewal—and revoked the station's license. Four competing applicants all proved unacceptable, and a coalition of those competing—with 51% black ownership—took over the station. A search for a black GM ensued, and after a series of interviews, Dilday was offered the position.

Realizing the challenge put before him, Dilday decided to jump in. In some respects, he says, the job actually seemed as if it might be easier: It was dealing with more than 300 people in Boston, and the staff at WLBT numbered only 75.

Dilday wasn't really sure that broadcasting was his field until he fell into it. When he decided to leave his job as operations supervisor at IBM he sent his resume to electronic companies, although he decided also to give WHDH-AM-FM-TV a shot, partly because he had always had an interest in media. (His high school yearbook lists his aspiration as "sports reporter.")

Dilday admits there was some apprehension surrounding the move to Mississippi,

going from a large Northeastern city to a small Southern city. "I had to learn the differences in how things operate," he says. "I was used to operating at a higher pace."

But the move, Dilday says, was a good one, and he has come to enjoy the South. Whether he'll want to stay there permanently, however, is another matter.

"My aspirations are to own my own TV station," Dilday says. "I'm dickering; I've been looking for the last year and a half."

Actually, he goes on to say, owning a TV station is not where he wants to finally end up—he puts the goal at group ownership, and he sees no reason why that won't work out some day. "When you become satisfied," he says, "you get stagnant."

Although interest rates are high and finding money, particularly for minorities, has generally been a problem, Dilday believes financing a deal will not be a major obstacle. He says there are a lot of people with confidence in his ability, and the biggest hurdle is finding that first property.

And when that purchase does come (actually, the first purchase might be a radio station, a possibility that has not been ruled out), Dilday says he'll want to be involved in day-to-day operations. Administration, he notes, is his strength, and that's where he'll want to stay.

In the meantime, however, there is enough to keep him busy. In addition to his recent appointment to the NAB TV board, he serves on other boards, including the NBC television affiliates board and the Congressional Black Caucus Communications Brain Trust. There are also civic duties and never-ending chores at the station, but Dilday thinks he can fit it all in. "If you plan and organize, you can get everything done," he says.

Although Dilday says he likes Jackson ("I haven't had to shovel snow in eight years."), he hasn't ruled out the possibility of making a move—even if the move isn't dictated by the purchase of a property. He doesn't have his sights set on the network level, as he likes station-level work, but a larger market looms as attractive. And while some would say that it may be some time before there is a significant number of black general managers in the top markets, Dilday believes there is no reason why it can't happen.

The problem in the past, he says, is that a network of managers developed, none of whom were black, and the same people moved from one station to another. But that's changing, he adds, and now there is nothing that would shut out qualified black managers from the top markets. As to whether he has anyone in mind who has the expertise to fit that description, Dilday admits that he does. "If you have a competitive nature, you want to play in the big leagues," he says.

Time, gentlemen

The popular message emanating from Washington these days is that broadcasters must not expect relief from regulation unless they welcome rampant competition. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, put it most bluntly at the National Association of Broadcasters convention last week when he suggested that the FCC suspend its proposed radio deregulation until broadcasters quit resisting the narrowing of AM radio channels from 10 khz to 9. FCC Chairman Charles D. Ferris was less truculent, but his message about deregulation and competition was the same. Neither was carried through the halls on the broadcasters' shoulders.

It is just possible that the regulators and the regulated may be approaching a hardening of positions that will lead only to trench warfare of the most destructive kind. Maybe it's time for both sides to back off for reflection.

□

The evidence suggests that Washington is looking at the broadcasters' position from a simplistic point of view, just as broadcasters may be amplifying dangers beyond reasonable proportion. It is true, as Van Deerlin says, that AM broadcasters object to new entries in a radio service that they regard as overcrowded now. But he should also recognize that many AM operators sincerely believe that, apart from the new stations it might create, a reduction of AM channel width would diminish signal quality. Nor has the government presented engineering testimony to persuade them otherwise.

Undeniably, the NAB was undiplomatic in making an end-run around the U.S. delegation to urge other countries at the recent Region 2 conference in Buenos Aires to delay action on 9 khz, but it was merely reflecting the fears of members that the U.S. government was ready to demote AM to a secondary service: An AM system that is already at some technical disadvantage to FM needs no further degradation.

The NAB did not, however, propose rejection of the change to 9 khz. It merely requested a delay until a proper engineering appraisal of the consequences can be made. If the engineering fails to substantiate the NAB's fears, the association will have no legitimate reason to continue its resistance.

Similarly, FM broadcasters read their own forebodings into the emphasis on lowering barriers to entry. They are faced with a recent rulemaking from the FCC to create more FM stations at as yet undetermined cost to existing service areas. To be sure, they will have an ample opportunity to present a case against the proposed expansion, but meanwhile they can be excused for wondering whether the FCC is so committed to the enlargement of competition that it cares little if at all about the preservation of standards on which the present system has so painfully been built.

Television broadcasters also take it personally when talk of competition blows out of Washington. They were reminded that their own position is precarious when Chairman Ferris, making promises to a black audience not long ago, noted that the FCC "can also create new UHF and VHF stations by shoehorning in additional stations at less than the present mileage separations and by making greater use of translators and other low-power services." That may have been the clearest exposition yet of Washington's present disregard or ignorance of technical details that are the very underpinning of the broadcast services.

□

On the other side, it must be granted that the government is not without reason to believe that the broadcasters' reflexes are

trained to recoil from even the remotest hint of challenge. The NAB's elevation last week of direct-to-home satellite service to the status of a major threat is a case in point. If the NAB is to be taken seriously, it must give some better reason than it gave last week to ask the government to disallow a new service. It is not enough to say that local broadcasters are incapable of surviving competition from the sky.

A little less rhetoric and a little more thought would improve Washington relations.

Two-track tumult

If the FCC thought it was doing AM broadcasters a favor by approving an AM stereo system two weeks ago, it got a rude surprise at the National Association of Broadcasters convention last week. At every session where AM stereo was a subject, and at some sessions where it was dragged in as an uninvited guest, the FCC was berated for picking the wrong system. No other topic at the convention attracted more heated debate.

If any conclusion may be distilled from all the criticism, it is that the FCC's selection of Magnavox among five systems in contention was the most unpopular choice it could have made. Few broadcasters, however, are pleased by the probability that FCC reconsideration or court appeals would delay the adoption of a preferred system. Fewer still want the FCC to step aside and let the marketplace decide which of the systems survive. Among AM broadcasters, there is an evident desire to get on with the inauguration of stereo broadcasting.

Underlying the AM broadcasters' eagerness to introduce stereo is their keen awareness of FM stereo's ascension in radio ratings. AM musical formats face prospects of more erosion in the ratings as long as differences in AM and FM fidelity, especially at the receiving end, remain as sharp as they are. The hope of AM broadcasters is that stereo will not only enhance their output at the transmitter but also encourage manufacturers to improve the quality of AM receiving sets.

Members of the FCC gave informal assurances last week that they would take another look at their stereo decision if a significant volume of requests for reconsideration was received. Broadcasters ought to accept the invitation, but with the added request that the FCC's second look be expedited. If there is genuine reason for the broadcasters' disapproval of the FCC's first choice, the case against it can be made from the evidence already at hand.



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