

Fall TV begins to take shape ☐ Jankowski tells
how CBS did it ☐ CNN gets ready to roll

Broadcasting May 5

The newswiki of broadcasting and allied arts

Our 49th Year 1980

*Sales
Power*



Every day from Katz.

36112
SERIAL ACCO SECTION
AL 36112
DEC/72
XTR

“If it buys it



*Source: Nielsen Television Index
(NTI) National Ratings

The Amsterdam Kill
Banjo Hackett
The Blackbird
Bob & Carol & Ted & Alice
Breakout
California Split
Dark Purpose
Eyes of Laura Mars

A Fire In the Sky
For Pete's Sake
The Fortune
Fun With Dick and Jane
The Greatest
Hard Times
Harry and Walter Go To New York

High Velocity
In the Glitter Palace
Man and Boy
Murder By Death
Nickelodeon
Obsession
The Odessa File

The Quest
Shadow of the Hawk
Shampoo
The Story of Jacob and Joseph
Taxi Driver
The Way We Were
White Line Fever

Sizzles,



Bob O'Connor, V.P., Program Director, KTTV, said it at the 1980 INTV.

"Sizzles" is why KTTV and five other Metromedia stations were the first to buy Volume One for the 80's.

Why not? 16 of the 24 theatricals are on Variety's list of All-Time Champs. And 10 of 18 that have already played network were No. One* time period hotshots.

After only 12 weeks, a total of 28 stations have heard the "sizzle" and bought.

Like the man said, if it sizzles, buy it.



Volume One For The 80's from Columbia Pictures Television



Public service is in the eye of the beholder.

A man from a small town in Iowa recently sent KMEG-TV a letter unlike any the station had ever received. The letter was in support of the station's broadcasting of Hawkeye basketball. But what made it so unusual was that the man enclosed a check which he said was "in partial payment for what (he) would have had to pay for admission" to the games. KMEG-TV's station manager thanked him for his kind words and, of course, returned the check, explaining that the broadcasts were made possible by advertising support. But his letter was a very special reminder that public service programming indeed comes in many forms.

Making entertainment, education and news available to so many is all part of the American free enterprise system. And public service in each of its many forms is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

The Week in Brief

TOP OF THE WEEK

ABC, CBS IN THE FALL □ The prime-time schedules of those two networks are out of the chute. ABC-TV is counting on more comedy and is beefing up its earlier slots. CBS-TV will keep three nights intact and most additions will be in drama area. **PAGE 31.**

STOP AND GO AT FTC □ The agency gets funding to continue after a one-day shutdown. The children's advertising inquiry may still go on but under stricter criteria. **PAGE 35.**

CLEARANCE IN CHARLOTTE □ Ted Turner's sale of WRET-TV there helped by FCC decision to remove EEO reporting condition. **PAGE 38.**

ANOTHER NEWS GROUP □ WPIX(TV) New York will launch a nightly half-hour feed via Westar to independents. **PAGE 37.**

SATELLITE SWARM □ The FCC is deluged by bids including a \$230-million proposal of AT&T. **PAGE 38.**

AT LARGE

CBS'S COMEBACK □ On the eve of a triumphant meeting with affiliates in Los Angeles, Gene Jankowski discusses the men and methods that restored the prime-time championship to his network. **PAGE 40.**

PROGRAMING

LEE RICH AND LORIMAR □ The success of *Dallas*, *The Waltons* and other network series has put them at the top of the Hollywood TV mountain. Now there's a further expansion into syndication and the movies. **PAGE 48.**

POST-SEASON WIN □ ABC-TV moves back into the prime-time winner's circle in the week ended April 27. **PAGE 52.**

BUSINESS

THE CAPACITIES OF CAPCITIES □ President Burke reassures New York securities analysts that the company will outperform the market, even if the recession deepens. Chairman Murphy explains Capacities guidelines for cable. **PAGE 58.**

MEDIA

THE PAY WAY □ NAB researchers conclude that subscription television will flourish most abundantly on cable. But it also expects a decade of vigorous competition among cable systems, MDS and over-the-air STV. **PAGE 62.**

DIVIDING THE PIE □ The Copyright Royalty Tribunal finishes its hearings on the distribution of \$12 million in royalties from cable. It faces a September deadline when, by law, it must resolve the proceedings. **PAGE 83.**

LAW & REGULATION

BLESSINGS ON SHAKY ENGAGEMENT □ The FCC approves the merger of Cox into GE, even though Cox says the price isn't right and wants out. **PAGE 67.**

PRICE ISN'T NECESSARILY RIGHT □ An appeals court upholds the FCC's contention that, regardless of the price set in contracts between a common carrier and two networks, the tariff filed with the commission is the basis for charges. **PAGE 69.**

JOURNALISM

COUNTDOWN FOR CNN □ Ted Turner's Cable News Network starts its four-week dress rehearsal today with the official start June 1. At headquarters in Atlanta and in bureaus across the country, executives discuss programing, procedures and hardware. **PAGE 72.**

RAPS FROM BERNSTEIN □ The head of ABC's Washington news bureau says reporters need to do more leg work and not rest on their laurels. **PAGE 78.**

TECHNOLOGY

UHF COMPARABILITY □ The enormous cost of power for U transmitters and the proper use of indoor antennas are analyzed in NAB, APB and EIA comments on the FCC's latest report. **PAGE 80.**

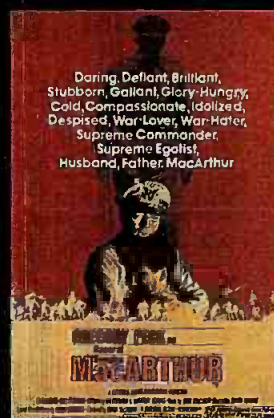
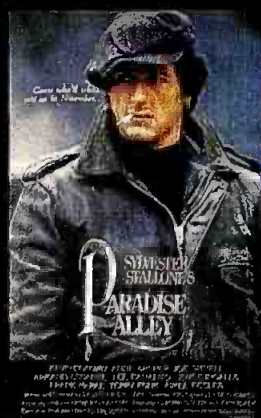
PROFILE

THE RESILIENT BERT PARKS □ Dropped in Atlantic City, the durable radio-TV veteran was quickly picked up practically every place else. It also prompted the Broadcast Pioneers to recognize his 48 years of service to broadcasting. **PAGE 105.**

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Champagne Movies 34 Sparkling With Great Stars And Titles.



A great offering of 34 outstanding theatrical features and super-rated TV movies!

MCA TV

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Closed Circuit®

Insider report: behind the scene, before the fact

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Slow growth

If there's substantive talk about expanding CBS-TV early-evening network news (BROADCASTING, April 21) at affiliates convention this week (see page 44), chances are it'll originate with affiliates, not CBS leaders. CBS plan last week was to mention it only in passing, if then. But it seems sure to be raised informally by affiliates in private meetings, and perhaps in their closed Q&A session with network officials.

Robert E. Schmidt of KAYS-TV Hays, Kan., chairman of affiliates board, says reaction he's heard has been about evenly split, for and against. This in response to Las Vegas meeting at which board consensus indicated willingness to talk about early-evening news expansion, preferably to 45 minutes. Next step is expected to be draft of plan by CBS for submission to affiliates. This, affiliates leaders suggest, could come any time between month from now and end of year. They think it would be real feat for CBS to get expanded newscasts started by next February, believe September 1981 more likely.

Chain reactions

"We'll have to wait and see what happens at CBS." That in essence was response of both ABC and NBC executives last week when asked whether they would follow CBS's lead in attempting to expand early-evening news (see above). Normally, when one network makes that kind of move, others follow suit—especially if lead-off network succeeds. In 1976 effort, ABC initiated it and CBS and NBC followed; when NBC bowed to affiliate pressures against it, CBS and ABC also bowed.

Fitness chart

Broadcasters who have served as National Association of Broadcasters joint board chairmen since restructuring of NAB in 1965 were invited to reunion at Washington headquarters last Tuesday, attended also by Washington chapter of Broadcast Pioneers. Forty percent showed up. On hand, in addition to incumbent, Thomas E. Bolger (Forward Communications, Madison, Wis.), were John F. Dille Jr. (1965-67), Federated Media; Willard Walbridge (1969-71), retired vice president of Capital Cities Communications, and Andrew Ockershausen (1973-75), ABC radio vice president in charge of Washington operations.

Absent: Clair McCollough, first joint

chairman (1962-63), retired president of Steinman Stations, who was ill; Donald A. Thurston (1977-79), WMNB-AM-FM North Adams, Mass., who broke elbow in fall in local bank day before reunion; William B. Quarton (1963-64), retired head of WMT-AM-FM-TV Cedar Rapids, Iowa; Willard Schroeder (1964-65), Grand Rapids, Mich., broadcaster; Richard W. Chapin (1971-73), president of Stuart Stations, Lincoln, Neb., and Wilson Wearn (1975-77), president of Multimedia—last four because of prior commitments.

Chairman Quello

James H. Quello, most persistent opponent of FCC Chairman Charles D. Ferris, today becomes acting chairman—by designation of Chairman Ferris. It may be simply because Quello is only Democrat on scene what with other three, plus FCC dean, Republican Robert E. Lee, China-bound on first leg of trip that winds up May 21.

With three commissioners in Washington (others are Abbott Washburn and Anne P. Jones) actions probably will be routine and subject to ratifications, since quorum of four is needed to do business. Democrats Joseph Fogarty and Tyrone Brown are others on China pilgrimage with 11-member FCC delegation, plus commissioners' wives (BROADCASTING, April 28).

Cutting where they can

With hefty line-up of blockbuster movies and specials, ABC-TV's fall line-up no doubt is costing bundle. Network, however, says it has tried to keep costs down where possible. Of four new situation comedies, three are on tape, which is bargain compared to film. (CBS's one new sitcom is also on tape.) Among ABC movies, some like "Saturday Night Fever" were bought before theatrical release, meaning proved box-office success didn't hype price. "Fever" isn't only John Travolta smash in ABC-TV portfolio. After 1980-81 season, viewers also will see "Grease."

Hometown angle

Republican and Democratic national conventions this summer will demonstrate growing strength of station news operations—and importance station management attaches to them. Mike Michaelson, superintendent of House of Representatives Radio and Television Gallery, who is working with Republican and Democratic National Committees in making arrangements, expects more than

400 "organizations," including group owners, representing some 2,000 stations, to have reporters and technicians in Detroit and in New York. In 1976, 300 organizations, representing 1,500 stations, were at two conventions.

Perhaps more significant than raw numbers is that for first time substantial number of nonnetwork organizations will provide live coverage—stressing local angle—for inserts into local news programs. Satellite technology has lowered cost of live coverage sufficiently from that of land lines to make it feasible.

Under the axe

FCC faces \$3.8 million cut from its \$77.1-million budget should Senate's 5% spending cut proposal be adopted. House, however, has recommended 2%, and compromise is expected in conference committee. FCC spokesman said real loss would be more like 15-20% if inflation is factored in. Major cuts will come in personnel hirings and equipment outlays—both of which go toward clearing up paperwork backlog.

Long gestation

FCC watchers are commenting on wide variation in speed between preparation and release of thick orders approving Cox-GE merger, day after commission vote (see page 67), and time it's taking to write order denying RKO General renewal of three TV licenses, voted last Jan. 24. As of last Friday, draft of 4-to-3 majority opinion in RKO case was in Commissioner Anne Jones's office, after being reviewed and touched up by other three who voted against RKO. After Jones is through, draft will go back to general counsel for final version and will then be circulated to all members. No final action can be taken until after four commissioners return from China.

Sideline

Federal Trade Commission may go on with revised inquiry into television advertising for children, under new legislative restraints (see page 35), but Chairman Michael Pertschuk will stay out of it. Although appellate court ruled he could re-enter case, in its original form, after district court disqualified him, he says he'll voluntarily stay out. (Business interests have appealed appellate ruling to Supreme Court.)

In his office last week during hectic congressional actions that killed and revived agency, Pertschuk said he'd remain out of children's inquiry to keep from reopening old controversy.

Business Briefly

TV ONLY

Mrs. Baird's Bakeries □ Seventeen-week campaign for bread begins this week in about 15 markets including Houston. Spots will run in day and fringe times. Agency: Tracy-Locke, Dallas. Target: women, 18-49.

Beech-Nut □ Sixteen-week campaign for baby food begins May 26 in about 20 markets including New York, Albany-Schenectady-Troy and Buffalo, all New York; Dayton, Columbus and Cincinnati, all Ohio, and Miami. Spots are placed during day and fringe times. Agency: Weightman Advertising, Philadelphia. Target: women, 18-34.

Farrell's □ Twelve-week campaign for ice cream parlor franchises begins June 9 in nine markets including Los Angeles, San Francisco and Seattle-Tacoma, Wash. Agency: Earle Palmer Brown, Washington. Target: children, 6-11; teen-agers.

Wm. Underwood Co. □ Eleven-week campaign for Underwood meat spreads

begins June 23 in 48 markets including Los Angeles; San Francisco; Portland, Ore.; Seattle-Tacoma, Wash.; Atlanta; Houston, and Birmingham, Ala. Spots will run during day and fringe times. Agency: Kenyon & Eckhardt, Boston. Target: women, 25-54.

CVS Pharmacy □ Five-week campaign for drug stores begins May 27 in about 10 markets including Albany-Schenectady-Troy, Binghamton and Rochester, all New York, Boston and Providence, R.I. Spots will run during day times. Agency: Harold Cabot Advertising, Boston. Target: women, 25-49.

Fuji Photo Film □ Four-week campaign for film begins this week in about 10 markets including Albany-Schenectady-Troy, N.Y.; Houston; Milwaukee; Phoenix, and Spokane, Wash. Spots will run in morning and afternoon drive times, plus weekend programming. Agency: Manoff Geers Gross, New York. Target: adults, 18-49.

Sunfield □ Four-week campaign for

Crunchola granola snack bars begins May 12 in Detroit, Cincinnati, Columbus and Dayton, Ohio. Some spots will run during early fringe times. Agency: Tatham Laird & Kudner, Chicago. Target: working women; women 18-49.

Speidel □ Four-week campaign for I.D. bracelets begins May 12 in 13 markets including Los Angeles. Spots are placed during teen-age programming. Agency: Creamer Inc., New York. Target: teen-agers, 12-17; adults, 18-24.

Volume Shoe □ Four-week campaign for Payless shoes begins this week in about 50 markets. Spots will run in day, fringe and prime times. Agency: Young & Rubicam, New York. Target: adults, 18-24; women, 25-49.

Stouffer □ Three-week campaign for Italian Sandwiches begins this week in more than 20 markets. Spots will be placed in day, early fringe and prime times. Agency: Creamer Inc., Pittsburgh. Target: adults, 25 plus.

Target Stores □ One-week campaign to promote "Sunshine Sale" begins May 21 in 22 markets including Dallas-Fort Worth, Houston, St. Louis and Oklahoma City. Spots will run during day, fringe and prime times. Agency: The Haworth Group, Chicago. Target: adults, 18-49.

RADIO ONLY

Grain Terminal Assn. □ One-year campaign for grain feed begins June 2 in about 18 markets including Minot-Bismarck-Dickinson, N.D. Spots will run during day times. Agency: Miller Meester, Minneapolis. Target: men, 18-54.

Ranier beer □ Nine-week campaign for beers begins May 19 in about 10 markets in Washington, Oregon, Montana and Alaska. Spots will run during morning drive and some day times. Agency: Marketing Communications, Seattle. Target: men, 18-34.

BASF □ Six-week campaign for Sasagran soybeans in more than 500 markets north of Colorado, plus Washington and Idaho. Spots will run during farm programming. Agency: Bruce Brewer Advertising, Kansas City, Mo. Target: farmers; men, 25 plus.

American Learning Co. □ Two-to-six-week campaign for reading instruction service begins this week in San Francisco and Los Angeles. Spots will run in

the most experienced firm in broadcast executive recruitment.

Corporate executives, general managers, managers in all departments—we're the industry professionals at recruiting these key people for stations in all size markets throughout the U.S. We take pride in the quality of our personal service—it has earned us many close, long-term relationships. Our in-depth studies (of people AND positions) are backed by more than 15 years experience as broadcast management consultants specializing in executive recruitment.

For a confidential discussion, call **312-394-9330**.



Carl Youngs

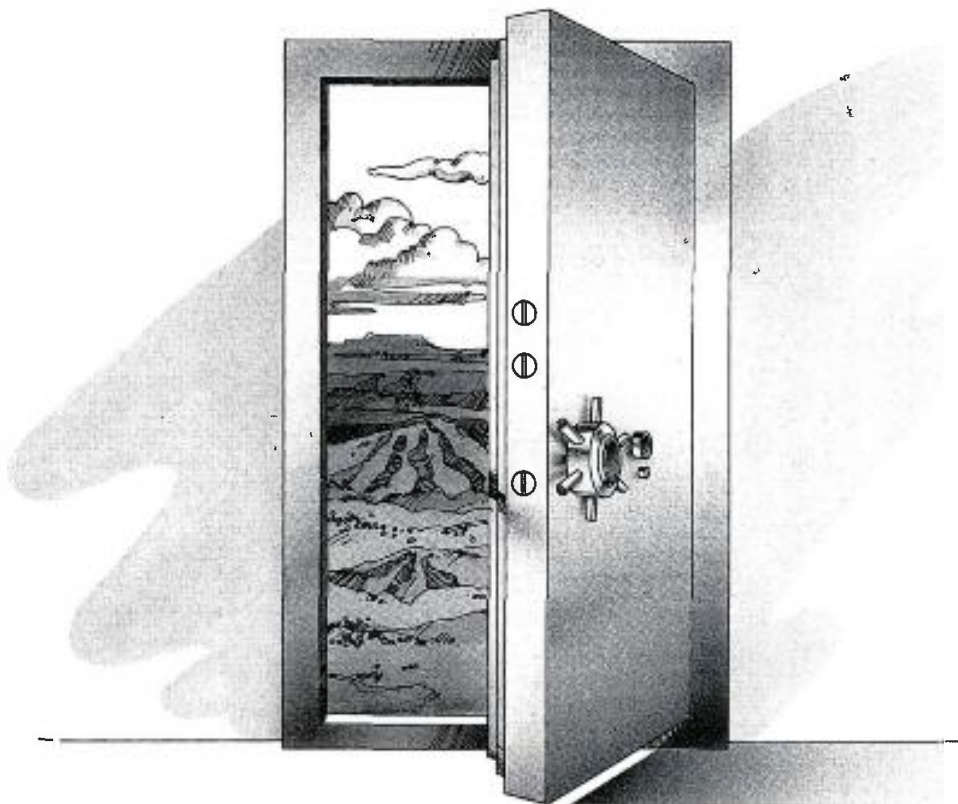


Mike Walker

Youngs, Walker & Company

ONE CROSSROADS OF COMMERCE, ROLLING MEADOWS, ILLINOIS 60008

How locking federal lands away from oil and natural gas exploration will lower America's standard of living.



For some time now, the United States has been increasing its oil imports—at higher costs year after year. When more and more dollars leave the country to pay for this oil, the effect is a lessening in the value of the dollar... and a nibbling away at every American's standard of living.

To help cut its dependency on foreign oil, America must produce more oil and natural gas here at home. Our country has rich, untapped reserves; the problem is that much of them are under federal lands. About a third of our country is controlled by the federal government. Most of this land is currently off limits to energy exploration and development. And proposed legislation would shut these lands off permanently.

Energy lands should be developed.

Just one example: in the Rockies of Idaho, Montana, Utah and

Wyoming, a mineral-rich geologic area that's part of the "Overthrust Belt" contains an estimated 8 billion barrels of oil and 100 trillion cubic feet of natural gas. But nearly half of this land may be put off limits.

Some government land management people feel that they have to draw a permanent line on land use: a line protecting every facet of the environment in its natural state from oil and natural gas development. At Amoco, we believe that energy can be produced on these lands while maintaining their natural integrity.

The environment can live with oil and gas development.

Now don't get us wrong. We are not for the wholesale exploitation of America's natural wilderness. But we would like to be able to explore public lands to find those having the potential for holding oil and natural gas deposits. Further, we'd like to be permitted to drill on those

lands where large quantities of oil and natural gas are most likely to be found.

Amoco believes that America can't afford to cut itself off from any opportunity to increase its energy reserves. Because producing secure American petroleum supplies is the best way to lessen the influence that foreign oil producers have on every American's standard of living.

America runs better on American oil.



morning drive, day times and afternoon drive. Agency: The Martyn Agency, Huntington Beach, Calif. Target: adults, 35 plus.

Ryder Systems □ Four-week campaign for truck rentals begins in mid-May in about 12 markets including Boston, Philadelphia, Chicago, Detroit, Washington, Dallas and Los Angeles. Spots will be placed during morning and afternoon drive times. Agency: Mike Sloan Inc., Miami. Target: men, 25-49.

Vespa of America □ Four-week campaign for motor scooters begins May 19 in Los Angeles, San Diego, Phoenix, Atlanta, Washington, Chicago and Boston. Spots will be placed in all dayparts. Agency: Criswell Division, San Francisco. Target: adults, 25-49.

U.S. Air Force Reserve □ Four-week campaign for recruitment begins this week in 13 markets including Baltimore, Nashville, Memphis and Charlotte, N.C. Spots will run during afternoon drive times and evenings. Agency: Klein-Seib Advertising, Atlanta. Target: men, 18-24.

Weistfield's □ Three-week campaign for jewelry begins May 14 in approximately 30 West Coast markets. Spots will run

during morning drive, daytime and afternoon drive. Agency: Cole & Weber, Seattle. Target: adults, 18-24.

Fred Meyer □ Twelve-day campaign for department stores begins May 28 in Seattle and Portland, Ore. Spots are placed during morning drive and daytime. Agency: CB&S Advertising, Portland, Ore. Target: adults, 18-plus.

Coleman Co. □ Two-week campaign for canoes begins May 10 in more than 30 markets. Spots will run in morning and afternoon drive times. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 18-24.

Consumer Distributors □ Four-day campaign for catalogue showroom begins this week in San Francisco and New York. Spots will run in morning drive, day times and afternoon drive. Agency: Air Power, New York. Target: adults, 18-34.

RADIO AND TV

Amlings □ One-week campaign for florists promoting "Bowl of Beauty" begins this week on radio in New York, Los Angeles, Boston and Washington and on TV in Houston and Phoenix. Agency: Amflow Agency, Hinsdale, Ill. Target: total adults.

Advantage

Radio buy. In effort to reach target group, adult men, 18-34, American Honda Motor Co. is sponsoring one concert per week through September on syndicated FM radio program, *The King Biscuit Flower Hour*. With estimated audience of 2 million, *King Biscuit*, produced by DIR Broadcasting Corp., is popular among young adult men, the majority of motorcycle buyers. Honda plans to spend more advertising dollars this year than ever before by continuing to use print and TV ads in addition to spots on ABC radio network. Coinciding with broadcast advertising campaign is dealer awareness campaign, which includes record album (also produced by DIR) sent to motorcycle dealers explaining importance of radio advertising.

□

French connection. With budget of \$1.2 million, and help of agency, NW Ayer ABH International, AT&T Long Lines unveils its 1980 TV campaign to promote trans-Atlantic dialing. Commercials, which run in New York, Chicago



and Los Angeles for 26 weeks, depict families receiving surprise phone calls from relatives in U.S. The spots, filmed in Europe, will run during prime times and early and late fringe programming.

□

School days. The first in series of one-week development seminars for local television salesmen will be held under auspices of Blair Television from June 15-20 ("Closed Circuit," April 28). It will be conducted by Success Research Institute at Westchester Conference Center in Rye, N.Y. SRI will use its own staffers as well as executives from Blair Television and local TV stations as speakers. In addition to industry subjects, including research, promotion, retail advertising, and selling against newspapers, seminar will focus on motivation, self-growth and achievement. One of featured speakers will be Matthew J. (Joe) Culligan, former president of NBC Radio, Mutual and the Curtis Publishing Co. Fee, including room and board, is \$1,500 per person. First group, restricted to 30, will consist of local salesmen at TV stations represented by Blair. It will also be open to staffers at other stations, space permitting. Other seminars are planned for July and August.

\$335,000

SAWTOOTH RADIO CORP.

Twin Falls, Idaho

Acquisition of Radio Station KMTW-FM

Senior Secured Note due 1988

Funds provided by:

Firstmark Financial

Firstmark Financial Corporation
Indianapolis, IN 317/638-1331

April, 1980

WHAT ARE WE OFFERED FOR 40 HOMELESS BOYS?

Boys Town of North Carolina is a residential community just outside Charlotte that provides food, shelter, counseling and education for children from broken or troubled homes.

What with inflation and competition for the voluntary dollar, it's tough to raise enough money to stay in business.

So each year we preempt a full day of commercial programming for the WBTV Boys Town Auction. Sort of a marathon auction and telethon rolled into one, co-hosted by our sister radio stations, WBT and WBCY.

Local stores contribute tons of new merchandise, our on-air personalities serve as auctioneers, and community volunteers

register the bids as they come in by telephone.

And the bidding is brisk. In nine years we've helped to raise almost a million dollars, indicating again the kind of support a station can expect from its community when it offers itself in return.

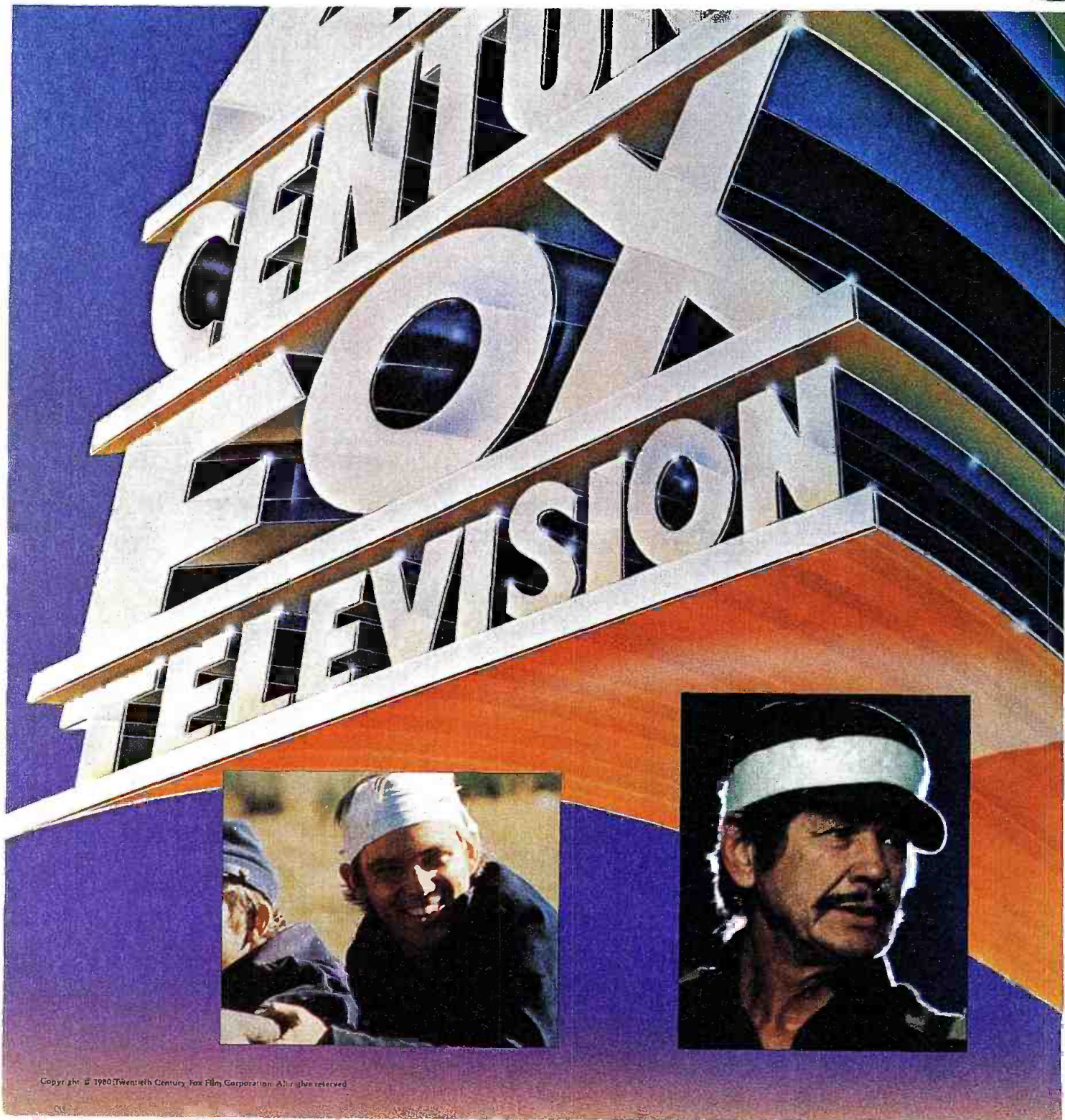
WBTV
CHARLOTTE



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems. **Richmond:** WWBT.
Atlanta: WQXI, WQXI-FM. **Denver:** KIMN, KYGO. **Miami:** WGBS, WLYF. **Greensboro:** WBIG. **Wilmington:** WWIL, WHSL.

The best action comes from The Big



made for television Movie Company.

PREMIERE 1

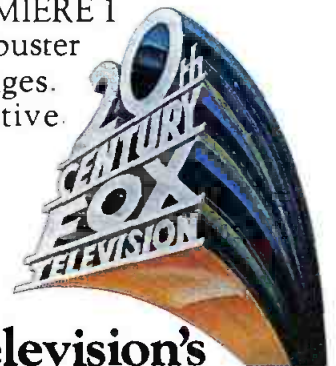
Take advantage of one of
the highest rated action-adventure
packages available.

PREMIERE 1 deals in themes that are always current in their audience appeal. High adventure and action mixed with romance, fantasy, history, heroism and humor—20 movies that cover virtually all the universal human emotions.

You'll draw big audiences with movies like "Raid on Entebbe"; "Wanted: The Sundance Woman"; "Sherlock Holmes in New York"; and "Swiss Family Robinson."

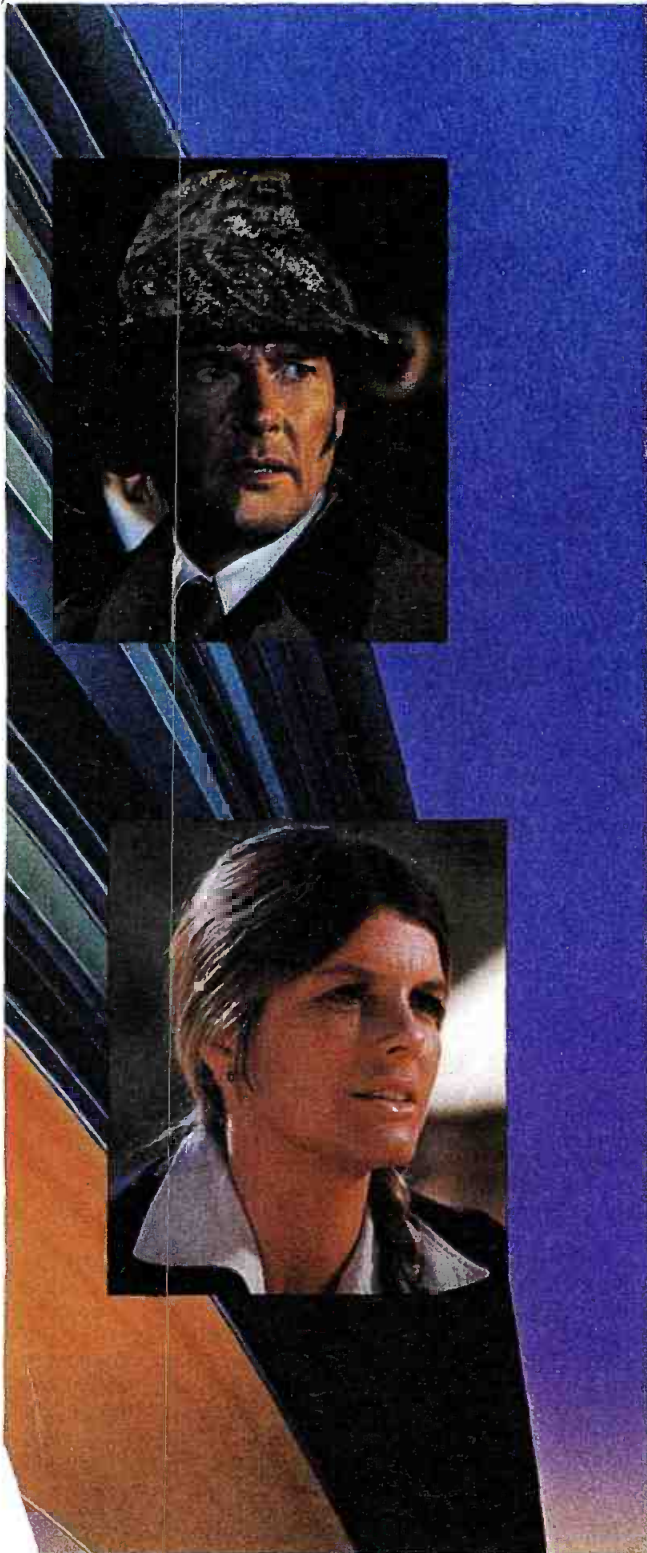
PREMIERE 1 includes superstar performances by Charles Bronson, Henry Fonda, Shirley MacLaine, Liza Minnelli, Robert Stack, Peter Finch, Jack Warden, Peter O'Toole and many, many more. And viewer potential has barely been tapped by the very limited network exposure.

There are over 1500 titles available from the huge 20th Century-Fox Television library. CENTURY 10 and PREMIERE 1 are just two of our blockbuster action-adventure packages. Call your Fox representative now for immediate availabilities.



Television's
Big Movie Company

Los Angeles • New York • Chicago • Dallas • Atlanta



Where Things Stand

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

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□

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 khz to 9 khz to create more radio channels, and U.S. submitted that proposal at Region 2 (western hemisphere) conference which ended March 28 in Buenos Aires. However, the conference was unable to reach a consensus on the issue, and postponed decision until its second session—in November 1981 (BROADCASTING, March 24, 31).

□

AM stereo. Year and half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding were five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last year (BROADCASTING, May 28, 1979). FCC approved single system—Magnavox—at April 9 meeting (BROADCASTING, April 14). However, opposition to Magnavox choice is mounting, and petitions for reconsideration are expected after final order is issued in mid-June.

□

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

□

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

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

□

Cable copyright. Copyright Royalty Tribunal has finished evidentiary hearings in dispute over how to divide \$12 million paid in royalties in 1978 by cable companies. Involved in dispute are broadcasters, music licensing groups, sports interests, motion picture producers and public broadcasters. By law, dispute must be resolved by Sept. 30; CRT has put matter on hold until July 8.

□

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

proceed (BROADCASTING, March 31).

□

Carter use of broadcasting. President has held 57 televised press conferences since assuming office, but last July he abandoned his twice-a-month press conferences. For a time, he substituted for them town hall meetings, regional press conferences and one national radio call-in show on National Public Radio last Oct. 9 (BROADCASTING, Oct. 15, 1979). But since the hostage situation developed in Iran, in November, he has remained in the White House where, in addition to occasional formal news conferences, he has been seen in taped or live meetings with the press on specific issues, as well as interviews with broadcast journalists from states where primaries were to be held.

□

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

□

Communications Act. House Communications Subcommittee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions, but bill, with additional amendments, is expected to go back to subcommittee for further mark-up this month. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.) (BROADCASTING, Dec. 24, 1979), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 12, 1979). Both bills have been redrafted and comments on each have been received. Staffs have been working on compromise language for one bill, including broadcast provisions, and mark-up is expected this month.

□

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of programming via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planned to have details ready for filing at FCC first-quarter of this year, however, filing has been put off indefinitely since joint venture talks with Sears have fallen through (BROADCASTING, April 14). FCC meanwhile, has been conducting inquiry on Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present

ACTION HOURS WIN BIG!

**THE ROCKFORD FILES PROVES THAT THE
ACTION HOUR WITH AN ATTRACTIVE MALE STAR
AND TOUCHES OF HUMOR CAN DELIVER
TOP SHARES—NIGHT AND DAY!**

Rockford's now sold in 85 markets, including all of the top 20.
Playing in early fringe (as an early news lead-in),
prime time and late night, it's delivering sky-high ratings and shares—
scoring heavily among young women 18-49!

THE ROCKFORD FILES
125 HOURS.

**AND NOW WE'VE GOT
ANOTHER ACTION HOUR
IN THE ROCKFORD MOLD...**

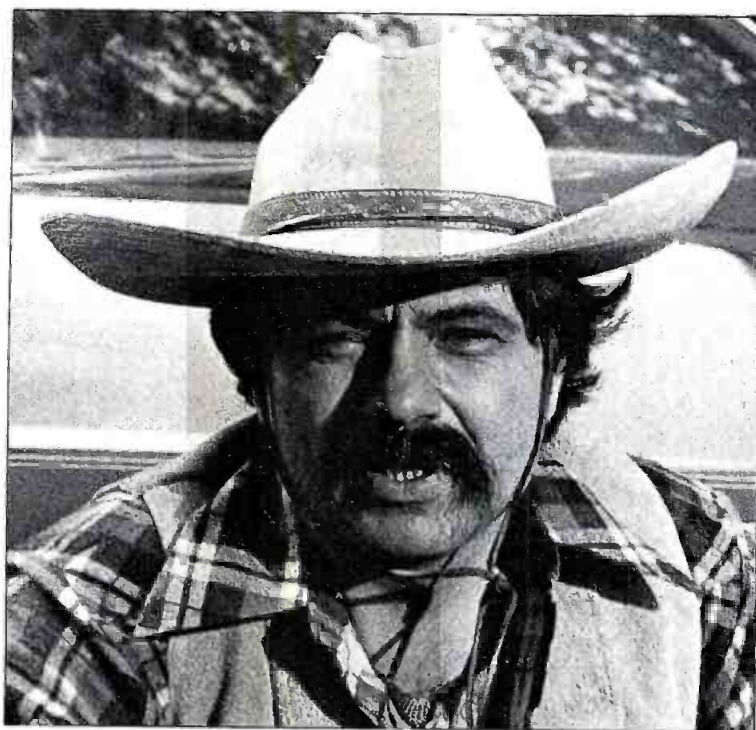
MCA TV

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ETTA



YOU'D BE IN DISGUISE, 'I WOMEN LOVED WATCH





DO, IF 8 MILLION YOUNG IG YOUR EVERY MOVE!

In three and one-half seasons on ABC-TV—during which time it averaged a first place 20.5 rating and a 32% share—Baretta showed extraordinary appeal among women 18-49.

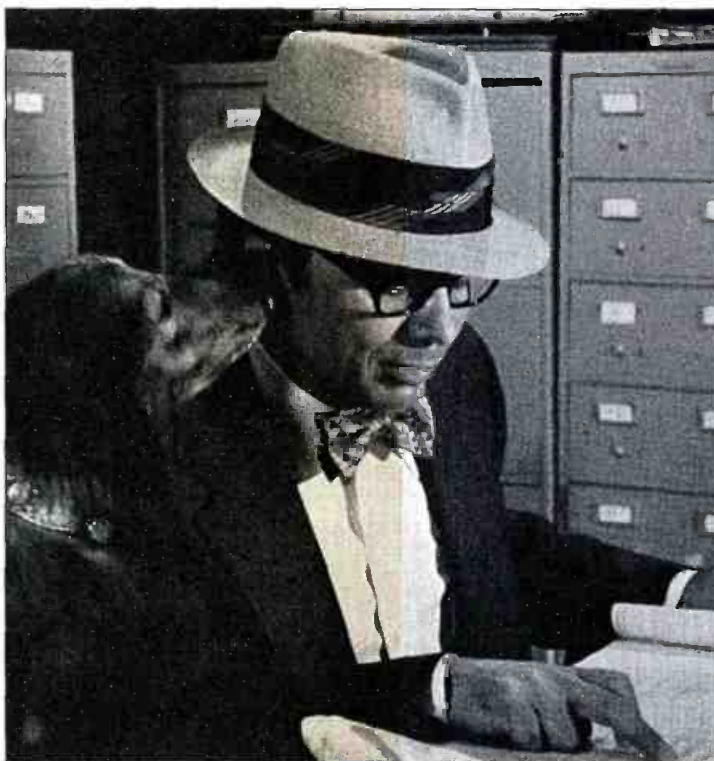
Each week an average of 800,000 young women were on and to watch Robert Blake in his Emmy and Golden Globe Award-winning performance as Baretta—56% more than watched the ABC competition and 22% more than the CBS competition.

The pattern was repeated when Baretta played as the Friday entry on ABC's Late Night schedule. Against 1*A*S*H, Baretta delivered ABC's highest rating of the week and the largest number of women 18-49.

Baretta. An action hour series with an attractive male star and a touch of humor that will deliver young women!

12 hours available for Fall 1980.

MCA TV



**ROBERT
BLAKE
IS
BARETTA**

charter. FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28). On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans future hearings to determine if legislation in this area is necessary.

□

Crossownership (newspaper-broadcast).

Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, seven have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

□

Crossownership (television broadcasting-cable television).

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

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority to lay out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission voted in February to increase equal-employment requirements of stations, effective April 1, 1980. Stations with five to 10 employees are required to have 50% parity over-all with available workforce, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC also voted to take look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. FCC has met with networks and is planning additional meetings to obtain information.

□

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of

administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979).

□

Federal Trade Commission. FTC concluded legislative phase of inquiry examining proposals to limit or ban television advertising aimed at children. But under new authorizing legislation, which still has to meet approval of Congress and President, inquiry must be recast if it is to be pursued, although record from first phase may remain. Authorization bill will suspend for life of legislation FTC's jurisdiction over "unfair" advertising—standard on which children's advertising proceeding was based. But commission can vote to resume under false and deceptive standard, at which time complete text of proposed rule must be published. Agency is also subject to two-house veto of rules it promulgates. Legislation ends three-year hiatus during which FTC was without authorization. Until bill is approved, FTC will operate under funds provided by 30-day special resolution (see "Top of the Week").

□

FM Allocations. FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3).

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Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court has agreed to review case (BROADCASTING, March 10).

□

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision, although that decision was later amended (BROADCASTING, Jan. 22, 1979). Issue is treated in Communications Act revisions introduced in Senate (BROADCASTING, April 2, 1979), and it appears any action on renewal issues will take place within context of those bills. Matter is also treated in H.R. 6228, introduced by Representative Allan Swift (D-Wash.), although thrust of that bill is crossownership (BROADCASTING, April 28).

□

License renewal forms. FCC Broadcast Bureau Chief Richard Shiben has plans for

rulemaking to study possibility of short-form renewal applications. Form for all AM, FM and TV stations would have fewer than half-dozen questions. Minimum sample of 5%, however, would have to submit longer form or go through field audit (BROADCASTING, Feb. 18). Broadcast Bureau has draft of proposal and hopes to get it before commission in early June.

□

Minority ownership. Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minorities learn station operations.

□

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

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network-affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be

RKO RADIO SALES ANNOUNCES

WSNI/WRCP, PHILADELPHIA
Associated Communications Corp.



RKO RADIO SALES
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pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks (BROADCASTING, Feb. 11).

□

Network standings. Prime-time TV rating averages, Sept. 17-April 27: CBS 19.5, ABC 19.4, NBC 17.3.

□

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28).

□

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

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken up April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). There are now STV stations operating in Boston; Cincinnati; Corona, Calif.; Detroit; Fort Lauderdale, Fla.; Los Angeles; Newark, N.J., and Phoenix. As industry, pay cable reaches more than 5 million subscribers (BROADCASTING, May 28, 1979). STV is delivered to approximately 400,000 homes.

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

□

Public broadcasting. Congress has passed new legislation authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Board of directors of Public Broadcasting Service approved plan (BROADCASTING, Dec. 3, 1979) to create multiple program services under auspices of one system president and reduce size of board. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5, 1979). Commission has forwarded to Congress specific legislative language regarding its proposals.

□

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed; replies are due June 25 (BROADCASTING, March 31).

□

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

introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979). House Judiciary Committee approved version of such legislation, rejecting move to limit provision only to news media. Bill will now go to House floor. Senate Judiciary Committee, meanwhile, is expected to soon act on bill only limited to journalists, as suggested by administration (BROADCASTING, April 21). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources of story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26, 1979). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

□

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

□

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

□

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

**RKO RADIO SALES
ANNOUNCES**

WPLP, TAMPA/ST. PETERSBURG
Talk Radio 57
International Broadcasters, Inc.



RKO RADIO SALES
SELLING AND GROWING IN THE 80'S.

One of Boston's biggest hockey



stars is a little squirt.

The Boston Bruins are a champion hockey team. But in Boston, they're not the only team in town. For the sixth year in a row, the Boston Bruins have shared the ice, the air and the fans with a half-dozen little squirts.

It's part of WSBK-TV's "Mini One-on-One" program.

In cooperation with the U.S. Amateur Hockey Association, Storer station WSBK-TV in Boston invites six member kids teams from towns and cities throughout New England to compete in a scoring contest.

The competition is broken down into four age groups for boys and girls. The Squirt Division is for nine and ten year olds.

"Mini One-on-One" games are telecast on WSBK-TV between periods during Bruin games. Players are interviewed on the air. And at the end of each hockey season, the winning "Mini One-on-One" team in each division takes home the championship trophy.

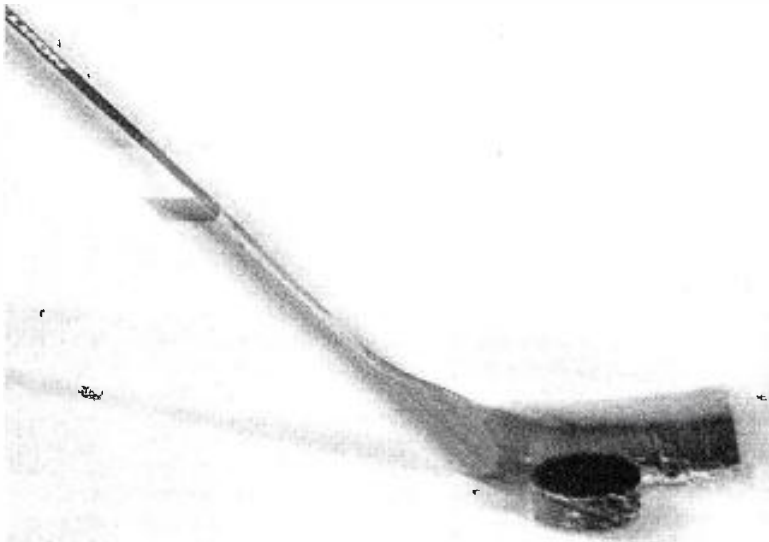
WSBK-TV's "Mini One-on-One" hockey competition is an exciting and important annual sports event. For the kids who participate. For their communities. And for the Boston Storer station involved.

Because even though the Squirts may never be as famous as the Boston Bruins, we like knowing that we helped turn them into big time hockey here at home.

The way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER

BROADCASTING COMPANY



Monday Memo®

A broadcast advertising commentary from Leonard Sass, VP/associate director, Dancer Fitzgerald Sample, New York

A television allegory

It came to pass one year that a peripatetic television program executive became a director of one of the nation's most prestigious art museums. The museum had long been suffering from lack of attendance, and he had been charged with the responsibility of turning things around.

Utilizing his much heralded television background, he was confident he could make things work. Drawing upon his vast experience, his first notion was to hire a leading researcher to conduct interviews to determine what works of art attracted the most people. After many varied statistical calculations, the accumulated data indicated that the numbers for Picasso and Van Gogh were much higher than those for Renoir, Dali, and Chagall, among others. With this basic data in hand, our astute director ordered as many Picassos and Van Goghs as he could lay his hands on. He then proceeded to display them in the most favorable locations of the museum, relegating other art works to the more obscure areas. He viewed these obscure areas in the same way he had treated Sunday morning time periods during his heyday in network television.

His sheer genius carried him one step further. He conducted more in-depth studies to determine what qualities in each of the preferred works of art seemed to attract the most people. Upon discovery of this phenomenon, he summoned a group of artists to duplicate those features that seemed to work best. Soon he had a small coterie of artists turning out paintings very similar to the original masters.

Every now and then a few patrons would ask to see some Renoirs or Chagalls, and he would confidently respond that he had none. For according to his numbers, most viewers preferred what was on display. Soon all the paintings began to look the same, but attendance was increasing at an extraordinary rate.

Then something strange happened. Despite the monetary rewards, a number of artists got sick and tired of painting the same things. Out of sheer frustration, they refused to continue in this vein. They felt their freedom of creativity was being impaired. But that was no problem; there were others who were willing to do the work. The museum continued to flourish and soon other museums began to follow in a similar pattern.

At last our former television executive was proud, for he had succeeded in doing for the nation's art what he had succeeded in doing for the nation's television programming. He could hardly be blamed; he was caught up in a society and a system that believe everything and anything can



Leonard Sass is VP/associate director in Dancer Fitzgerald Sample's network television and programming area. Part of his responsibility is to review and evaluate new network programming for DFS's clients who last year spent some \$180 million in network television. Prior to joining DFS in 1977, Sass held a similar position as VP/director of television programming at Needham Harper & Steers, New York. He has also held positions at NBC and ABC.

be qualified with a number.

□

Having been involved with television for more years than I care to admit, I have been witness to its undisputed impact as an advertising vehicle. It is without a doubt the most effective advertising medium in our society today. But lest we forget, television is also very much an art form. There are writers, producers, directors and performers plying their talents in an effort to supply this vast cornucopia of material. It is within this context that television concerns me. As an art form, how much has television progressed in the past 20 years? Technologically, it's made fantastic strides. We have the slo-mo tape machine, the minicams and zoom lenses that make coverage of special events a sheer delight to watch. But what of television's day-to-day programming. Is it really meeting its potential in terms of creative and original output? I'm afraid that within this area of its development, television appears to be suffering from what sociologists might term a "cultural lag."

As we approach each television season, I keep my fingers crossed in hopes of seeing

something fresh and exciting appear with each new crop of pilots. But unfortunately, in recent years, there have been no surprises.

We know for example that an attempt will be made to transform a prior year's theatrical hit into a series. A few years ago all three networks latched on to the "Animal House" theme, and all failed abysmally. We know that a secondary character in a successful series will be spun off into his or her own show. We know that at least one network's program success will be duplicated on another network. (*60 Minutes* begat *20/20* which begat *Tom Snyder's Prime Time*; *Real People* begat *That's Incredible*, etc. etc.). We know that the names of Aaron Spelling, Len Goldberg, Gary Marshall, Dave Gerber or the initials MTM will be appearing on any number of new pilots. We know that there will be a 60%-70% rate of attrition among all of the new-season entries.

I am all too familiar with the economics of our business that underlay these prudent decisions. But "playing it safe" most assuredly must be counterbalanced with some daring enthusiasm in order to progress. The last time we witnessed any such prowess was when CBS put *All In The Family* on the air and broke new ground in situation comedy. I might add that *60 Minutes* was also an exciting departure. NBC's recent attempt with live concerts and *United States* is perhaps an indication that they're at least trying despite their rating deficiencies.

It's not that the capability and talent aren't there. For after all, television has had many grand and memorable moments in *Roots* and *The Autobiography of Jane Pittman* among others. But considering the volume of material it produces each year, it is hardly enough.

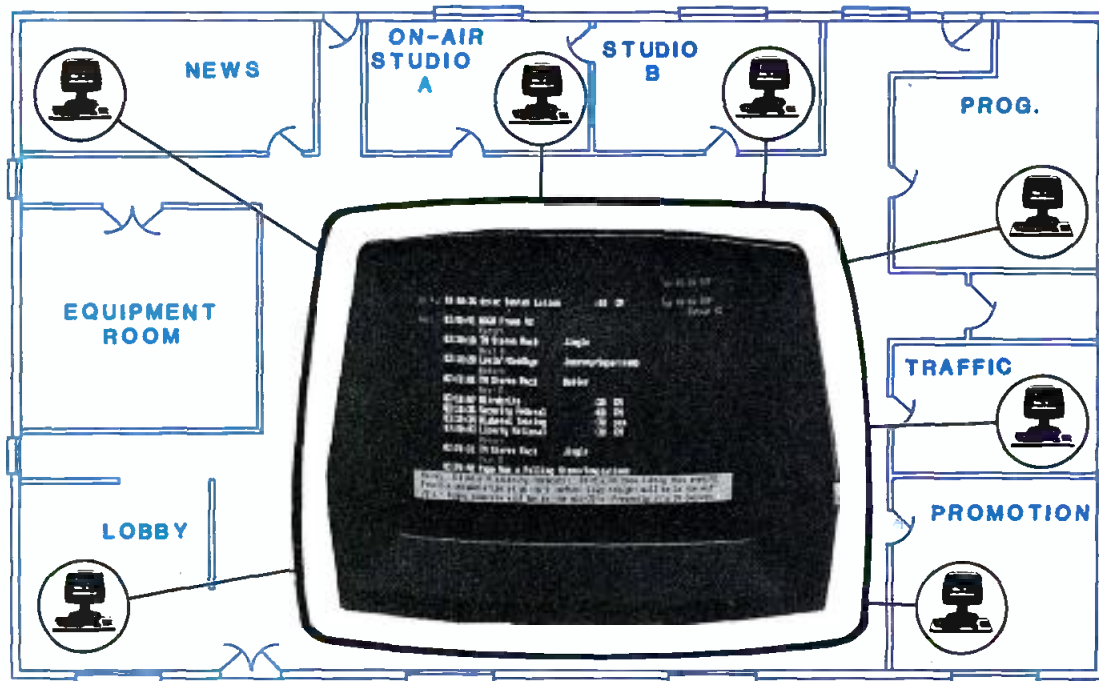
If we were to assess some of the underlying factors contributing to the success of prior classics, I'm sure we would find they had several things in common. They were projects that their producers strongly believed in and dedicated themselves to. They were not researched-tested to death, or contrived, or duplicated. They were not mass produced like the pressed board of circuitry of a television receiver. It is somewhat distressing to read of the number of talented defections from television in the creative community. One of the primary reasons stems from the current modus operandi which for the most part programs for the numbers regardless of content.

Undoubtedly, the resources and talent to produce more substantial and stimulating product exist. It would be nothing less than sheer tragedy to have this marvelous and effective means of communicative art strangled by a wire attached to a Nielsen Audimeter.

P.S. Let's keep our fingers crossed.

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HARRIS

COMMUNICATION AND
INFORMATION PROCESSING

Datebook

■ Indicates new or revised listing

This week

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 6-7—*Federal Communications Bar Association* continuing legal education seminar on "Common Carrier Regulation: Nuts and Bolts." National Lawyers Club, 1815 H Street, N.W., Washington.

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—"Five Dimensions of the Creative Process," seminar sponsored by Mid-Atlantic Council of American Association of Advertising Agencies. Four Seasons hotel, Washington.

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 10—*National Federation of Local Cable Programers* Mid-Atlantic Conference. Yorktown hotel, York, Pa. Information: David Hoke, (717) 843-8567.

Also in May

■ **May 12**—*NAACP* testimonial dinner honoring former FCC Commissioner Ben Hooks. Representative Lionel Van Deerlin (D-Calif.) is honorary chairman for \$100-a-plate affair. Proceeds go to NAACP youth program. Sheraton Washington hotel, Washington.

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 Shennadoah, Los Angeles 90034.

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

May 15—*Southwest Broadcast Representatives* annual Texas Showdown. Ranchland, Tex. Information: Carol Cagle or Bonnie Brooks, (214) 980-1680.

May 16—*Massachusetts AP Broadcasters* annual awards banquet. Speaker: Marshall Loeb, CBS Radio commentator and *Money* magazine managing editor, Dunley's Hyannis hotel, Hyannis.

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 20-23—*Central Educational Network/Eastern Educational Network* joint ITV workshop. Hershey Motor Lodge, Hershey, Pa. Information: Marsha Weber, (312) 463-3040.

May 21-22—*Ohio Association of Broadcasters* spring convention. Speakers: Senator John Glenn (D-Ohio), CBS President Gene Jankowski, NAB Joint Board Chairman Tom Boiger, 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 Associ-*

Major Meetings

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 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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

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

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

Oct. 28-30—*National Association of Education-*

al Broadcasters 56th annual convention. Las Vegas.

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

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 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.

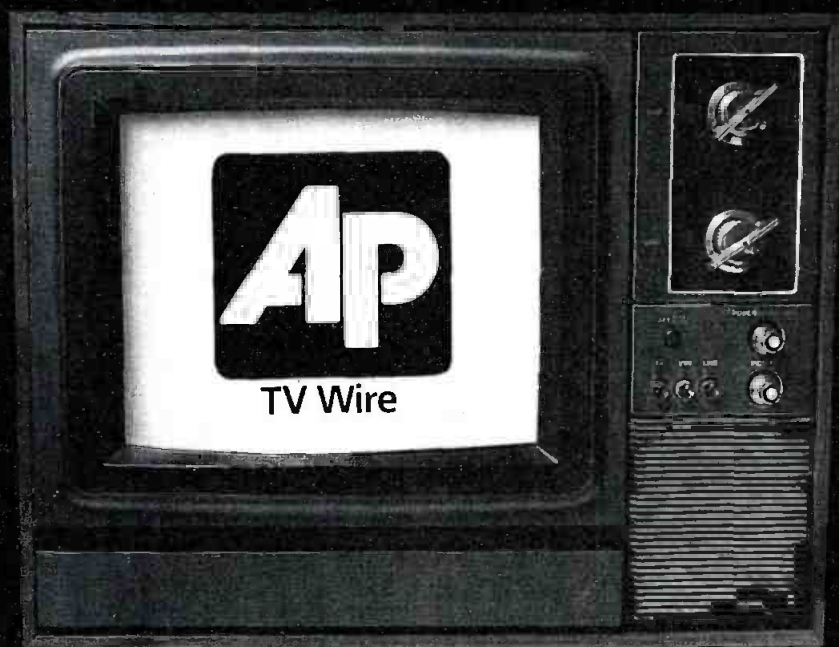
March 13-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

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.

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ation 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 Communications Division* fifth annual Hyannis Seminar. Dunley'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 29—*UPI Indiana Broadcasters* meeting. Otter Creek Country Club, Columbus, Ind.

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: NFCB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001.

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

June 2-6—*National Association of Broadcasters* Joint Board meeting. 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.

Errata

In April 14 "Closed Circuit" reporting that **National Cable Television Association** is expected to join **Broadcast Rating Council**, BRC's present members were incompletely listed. Members are Station Representatives Association, National Association of Broadcasters, National Radio Broadcasters Association, Radio Advertising Bureau, Television Bureau of Advertising and ABC, CBS and NBC.

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

June 5-6—*Society of Cable Television Engineers* meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-6—*Arizona Broadcasters Association* spring convention. Holiday Inn, Lake Havasu City.

June 5-7—*Associated Press Broadcasters* convention. Keynote speaker: Richard Wald, senior vice president for news, ABC News. Fairmont hotel, Denver.

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

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. Speakers include Fred Silverman, president, NBC. 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. Dunley's Sheraton Wayfarer, Bedford, N.H.

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

June 15-22—*National Association of Broadcasters/Radio-Television News Director Association* seminar. The Wharton School, Philadelphia.

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 20-27—*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.

Open Mike®

Differing view of Region 2

EDITOR: Writing as a "private industry delegate" on the U.S. delegation at the recent Region 2 Administrative Radio Conference I must speak strongly in correcting the flagrant misrepresentation perpetrated by Donald Thurston in his NAB speech (BROADCASTING, April 21) in which he described the delegation as one that "was at odds with itself" and whose government members excluded private-industry representatives from their private meetings.

At no time was I denied access to any delegation meetings, nor were any meet-

ings held of which we were not informed or not invited.

Had it not been for the highly questionable action of the NAB in undermining the position of the U.S. government agency, there's no doubt, in my opinion, that the conference would have agreed to the 9 khz proposal.

Speaking as a broadcaster with a daytime station whose channel at night is garbled with local Dallas/Fort Worth information, which is of no interest to the Columbus market, I hope that the ultimate outcome of the Region 2 conference will be curtailment, or elimination, of the utterly outmoded and unneeded clear channel sta-

tions.—*John H. Battison, director of engineering, Telecommunications Center, Ohio State University, Columbus.*

Editor's note. Noncommercial WOSU(AM) is the daytimer operated by the university.

In perspective

EDITOR: It seems curious to me that BROADCASTING would limit its April 14 report of the February Arbitron sweeps to the top 100 markets when the data covering all of the country was complete and provided to you.

While the top 100 figures accurately

reflect a down trend for ABC, improvement for CBS and considerable improvement for NBC, the national figures are even more impressive—and, of course, more conclusive.

Countrywide, in the 216 Arbitron markets, ABC led in over-all prime-time homes delivery, but NBC was up 11% from a year ago (virtually tying CBS), CBS was up 5% and ABC was down 5%. NBC improved in 147 markets and was down in only 15 (13 no change). CBS was up in 105, down in 55 (13 no change). ABC improved in 47 markets, declined in 120 markets (7 no change).

There is no longer a good rationale to base analyses of network performance on the top 100 markets since all three networks have about the same strength in national affiliations. Using less than half of the available data is more than just incomplete—it might not show the depth of the developing trends and may hide important developments.

Incidentally, the single most important fact about the February sweep was omitted. ABC was the beneficiary of Olympic programming for about half the sweep, programming that easily outrates the programming it pre-empted. In fact, taking the Olympics out of the prime-time average lowers ABC's audience by an additional 6%.—*William S. Rubens, vice president, research, NBC, New York.*

Editor's note: The top 100 markets represent approximately 85% of U.S. TV households and have been the cut-off point for BROADCASTING's sweeps reports for several years—not out of any wish to show any network to advantage or disadvantage, but because they represent a large majority of all TV homes and, often, the data is available before the processing of all other market reports has been completed.

From on high

EDITOR: In your April 7 issue the sketch by Jack Schmidt got a laugh here at KQ-106. Our transmitter site for KQTZ is on top of King Mountain, and we believe it's the first commercial radio station in the United States where all equipment including concrete building, tower, transmitter, etc. had to be taken to the site by helicopters. There's no road, only a foot path. It's 1,664 steps to the top.—*A. R. Fuchs, president Fuchs Broadcasting Co., Hobart, Okla.*

Backhand observation

EDITOR: I really enjoyed your "Profile" on Bill Dilday [general manager, WLBT(TV) Jackson, Miss.] in the April 21 issue. You said many fine things about him and I am looking forward to working with him on the NAB board. I must, however, criticize you on one point. You overlooked Bill's prowess on the tennis court. Bill entered the Landmark Broadcasting Tennis Tournament during the 1978 NAB convention and won first place in the "C" Division. This year, we moved him up to "B" and he won first place. We are looking forward now to 1981 Landmark Tournament when we expect to see Bill as our "A" class entry, and I'm sure he will finish in the usual

first place.—*Mark Smith, vice president and general manager, KLAS-TV Las Vegas.*

All in the family

EDITOR: My sister Sylvia Fine's winning a Peabody Award for her *Musical Comedy Tonight* (PBS) [BROADCASTING, April 21] is the latest of many things that have made us proud of her. It occurs, additionally, that her award might make us eligible for a new category in the "Guinness Book Of Records," or some such, for "Most Peabody Awards In One Family."

Danny, her husband, was awarded one in 1956 for *The Secret Life of Danny Kaye*, produced by Murrow and Friendly, making it two, and I myself got a Peabody in 1951 with *What In The World* (CBS)—*Robert A. Forrest, president, Forrest Broadcasting Co., Los Angeles.*

Get in the game

EDITOR: In the "Monday Memo" in BROADCASTING April 14, Marv Roslin, president of Roslin Radio Sales, asked: "Should Arbitron be the only game in town?" Of course not. However, I think Marv, like everyone else in our industry, is looking in the wrong direction to effect change.

I can't see a government-funded competitor, and I can't believe there are many broadcasters who could. We're trying to get the government out of our business. As for a university doing the job, I don't think it's the place for academia to compete with the business sector.

Now the agencies have a good thing going. They've got the broadcaster footing the bill for the research they use to spend their clients' money. As I see it, there is only one place to go to find the influence required to accomplish improvement of existing rating services—the advertisers.—*Steven A. Downes, general manager, WGCH(AM) Greenwich, Conn.*

Working antiques

EDITOR: I, too, noted with interest the letters from Bob McRaney Sr. (March 10) and the response from Glenn Barnett (March 24) regarding the restoration of old transmitters.

This past summer I had the privilege of restoring an even older RCA 250-G, standby to a RCA 250-M transmitter. Isn't it something that these and similar antique transmitters proof out with specs similar to new transmitters? Presently I am restoring a 1940 Radio Engineering Labs 10kw FM transmitter.

I will be proud to use this equipment on the air, and would put it up against any station. My equipment has passed the test of time in this age of planned obsolescence.

I like the old equipment and would be interested in hearing from others who use similar equipment on the air or own such equipment.—*Jerrel E. Kautz, engineering supervisor, Southwest Nebraska FM Broadcasting, Hays Center.*

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Broadcasting May 5

Vol. 98 No. 18

TOP OF THE WEEK

A confident CBS adds but five series; sitcoms, movies lead the way in ABC schedule

The top two networks in the 1979-80 season rankings are the first two out of the chute with their fall prime-time plans for 1980-81. ABC-TV, the former undisputed prime-time champion which either ended this past season in a dead heat with CBS-TV or lost to it by a 10th of a rating point, will introduce six new series next fall. CBS-TV, which has no doubt that it won this year, will introduce only five new series.

NBC-TV will announce its fall line-up this Thursday (May 8).

As things stand now:

CBS

CBS-TV will be adding four one-hour dramas and one half-hour comedy to its prime-time schedule when it launches the 1980-81 season Sept. 15. Three nights of the network's winning schedule will return intact, two programs will change time periods and 20 programs, including four from midseason, will be returning.

Announcement of the new schedule was made last Thursday in New York by B. Donald (Bud) Grant, vice president, programs, CBS Entertainment.

Warner Bros. Television, which produced three hit series for the network in the 1979-80 season, will be adding two more to its CBS stable in the new season. Twentieth Century-Fox Television, Universal Television and Lorimar Productions will be adding one each.

Joining the top-rated CBS prime-time line-up are:

Ladies Man (Monday, 8:30-9 p.m. NYT)—Actor Lawrence Pressman plays the part of writer Alan Thacker may as the sole male on the staff of a women's magazine. Herbert B. Leonard is executive producer for his own production company, in association with Fox.

Enos (Wednesday, 8-9)—Sonny Shroyer moves the popular deputy from Hazzard county to Los Angeles in this spin-off of the network's top-rated *Dukes of Hazzard*. The "corn-fed" deputy teams with "a tough, ghetto-bred black cop

The new schedules from advertising's point of view

Advertising agency reaction to the new fall line-ups announced by ABC and CBS last week varied. But upfront, some agency types were apprehensive that their advertisers might be turned off by some of the new "titillating" entries. "I'm concerned about the amount of permissiveness," said one executive, with CBS's *Secrets of Midland Heights* commonly mentioned as one possible offender.

On other fronts, McCann-Erickson's Rick Busciglio said he was "surprised" at the extent of comedy programming and also felt ABC and CBS's schedules were "imitative." J. Walter Thompson's John J. Sisk Jr. said ABC seems to be continuing its quest for the 18-49 demographic while CBS's target looks like 25-54. Another agency man wondered whether ABC may be repeating past mistakes with time-period shifts of successful series—*Charlie's Angels* in particular.

In a broader sense, Benton & Bowles's Michael Lepiner claimed "you've got to look at the schedules with a certain perspective"—that "there are going to be substantial changes" as the season progresses. So far, however, he's seen "nothing changing the face of television."

Regarding NBC, which had yet to make its decisions known, agency executives weren't speculating much, but needless to say, were counting on considerably more changes than ABC's six new series and CBS's five.

named Turk" (played by Samuel E. Wright) on a special metro squad. Gy Waldron is executive producer for his own company, in association with Warner Bros.

Magnum, P.I. (Thursday, 9-10)—Tom Magnum (played by Tom Selleck) and British side-kick Higgins (Joe Hillerman) are two former military men living on the fabulous Hawaiian estate of an absent author. Magnum is a private investigator whose "penchant for fast cars and beautiful women is frowned upon by Higgins... major domo of the estate." Glen A. Larson is executive producer and J. Rickley Dumm is producer for Belisarius Productions and Larson Productions, in association with Universal.

Freebie and the Bean (Saturday, 9-10)—Tom Mason and Hector Elizondo star as two street-wise San Francisco police sergeants in this Hy Averback-Jay Folb television version of the Warner Bros. film. They work as a plainclothes intelligence team gathering evidence against underworld figures.

Secrets of Midland Heights (Saturday, 10-11)—Lorimar Productions turns its cameras "below the surface of a small, traditional, thriving college town still largely controlled by its founders, the Millingtons." Plot elements include "nurtured dreams, closely-held desires, closeted shame and vital truths about friends and family." Lee Rich, Michael Filerman and David Jacobs are executive producers of the Roundelay production, in association with Lorimar.

In addition to the new programs joining the schedule, CBS is moving *Flo* to Monday 8-8:30 and *WKRP in Cincinnati* to Saturday 8-8:30. Also, *The Tim Conway Show* will return as a half-hour Saturday 8:30-9. The network also announced that it was in discussion with Norman Lear and

Alex Haley regarding the possibility of having their spring series, *Palmerstown, U.S.A.*, return.

Grant again stressed "stability" as the keystone of CBS's program philosophy. The network's two strongest nights, Sunday and Friday, return with their 1979-80 schedules intact.

ABC

In: *Too Close for Comfort*, *But I'm a Big Girl Now*, *It's a Living*, *Bosom Buddies*, *Breaking Away* and *Those Amazing Animals*.

Out: *Galactica 1980*, *The Ropers*, *Angie*, *Goodtime Girls* and, at least for the time being, *Tenspeed* and *Brown Shoe* and *When the Whistle Blows*.

That was the decision from ABC-TV last week, the first of the networks to unveil its fall prime-time line-up to the advertising community. Four new half-hour situation comedies, an hour each of comedy-drama and information-entertainment will be new to the schedule.

When the ABC-TV season begins Sept. 8, the network again will be staking most of its fortune on situation comedies. It also is counting on what it considers the best crop of theatrical movies in any network's history—a package including "Saturday Night Fever," "Norma Rae," "A Star Is Born," "The Enforcer," "The Spy Who Loved Me" and "The Bad News Bears Go to Japan."

For the most part, the ABC schedule remains intact, with more than 80% of the current offerings returning for 1980-81. In addition to replacing four hours of prime time with new fare, ABC also has some time period shifting in mind. Next season, *Charlie's Angels*, now Wednesdays at 9, moves to Sundays at 8, leading into *The ABC Sunday Night Movie*. *Taxi*, Tuesdays

CP* provides the Harris provides

Harris' TV transmitters lead the way to greatly enhanced reliability and performance.

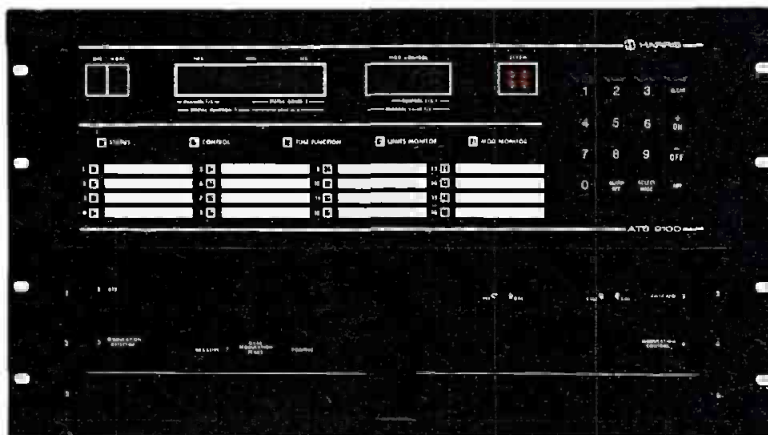


For example, the TV-50H VHF 50-kilowatt High Band color TV transmitter combines a solid-state driver with a three-tube design for field-proven dependability and reduced tuning requirements. Harris transmitters provide many other state-of-the-art features for proven superb color performance.

For high-powered stations, the TV-50H may be used in a 100 kW dual configuration that occupies the same space as previous 50 kW transmitters — ideal for converting to CP without the expense of a new building.

All Harris TV transmitters, ranging in power from 10 kW to 220 kW, Channels 2 through 69, can be used for your switch to CP.

Harris' 9100 Facilities Control System leads the way to lower operating expense.



Harris' 9100 Facilities Control goes far beyond standard remote control systems.

The microcomputer controlled 9100 continuously surveys your transmission system and your physical plant and makes minor adjustments within normal operating tolerances. It instantaneously responds to abnormal levels by making automatic corrections and sounding alarms.

The 9100 lets you operate your equipment at maximum levels without violating FCC regulations.

If you are going CP or maintaining horizontal polarization, the 9100 assures the maximum performance of your transmission system.

best TV signal. the best CP system.



Harris' CP^{*} antennas lead the way to vastly improved coverage and signal strength.

As the leader in the development of CP, Harris has sold CP antennas in more markets world-wide than any other manufacturer.

The Harris CPV permits you to convert to CP without replacing your present tower. And the Harris CBR (Cavity Backed Radiator) antenna is designed for a wide variety of directional patterns. Both antennas allow multiple stations to operate from the same antenna.

Harris CP antennas deliver excellent circularity, low axial ratio and low VSWR. Each has the flexibility to let you tailor broadcast patterns to your specific coverage requirements.

For the extra rating points that an improved signal can bring, use a Harris CPV or CBR advanced design CP antenna.

Harris products are designed and manufactured by the leading supplier of broadcast equipment and are backed by a 24-hour a day world-wide service organization.

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COMMUNICATION AND
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Two for the fall season

These are the day-to-day fall prime-time line-ups for ABC and CBS. NBC's is to be announced this week. Production companies for the series appear in parentheses. New series are preceded by an asterisk; new time slots for returning shows are indicated with two asterisks.

Sunday

	ABC	CBS
7:00		
7:30	*Those Amazing Animals (Alan Landsburg)	60 Minutes (CBS News)
8:00		
8:30	**Charlie's Angels (Spelling/Goldberg)	Archie Bunker's Place (Tandem)
9:00		One Day At A Time (TAT)
9:30		Alice (Warner Bros.)
10:00	Sunday Night Movie (various)	The Jeffersons (TAT)
10:30		Trapper John, M.D. (20th Century-Fox)
11:00		

Monday

	ABC	CBS
8:00		**Flo (Warner Bros.)
8:30	That's Incredible (Alan Landsburg)	*Ladies' Man (Leonard/Fox)
9:00		M*A*S*H (20th Century-Fox)
9:30		House Calls (Universal)
10:00	NFL Monday Night Football	
10:30		Lou Grant (MTM)
11:00		

Wednesday

	ABC	CBS
8:00		
8:30	Eight is Enough (Lorimar)	*Enos (Waldron/Warner Bros.)
9:00	**Taxi (Paramount)	
9:30	**Soap (Witt-Thomas-Harris)	Wednesday Night Movies (various)
10:00		
10:30	Vega\$ (Aaron Spelling)	
11:00		

Friday

	ABC	CBS
8:00	**Benson (Witt-Thomas-Harris)	
8:30	*But I'm a Big Girl Now (Witt-Thomas-Harris)	The Incredible Hulk (Universal)
9:00		
9:30		The Dukes of Hazzard (Warner Bros.)
10:00	Friday Night Movie (various)	
10:30		Dallas (Lorimar)
11:00		

Tuesday

	ABC	CBS
8:00	Happy Days (Paramount)	
8:30	Laverne & Shirley (Paramount)	The White Shadow (MTM)
9:00	Three's Company (NRW)	
9:30	*Too Close For Comfort (D.L. Taffner)	
10:00		Tuesday Night Movies (various)
10:30	Hart to Hart (Spelling/Goldberg)	
11:00		

Thursday

	ABC	CBS
8:00	Mork and Mindy (Paramount)	
8:30	*Bosom Buddies (Paramount/Miller-Milkis-Boyett)	The Waltons (Lorimar)
9:00	Barney Miller (Four D)	*Magnum, P.I. (Belisarius/Larson/Universal)
9:30	*It's a Living (Witt/Thomas)	
10:00		
10:30	20/20 (ABC News)	Knots Landing (Lorimar)
11:00		

Saturday

	ABC	CBS
8:00		**WKRP in Cincinnati (MTM)
8:30	*Breaking Away (20th Century-Fox)	The Tim Conway Show (Joe Hamilton)
9:00		
9:30	Love Boat (Aaron Spelling)	*Freebie and the Bean (Averback/Folb)
10:00		
10:30	Fantasy Island (Spelling/Goldberg/Columbia)	*Secrets of Midland Heights (Roundelay/Lorimar)
11:00		

at 9:30, and *Soap*, on hiatus from its Thursdays at 9:30 slot, will switch to Wednesdays 9-10. And *Benson*, Thursdays at 8:30, moves to Fridays at 8.

With the new series selection, the imprint of the production team of Paul Witt, Tony Thomas and Susan Harris in particular is deeper than ever. In addition to *Soap* and *Benson*, Witt-Thomas-Harris also is responsible for *But I'm a Big Girl Now*. *It's a Living* comes from Witt and Thomas.

In general, ABC is looking to beef up its early-evening strength and toughen up the competition on Friday, Saturday and Sunday. The new shows and the schedule:

In hopes of cutting into the dominance of CBS-TV's *60 Minutes* Sundays at 7—after unsuccessful attempts with *Out of the Blue* and *A New Kind of Family*; *Salvage-1* and *Galactica 1980*—ABC has turned to Alan Landsburg Productions for *Those Amazing Animals*. It's an hour spin-off of Landsburg's *That's Incredible*, but now the "astonishing happenings" are

taken from the animal kingdom. Hosts are Burgess Meredith, Priscilla Presley and Jim Stafford. *Charlie's Angels* will follow and then a movie.

Monday begins with *That's Incredible*, and continues with ABC's *NFL Monday*

Well done, but . . . ABC-TV wasn't conceding much, if anything, in its presentation of its new prime-time schedule to advertisers and agencies (page 31). The presentation noted that, counting from the start of ABC's new schedule last fall, ABC and CBS-TV ended up in a dead heat. Then it recognized that by CBS's calculations—from the week that all three networks had new programming on the air—CBS was ahead by a tenth of a rating point, and offered congratulations "on a fine season." But from sign-on to sign-off, ABC-TV President James E. Duffy emphasized, from September to date, ABC was still the one, with a 10.8 average to CBS's 9.8 and NBC's 9.3.

Night Football at 9.

Tuesday has *Happy Days*, *Laverne & Shirley* and *Three's Company*, hopefully to build an audience for the new *Too Close for Comfort* which will be followed by *Hart to Hart*. *Too Close for Comfort*, with Ted Knight (*Mary Tyler Moore Show*) playing an overprotective father to two daughters, is a half-hour from D.L. Taffner Productions, with Arne Sultan (*Get Smart*) as executive producer. The show, in the tradition of *All in the Family*, *Sanford and Son*, *Three's Company* and *The Ropers*, is based on a British hit, this one *Keep It in the Family*.

Wednesday has *Eight is Enough*, *Taxi* and *Soap* in new time periods and then *Vega\$*.

Thursday's line-up has *Mork and Mindy*, *Bosom Buddies*, *Barney Miller*, *It's a Living* and *20/20*, meaning that both new half-hour sitcoms have been sandwiched between established shows. *Bosom Buddies*, at 8:30, is from Paramount Television/Miller-Milkis-Boyett Productions. In

"Some Like it Hot"-style, it involves two young advertising men who disguise themselves as women to live in an all-female residence hotel. Witt/Thomas's *It's a Living* at 9:30 revolves around five cocktail waitresses.

Friday puts *But I'm a Big Girl Now* between opener *Benson* and *The ABC Friday Night Movie*. *But I'm a Big Girl Now*, (8:30-9) from Witt-Thomas-Harris, stars Diana Canova (*Soap*) and Danny Thomas. This sitcom involves a meddling divorced father living with his divorced daughter. Here the executive producers clearly are drawing upon family for ideas and talent. Danny Thomas is the father of Witt-Thomas-Harris's Tony Thomas. The Diana Canova character will be working for a Washington think tank; that's what Susan Harris's brother does for a living.

Saturday opens with *Breaking Away*, followed by veterans *Love Boat* and *Fantasy Island*. The hour comedy-drama, based on the Academy Award nominee of the same title, stars Shaun Cassidy (*Hardy Boys*), Barbara Barrie (recreating her role from the film) and Vincent Gardenia. Peter Yates, the film's director, is now executive producer of the series from 20th Century-Fox Television.

Three other shows, *Oil* and *American Dream* hours and a *Foul Play* half-hour, did not make the September schedule but were said to be the leading contenders as midseason replacements. Even in the unlikely instance that all series and time slots will work, ABC will have need for new programming when the football season ends.

In addition to the theatrical movies, ABC also highlighted several of its other "major works" for the upcoming season: among them, the eight-hour *Masada* miniseries with Peter Strauss and Peter O'Toole; the seven-hour *East of Eden*; *The Duke*, a three-hour "portrait" of John Wayne; *A Whale for the Killing*, three and a half hours, also with Peter Strauss; *The Women's Room*, three hours based on Marilyn French's bestseller, with Lee Remick, Colleen Dewhurst and Patty Duke Astin, and *Marilyn*, based on Norman Mailer's book on Marilyn Monroe.

Returning in four specials will be ABC's old *Omnibus* series, with Hal Holbrook now as host.

Among the veteran series, ABC also plans to introduce new elements and, in the case of *Charlie's Angels*, a new "Angel." In the tradition of old Hollywood, the search for a replacement for Shelley Hack will be accompanied by a publicized nationwide talent hunt. On another front, *Laverne & Shirley* will move from Milwaukee to Hollywood, where they will become stuntwomen.

Definitely cancelled are *Galactica 1980*, *The Ropers*, *Angie* and *Goodtime Girls*. In the case of *Tenspeed and Brown Shoe* and *When the Whistle Blows*, ABC gave no word to the advertisers during its presentation. Both shows, in effect, are in limbo without a place on the schedule but without the official stamp of cancellation.

FTC stopped, but will restart

Agency receives funding after one-day shutdown; authorization expected shortly; children's advertising inquiry can resume but under stricter criteria

The Federal Trade Commission, after finding itself out of business for one day last week, this week finds itself on the verge of returning to business as usual after months of turmoil.

The commission closed down last Thursday after Attorney General Benjamin Civiletti ruled that an agency without appropriations could use funds only to "bring about the orderly termination of an agency's functions." Expenditure of money for any other purpose, Civiletti said, would be a violation of a little known law called the Antideficiency Act.

The FTC's funding expired last Wednesday (April 30), and Congress did not act in time to approve either the agency's authorization or another continuing resolution, which would have provided additional temporary funding.

Under the law, the commission could not conduct business until funds had been appropriated, and FTC personnel spent Thursday preparing for the possibility of a long shutdown, while one eye was kept on Capitol Hill.

The previous day, a House-Senate conference committee approved a compromise package that, if signed into law, will give the commission the authorization it has lacked for three years.

A number of conferees expressed displeasure with parts of the bill, which, among other things, saddles the FTC with a two-house veto. But the consensus was that more harm would be done to the agency if a bill was not enacted.

The only member of the conference committee who did not sign the bill was Senator Bob Packwood (R-Ore.), who took issue with the bill's ad provisions.

Packwood particularly objected to the provision that removes the FTC's jurisdiction over "unfair" advertising—meaning that the children's advertising inquiry, which was based on the unfairness standard, would have to be restarted under a different standard.

The conference committee approved the bill Wednesday afternoon, leaving less than enough time to have the measure approved by the House, Senate and the President.

The agency's fate then fell into the lap of the House Appropriations Committee, which also met Wednesday, but failed to reach an agreement. A call from President Carter to Jamie Whitten (D-Miss.), chairman of the Appropriations Committee, resulted in passage of a 30-day continuing resolution on Thursday morning, meaning a \$7.6-million appropriation for the FTC, transferred from a State Department pro-

gram. Under ordinary circumstances, final approval of the measure would not have occurred until tomorrow (May 6), but special consideration was given to the bill by Congress and it was signed by Carter Thursday evening.

Carter, who has kept a close eye on the FTC's predicament, and who had threatened to veto any authorization bill that rendered the agency ineffective, sent letters to each FTC employee Friday morning, asking for their patience and offering his support.

Although the budget lapse accounted for an inconvenience and the deferral of some business, the key issue was the authorization bill, which still may face some challenges in the House, but which is ultimately expected to be signed into law.

There was general agreement in the commission that the bill would allow the FTC to work effectively. Following the vote on the bill, FTC Chairman Michael Pertschuk said: "The most serious threats to the agency's ability to protect consumers have not materialized. With the strong-principled stand by the President and supportive congressmen and senators, the conference agreement will permit the agency to continue the major ongoing proceedings which were under attack."

Under terms of the agreement, the record developed in the children's advertising inquiry could stand, and the inquiry could proceed. The complete text of a new rule would have to be published in advance, however, and the inquiry would have to be based on false and deceptive advertising, rather than unfair, as in the past.

Peggy Charren, president of Action for Children's Television, called the compromise bill "a qualified victory." She predicted that because the children's advertising inquiry can continue, there will eventually be some changes made in that area.

In an interview Thursday, Pertschuk said he would recommend that Carter sign the authorization bill, which, he said, does not impair the FTC's ability to protect the consumer. "Compared to what could have happened, this is a major step back from the brink," Pertschuk said.

The schedule for consideration of the bill is uncertain. The committee report was delivered to the House Thursday morning, but the House cannot begin consideration until tomorrow. It is believed that the only major effort to derail the bill may come from Representative Marty Russo (D-Ill.), who saw his amendment to exempt the funeral industry from FTC investigation watered down.

In the meantime, the commission has the funds to continue with its normal operations, and by Friday the packing had stopped and work was resumed.

On Thursday, however, it was a different story. The office of Paul Rand Dixon, who has been an FTC commissioner since March 1961, was loaded with cartons—although no packing was taking place. "These are very confusing times," Dixon said.

FCC clears way for Turner sale

Commission removes EEO hang-up from proposed transfer to Westinghouse of WRET-TV for \$20 million, money he needs for fledgling Cable News Network

Another obstacle has been cleared in Ted Turner's plan to get his Cable News Network off the ground. The FCC has removed equal employment opportunity reporting conditions from the \$20-million sale of Turner Communications Corp.'s WRET-TV Charlotte, N.C.—capital he was planning to invest in CNN.

Turner's deal with Westinghouse Broadcasting for WRET-TV was put in jeopardy when the FCC imposed the EEO sanctions, and said they would be carried over to the buyer (BROADCASTING, March 31). Westinghouse told Turner that unless the renewal conditions were resolved by Sept. 16, Westinghouse would exercise its option to terminate the sales contract.

Turner petitioned for reconsideration, arguing that Westinghouse has a well-established EEO program and that Westinghouse had reasonable minority and female representation levels. In its order last week, reversing the March 20 decision, the FCC said "our decision to sanction this station, although not explicit in the [March 20] order, was to emphasize and place TCC on notice that affirmation action is an ongoing responsibility and positive efforts are required to be maintained throughout the station's license term." The FCC further explained that "we are persuaded that Westinghouse's

result-oriented EEO record affords the reasonable assurance of continuing positive affirmative action at WRET." The FCC then granted the station a full renewal term—if the sale is consummated. Reporting conditions will still exist on WRET-TV if the sale does not go through.

Turner used the WRET-TV sale to secure a \$20-million line of credit from First National Bank of Chicago—of which \$12 million has been borrowed—to finance CNN. If the station is not sold by Dec. 1 of this year, the credit line will be reduced, although a Turner spokesman said the company will infuse CNN with whatever capital it needs to stay on the air. The *Washington Post* reported last Friday that Turner had made a \$125,000 deal with the Charlotte Broadcasting Coalition to withdraw its petition against the WRET-TV renewal. An attorney for TCC said he "denies the precise accuracy" of those reports, but did say that "the coalition and Turner have made peace."

The FCC, meanwhile, said it had no knowledge of any payments when it made the decision to reconsider its order. Furthermore, a spokesman for the FCC said it would not investigate such reports unless a formal complaint was filed.

In speech in New York, Turner takes on television establishment

Ted Turner, whose Cable News Network begins operation June 1 (see story, page 72), drew a standing-room-only crowd at last Thursday's luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Those looking for the inside scoop on the new venture may have been disappointed. But those in the audience for the charac-

teristically controversial Turner style were not.

A maverick on the attack, he lashed out at the establishment:

"Unless television changes a lot in the 80's this nation isn't going to be around the way it is today. . . . No one industry or one group of individuals is as guilty for the demise of this country as the television networks and the over-the-air broadcast stations—the cartel that has been feeding us so much garbage for such a long period of time."

He wasn't hesitant to point the finger and name names.

Claiming to quote Robert Wussler, the CBS veteran and now CNN executive vice president who was sitting nearby, Turner offered this story. While Robert Wood was president of CBS, Turner explained, Wussler asked his boss, "How do we get by running those crummy programs?" "Bob [Wood] looked him right in the eye and said, 'I leave my conscience downstairs at the door when I walk in this place every morning.'"

Regarding *60 Minutes*, which interviewed Turner this past season, he had another story. Drew Phillips, Harry Rasoner's producer, was said to have told Turner that the newsmagazine makes up its mind on the slant of its piece before it gets to the subject. "Fortunately," Turner added, Reasoner changed his mind.

In the course of his comments, Turner also criticized the programming on one local Atlanta competitor, WSB-TV, and said the station "should lose its license," and characterized Metromedia's news as "absolute yellow journalism." He also told the audience that CNN's annual budget is now around \$35 million.

InBrief

Westinghouse Broadcasting, one of the leaders in successful fight against expansion of TV network evening news in 1976, **lashed out Friday at new move toward expansion by CBS-TV** (BROADCASTING, April 21). Dr. William F. Baker, president of company's Group W Television Group (two of whose five TV stations are CBS affiliates), said he had written Robert E. Schmidt of KANS-TV Hays, Kan., chairman of CBS affiliates, that "local news service faces probable disruption and diminution if the reported CBS plan for expansion of the 30-minute early evening news to 45 minutes is put into effect." Baker said Westinghouse and many other broadcasters have "invested massive amounts of time, talent and resources" in local news coverage that would "undoubtedly" be disrupted and reduced. He renewed Westinghouse's 1976 offer to carry network news without compensation if regularly scheduled in network prime-time rather than local time. His announcement was obviously timed for CBS-TV affiliates meeting this week—and, if question should arise, those of ABC-TV and NBC-TV next week and week after.

□

CBS's consideration of **proposal to expand its 30-minute evening news** program to 45 minutes has led **Sandy Frank Film Syndication Inc.** to alert FCC to possibility of what Frank says would be **fatal erosion of stations' access time**. Frank's attorney, Kenneth A. Cox, said in letter to FCC Chairman Charles D. Ferris that no one quarrels with expanded or more in-depth news coverage. But, he said, "there is serious objection to doing it in access time." Cox said networks already control

"great bulk" of best time, and added that if CBS believes public needs additional network news, "let it carve out 15 to 30 minutes nightly or two 60-minute periods" weekly from time it already controls. Letter was sent last week in anticipation of CBS executives' plan to discuss proposal with affiliates at their meeting in Los Angeles beginning today (May 5). Frank long has been staunch defender of PTAR, which bars networks from filling 30 minutes of early prime time in top 50 markets.

□

Committee for Community Access, Boston-based public interest group, has **petitioned FCC to appoint interim operator for RKO's Boston WNAC-TV** to run station until new permanent operator is chosen. CCA argued that "public deserves to be served by the commission's choice of the best applicant . . . there is no reason the commission should have to be delayed in selecting a new operator by RKO obtaining a stay pending appeal and remaining in control of WNAC-TV." CCA suggested interim operator could be "consortium" of applicants currently before commission.

□

In statement exclusive to BROADCASTING, Republican presidential candidate **Ronald Reagan** reaffirms "my position that over-regulation and regulation by 'raised-eyebrow' stifles creativity, ingenuity, diversity of programming, and allows the government to intrude into sensitive First Amendment areas to the detriment of the public and broadcasters alike. Deregulation reduces such intrusion and produces more diverse programming. I believe that the needs, tastes and interests of the community can be served through more reliance on marketplace forces and less on the heavy hand of government regulation and control.

"Because many broadcasters are small business persons, they can ill afford unnecessary, burdensome and costly regulation and the all too

Still another new news group

WPIX(TV) New York will launch nightly half-hour feed for independents in June via Westar

Beyond Ted Turner's Cable News Network, ABC's late-night *Nightline* entry and perhaps an extended *CBS Evening News*, the broadcast news business last week heard from yet another venturer.

After two years of pursuing the idea, WPIX(TV) New York has decided to proceed with *Independent Network News*, a Monday-through-Friday half-hour newscast in prime time for television stations unaffiliated with a network. The launch is scheduled for June 9.

With WGN-TV Chicago, KCOP(TV) Los Angeles and 27 other independents joining WPIX, the initial reach will be 40 million homes, amounting to about 50% U.S. clearance. WPIX will be feeding the program via Westar satellite, at 9:30 p.m. NYT, with about 90% of the affiliates expected to carry it at 10 p.m. NYT. Contracts specify that the newscast be carried in full and during prime time.

For its rotating anchors, WPIX is using its own local talent—Pat Harper, Bill Jorgensen and Steve Bosh. A magazine-style sports feature will come from the station's Jerry Girard. Other *Independent Network News* elements will include a business feature and a national weather forecast.

According to Leavitt J. Pope, WPIX Inc. president, the program will "look like the 7 o'clock news" of the networks. John Corporon, WPIX's vice president-news, is



Pope and Corporon

heading the operation.

The network will rely upon the services of international suppliers UPITN, Visnews, UPI and AP. Affiliated stations also will contribute stories and a 10-15-person Washington bureau is to be established.

The affiliate arrangement is on a barter basis, with WPIX selling three minutes of national advertising and local stations selling an equal amount.

From advertisers (like affiliates), WPIX is looking for a year's commitment, with each 30-second spot running \$1 million annually, or slightly less than \$4,000 each evening. Already in the fold, according to Pope, are General Foods, through Young & Rubicam, and Bristol-Myers.

With a complete sell-out—\$6 million in revenues—Pope said the project would break even its first year.

WPIX has guaranteed advertisers a 4 rating, based on a reach of 30 million homes; now, with 40 million, the minimum rating drops. Cost-per-thousand is about \$3, in-

tentionally less than current network prices.

The 30 charter affiliates are: WPIX: KCOP: WGN-TV; WTAF-TV Philadelphia; WSBK-TV Boston; WDCA-TV Washington; WPGH-TV Pittsburgh; KHTV Houston; KDNL-TV St. Louis; WCIX-TV Miami; KSTW Seattle-Tacoma; KWGN-TV Denver; KTXL Sacramento, Calif.; KPTV Portland, Ore.; XETV Tijuana, Mexico-San Diego; WVTM Milwaukee; KBMA-TV Kansas City, Mo.; WUTV Buffalo, N.Y.; WZTV Nashville; WCCB Charlotte, N.C.; WPTY-TV Memphis; WCMC Oklahoma City; WOFL Orlando, Fla.; WDRB-TV Louisville, Ky.; KSTU Salt Lake City; WUHF Rochester, N.Y.; KMPH Fresno-Tulare, Calif.; KZAZ Tucson-Nogales, Ariz.; WFFT-TV Fort Wayne, Ind., and KVVU-TV Las Vegas-Henderson.

Independent Network News's reach is said to extend to all but about five markets with nonethnic and nonreligious independents.

What all this means for the Independent Television News Association, supplier of stories to independent stations, remains to be seen. Ten of ITNA's 24 members—including WPIX and WGN-TV—now have joined the network project and will have to give notice by July if they are pulling out of ITNA.

Despite the uncertainty, probably to be flushed out at ITNA's annual meeting in June, Managing Director Charles Novitz remained optimistic. "I have heard from key elements of the (ITNA) association that no matter what happens this service is essential," he said, adding that KTVU(TV) Oakland-San Francisco is among the staunchest supporters.

Novitz said that some stations, planning to carry the national newscast as well as

often accompanying administrative delays and backlogs that exist in certain regulatory quarters. I am confident that deregulation would neither foster abuses by broadcasters nor create a lack of sensitivity to the need to address the interests and concerns of all segments of their communities.

"For too long, broadcasters have been burdened by a regulatory scheme which inhibits free and full treatment of political, social and economic issues and casts doubt over renewals even where there is a proven record of superior performance. Therefore, I support efforts, such as those of Senator Goldwater, to bring some form of certainty and stability to the renewal process where the record of performance lacks evidence of serious defects."

President Carter is coming out of Rose Garden—but not to debate his challenger for Democratic presidential nomination. President last week announced intention of ending ban on travel that he had imposed on himself after hostage situation developed in Tehran, in November. Problems which had been occupying his time, he said, had become "manageable." But news secretary Jody Powell made it clear President **does not intend to debate Senator Edward M. Kennedy** in any of remaining presidential primary campaigns, though Powell said President would debate his Republican opponent after party conventions.

Saying that Johnson Newspaper Corp. has made "good faith efforts" to sell WWTN-TV Carthage, N.Y., in accord with FCC's 1975 ordered break-up of "egregious crossownership" situations, **FCC granted six month deadline extension**—from June 1 to Jan. 1, 1981—for Johnson to get rid of station.

Possibility of new House common carrier bill got big boost last week when Representative James Broyhill (R-N.C.) circulated memo to Communications Subcommittee members on revised proposals. Broyhill 6-point plan is radical one and would basically, after 12-year transition period, split AT&T in half. After 6-8 years, AT&T would be required to have in place separate subsidiary with its own product manufacturing capability and own marketing operation for all unregulated telecommunications products and services. Within 12 years, Western Electric would serve only regulated network.

James P. McCann has resigned as president of Top Market Television, New York, to form his own business in television, nature of which he will disclose shortly. **Henry J. O'Neill**, executive VP and chief executive officer of Top Market, continues in that post.

Representative **John D. Dingell** (D-Mich.) was given Distinguished Citizen's Award at annual Michigan Association of Broadcasters dinner in Washington last Thursday. Ranking Democrat on Interstate and Foreign Commerce Committee and chairman of its Energy and Power Subcommittee, he is expected to become chairman of full committee in next session, succeeding retiring Harley O. Staggers (D-W.Va.).

CBS News claims to have been burned by former Secretary of State **Henry Kissinger** regarding "Kissinger/Shah Connection" segment rescheduled to run yesterday (May 4) on *60 Minutes*. CBS said it postponed piece for week after Kissinger finally agreed to give interview. Statesman then was said to have pulled out, "alleging that it was a 'hatchet job'." Early reports last week said Kissinger planned to sue network; on Friday his Washington office characterized them as "hearsay."

their local broadcast, may take both feeds.

Earlier, WPIX had tried to enlist the resources of ITNA for its newscast, but was refused, with the membership sentiment believed to be that it should be for local, rather than national, use. Novitz speculated that minds might change now that *Independent Network News* appears to be a fait accompli.

Everybody wants a piece of sky

Satellite applications pour into FCC to be considered before May 1 cut-off; later requests will be processed, but only after current batch is finished

Two weeks ago the FCC decided that the best way to handle the stacks of satellite applications it had on hand was to set an arbitrary cut-off date and consider all satellite applications received prior to that cut-off as a group.

That cut-off date was last Thursday (May 1) and in the seven days between the FCC decision and the date, the common carrier bureau of the FCC has been deluged with applications from satellite carriers, all eager to stake their claims to the dwindling number of orbital slots.

Among the applications filed last week was the \$230-million proposal of AT&T for a three-satellite system to replace the aging Comstar system, which it and GTE currently lease from Comsat General. Like the Comstar satellites they would replace, the proposed AT&T birds would each have 24 transponders. According to the application, the three satellites would be launched into the same orbital slots presently occupied by the Comstars—87 degrees west, 95 degrees west and 128 degrees west—as the Comstars approach the ends of their design lives. The first would go up in 1983, the second in 1984 and the third in 1986.

GTE, through its GTE Satellite Corp. subsidiary, had earlier filed to insure its post-Comstar future. It proposed a K-band satellite system, consisting of two operational satellites orbiting at 100 degrees west and 103 degrees west. (Since its satellites will operate in the higher frequency band, they will not interfere with the C-band, the frequencies used by most domestic fixed satellite systems.)

Each of the three satellites would have 16 transponders, which makes, GTE said, "more efficient use of the frequency spectrum than any other [K-band] system heretofore proposed."

GTE estimated the total cost of the project would be \$198 million. That breaks out to \$132 million for the three satellites (one will remain on the ground as a spare), \$45 million for two launches by the space shuttle and for launch insurance, \$12 million for the tracking, telemetry and command center and \$9 million for "developmental costs."

To make sure that GTE and AT&T have

uninterrupted service until their proposed systems are working, Comsat asked the FCC for authority to launch Comstar D-4, a ground spare, and place it into orbit at 128 degrees west, the slot presently occupied by Comstar D-1. Comstar D-1, Comsat said, would be moved over to 95 degrees west where it would share an orbital slot with Comstar D-2.

The trick of co-locating the two satellites is done by using just 12 of the 24 transponders on each of the satellites. And by reducing the number of transponders in use on each of the birds, each would consume far less power and their lives would be extended.

Hughes Communications, which filed last November (BROADCASTING, Dec. 10), to build three satellites and launch two at 75 and 79 degrees west, asked, in the wake of the decision, for authority to launch a third satellite which would be launched into orbit at 132 degrees west. The request for the slot puts Hughes into conflict with RCA which previously requested that particular slot for its Satcom III replacement satellite. Southern Pacific Communications has also filed to launch a satellite into the popular 132 degrees slot.

While Hughes was busy going after the slot claimed by RCA and SPC, Western Union filed an application to launch a fifth satellite at 75 degrees west, one of the two slots originally requested by Hughes. (Western Union already has Westar satellites in orbit at 91 degrees west, 99 degrees west and 123.5 degrees west. It had previously filed to put a satellite at 83 degrees west, a slot also laid claim to by RCA and SPC.)

RCA got in under the wire—the day before the cut-off—with three applications. In two separate filings RCA asked to construct and launch replacement satellites for Satcom I at 136 degrees west and Satcom II at 119 degrees west. RCA said that both satellites are scheduled to come to the end of their design lives sometime in 1983 and asked the FCC to launch Satcom I-R in October 1982 and Satcom II-R in March 1983.

RCA also asked the FCC for permission to construct Satcom V and launch it in September 1983. It didn't ask for a specific slot, saying that it "will accept any orbital position capable of serving the contiguous United States." Presumably, this means that RCA would be satisfied with any of the five orbital slots between 55 degrees west and 71 degrees west that other carriers in the past have considered the space dregs.

RCA has pending applications to fly Satcom III in June 1981 at 132 degrees west and Satcom IV at 83 degrees west in October 1981. As mentioned above, RCA's claims to both of the slots have been challenged by the competing applications of two other carriers.

In the order setting up the cut-off date, the FCC emphasized that "the action is not to be construed as a freeze." Applications for satellites, it said, filed after the cut-off date will be accepted, but they won't be

considered by the FCC until all the applications filed before the cut-off are disposed of.

The FCC also said, "We anticipate the initiation in the near future of a general proceeding looking toward longer term policies and technical means of increasing the number and capacity of domestic satellites to meet growing consumer demand."

ABC, Spelling-Goldberg alleged to have cheated Wagners of profits from 'Charlie's Angels' series

The Los Angeles district attorney's office was reported last week to be investigating allegations of possible fraud involving certain ABC officials and members of Spelling-Goldberg Productions in connection with license fees for two S-G series on ABC.

ABC said, however, that its own investigation, by an outside law firm, had disclosed "no improprieties." A representative of Spelling-Goldberg also denied wrongdoing.

The nub of the allegations, which apparently stemmed from memos written by a since-dismissed ABC lawyer on the West Coast, was about \$30,000 in fees that should have gone to Spelling-Goldberg for each episode of *Charlie's Angels* and was diverted instead, during a period in 1977-79, for Spelling-Goldberg's *Starsky and Hutch*—and, after *Starsky* went off the air, for what was called an "exclusivity provision."

The attorney, Jennifer Martin, was quoted as saying in an internal memo that an unidentified Spelling-Goldberg official told her the fees were being handled this way so that Spelling-Goldberg would not have to divide them with actor Robert Wagner and his wife, actress Natalie Wood, who together own rights to 50% of the *Charlie's Angels* profit but have no stake in *Starsky*.

These fees were said to be in addition to the basic license fee for *Charlie's Angels*, which at one point was put at \$510,000 per episode and which presumably was split with the Wagners. *The New York Times*, which broke the story last Thursday, said it was believed the alleged scheme could have defrauded the Wagners of more than \$500,000.

Wagner and Wood have a private company called Rona 2, which had a 50-50 profit participation with Spelling-Goldberg in *Charlie's Angels*. Wagner also has profit participation with the company in another ABC series, *Hart to Hart*, in which he co-stars. It is also understood that the couple have other deals with Spelling-Goldberg for TV projects not yet on the air.

Al Albergate, press secretary for district attorney John Vande Kamp, confirmed a "pending investigation" into the allegations.



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No two Malrite Stations will ever be exactly the same.

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Jankowski

Until four years ago, the CBS Television Network had won every prime-time television season for two decades. Then, in a startling reversal, the third-place network, ABC-TV, took over the lead. A stunned CBS began scrambling. In the fall of 1977 it reorganized its broadcast group, appointing Gene F. Jankowski as its president, charged with putting Humpty-Dumpty (a) together again and (b) back atop the wall. Faster than anyone outside CBS would have predicted, he and his colleagues did it. They capped the feat two weeks ago by ending the 1979-80 season (by CBS's reckoning) by a slender but joyous margin of one-tenth of a rating point. In this interview with BROADCASTING editors, on the eve of a triumphant meeting with affiliates in Los Angeles's Century-Plaza hotel, Jankowski tells how they did it.

Restoring the gleam to the CBS eye

How do you account for CBS-TV's resurgence?

Good planning, good execution, good people. You have to go back to 1977, when we reorganized the broadcast group. At that point it was October of the year—we wound up with things that were already given us. We had a schedule that was already committed to. We had certain programs that were on the shelf—not much but a couple. So we said: "How can we best utilize the resources that we have, both human and financial, in order to get ourselves into number-one position at some point down the road?" We knew we weren't going to do it that season.

But whatever we did that season, we wanted to make sure we put the right pieces in place so we could build toward it. The first moves we made were in December of that year, when we

started manipulating the schedule a little bit and improved Monday night.

Who was in place at that time?

Bob Daly had his appointment [as head of CBS Entertainment] shortly after I got mine. And we had to rebuild an organization on the West Coast. One of the things that we recognized is that we have 8,000 people in the broadcast group—it's more than a one-man operation. So how we put the right people in the right place to make the important decisions on a day-to-day basis was going to be a very critical decision.

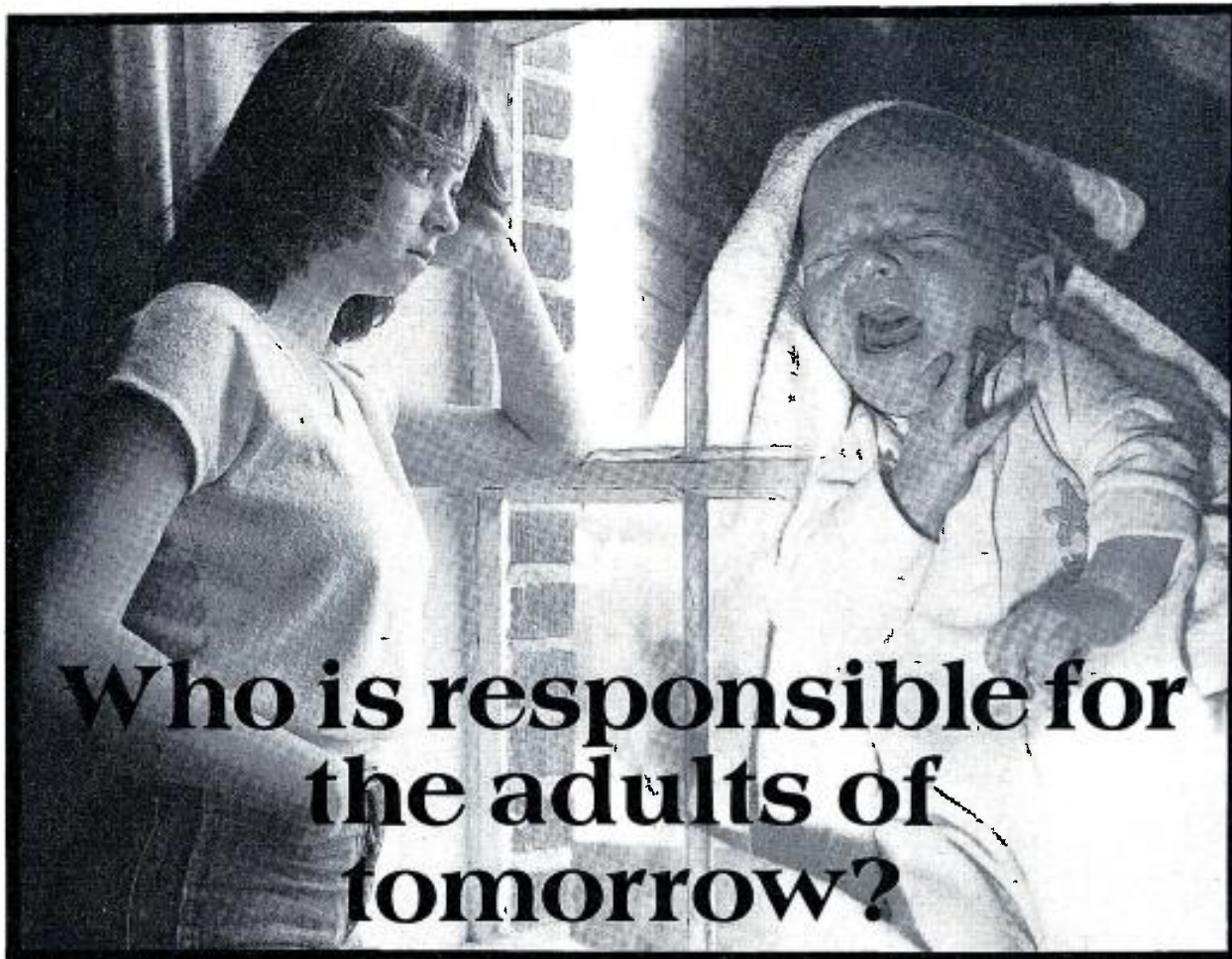
Bob has done a superb job in organizing the department. We had a mass movement of almost 200 people from New York to California as part of the entertainment division reorganization, and it obviously has been paying off. We've been able to develop what I consider very outstanding relationships with the

Hollywood creative community. And having our people out there where they could have that ongoing dialogue is a large contributing factor to that kind of success. It's paid off.

Is it a fair observation to say that almost every member of your team has outperformed the expectations the outside world had for them?

Yes, I think that's a fair statement. But in all fairness to the outside world, it wasn't as familiar with those talents as we were on the inside. I say with pride that the management team we have now—with me and six division presidents—represents collectively over 167 years with CBS.

And the reason I emphasize that is that when you're building a team, when you're dealing with 8,000 people, when you're building and rebuilding, just as in any other endeavor that



When KWTV BIG 9 News reports on the problems of teenage sexuality...Oklahoma listens.

For the last 26 years, Oklahomans have relied on KWTV for tough answers to sensitive issues. As we enter the 80's it's no different. With a total commitment of nearly 5 hours devoted to one of the most serious subjects our teenagers face, teenage sexuality. KWTV presents "Too Much, Too Little, Too Late", an exclusive report brought to Oklahomans by KWTV BIG 9 News.

Never in Oklahoma City has such a commitment been made to one subject. It's that kind of total commitment that makes KWTV BIG 9 responsive to our community. And Oklahomans have responded by making Monday through Friday's BIG 9 News at 10:00 PM Number 1.

Source: February 1980 Arbitron

The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted.

Good News, Good People
KWTV, Oklahoma City

BIG 9 NEWS

requires an organization or a team effort, the better you know the other members of the organization, the better you know how to get things done both within the structure and outside the structure, the faster you can put a championship organization together.

Do you anticipate there will be another round of affiliate swings if you come back strongly on top?

Well, there are always select markets where we think we could improve our posture, but fortunately, CBS has long had some of the best stations in most markets around the country.

You know, the press has played up the fact that ABC made all these great strides by stealing all CBS stations, et cetera, but we take great pride in the fact that, since 1977, we have not lost any major affiliate that we cared about losing.

Let me state a proposition and then ask a question. For 20 years CBS was the unquestioned number-one power in television. No one thought you would ever be toppled, but then you were. And that surprised a lot of people, and so then the affiliates got panicky, some of them, and they started moving around, trying to go with that bandwagon effect of the current winner. Now—I think to almost everyone's surprise—CBS has come back a lot faster than the world generally thought it would. I wonder if that has created a new mentality among affiliates? If they now think that the lead may change hands much more rapidly, and it's not to anybody's long-term benefit to shift? Will there be a more stabilized affiliate relationship for all networks as a result of being in close competition?

One of the things you have to realize is that ABC, in making that hard charge at affiliates of both NBC and CBS, really had a poor line-up to begin with. Now that they have worked so hard in rebuilding their line-up, they have reached close to parity, if not indeed parity, with both of us. So I doubt whether you'll see the big, aggressive switches taking place as much as they did, say, during the '76-'77 time frame.

Let me swing back then to our basic track. CBS has now nailed down its ratings upset of ABC, and has won the prime-time race for the 1979-80 season. How about next year? Are you confident that CBS will continue to stay ahead of the game?

One of the things that we try to do is not to take anything for granted. But the same competitive spirit that got us where we are today is the competitive spirit that's going to maintain our momentum. The important thing, I think, when you look at some of the reasons why we got where we are, is that we based our strategy on trying to develop ongoing series programs that would be successful. Most of the season we have seven of the top 10 in prime time.

I cannot emphasize enough the importance of having continuing series perform that well. With the success of our season for most of this year and the current success of a couple of the new programs we've introduced in the last month we will go into September with the best schedule we have had in six or seven years.

How much new programing do you expect to have?

Less than last year. Only five new series in all. And three nights of the week will remain just as they are. (See "Top of the Week.")

Are you getting into a posture where you can spend less money for program development than you did when you were rebuilding?

Well, let's put it this way. I think we're in a posture that we can get away with fewer pilots than we had back in '78, when we were trying to rebuild the schedule. As I said, when we took over in October 1977 I think the only program we really had on the shelf was *Another Day*. We had 13 episodes of *Another Day*. There was nothing else. And we said: "We're not going to let that happen to us any more."

If you could rewrite the rules now, would you take back 7:30?

I'd love to have a chance to provide a network



service for that time period. I think if we go back and take a look at the rule and what has happened since it was put in, we'd see that it really never raised the level of program quality for that time period, and a lot of stations wound up stripping game shows. I'm not so sure the public's been any better served because of the prime-time access rule.

Well, what about long-form news? How do you anticipate responding to the opportunity, or the apparent demand, for more news programing on the network?

One of the things that we're currently doing is taking a look at our total broadcast day. You have to go back to our operating philosophy, which starts by asking the question: "How can we perform a better service to the public?" And that's the ongoing question, and that service obviously takes the form of both entertainment and informational type programing.

As to the early evening news, this requires further analysis by us and our affiliates before we can determine our future course.

How are things shaping up on the profit side of the business? Your margins have been trimmed for the last couple of years. What does the future hold? John Backe [president of CBS Inc.] seemed to be implying at the last analysts meeting that

things can't go on this way.

Obviously, we're looking for new forms. We're experimenting now with single-camera tape facilities, so that the long forms that are currently on film can be produced in the same fashion on tape. That saves dollars. The more we can take programs that are on film and put them on tape, that saves money. The form itself can govern the cost. But as has been said in the past, the costs don't matter if the jokes are funny—if you can wind up with the ratings.

I think that we can get back to some very respectable profit improvement numbers in the years to come. Again, one of the things that we can't lose sight of is that, starting in 1976, when there was a shift in balance of the various creative forces, in our eagerness to catch up and in NBC's eagerness to catch up and rebuild, we had to do investment spending. But if you make the right decisions as you're rebuilding, there comes a time when you can get back to what I like to think of as a more normal business existence.

Do you have an idea of what your growth is going to be like in the coming year?

Well, the numbers that we mentioned at the analysts meeting are still what we're planning for—revenue growth of about 14%, I think, for the network economy, and about 12% for the stations.

What is the impact of inflation on your business?

We haven't had any impact. Our business is holding up rather well in all areas, network and stations, television and radio.

Does the cost of money have an impact on you or have you got enough cash so that's not a problem?

Again, back to this financial discipline approach that we have put into being. We're now making our general managers and division presidents more responsible for cash. Historically, they've never really had to worry about that, but now we're making them more conscious of cash flow, making them more conscious of asset management, receivables, how they invest in capital equipment, how they invest in programing, future film rights. Those are things that people have never really taken time to think about before.

But, again, if you're making the right creative decisions, those creative decisions can still be made properly while you remain mindful of the way the cash is being spent, what the long-term impact is of that investment.

I think one of the exciting things about CBS as we enter the 80's, really exciting, is not only that we are addressing what I refer to as the real time issues of ratings and revenues, but that we are also sitting back to plan and think about the next five years and what opportunities may present themselves down the road.

And here again, whatever thoughts we have and whatever directions we want to go over the next decade still get back to the kind of people we have to accept the various management responsibilities. And that brings us back full circle to one of the reasons why we're successful now—the fact that we have the talent within the organization to handle important management responsibilities.

You know—and this goes back to your earlier question—I somewhat chuckle about some of the critics who look upon us differently from the outside than what we really are on the inside.

I've been looked upon as a financial expert.



No. 1 Syndicated Program Again in February

19.7 33
RATING SHARE

PM Magazine rates highest of all programs in syndication in the February sweeps as it did in November.

Its fantastic ratings success is being matched by a big increase in the station lineup — including, this summer, New York City WNEW-TV, Los Angeles KTTV and Chicago WFLD-TV. More than 90 stations covering over 80% of the U.S. population already are signed for fall.

That's good news because PM Magazine is a programming cooperative. And the bigger it gets, the better it gets — for stations, advertisers and viewers.

Source: Cassandra, NSI Unweighted Average Feb. 1980, Nov. 1979
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and my entire background was English and journalism and radio and television production and direction. Bob Daly, who has been looked upon as a financial wizard, comes out of business affairs where he has dealt for many, many years with talent and what makes talent happy—working conditions, et cetera. And I can't think of anybody more qualified because of his track record and his actual job experience to do the job for which he is responsible. Jim Rosenfield [president of the CBS Television Network], who has one of the more difficult jobs in dealing with 208 affiliates around the country, and many clients, is superbly suited for that process. He has the personality, and he's had the sales experience not only to understand the business in great detail, but he also has the ability to get along with people of all kinds and personalities.

A very, very important part of our current success is the talents that we have in all these areas. And as we look out for the next five and 10 years, we're very comfortable with the fact that we have the kind of people to take us in the many directions that we hope to go. Now, you haven't brought it up yet, but it's obvious we have two divisions that will have two new presidents coming in 1981 [CBS News and CBS Radio]. Again, happily, we have a number of candidates within CBS for both of those slots. We don't have to go outside the organization for new talents.

Do you have an embarrassment of candidates?

I think so. Obviously, it depends on what you're defining as an embarrassment. But we have a sizable number of candidates for both slots, and I think that probably a more difficult situation will be making the people happy who may not wind up being the specific individuals.

That's exactly what I was thinking about, following on the Roger Mudd situation, where you had an embarrassment of anchormen, and you had to choose.

But, I think, in a successful organization, you are known by the people you lose, because as the pyramid gets smaller, you get more qualified candidates than you have openings. Obviously, there comes a point when some of the good people think there are better opportunities elsewhere. And as long as you can continue to have that image and hold that image because of performance, you'll continue to attract more good people than anybody else. And indeed that's what's been happening with CBS for many, many years.

It's no different than what's been happening over the years in the executive ranks. I mean, you look around the industry, and you find Frank Shakespeare over at RKO and Norm Walt as president of McGraw-Hill and Marv Shapiro as executive vice president over at Westinghouse and Jim Conley as president of Meredith, Phil Lombardo at Corinthian, Ted Shaker at Arbitron. All are CBS people who were in the broadcasting operation, and all good people. We continue to attract the best people, develop the best people, people capable of taking us into the next decade, but we'll still wind up with CBS people in senior positions in other organizations.

Do you have any ideas how you might make money with teletext?

Well, in effect it gives us the potential of presenting all the information that currently can be found in a newspaper. You can, from a local station point of view, handle classified advertising. And I think there are a lot of

services that teletext can provide to the local community that some businesses may be willing to pay for. You can provide airline schedules, for example. Special menus for restaurants. Department store sale advertising. There's a potential there.

What we're doing is studying it, and we'll know more a few months from now than we do today. But the important thing it emphasizes is that we're willing to put up money to explore new opportunities. And if you go back in our history, one of the reasons why there have been a lot of successful developments that have helped the American public enjoy life a little bit more is because CBS has put the money into research and development. The 33 rpm record is one of the more notable examples.

Take television itself. When everything was radio, going back into the 1930's, CBS invested a lot of money trying to develop this new medium. There's an awful lot to be said for big business, you know, because it's really big business that has the opportunity to invest money in research and development and is always looking for the new idea that will make life a little bit more enjoyable, better understood. If we were a little local operator, I'm not so sure we'd have the capital necessary to invest in this, exploring new avenues and new ideas.

Are you at a point that you would concede that the coming on of cable will make a significant difference in your business in the next five years?

No. Last November, giving a speech in Hollywood, I said that what really is important is the message, not the means of distribution. And as long as commercial broadcasting can continue to supply the best in information and entertainment, it's going to be around for a

Ready to rejoice

CBS affiliates gather in L.A. for their annual meeting with ratings win to celebrate; speakers include Jankowski, Backe, Cronkite and Rather

A record—and presumably jubilant—crowd of CBS-TV affiliates, are in Los Angeles this week for the first round in the 1980 series of meetings between TV networks and their affiliates.

CBS officials said they expected more than 820 station people, representing "virtually all—say 99.5%—of the network's affiliates to be on hand for the convention, which comes after CBS's upset victory over ABC-TV for prime-time leadership for the 1979-80 season (BROADCASTING, April 21, 28).

Business sessions start this morning, after a welcoming cocktail party Sunday evening.

Gene F. Jankowski, president of the CBS/Broadcast Group, will speak at the Monday luncheon, and CBS Inc. President John D. Backe will participate in a question-and-answer session with the affiliates on Wednesday.

A major sports presentation is scheduled for the Tuesday luncheon, and

the Wednesday program will include a CBS News presentation on political convention and election coverage plans, plus appearances by Walter Cronkite—making his last scheduled speech to affiliates as *CBS Evening News* anchorman—and Dan Rather, designated to succeed him early next year.

The three-day agenda centers on CBS's new fall prime-time schedule, prime-time specials, motion pictures for television and miniseries, daytime, sports, late-night, news and public affairs programming and engineering and technology.

Robert E. Schmidt of KAYS-TV Hays, Kan., chairman of the CBS-TV Affiliates Board, will open this morning's session and be followed by CBS-TV President James Rosenfield. Other Monday speakers include Robert A. Daly, president of CBS Entertainment, and B. Donald Grant, vice president, programs; Arnold Becker, CBS/Broadcast Group vice president, national television research; Bernie Sofronski, vice president, special programs, CBS Entertainment, and John Blessington, CBS-TV director, educational relations.

On the roster for Tuesday are Robert Hosking, CBS-TV vice president, affiliate relations; George Shannon, vice president, production facilities and engineer-

ing; Michael Ogiens, CBS Entertainment vice president, daytime programs; Paul Isacson, CBS-TV vice president, sales; Faith Franz Heckman, vice president, children's programs, and William Self, vice president, motion pictures for television and miniseries.

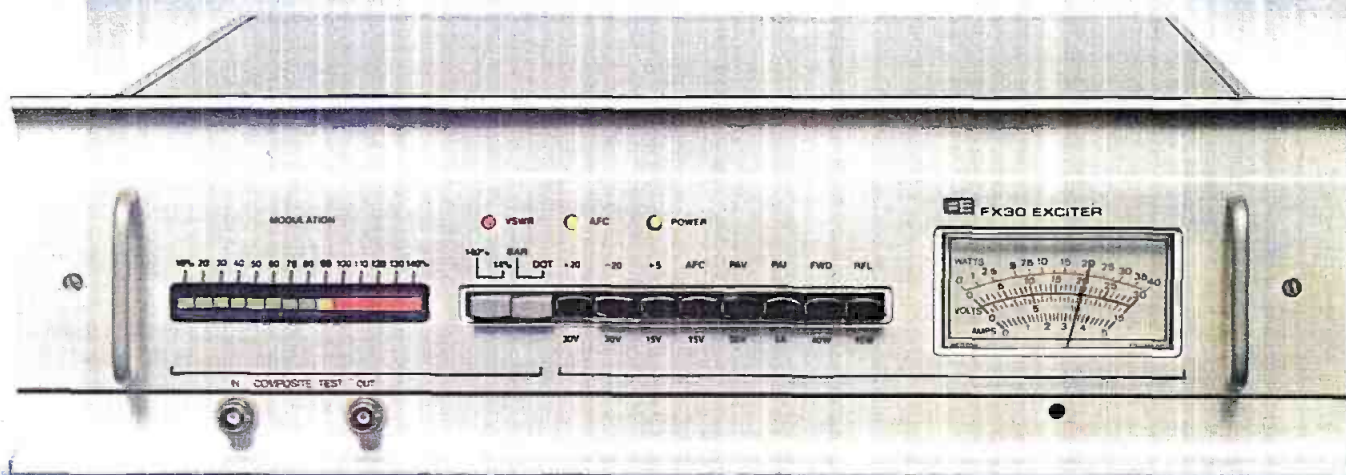
The sports presentation at the Tuesday luncheon will be introduced by Frank M. Smith Jr., president, CBS Sports.

On Wednesday, participants in addition to President Backe will include Donn O'Brien, CBS/Broadcast Group vice president, program practices, and Steve Sohmer, CBS Entertainment vice president, advertising and promotion. The CBS News presentation on political coverage will be led by William Leonard, CBS News president, and Robert Chandler, vice president and director of public affairs broadcasts. Both Cronkite and Rather are also slated to appear at the Wednesday session.

The convention will end with a banquet and variety show Wednesday evening. The convention will be based at the Century Plaza hotel but business sessions will be held at Century City.

ABC-TV affiliates will meet at the Century Plaza May 12-15. NBC-TV affiliates will meet there May 18-20.

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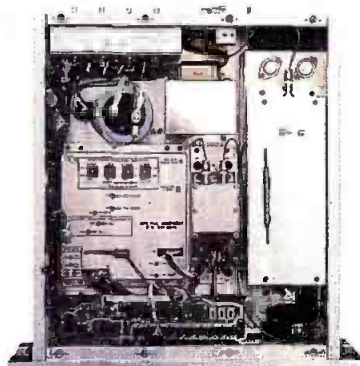
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long time. But that's not to say that there aren't opportunities to make viable businesses—as, indeed, cable operators are now finding out around the country—programming for videodisks, programming for videocassettes, the right kind of programming for specific cable channels.

All are within the realm of possibilities, but I don't think they'll be of a magnitude in the next five years that they'll significantly impact commercial broadcasting.

Right now you've got four television screens built into your office wall, so that you can watch the three networks and an independent or public broadcasting simultaneously. Can you imagine redesigning this office at some time in the future for more screens? And if so, how many might there be?

No. I really can't. I really can't.

You mean it's going to remain just the three networks and something else? Is that what the basic choice is going to be for the viewer?

Well, again, what you have to get back to is the message. And if you understand that commercial broadcasting now presents to the American public what really is the best that money can buy—the best creative ideas, free, well executed, extremely costly—and if we continue to provide that kind of product, we're going to remain viable for a long time.

People can speculate, but most of the speculation is based on technology, not on the message. And what I'm saying is that we need to take a look at the consumer and his needs. Home Box Office has been successful because feature films are providing something on a continuing basis in an economical fashion that has made enough people interested in bringing pay cable service into their homes. The real issue that we are always dealing with is what is the message that we're going to provide tomorrow, next season, next year? What's going to continue to make more people want to turn on CBS than any other means of programming available to them?

How soon will you go to satellite-to-home?

That's a loaded question. I'm not so sure we'll ever go to satellite-to-home. First of all, there's the practical side of it. Second, I have to ask the question, what is it going to provide that isn't now provided to the American public. Everything in life is a trade-off. What does it do to localism? The reason why our commercial broadcasting has been so successful, both radio and television, is that we have always been able to provide something for the local citizen. We talk about networks, but we're nothing but a collection of local markets.

So the image that the station has is really built by what the individual citizen of a certain locality thinks of that station. And when it comes to times of crisis—as we demonstrated again in New York during the transit strike—what better form of communication is there to the people of this city than commercial broadcasting, radio and television? What happens to that localism when we start to dream about some of these other things?

But again, to go back to your question, you really have to go back to the citizen again. You talk about all these new technologies and new avenues of communication. But what is the message going to be delivered and what is it

going to offer to me as a citizen that I don't now have?

All right, let's take as a given that no matter what the technology, the message is not going to change. But let's take as a possibility the fact that the technologies are going to change dramatically. That has to have an impact somewhere along the line. If we're only going to consider delivery systems, where are you going to fit among the delivery systems?

I'm not suggesting that there won't be change. What I am suggesting is that CBS is ahead of change because we're thinking ahead, and I think that, no matter what happens, we're positioned with people and plans so that we're prepared to take advantage of whatever



opportunities present themselves.

What are your priorities? What's on your list of what you've got to do in 1980 and what you've got to do from 1980 to 1985?

Well, we're right back to that continuing situation of how do we make the product better. You know, we're not perfect by your standards and we're not perfect by our standards. We can always find areas where we can improve. While the rating race is close, we'd like to be farther out front, and that's going to take time and attention.

In daytime we're in second place, and we're going to be back into first. So that's taking time and attention. I think that there's an opportunity for more informational type programming and how we bring that about is taking some time and attention. In the local station area we're not number one in any market in television. So that's taking some time and attention.

You can prioritize that list anyway you want. To me they're all important—just making sure we have the time to address the issues is the most important aspect of it. And we're doing that fairly well. As I say, we have some good people in key decision making slots.

What are the exciting things going on in CBS News right now?

Last year we had more news hours than ever

before in history. This year we're going to have even more. So we have, again, the continual question of how to make it even better. That's why we wound up with the 90-minute *Sunday Morning* news broadcast. That's why we wound up with changes in the form of the morning news. That's why we wound up with the news division, in the course of a month, contributing a program in every single daypart.

Once a month we have *Magazine* for women. Once a month in the afternoons we have *Razzmatazz*, for school-age kids. On Saturday mornings we now have *30 Minutes*. For eight years we've had *In the News*. Late night once a month we put on *Your Turn: Letters to CBS*. We introduced *Sunday Morning, Sixty Minutes* is in prime time. And we're still looking for ways to improve upon where we already are.

And once you stop, you're going backward. We have a position of leadership that we're dedicated to maintaining, and the only way we can do that is by continually looking for new opportunities to improve the service we provide to our stations and to our listeners.

How about sports?

For many years we never put the time and attention to the sports area that we should have, and that's going through a rebuilding process. We've started with two areas of special importance.

First there is *Sports Spectacular*, which had been long ignored. Last year we started to improve that product. We put together a new logo. We started a new advertising campaign. And this year we're starting a special Sunday edition. Happily, the 1980 ratings for the season to date are better than they were a year ago.

NBA basketball fell off somewhat last year. So we asked ourselves how we could make the season better this year. And we put in a couple of modifications. Games started early, happily. We added Bill Russell to the supporting team that covers the event. Rather than have high regionalization of Sunday afternoon games, we've gone to trying to pick the best game of the afternoon. And we've had better than 10% improvement in the ratings.

So much of what we do in sports, however, is really a function of the events, and there you're limited to contracts. But there again we're also doing everything we can to see if we can't make the kind of acquisitions that will help us round out our over-all sports program.

How about the owned stations?

They're working extremely well. In the television stations division what we've been doing for the last couple of years is rebuilding the operation, making it stronger, identifying obvious problems and doing something with them.

The most notable example is KNXT(Tv) Los Angeles, which during many parts of the day was literally the fourth station in the market—at one time, 10 years ago, we were the dominant station out there. So we said to ourselves, if we really want to play a dominant role in that market again, we have to provide a service to the community the likes of which Los Angeles had never seen before. How do we do that? Well, we start with the local news image. To establish that we said we were going to do more than anybody else. So we went to two and a half hours of news, more local news in the evening than any other station in the country. That has been working very dramatically for us, happily.

This September we're going to provide a locally produced public affairs program seven days a week from 7:30 to 8. We have successfully been producing a program called

Two on the Town one night a week. We're going to expand it to five nights a week, hiring a lot of extra people to produce that program, but again dedicated to the Los Angeles community.

But all those developments—those investments in time and people—have been paying off. KNXT has just received an award from the California state broadcasters, as the best local news in Los Angeles as a result of all those efforts. And now we're nipping at the heels of KNBC-TV, and many nights we'll beat NBC. So we've made some dramatic rating improvements.

What's going to happen to your rates?

I think they'll go up. We're living in a commodity business, based on supply and demand. It continues to be proved that more and more advertisers recognize the selling power of television. And our economic base over the years has continued to grow. And I predict it will continue to grow. The more advertisers that use the medium, the more are successful with it. The more successful they are, the bigger their budgets, the more other advertisers learn about its success.

Have your rates reflected the audience increases that you've had this year?

Yes, they have. The major impact, however, probably won't be felt until the fall of this year. We've had a very high percentage of up-front selling, so that last May and June when advertisers bought the bulk of our inventory, they bought it at ratings that were actualities last spring and estimates for the fourth quarter. Now that we've exceeded our estimated performance, that will be reflected in '80-'81.

Is it correct to say that CBS is going back to an older demographic?

If you take a look at the demography of our current schedule, you'll find it's much younger than it was a year ago, that we've improved 18 to 49. What we're mindful of is that the demography of the country is changing, and as the population gets older, our programing continues to appeal to that audience. There are too many important people 35 and older and 50 and over to ignore them. And as mandatory retirement changes to 70, we have older people with more discretionary income, more freedom. And I think they're a more viable marketplace than the advertisers believed them to be in the years gone by.

So, as we get bigger ratings, as we obtain larger ratings, because the older people are so much a part of the population, it will look like our audiences are getting older. But we're going to keep pace with the times. And if you're going to be number one, you're going to have more involved demographics.

Is the programing of CBS now more like it used to be? Are you more comfortable with your programing these days?

Well, I feel more comfortable than with what it was in 1977. We're responsible for putting together 22 hours of prime-time entertainment programing, and our attitude is that within that 22-hour spectrum there should be something for every discriminating viewer. If I happen to like public affairs programing, I know on CBS I'm going to find something someplace in the schedule. Not only am I going to find *60 Minutes*, but I know on a probably more regular basis I'm going to find documentaries over the

course of a year. We still commit for a minimum of 20 documentary hours in prime time. If I like sophisticated adult drama, I'm going to find it on CBS—*Dallas* or *Knots Landing*. If I want situation comedy of varying kinds—from *Archie Bunker's Place* to a *M*A*S*H* to a *Flo* to an *Alice* to a *Jeffersons*, I'll find it in different forms and different varieties. But I know importantly that in that 22-hour spectrum I'm probably going to find more different kinds of programing that will appeal to more different kinds of viewers, so that over the course of a week we're going to wind up attracting more viewers than any competing network. And indeed our current schedule represents that.

What's your perception of the competition?

Very aggressive. Highly competitive, very aggressive.

Do you perceive cracks in ABC's walls?

One of the things that helped us get where we are is an attitude that we don't take anybody for granted, that the important thing is that we concentrate on our problems, develop some ideas of what we want to do about our problems and then execute them in the best fashion possible. And if we do all of it right, then the right things are going to happen. And that's a philosophy that we've been following and a philosophy we'll continue to follow. And you can't execute that without always being mindful of what the competition is going to be doing.

And as I mentioned, the competition is very aggressive, and they're very competent. That's one of the reasons why I think the American public has the opportunity of seeing some of the best television they've ever had. ■

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Programing



Rich

Lee Rich and Lorimar: on a roll

The success of 'Dallas' and 'Waltons' has put them at the top of Hollywood's TV mountain; now they're expanding with movies and syndicating shows

When J. R. Ewing, the rascalion eldest son of the *Dallas* clan, got his come-uppance in the form of a well-aimed bullet, almost 50 million people stayed home that Friday night to watch. It was the final new episode of the season for the CBS-TV show, and the 32.7 rating/52 share the program received made it the most watched show of the week. For the just concluded season, the show ranked sixth among all regular series, up from 40th in the 1978-79 television year. The show did much to boost CBS's rising star, and, according to a report from the Ted Bates Co. advertising agency, *Dallas* may lead the way toward the firm establishment of the prime-time soap opera as the new programing form of the era.

The good news for fans of the series, according to Lee Rich, president of Lorimar Productions which makes the show, is that J.R. (played by veteran actor Larry Hagman) isn't going to die from that much-watched gunshot. The bad news, for now, is that Rich isn't telling who pulled the trigger on America's favorite SOB.

Lee Rich and Lorimar have become among the hottest makers of television programs in Hollywood. The company's

series are now sought after by all three networks. Lorimar has expanded mightily into the making of theatrical films. It is a prominent producer of made-for-television movies. And it has broken at least one long-standing Hollywood tradition by moving its independent production company into the syndication business—reserving for itself the financial cream of television, according to Rich.

Started 12 years ago by Rich, Chairman Merv Adelson and Irwin Molasky, a Nevada real-estate developer, Lorimar established an early reputation for itself as a maker of highly commercial and critically acclaimed made-for-television films such as *Helter Skelter*, *The Blue Knight* and *Sybil*. It also made *The Waltons*, currently in its eighth season on CBS, and more firmly established itself as a maker of family dramas with ABC-TV's *Eight Is Enough*. This season it carried on that tradition with NBC-TV's much-touted *Skag*, which the network pulled from its schedule but says it intends to return.

But it has been *Dallas*, just concluding its second full season, and its spin-off, *Knots Landing*, that have catapulted Lorimar to the top of Hollywood's television mountain. The company, as Coast slang would have it, is on a roll. Last year, according to Rich, Lorimar grossed \$85 million in television and \$70 million from its feature films.

Unlike many leading Hollywood pro-

ducers, Rich considers himself as much a businessman as an artist and he pours over rating reports (back copies of which he keeps at his fingertips) with the intensity of a time salesman or a network executive. Formerly the head of programing for Benton & Bowles, Rich knows both sides of the television business, and from his position he sees himself at a distinct advantage over his competitors.

Lorimar's recent success, he says, comes from luck and, more important, from "recognizing what the television business is all about."

"I find that many of my cohorts out here don't know anything about what makes the television business work," he says. "If you went out and asked producers how a rating point comes to be, I think you'd find very few who know."

"Television is another medium for advertising—nothing more," he adds. "It is an entertainment-advertising medium."

Rich's business sense has extended the company well beyond the confines of sound stages or booths at the Polo Lounge. The company currently has five salespersons in the U.S. and foreign sales representatives in Europe, Asia and Australia. *Dallas*, already a European hit, is set to enter the domestic syndication market next year. The company is currently offering *Eight*, a package of made-for-television films, up to eight Lorimar-made feature films a year and the 500-title

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Allied Artists Picture Corp. film library Lorimar acquired late last year for \$7 million. The firm also has opened its own record company.

It was into the television syndication business, however, where Lorimar first began to diversify and that, according to Rich, was the result of the firm's decision to no longer pay syndicators the 30%-40% of gross they can demand.

"The guy who made all of the money and took none of the risk is the syndicator. We came to the conclusion that that was ridiculous. Why should we give that much away?" says Rich.

He adds that he expects other independent producers to follow Lorimar. "If you have enough product to keep those salesmen busy, I don't see why any producer shouldn't go into syndication," he says. (Tandem Production/TAT Communications is the other major independent producer that has turned to syndication.)

Rich's approach to the making of television shows is not universally endorsed by his competition. Grant Tinker, president of MTM Enterprises (which Rich puts among the top of his list of Hollywood production companies), calls *Dallas* a "disgrace" and "a sad use of an hour of prime time." He adds that *Waltons* is "first-rate" and that *Eight* "is somewhere in between."

"It's sad that television doesn't spend more of its prime time doing worthwhile things," says Tinker of *Dallas*. "I just wish there was more television that is nourishing. You can't hate me for that."

And, indeed, Rich is not so taken by his television shows that he fails to see them for what they are—a phrase he appends to the description of each.

"We do what we think will sell," admits Rich. "And we do it as good as we possibly can."

"I don't pretend that *Dallas* is anything more than it is—a tongue-in-cheek, nighttime semiseria. It's a little trashy. It's larger than life. We know exactly what it is," he says.

But, he adds, "I believe that based on the demand for original material for television, television has more quality than motion pictures. We're as proud of *Dallas*, *Waltons* or *Eight Is Enough* as we are of 'Being There.'"

In addition to the four current series (all of which are expected to return next fall) Lorimar currently has six pilots in production for next year—one of them, *Secrets of Midland Heights*, has been picked up by CBS. And *Skag* still appears to have some sort of network future. This spring, the company ranked third among all Hollywood producers in prime-time shows—behind Universal Television and independent producer Aaron Spelling.

The company has had its recent failures, as well—most notably *Big Shamus*, *Little Shamus* that lasted only four weeks last fall on CBS-TV.

"That's the business," says Rich. "If you don't like the business, get out. Under today's conditions, that's one of the rules. I don't have to agree with it. But it's the rule."

Monitor

Divorce or play? Word from BBC in London last week was that it had given Time-Life Films notice that firm no longer was wanted as distributor of BBC fare in Americas. BBC is believed to be upset that not enough of its product has shown up on commercial networks, instead of just Public Broadcasting Service. There was, however, speculation that this might just be power play by BBC which would continue relationship but under new contract terms. Whatever case, BBC has to give T-L two years notice and if divorce comes, it won't be until May 1, 1982.

A first. Producers David Wolper and Stan Margulies showed their six-hour miniseries, *Moviola*, to about 35 television critics at NBC-sponsored press tour in Los Angeles. Although Wolper and Margulies have been teamed for years, \$9-million project is first made under new Wolper/Margulies Productions banner. Miniseries is set to air May 18-20 as part of major effort by NBC to gain in May rating sweeps. Based on Garson Kanin's anecdotal best-seller of behind-the-scenes Hollywood, television presentation includes: "The Scarlett O'Hara War," story of David O. Selznick's search for heroine of "Gone with the Wind"; "This Year's Blonde," tale of early career of Marilyn Monroe, and "The Silent Lovers," romance of Greta Garbo and John Gilbert.



Margulies and Wolper

On the firing line. NBC Entertainment President Brandon Tartikoff also took his maiden voyage with national press during NBC press tour and said network still has "decent chance" to take number-one slot by Christmas. Certainly, he said, "this network is not going to be referred to as being a 'dismal third' by December." Tartikoff also touched on number of other subjects of interest. Of *United States*: "It seems like it's found its audience, but the question is whether that audience is large enough." Of *Saturday Night Live*: "There will be a *Saturday Night Live*, if for no other reason than NBC owns that title. Our intention is that Lorne Michaels will be the executive producer." (Show is said to be on precarious footing as result of Michaels and others losing interest in it.) According to Tartikoff, if regulars leave show it will go through major revamp "tailored" to new creative staff.

When and how long. Out-of-court settlement was reported last week to have stipulated that Bill Hillier's *Wide World of People* syndicated TV show be broadcast for next three years only in time periods other than prime access and other than periods already occupied by Group W's *PM Magazine*. Settlement resolved issue raised by Group W's contention that Hillier was contractually obligated to give Group W exclusivity on programs similar to *PM Magazine*. June 30 termination of exclusivity agreement was also agreed upon, participants said. *Wide World of People* is distributed by Victory Television, which said it has been sold in 20 markets "before this problem arose."

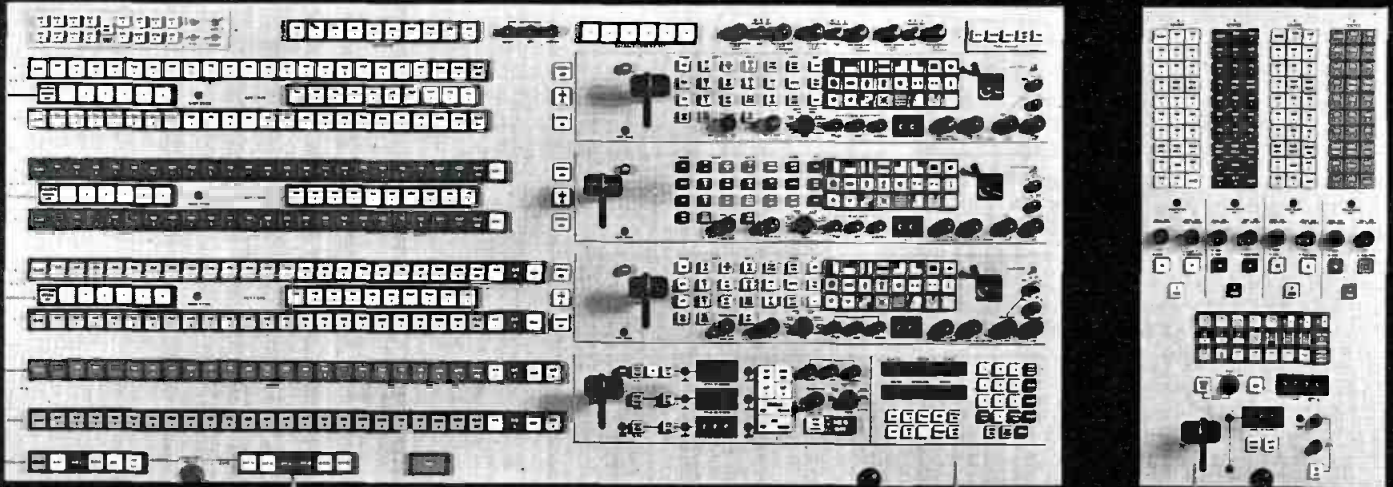
Kids' soap. Meredith Broadcasting, in association with Alan Sloan Inc., has committed itself to produce series of five half hours in soap opera form, "designed for youngsters 11-14 and their parents." Programs, yet untitled, will "deal with problems teen-agers face in their relationships with peers and parents," with script topics reviewed in advance by teachers, psychologists and others. First episode is to air on Meredith's five TV's in September and group broadcaster also anticipates syndication. If successful, idea is to go to full-fledged series.

Acquired by Mobil. *Churchill and the Generals*, three-hour dramatization of British statesman's years as World War II leader, is planned for next January on "Mobil Showcase Network," ad hoc group of stations. Show is co-production of LeVien International and BBC.

For the kids. ABC-TV, for 1980-81 Saturday children's line-up will be offering five new programs and returning three veterans. Newcomers are animated *Fonz and the Happy Days Gang*, *Richie Rich* (from comic books); *Dingbat* about "frightened dog with vampire characteristics" and *Heathcliff*, alley cat (from newspaper comics); and *Thundarr*, new heroes on earth in future. Coming back will be *Superfriends Hour*, *Plasticman Family* and *Scooby and Scrappy Do*. Among more frequent information-oriented shorts will be new *Dough Nuts* about using money wisely. Elsewhere, for youngsters, Sunday will continue with *Kids Are People Too*, but now in new hour format from New York. There are seven new *ABC After-school Specials* (and seven encores) as well as eight new *ABC Weekend Specials*. *Specials* will also include "Watch the Program: Read the Book" campaign.

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1980-the year Vital doubled its sales-personnel-plant facilities.

ABC wins first post-season week

ABC-TV was back in the winner's circle for the week ended April 27, earning a 16.9 prime-time rating and 29.0 share to CBS-TV's 16.4/28.2 and NBC-TV's 14.6/25.2.

While any victory is to be savored, this one was anticlimactic. CBS had won the official season a week earlier by a tenth of a rating point (BROADCASTING, April 28).

In this first week of "post-season" activity, ABC won Monday, Tuesday, Thursday and Saturday; CBS took Friday and Sunday, and NBC pulled out Wednesday.

Of the week's leading programs, mostly repeats, ABC and CBS each had five of the top 10. Leading the list was CBS's *60 Minutes* (24.9/46); then ABC's *That's Incredible* (24.6/40) and *Three's Company* (23.4/38); CBS's *M*A*S*H* (21.5/34); ABC's *20/20* (31.3/40); CBS's *Dallas* (21.1/39), *Dukes of Hazzard* (21.1/36) and *Flo* (20.9/33), and ABC's *Love Boat* (20.7/37) and *Taxi* (20.6/33).

With its new shows, *The Six O'Clock Follies* and *Speak Up America*, NBC could have hoped for greater sampling. A special hour introduction of *Follies* (13.2/22) was bested Thursday night by ABC's *IBM Presents Baryshnikov on Broadway* (19.7/32) and CBS's *Hagen* (17.8/29). A *Follies* half-hour on Saturday did worse (10.5/19). *Speak Up America* Tuesday night brought NBC only a 12.5/22. There was, however, reason for encouragement for *The Big Event: Sunday Games* (19.1/31) which NBC plans as an occasional format.

PlayBack

Tennis anyone? Golden Gaters Productions, Emeryville, Calif., plans to offer satellite radio coverage of 1980 Wimbledon tennis championships. Bob Mansbach will anchor programs, to include daily updates beginning June 22 and play-by-play of finals on July 4-5. Last year's Wimbledon was carried by 151 radio stations. GGP plans to ask \$2,900 per 60-second spot and has offered Congoleum Corp., Transamerica, Lipton Tea, Budget Rent-a-Car and Canon right of first refusal for package. For information contact Robert Horowitz, (415) 652-8404.

Mixing media. What's best way to promote new movie, television special or book? Radio, according to Bob Mazza, partner in new Pro Radio Network Inc. Los Angeles-based company arranges live telephone interviews with name celebrities. Clients pay \$200 for each interview, and local radio stations generally pick up phone charges. Company tries to concentrate on talk or interview stations in top-100 markets. Clients have included Xerox, Mobil Oil, Time-Life Television and Universal Television. Some clients, such as *CHiPs* producer Cy Chermack, have done as many as 200 interviews for stations around country. Mazza and partner, Gail Cottman, both formerly with MGM-TV publicity department, estimate that Pro Radio has set up 2,000 interviews since company opened its doors in January.

First fives. The top five records in **contemporary radio** airplay, as reported by BROADCASTING's *Playlist*: (1) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (2) *Call Me* by Blondie on Chrysalis; (3) *Lost In Love* by Air Supply on Arista; (4) *Fire Lake* by Bob Seger on Capitol; (5) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists. The top five in **country radio** airplay: (1) *Good Old Boys Like Me* by Don Williams on MCA; (2) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (3) *The Way I Am* by Merle Haggard on MCA; (4) *Gone Too Far* by Eddie Rabbitt on Elektra; (5) *Lucky Me* by Anne Murray on Capitol.

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.



Evey



Roberts



Hilford



Frank



Rush

Founding fathers. Getty Oil Co. and the four Hollywood movie companies that announced a proposed new satellite-delivered pay cable service two weeks ago (BROADCASTING, April 28) were still keeping their plans to themselves last week. The men believed most responsible for forging the new alliance have been identified, however. They are: Stuart W. Evey, vice president and general manager of Getty's diversified operations division; Steve Roberts, president, telecommunications division, 20th Century-Fox Film Corp.; Lawrence B. Hilford, senior vice president, Columbia Pictures Industries; Richard H. Frank, president, Paramount Pictures Corp. Television Distribution, and Al Rush, president, MCA-TV program enterprises, MCA Inc.

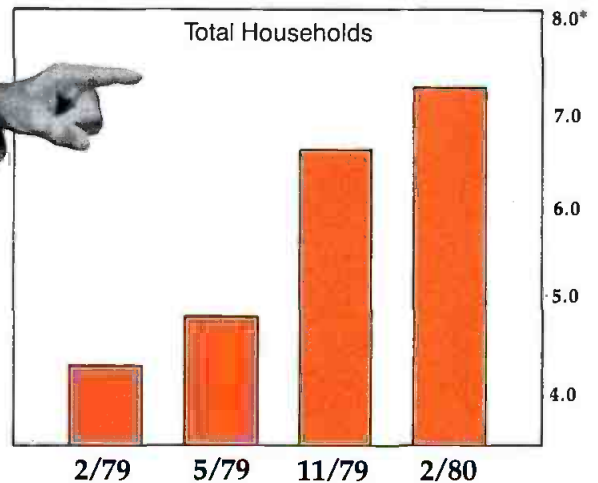
According to Evey, the five partners in the joint venture will be setting up an independent company with its own executive office. It is not believed that any of those responsible for establishing the still unnamed firm will become officers of it.

Getty, like Mobil and Exxon, is a major energy company that is diversifying into the communications field. According to Evey, Getty's

move last year into cable networking with ESPN (Entertainment and Sports Programming Network) and the new company are not moves from its basic business. In 1979, Evey said, Getty devoted roughly 1% of its \$1.3-billion capital budget to ESPN and other communications interests. "Roughly the same proportions" will be expended in the new field from the \$2-billion 1980 budget, he said.

Diversification of oil companies has become a subject of serious political debate, but on a more immediate level the Department of Justice antitrust division is expected to look into the complaints regarding the plan—and, ironically, in connection with its two-year-old inquiry into the Motion Picture Association of America's complaints of alleged antitrust law violations by HBO (BROADCASTING, Dec. 5, 1977). The MPAA charged that HBO had 80% of the pay cable programming market—an amount it said constituted a monopoly. A Justice Department spokesman, who indicated the likelihood of the new investigation, said the focus would be on a possible violation of Section 7 of the Clayton Act, which prohibits acquisitions or mergers that restrain competition.

You can't ignore a soaring fever.



*Figures computed in millions.

Dance Fever—nine of the top ten markets are already sold for year III.

Last season's most successful new access program is having a phenomenal second year. The ratings tell a story that can't be denied: in market after market, audience after audience, Dance Fever has dramatically improved over its station's previous programming.

A dynamic mix of top performers, guest celebrities and competing dance teams, Dance Fever is a sure-fire winner. Call your Fox representative now, and come soar with us in year III.

**DANCE
FEVER**

Starring
Denny Terrio
& Motion

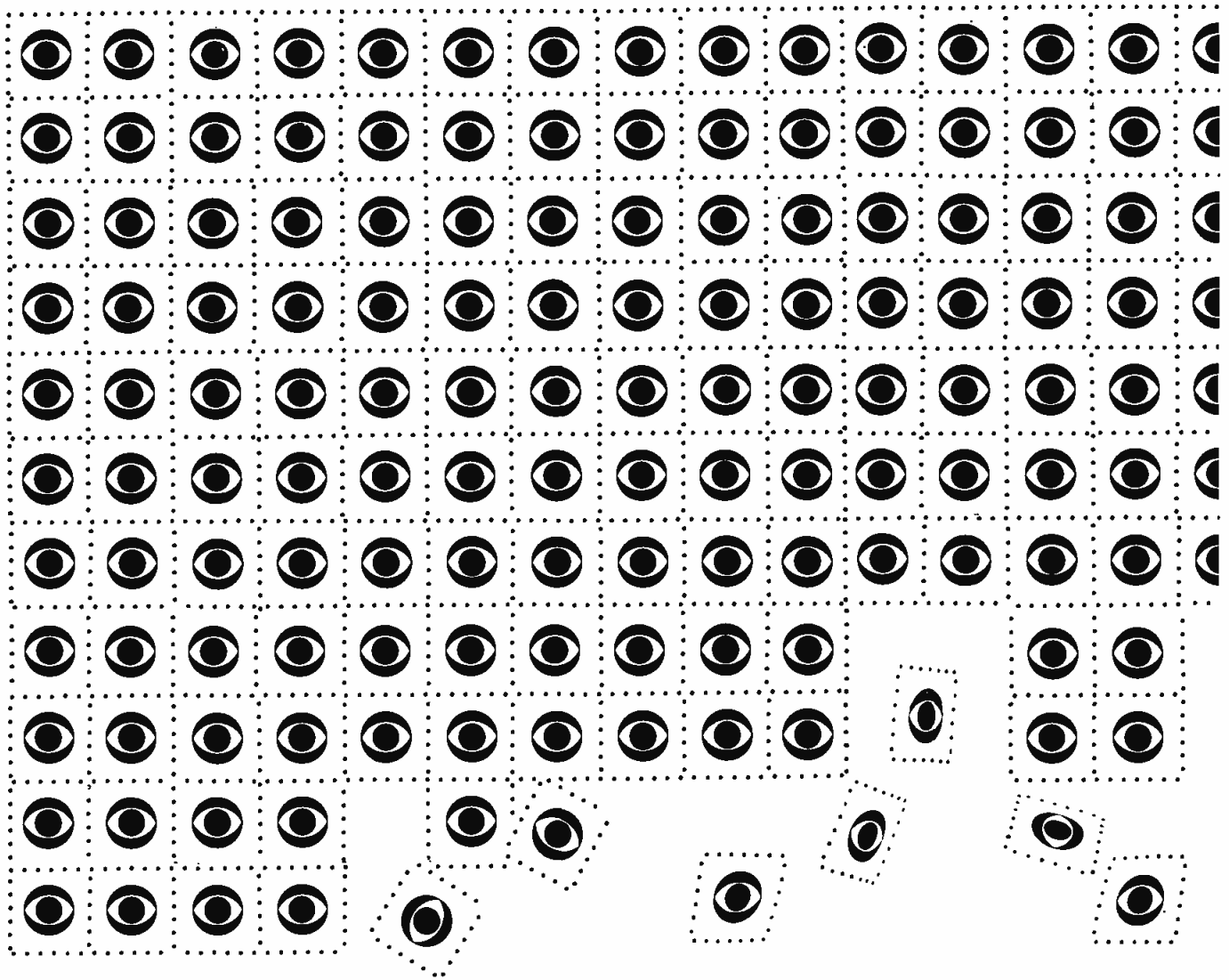


Source: Total household delivery—NSI
Syndicated Program Analysis, 2/79, 5/79, 11/79
And 2/80 Cassandra Program Systems, Inc.

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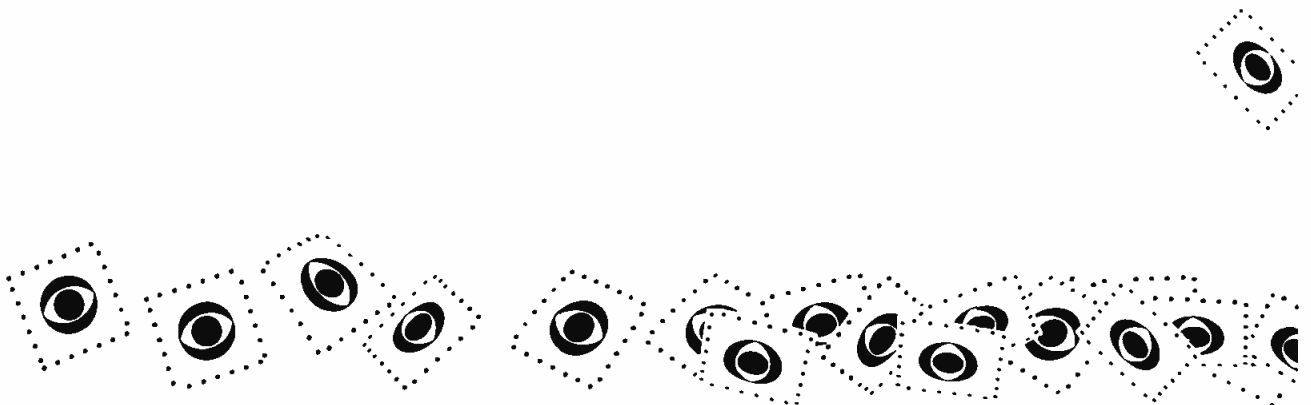
A lot of good things are going on

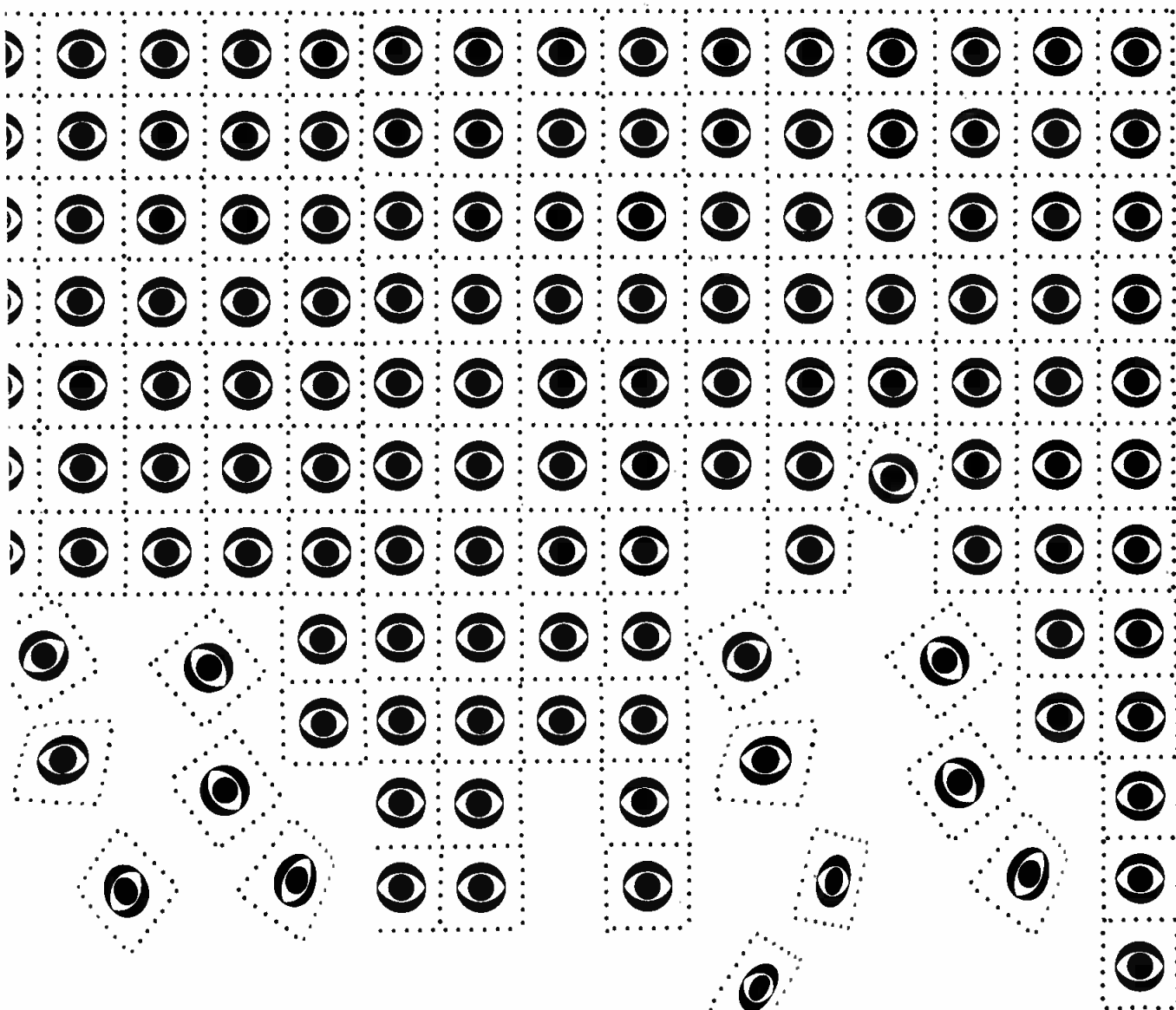




DO-IT-YOURSELF CONFETTI.

**COURTESY OF
THE NUMBER ONE NETWORK'S
NUMBER ONE AFFILIATE.**





ABC got a different point of view this season in the ratings. They call it second place.

CBS replaced ABC as the nation's number one network. And they did it for the entire 1979-80 season. People wanted more stimulating programming. They got it from CBS.

CBS gave people substantial, thought-provoking television; news, public affairs, and prime time entertainment.

CBS' success is the result of dedication to programming which asks viewers to turn on their minds every time they turn on their sets.

As the number one affiliate* of the number one network,** we at WCCO Television, Minneapolis-St. Paul, appreciate that dedication.



Source: * ARB November 1979 (top 15 markets with 4 or more VHF stations) **NTI Average Audience Estimates Sept. 17, 1979-April 20, 1980. Subject to qualifications available upon request.



Recession holds no terror for Capcities

Management tells analysts company will outperform market if things sour; late cable entry defended

Recession is coming, but the record indicates that Capital Cities Communications does well in such periods, President Daniel B. Burke told securities analysts in New York last Tuesday. Consequently, Capcities will "outperform most companies" in 1980, Burke predicted.

Meanwhile, the first quarter was "substantially better than we figured or budgeted," according to Burke, and April has been "OK." Revenues were up 19% to \$106.7 million, with net income climbing 26% to \$15.1 million. A 31% climb in earnings per share reflected the company's buy-back of stock during the year.

At the same meeting, Capcities Chairman Thomas Murphy admitted that the firm's January entry into the cable field had come late, but "better late than never," he said. Responding to an analyst's question on cable plans, Burke later made a comparison with Capcities entries into both television and newspapers. They were late in their own right, he claimed, and in the cable area he expressed his belief that "we have the talent to run that business and run it well and to make good acquisitions."

Murphy outlined something of the company's guidelines on the cable acquisitions. Capcities would be looking for deals that would yield 15% cash flow return on the investment, he indicated.

The analysts also received further information on the reasons behind Capcities'

pull-out from a joint venture arrangement with Oak Industries for purchase of 49% interest in WSNV-TV Chicago for an STV operation. The company's FCC attorney, the session was told, advised that in light of Capcities' almost full complement of stations, it should be either "completely in or completely out" of the Chicago operation, and not participate in a joint ownership deal.

The meeting also involved discussion of business conditions at Capcities' AM stations, with Burke saying that profit margins in general are eroding in AM, but that the properties are certainly not "in a sell condition. FM [in which Capcities also is involved] can't do as well as it does without hurting AM," he added. Murphy predicted that "for the foreseeable future" AM would be a profitable proposition.

One analyst, noting that programing cost increases didn't seem to be fully reflected in Capcities' balance sheet listing of monies tied to program rights, inquired where else the expenses were falling. The answer, according to Burke, is in news programing, and he particularly mentioned "thunderous" increases in salaries for news personnel engaged in what he termed "free agency."

Getting a handle on home VCR's

Nielsen HomeVideo Index has released its first report on videocassette recorder usage, covering ownership characteristics, patterns of recording and playback, use of equipment features, purchase and use of prerecorded materials, and owner satisfaction.

The study is based on telephone inter-

views conducted in November 1979 with 516 households owning videocassette recorders. The 64-page report is being made available free to Nielsen Station Index and Nielsen Television Index advertiser, agency and station clients. Others may obtain the study for \$50 (for those buying Nielsen pay cable reports); \$200 (for most nonsubscribers) and \$750 (for VCR marketers).

The report pictures VCR homes as younger and larger than regular TV households, consisting of 10% more people per home; 21% more adults 18 to 34, and 37% fewer adults 55 and over. The VCR households tend to be upscale, Nielsen says, with 59% of the homes having incomes of more than \$25,000 annually and with more than 50% of the heads of the families having attended college.

The male head of the house is the primary user. Nielsen figures show that households tend to view more television after the purchase of VCR's, with 39% saying they viewed more TV; 52% saying they viewed about the same, and 8%, less. VCR homes, on the average, recorded from four to six hours of television material "during the past week."

The major reason cited for recording programs is time-shift convenience, enabling a person to view a program that otherwise would be missed and to watch one program while recording another.

The Nielsen study shows that 26% of the sample VCR homes had used prerecorded material and 45% of the users averaged one playback per month of prerecorded tapes. Of cassettes purchased, feature films were bought most often, with classic films accounting for 41% and adult films, 25%.

As to owner satisfaction, 95% say they

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC.....	year 12/29/79	\$2,053,570,000	+ 15.1	\$159,310,000	+ 17.5	5.67	\$1,783,985,000	\$135,575,000	4.89
Associated Communications.....		4,271,416	—	36,573	—	.02	—	—	—
Cablecom-General.....	3 mo. 2/29	9,631,429	+ 19.6	1,027,061	+ 17.8	.39	8,050,367	1,191,380	.42
CBS.....	3 mo. 3/31	967,400,000	+ 16.7	13,000,000	+ 27	.47	828,700,000	17,800,000	.64
Fuqua Industries.....	year 12/31/79	2,056,824,000	+ 25.1	66,602,000	+122.8	5.11	1,643,364,000	29,888,000	2.25
General Instrument.....	year 12/29	718,103,819	+ 30.4	51,130,274	+ 50.0	5.90	550,648,002	34,085,522	4.22
Gulf + Western.....	6 mo. 1/31	2,892,172,000	+ 15.2	131,720,000	+ 13.7	2.83	2,509,634,000	115,761,000	2.29
Harte-Hanks.....	3 mo. 3/31	65,804,000	+ 28.0	3,651,000	+ 16.6	.39	51,393,000	3,131,000	.34
Movielab.....	year 12/31/79	33,396,641	+ 13.7	1,896,450	+ 56.4	1.17	29,370,801	1,212,393	.75
Orrox.....	year 12/31/79	7,667,974	+ 96.6	1,380,615	+ 88.0	.80	3,898,731	734,178	.38
Outlet Co.....	year 1/31/80	313,051,000	+ 1.9	4,021,000	+ 60.0	1.25	307,096,000	10,038,000	3.68
RSC Industries.....	year 12/31/79	9,827,439	+ 29.4	786,254	+ 80.0	.33	7,590,673	436,747	.18
Stauffer Communications.....	year 12/31/79	55,167,214	+ 11.7	4,161,534	+ 3.7	4.16	49,376,250	4,011,146	4.01
United Cable Television.....	9 mo. 2/29	32,180,000	+ 49.4	4,616,000	+ 76.9	1.12	21,539,000	2,609,000	.64
Walt Disney Productions.....	6 mo. 3/31	403,586,000	+ 18.2	58,666,000	+ 34.0	1.81	341,357,000	43,750,000	1.35

*For period from 3/23/79 (inception of Associated Communications) to 12/31/79.

Cetec's Limited Edition

all-inclusive automation system for under \$24,000!

Starting right now and ending June 1, Cetec Broadcast Group will build you a special System 7000 radio program automation center for under \$24,000!

The LIMITED EDITION comes complete — absolutely no add-ons or extra peripherals necessary. The three-cabinet system includes our excellent System 7000 multiprocessor controller, 1000-event memory, real-time clock, 48-cart Audiofile IIA multi-cart machine, three ITC 750 reel-to-reel tape decks, and a computer-grade video terminal.

We'll install the LIMITED EDITION at your station, check it out thoroughly, and train your staff to operate it. We'll provide spares kits, a performance diagnostic module, a logic probe, and a one-year warranty. All for the single price — \$23,900, all-inclusive!

That's a saving of \$4715 under the regular price for the same equipment and services, and it's the lowest System 7000 price ever. And remember: This system is plug-in expandable at any time.

The LIMITED EDITION System 7000 offer positively ends June 1. For complete details, fill out the coupon or phone Andy McClure today (805)684-7686.



Cetec Broadcast Group

Cetec Broadcast Group
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☐ I want to know more about Cetec's LIMITED EDITION. Please have a Cetec regional manager phone for an appointment.

☐ Please send full System 7000 brochure, including available options.

Name _____

Station _____

Address _____

City _____

State _____

Zip _____

consider their VCR a worthwhile investment, citing greater viewing flexibility and selectivity as the governing factors.

A finding of interest to advertisers and agencies is that commercials were deleted (to some degree) by 14% of the VCR households through use of the pause control. Nielsen says advertisers are not losing exposures completely since commercials had to be seen to be removed. Nielsen adds that another 22% avoided "some or all" TV spots in taped programs by using the fast-forward button during playback but points out there is a possibility that these commercials will be seen in future replays.

According to industry estimates there are 1.2 million videocassettes in U.S. homes, including more than 150,000 sold during the first quarter of 1980. Nielsen places this household penetration level at 1% to 2%.

New service to track radio ad dollars

First of quarterly studies of top six markets will be offered this month by ARM

Reports with estimates of radio spending, by advertiser, in six leading markets are scheduled for publication this month by American Radio Monitor, a relatively new company that monitors radio for both advertising and programming information.

The reports will cover the first quarter of 1980, summarizing commercial patterns and offering estimates of expenditures in New York, Chicago, Los Angeles, Detroit, Philadelphia and Boston, the markets where ARM currently operates, according to ARM's president, Robert B. Karr. The firm's first quarterly report, covering activity in Chicago in the fourth quarter of 1979, was issued about a month ago.

"With radio constantly struggling to be included in the media mix," Karr said, "the ARM reports are a breakthrough in understanding who uses the medium and how much was invested. This type of information solidifies radio's various claims that heretofore could not be verified by independent sources."

The quarterly reports are one of four services offered by ARM. The basic service is biweekly reports of commercial activity, shown by advertiser, by call letters and by product. These do not contain dollar estimates.

The estimates are added to the quarterly reports, a second ARM service, which also summarize the biweekly reports. The third service is air checks, providing off-air tapes of programming specified by subscribers. The fourth service monitors radio station contests and other promotional activity.

Karr said rates for station subscribers range from \$2,400 to \$5,000 a year, depending on the extent of services used. For agencies the cost is about \$2,000 a year.

ARM currently monitors 22 stations

each in New York, Philadelphia and Boston, 25 each in Chicago and Detroit and 26 in Los Angeles, according to Karr. He said each station is monitored for 12 hours every two weeks.

ARM was formed last fall by Karr, former general sales manager of WLUP(FM) Chicago and before that with WVLJ(FM) Monticello, Ill., and other stations, and Todd Benson, a former account executive with Mace Advertising, Chicago, who is ARM's vice president and operations manager. Karr said the company is currently seeking financing to permit expansion to the top 25 markets.

Pushing TV in Madison

The three commercial television stations in Madison, Wis., joined forces with the Television Information Office on a month-long project during April to heighten the public's awareness of contributions made to the community by sponsored television.

Supported by WISC-TV, WKOW-TV, WMTV(TV) and the TIO, the effort began with a presentation, "Talking About Television," to 150 Madison-area opinion leaders. It covered television's entertainment, news and information services and its commitment to community needs and problems. The project continued with spots and programs produced by TIO and the stations on changes in children's television; issues of freedom and government control of TV news, and responses to questions posed by viewers. A speakers bureau staffed by the three stations met with Dane county groups and spoke on topics related to television. An open meeting was held for interested citizens to ex-

press their views about local and national television services.

Roy Danish, director of the TIO, said "this is the first time such a cooperative campaign has been undertaken by competing stations, and we expect the experience to be a prototype for similar efforts in other cities."

Radio code board adopts incontinence guidelines, releases study showing stations air 18 minutes or less of commercials

The National Association of Broadcasters' radio code membership is at a peak—3,878 AM and FM stations as compared with 3,620 on April 1, 1979.

The announcement came at the radio code board's semiannual meeting in Washington last week, where members were also advised of the status of ongoing studies on professional advertising and contraceptive advertising.

The code board adopted a set of guidelines for the advertisement of incontinence (bed-wetting) products. These are the same guidelines adopted by the television code board last month—calling for advisory statements to appear at the end of each commercial and for avoidance of graphic audio and visual depictions.

The board also adopted the television code board's rewording of the alcoholic beverage advertisement guidelines to prohibit commercials that "create the impression of or appear to promote" excessive drinking.

In addition, it released the latest quantum figures in its ongoing study of adver-



Codifying. Members of the National Association of Broadcasters' radio code board met in Washington last week for a semiannual activity report. Members of code board are: (standing, l to r) Roy Robinson, executive vice president and general manager of KFQD(AM) Anchorage; Leighton Saville, director of broadcast standards for NBC, New York; Enzo DeDominicis, general manager of WRQI(AM)-WRCH(FM) Farmington, Conn., and Philip Kelly, president of Communications Properties Inc., Dubuque, Iowa; (seated l to r): Sally Hawkins, president and general manager of WILM(AM) Wilmington, Del.; H. Wayne Hudson, board chairman and president of Plough Broadcasting Co., Memphis, and Richard Kale, president, radio division, Golden West Broadcasters, Los Angeles. Not present: Ron Gomez, president and general manager, KPFL(AM)-KTDY(FM), Lafayette, La., and Hal Kormann, director of program practices, CBS, New York.

**Gary Deeb, TV's brightest critic,
moves to the Chicago Sun-Times
starting May 21st.**



©, Chicago Sun-Times, 1980

CHICAGO
Sun-Times

THE BRIGHT ONE

BottomLine

S-A increase and split. Scientific-Atlanta board of directors has declared quarterly cash dividend of seven cents per share, up 56% from cash dividend declared in previous quarter. At same meeting, board of directors of Atlanta manufacturer also authorized two-for-one stock split. Dividend and stock split will be to shareholders of record today (May 5) with payment and additional shares to be issued about May 14.

Growth funds. Adams-Russell, Waltham, Mass., has increased its bank credit arrangement with First National Bank of Boston (as lead bank) and New England Merchants National Bank from \$7 million to \$15 million. Borrowings against this credit line currently total \$1.9 million. Arrangement includes two-year credit at prime-interest rate and subsequent five-year term loan at .25% above prime rate. Adams-Russell is equipment manufacturer as well as owner of CATV systems and one TV station.

Good news, not-so-good news. A.C. Nielsen reported record revenues (\$230,320,000) and earnings (\$12,502,000) for six months ending Feb. 29. But while sales climbed 22.8%, earnings were up only 0.4%, per-share moving from \$1.13 to \$1.14. In fact, figures for second quarter show net earnings decline of 32% to \$4.96 million, down 22 cents a share to 45 cents. Loss on foreign exchange was one factor, but operating earnings also showed 3.8% decline to \$11.5 million on sales growth of 21% to \$117 million in second quarter.

using time on commercial stations. The figures, from a survey of 83,000 broadcast hours on 3,236 member stations, showed no subscribers exceeding the code limit of 18 minutes commercial time per hour and many carrying a lighter load. The survey covered 2,070 AM stations and 1,166 FM stations. Hank Roeder, manager of the code authority in Washington, says he hopes the figures are reflective of the rest of the industry.

The radio code board also announced that during the last year the code authority reviewed 2,105 announcements from a total of 35,000 commercials.

Advertising must adapt

Four A's media day goes over ways new technology may affect ad presentation and delivery

Panelists at an all-day symposium of the American Association of Advertising Agencies have concluded that media will manage to cope effectively with the challenges posed by changing life styles

and the emergence of new technologies in the 1980's.

During a "Media Day" conference of the Four A's, in New York, print, radio, cable television and the new media were represented but not commercial television. Running throughout the talks was the thread that media, as they have done in the past, will adapt to changing conditions and find their own patterns or growth.

Radio was pictured by Mark Mullin, senior vice president for national sales of the Radio Advertising Bureau, as a medium that already has learned how to cope with fragmentation and has been successful in dealing with "class" (segmented) rather than mass audiences. He made a plea to agencies: develop better commercials for radio.

John Boden, president of Blair Radio, echoed some of Mullin's views, and added that the development of satellite technology will encourage the establishment of more specialized networks and programming services for radio. He said radio also will benefit in the 1980's by improvements in sound quality.

Ben Hoberman, president of ABC Radio, said research is now in progress to

support a theory that radio advertising can be more effective if commercials are slotted often on fewer days in the week, rather than less frequently on more days of the week. He suggested advertisers may want to experiment in this area.

Representatives of the print media (*Reader's Digest*, *Wall Street Journal* and the Ziff Corp.) stressed that magazines, newspapers and the specialty publications are positioned to deal with the selectivity that is expected to be a hallmark of the 1980's. Richard McLaughlin, publisher of the *Reader's Digest*, contended that commercial television will suffer because of "the explosion in cable TV." He noted that *Reader's Digest* has been investing substantially in cable TV stocks and the magazine is looking for "viable alternatives" to commercial TV for its own advertising.

Speaking for the basic cable TV systems, Robert M. Rosencrans, president of UA-Columbia Cablevision, said that cable does not see itself as competitive with TV networks but might be compared to magazines. Rosencrans said the approach is to be different from TV networks in that cable slots programs to reach different audiences and can re-run features and schedule sports in prime time. He felt that one critical need of cable is better demographic research.

Giving the pay cable view was Michael Fuchs, senior vice president, programming, Home Box Office. He said he expected pay cable to flourish with a mix of recent feature films, sports and specialty programs. He added that pay cable is not interested in dominating an evening or concerning itself with audience flow. "We can run our programs often and still reach a good-sized audience," he remarked.

David Heneberry, vice president, marketing, RCA SelectaVision, said by the time the company's disk system becomes available next year, it will have about 150 titles, consisting of features, made-for-TV movies and selected episodes from TV series. He believes for the first few years the videocassette industry will have to rely on material produced originally for other media.

Michael Moore, senior vice president and director of media management, Benton & Bowles, New York, sees the new media as an opportunity for advertisers to participate in programming. He noted that in radio and in the early days of television, advertisers played key roles in program development and production. He suggested to advertisers and agencies that they consider once more the possibility of taking an active role in producing for the new media.

Michael Drexler, senior vice president in charge of the new media for Doyle Dane Bernbach International, New York, said the fragmentation caused by the new media gives advertisers the opportunity to examine possibilities of specialized cable TV channels, such as those for blacks or for older Americans, or of videocassettes on specialized subjects, such as travel. Drexler believes that cable TV will require more customized research than exists at present.

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ACCURACY IN MEDIA'S HIGHHANDED HYPOCRITE AWARD

Goes to William S. Paley

Chairman of the Board of CBS, Inc.

Mr. Paley, the winner of the Stellar Stonewall Award in 1979 for his skill in refusing to answer shareholder questions, rose to a higher level in this year's competition.

Mr. Paley displayed consummate hypocrisy in banning TV camera coverage of the CBS Annual Meeting, even though the meeting was open to the print media. Mr. Paley said that several years ago when cameras had been permitted, they had been "disruptive." CBS does not accept that as a valid reason for other individuals or organizations to bar TV cameras from covering events open to the press.

Having won the hypocrisy contest hands down, Mr. Paley went on to give a masterful display of haughty high-handedness. Abandoning the stonewalling tactic which he used so effectively at the 1979 CBS Annual Meeting, Mr. Paley simply adjourned the meeting to avoid having to respond to most of the questions that Accuracy in Media had come prepared to ask.

Mr. Paley had taken all the CBS directors and a large number of CBS officials all the way to New Orleans at considerable expense for this meeting. The meeting was convened at 10:00 A.M. It was abruptly adjourned at 11:00 A.M. over the protests of Reed Iryne, Chairman of Accuracy in Media, who still had several questions he wanted to ask about serious uncorrected errors in CBS programs. The abrupt termination of the meeting was obviously engineered to spare Mr. Paley the ordeal of having to respond to additional embarrassing questions about badly flawed CBS programs.

But before that happened, Mr. Paley displayed his awesome arrogance by categorically rejecting the Kemeny Commission recommendation that the media employ knowledgeable experts to advise in coverage of such serious technical matters as nuclear accidents. Mr. Paley said that CBS "did not consider it right or fruitful for us to have this kind of expert advice available to us." He said "it would be a waste of money, a waste of time to have special scientists of the type you refer to come in and try to interfere with the way CBS is conducting its news." CBS had refused to submit a resolution favoring implementation of the Kemeny Commission recommendation to a vote of the shareholders.

Among the questions which Accuracy in Media was prevented from asking, and which Mr. Paley curtly declined to even discuss after the meeting, were these:

Why did the CBS docu-drama, "Guyana Tragedy: The Story of Jim Jones," ignore the incontrovertible evidence that Jones had been a dedicated Stalinist-Maoist communist for many years, not the well-meaning believing Christian portrayed by



William S. Paley

CBS? (Mr. Paley had refused to deal with a similar question at the 1979 annual meeting when he was asked why CBS News had avoided reporting the evidence of Jones's dedication to the communist cause).

Since CBS claims that the Illinois Power Company's videotape, "60 Minutes/Our Reply," inaccurately charges CBS with serious errors that have not been corrected on the air, why had CBS refused to send a representative to showings of this highly damaging expose of CBS errors to debate the issues raised?

"60 Minutes" aired a segment on an obscure legal case in Utah in an effort to show that the legal profession and the judges in Utah were intimidated by the Mormon Church. The theme was that it was difficult for a person suing the church to obtain competent legal counsel or justice in the courts in Utah. CBS subsequently admitted that the plaintiff in this case, Garn Baum, had hired numerous lawyers to pursue his case, a fact not revealed in the "60 Minutes" program. CBS also admitted that it was wrong to imply that Baum's appeal of his suit to the Circuit Court of Appeals in Colorado after it was dismissed for lack of evidence in the Federal District Court in Utah, reflected on the integrity of the Federal District judge in Utah. In light of those admissions, why hasn't CBS publicly apologized for airing this slanderous program, as well as correcting the other serious errors in the program?

It is too bad that Mr. Paley closed the meeting before those questions could be asked.

Accuracy in Media
777 14th St., N.W.
Washington, D.C. 20005
202-783-4406

To: AIM, 777 14th St., N.W., Washington, D.C. 20005

B-1

() Send Information about AIM's daily 3-minute radio commentary, Media Monitor, available as a public service.

() Send a free copy of the AIM Report on the CBS Annual Meeting for 1980.

Name _____

Address _____

City, State, Zip _____

Looking down the pay TV road

NAB research study sees pay cable and over-the-air competition heating up in next 10 years, especially in biggest markets

The National Association of Broadcasters research department has released a study which outlines emerging success for subscription television. The study concludes that "it is virtually certain that all things being equal, cable will emerge as the strongest vehicle for pay television because of its multiplicity of channels in contrast to the single channel transmitted by an over-the-air STV station."

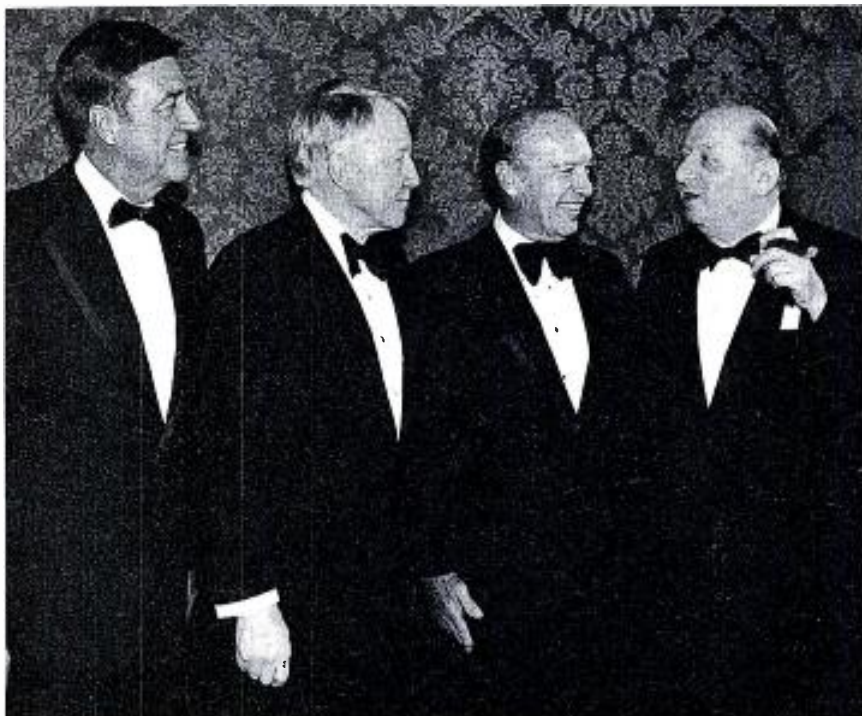
Although the study predicts cable's ultimate supremacy in the pay TV area, the study says that vigorous competition among cable systems, multipoint distribution services and over-the-air pay TV can be expected for the next few years.

The study, done for NAB by Herbert H. Howard and Sidney L. Carroll of the University of Tennessee at Knoxville, was undertaken last summer as the NAB looked at pay TV not only as a new broadcast service, but as a vehicle for minority entry into the communications business.

The study said that pay services delivered by cable have taken a substantial lead in subscribership over broadcast STV, primarily because of an earlier start-up and the use of existing cable facilities as distribution systems. The report concluded that the best opportunities for broadcast STV are found in those markets that have limited CATV development. "Because both STV and cable TV interests have much at stake, a race to become the first source of pay television may be expected in many desirable markets. In this regard, STV has at least a short-term advantage," the report says. The advantage lies in the speed with which a UHF station capable of STV transmission can be built, and the much lower cost involved.

The future of over-the-air and cable pay services "may well be on a mutually exclusive basis from market-to-market due to the entrenchment factor," the report states. "Timing appears to be the single most important factor in the development of pay television at this point."

The study developed an economic model projecting a break-even figure of 33,592 subscribers for the top-100 markets, with a range from 33,000 for the lower-ranking of those markets to 55,000 for the largest. It also projected that "the average STV-eligible market at this time would produce net before-tax revenue for a single station of \$270,000 with a 5% STV penetration rate, or 40,272 subscribers. At



Peer praise. Leonard H. Goldenson, chairman of ABC Inc., was praised as a relentless competitor, a man of courage, vision and heart at ceremonies presenting him the 1979-80 Trustees' Award of the National Academy of Television Arts and Sciences in New York last Tuesday night.

That praise came from a long-time competitor, Frank Stanton, retired vice chairman and former president of CBS, who also said: "I believe that Leonard Goldenson's determined, relentless competitive challenge has thrust the American system of broadcasting to new heights of service and excellence. In a very real sense he broke the mold. And ... I believe the spirit of innovation and daring he and his colleagues have set free will produce rewards of programming not yet dreamed of, much less reached for."

In broadcasting, Stanton said, "you cannot be first, for long, without also being best. When NBC was first, it also was best. When CBS was first, it also was best. And when and where ABC has been first, it also has been best."

Other tributes came from ABC Inc. President Elton H. Rule and Lord Lew Grade of London's Associated Communications Corp., and Goldenson in a brief acceptance speech reciprocated. Rule, he said, is both a close associate and a close friend, "representative of the fine family of men and women at ABC who have, through dedication and hard work, helped to make the company what it is today." Lord Grade "is a great showman with a powerful imagination and a contagious enthusiasm which we need in this industry." Of Stanton, forced to retire from CBS on reaching age 65, Goldenson said he had "always treasured my relationship with you," and "I hate to see you not in this industry, because the industry misses a great man."

Shown above, l to r, are Rule, Stanton, Goldenson and Grade.

the 10% penetration level, net pre-tax revenues would climb to \$2,293,000 with 80,544 subscribers." The report shows tables revealing the increasingly high penetration levels required to break even with declining market size.

With an average monthly charge of \$19, plus installation charges and refundable deposits, STV is probably a \$120-million business now at retail on an annual basis, the report noted. It predicted that 45 stations broadcasting to 3.2 million subscribers nationally, will amount to an \$800-million business if monthly charges are \$20.

From a regulatory standpoint, the study says, the development of STV broadcast-

ing promises to implement a number of FCC goals, including utilization of UHF channels, diversity of programming and increased opportunities for media ownership by minority groups. "Certainly the potential income to be derived from a guaranteed franchise fee is a substantial inducement for the would-be STV licensee," the report notes. However, it adds that the speed with which the FCC processes STV applications will have a strong bearing on the over-all development of STV.

"In all likelihood, however," the study ends, "STV broadcasting will be available in all of the top-50 markets, except those with excessively high CATV penetration, within the next 10 years."

Dividing the pie

Copyright Royalty Tribunal ends hearings from interested parties, now must decide who gets how much of \$12 million

The Copyright Royalty Tribunal, which is trying to figure out how to divide \$12 million in cable copyright royalties collected in 1978, finished its evidentiary hearings last week, listening to the cases of the National Association of Broadcasters, National Public Radio and the Public Broadcasting Service.

The proceedings to divide the money among the claimants began last October, and by law must be completed by the end of next September. Claimants had previously worked out a formula among themselves for distribution of the funds, but it was rejected by the Motion Picture Association of America, leaving the task to the CRT.

The tribunal has recessed the proceedings until July 8, when it will move toward resolving the dispute. Based on testimony heard thus far, its job will not be easy.

Claimants in the case have put in for well over 100% of the total pool. NAB, representing broadcast licensees, last week claimed it was entitled to 21% of the total.

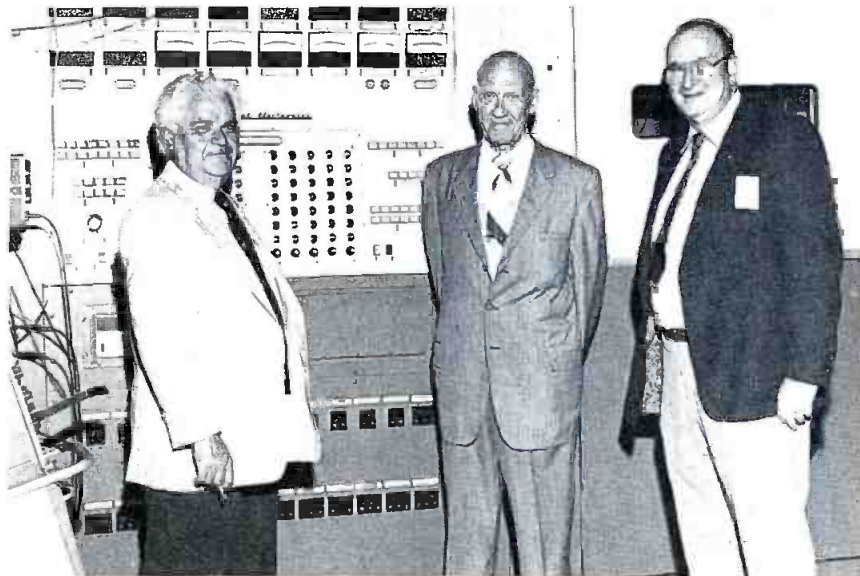
The figure was computed with the aid of a computerized data base consisting of information from reports filed by cable systems with the Copyright Office, and data from the 1978 annual programming report, which is compiled by the FCC. NAB's original claim was 23.7% of the fund, but a recalculation based on updated figures last week resulted in the lower number.

NAB said its formula for calculating royalties due broadcasters "is based on the premise that the distribution of royalties should evolve from the time allocated distant carriage and the proportionate amount of its total royalty fees which each cable system pays for the privilege of carrying the different classes of programming, dividing programming into two classes: (a) locally produced programming and (b) all other programming."

Other claimants, however, had different ideas on how the money should be divided. NPR last week did not request a specific percentage of the pool, but rather asked that the tribunal "allocate substantial royalties for cable system use of works produced by NPR and public radio systems."

PBS, meanwhile, asked for \$1.5 million, based on the quantity of distant carriage of public TV programs during 1978. It added, however, that if the CRT considers other factors, such as the special cultural and educational nature of PBS programming, the amount "would be increased accordingly."

In addition to these claimants, other requests made previously to the CRT are as follows: producers of animated or cartoon characters, no less than 7% of the total; program producers and syndicators, between 75% and 79.94%; Christian Broad-



Off the line, into the line. The first of eleven 250 kw shortwave transmitters destined for use by Radio Free Europe/Radio Liberty is examined by officials of the Board for International Broadcasting during final testing at the Dallas plant of Continental Electronics Manufacturing Co. L to r: John Gayer, director, RFE/RL board; Jim Weldon, president of Continental, and George Jacobs, director of engineering for the BIB. Together, the 11 transmitters represent a \$7-million investment. RFE-RL will install them in Germany and the Iberian peninsula for broadcasting into Eastern Europe and the Soviet Union.

casting Network, 4.67%; sports interests, 20%; music claimants, including the American Society of Composers, Authors and Publishers, Broadcast Music Inc., SESAC, 17%. TV Ontario also asked to be included in the final formula, although it

did not specify a dollar figure or percentage.

The next phase of the inquiry is uncertain, but the CRT will be looking into other matters during this recess, including a dispute between songwriters and music publishers.

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Massachusetts case defines paper-cable crossownership limits

Massachusetts newspapers may own cable television outlets in any community where their circulation doesn't exceed 50% of the occupied housing units, the state's Community Antenna Television Commission has ruled.

The decision, which allows a Providence (R.I.) Journal Co. subsidiary, Colony Communications, to go ahead with cable franchises in six Massachusetts communities—Attleboro, North Attleboro, Mansfield, Norton, Plainville and Taunton—is the first interpretation of a Massachusetts law prohibiting a newspaper from owning cable television in its "major circulation areas."

The commission, seeing the potential for, but no actual restriction of, economic competition and diversity of opinion resulting from newspaper ownership of cable systems, said it will interpret the law "to allow flexibility in the experimental development of newspaper-related services on cable systems."

Commissioner Jeffrey R. Forbes said the six-page decision applies only to the Journal case but that "it may serve as a guide" to the commission's interpretation of "major circulation areas" in other cases.

Forbes had asked media groups for their

comments on the crossownership question three months ago, when he initiated an inquiry into the case. The *Attleboro Sun Chronicle* had opposed the Colony Communications franchises, arguing that these and the *Providence Journal's* circulation in the six-community area "might ultimately result in the *Providence Journal* not only controlling completely the televi-

sion outlets in the area, but, also, driving out currently competitive newspapers."

But the commission determined that the newspaper's coverage in any one town ranged from 15% to zero. Forbes had said earlier that the review came in response to "several requests" for clarifications of Massachusetts's newspaper-cable TV crossownership law.

Changing Hands

PROPOSED

■ **KMAC(AM)-KISS(FM)** San Antonio, Tex.: Sold by The Walmac Co. to Capitol Broadcasting Inc. for \$4.65 million. Seller is owned by estate of Howard Davis. His widow, Maidell, is executrix of estate. It has no other broadcast interests. Buyer is Raleigh, N.C.-based group owner of one AM, two FM's and one TV and sports magazine and weekly newspaper publisher, owned by James F. Goodman (48.87%), brother Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodman is president and chief executive officer of Capitol Broadcasting. Ray Goodman is Raleigh attorney. **KMAC**

is on 630 mhz with 5 kw full time. Kiss is on 99.5 mhz with 12.9 kw and antenna 570 feet above average terrain.

■ **KWWK(AM)-KFMW(FM)** Waterloo, Iowa: Sold by Black Hawk Broadcasting Co. to Forward Communications Corp. for \$3,477,500. Sale is last of four spin-offs in connection with Black Hawk-American Family Corp. merger. Other three are: **KLWW(AM)** Cedar Rapids, Iowa (BROADCASTING, March 10), **KAAL(TV)** Austin, Minn., and **KCBC(AM)** Des Moines, Iowa (BROADCASTING, March 31). Black Hawk, which will become subsidiary of AFC if merger goes through, will retain in portfolio **KWWL-TV** Waterloo-Cedar Rapids and **KTIV(TV)** Sioux City, both Iowa. AFC owns **WYEA-TV** Columbus and **WTOG-TV** Savannah, both Georgia, **KFVS-TV** Cape Girardeau, Mo., and **WAFF-TV** Huntsville, Ala. Robert Buckmaster is chairman of Black Hawk. Harry Slife is president. AFC is Columbus, Ga.-based insurance holding company. It is publicly traded but controlled by John B. Amos (chairman and chief executive officer) and family. Buyer is closely held group owner of five AM's, six FM's and six TV's. William McCormick is chairman and 3% owner and Richard D. Dudley is president and 6% owner. **KWWL** is on 1330 khz with 5 kw full time. **KFMW** is 107.9 mhz with 100 kw and antenna 1,800 feet above average terrain. Broker: Blackburn & Co.

■ **WHAG-TV** Hagerstown, Md.: Sold by Henson Aviation Inc. to Benedek Broadcasting of Maryland for \$1.5 million. Seller is owned by Richard A. Henson (36%); Sheldon Magazine and brother, Samuel (29.8% each); and Hans Omenitsch (4.4%). They have no other broadcast interests. Buyer is owned by A. Richard Benedek who owns 70% of shopping mall in West Sheboygan, Wis., and has other real estate interests in Fort Wayne, Ind. He owns **WTAP-TV** Parkersburg, W. Va. **WHAG-TV** is NBC affiliate on ch. 25 with 436 kw visual, 51 kw aural and antenna 1,230 feet above average terrain.

■ **KKAL(AM)** Arroyo Grande-KZOZ(FM) San Luis Obispo, both California: Control (65%) sold by Charles R. Scott and wife, Betty, to Spectacolor Inc. for \$950,000 plus \$50,000 noncompete agreement. Scotts have no other broadcast interests. Gary Owens, station manager and 25%

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owner, will remain with station in that role. James Mouyeos will retain vice presidency and 10% ownership. Buyer is owned by Lawrence Brandon, son, Anthony, and George Stonbely (one-third each). They own and operate Spectacolor, New York-based animated sign company. They also own WWVG(AM) Rochester, N.Y., and KERN(AM)-KMNG(FM) Bakersfield, Calif. KKAL is on 1280 khz with 5 kw day and 2.5 kw night. KZOZ is on 93.3 mhz with 29.5 kw and antenna 1430 feet above average terrain. Broker: W. John Grandy.

■ KDZA(AM)-KXLO(FM) Pueblo, Colo.: Control (80%) sold by Michael M. Galer to United Communications Inc. for \$778,500. Galer is 90% owner of M.G.M. Broadcasting, applicant for new FM at Durango, Colo. (BROADCASTING, June 26, 1978). He has no other broadcast interests. Buyer is owned by Anthony J. Spicola who is current sales manager and 19% owner of KDZA-KXLO. Spicola has real estate interests in Pueblo and 5% interest in M.G.M. Broadcasting. KDZA is on 1230 khz with 1 kw day and 250 w night. KZLO is on 100.7 mhz with 100 kw and antenna 640 feet above average terrain.

■ WYND(AM) Sarasota, Fla.: Sold by Robert W. Frudeger (receiver) to Sun Broadcasting Co. for \$375,000. Frudeger is court-appointed receiver of station in bankruptcy. He has no other broadcast interests. Buyer is owned by Miles Berger and brother, Ronald (27.5% each), Ann W. Sherwood (20%), David B. Meltzer (10%), Leonard Worsek, Joel F. Zemans and Herbert S. Laufman (5% each). Bergers are Chicago realtors. Sherwood is housewife whose husband, Bert, is vice president and general manager of WMAQ(AM) Chicago. Meltzer is associated with women's apparel firm in Chicago. Worsek is Chicago realtor. Zemans is Chicago banker. Laufman owns chemical manufacturing company in Skokie, Ill. They have no other broadcast interests. WYND is daytimer on 1280 khz with 500w.

■ WKOL(AM) Amsterdam, N.Y.: Sold by WKOL Inc. to Jedco Broadcasting Corp. for \$300,000. Seller is owned principally by Joseph Sabatino and Manuel N. Panosian. Panosian is principal owner of WIQT(AM)-WQTX(FM) Horseheads, N.Y. Buyer is owned by Edward Stanley, regional manager of Radio Shack in Columbus, Ohio. He is applicant for new FM in Corinth, NY. (see page 82). WKOL is 1 kw daytimer on 1570 khz. Broker: Keith W. Horton Co.

■ KSTM(FM) Apache Junction, Ariz.: Sold by Harold Harkins to Beta Communications for \$285,000. Harkins has no other broadcast interests. Buyer is owned by F. Patrick Nugent (58.9%), Edward Knight (23.5%), Walter A. Barker (9.8%), John Hansen and Charles Kane (3.9% each). Nugent is Paradise Valley, Ariz., broadcast consultant. Knight is president of Los Angeles vending company. Barker is general manager of Quincy, Ill., newspaper. Hansen is La Grange, Ill., technical writer. Kane is Mesa, Ariz., electronics technician. They have no other broadcast interests. KSTM(FM) is on 107.1 mhz with

3 kw and antenna 115 feet below average terrain.

■ Other proposed station sales include: KINS(AM) Eureka, Calif.; WRED(AM) Monroe, Ga.; WYNG(AM) Goldsboro, N.C.; WWVZ(FM) Summerville, S.C., and WCVR(FM) Randolph, Vt. (see "For the Record," page 82).

APPROVED

■ KIMT(TV) Mason City, Iowa: Sold by Lee Enterprises to Daily Telegraph Printing Co. for \$9.5 million. Sale was made in compliance with FCC's 1975 action ordering break-up of "egregious" concentrations of media control (BROADCASTING, Jan. 7). Seller is publicly owned group broadcaster and publisher. It also owns KHQA-TV Hannibal, Mo.; WTAF(AM)-WQCY-FM Quincy, Ill.; WSAZ-TV Huntington-Charleston, W. Va.; KGMB-TV Honolulu; KOIN-TV Portland, Ore., and KFAM(AM)-KGOR-FM Omaha. Buyer is owned by Hugh I. Shott and family, who also own Bluefield, W. Va., *Daily Telegraph*; WHAJ(FM) Bluefield, and WBTW(TV) Florence, S.C. It is purchasing KIMT with proceeds from sale of WHIS-TV Bluefield, W. Va., early last year (BROADCASTING, April 23, 1979). Since sale of WHIS-TV was also forced divestiture—another of "egregious" cases—Shott family received tax certificate on sale allowing it to apply full \$8-million sale price to purchase of KIMT. KIMT is CBS affiliate on ch. 3, with

100 kw visual and 20 kw aural and antenna 1,510 feet above average terrain.

■ WHYN-AM-FM Springfield, Mass.: Sold by Guy Gannett Publishing Co. to Affiliated Publications Inc. for \$5.1 million ("In Brief," Aug. 13, 1979). Seller is publisher of four Maine newspapers and owns WGAN-AM-FM-TV Portland, Me.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. In addition, it has purchased, subject to FCC approval, KOFM(FM) Oklahoma City (BROADCASTING, Aug. 6, 1979). Jean Hawley is chairman; John R. Dimatteo is president. Buyer is publicly owned corporation; John I. Taylor is president. It publishes *The Boston Globe* and owns KRAK(AM)-KEWT(FM) Sacramento, Calif.; KMPS-AM-FM Seattle; WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati. Transfer was complicated by 8.4% interest in Affiliated Publications held by Berkshire Hathaway Inc., conglomerate that also owns 10.7% of Washington Post Co., owner of WFSB-TV Hartford, Conn., which covers Springfield. FCC approved transfer on condition Berkshire Hathaway interests in both companies remain passive and subject to outcome of pending rulemaking to set limits on percentage passive owners may retain without violating multiple ownership rules. ABI must also divest itself of one of Springfield properties if FCC ultimately adopts rule prohibiting common ownership of co-located AM and FM stations.

April 8, 1980

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■ **WWQ(AM)-WPFM(FM)** Panama City, Fla.: Sold by Radio Panama City Inc. to Media South Inc. for \$1,260,000, including real estate. Seller is owned by William G. Brown and Clifton G. Moor, who also own **WTIF(AM)** Tifton, Ga. Buyer is owned by Jayne A. Woods, John Dorris and James Broadus. Woods, former revenue commissioner of Tennessee, and her husband, Frank, own 51% of **WSEV-AM-FM** Sevierville and **WBRY(AM)** Woodbury and 49% of **WTBP(AM)** Parsons, all Tennessee. Dorris is Nashville certified public accountant. Broadus is Nashville broadcasting consultant. Neither Dorris nor Broadus has other broadcast interests. **WWQ** is on 1430 khz with 5 kw full time. **WPFM** is on 107.9 mhz with 89.3 kw and antenna

740 feet above average terrain.

■ **KZON(AM)** Santa Maria, Calif.: Sold by Leonard Kesselman to DeOro Broadcasting Co. for \$550,000. Kesselman has no other broadcast interests. Buyer is owned by Michael Ramirez (26%); his wife, Wendy (25%), and Abel DeLuna (49%). Ramirez is general manager of **KAZA(AM)** Gilroy and 11.5% owner of **KWAC(AM)** Bakersfield, both California. His wife owns Bakersfield catering company. DeLuna is mayor of Healdsburg, Calif., where he owns grocery store. He also owns San Jose, Calif., recording company. He has no other broadcast interests. **KZON** is 500 w daytime on 1600 khz.

■ Other approved station sales include

KSRB(AM) Hardy, Ark.; **WOIK(AM)** Jacksonville, Fla.; **KWCL-AM-FM** Oak Grove, La., and **WOHN(AM)** Herndon, Va. (see "For the Record," page 83).

CABLE

■ Cable systems (seven in operation, five under construction) serving Gloucester county, N.J.: Control (80%-90%) sold by Gloucester County CATV Associates to Storer Communications of Gloucester County for \$9.6 million. Seller is principally owned by Abe Kreloff (president and general manager) and Sidney Granite (systems manager). Both will remain in managerial positions, owning between 5% and 10% each of company. Neither has other cable or broadcast interests. Buyer is Miami-based station group owner and MSO with one FM, seven TV's and 209 cable systems in 18 states, passing 677,000 homes with total subscriber list of 385,000. Storer last purchased cable systems serving Plainfield and Middlesex, both New Jersey (**BROADCASTING**, March 17). Bill Michaels is chairman. Peter Storer is vice chairman and chief executive officer. Seven operating systems (Woodbury, Deptford Township, West Deptford, Woodbury Heights, Westville, Glassboro and Clayton) have total subscriber list of 7,500, passing 40,000 homes. Completion of remaining systems (serving Mantua, Wenonah, Paulsboro, National Park, Greenwich Township) is expected by end of year. Franchise applications to serve Logan Township and East Greenwich Township will be filed later this year.

Japanese-based firm buys into STV

The American subsidiary of Tokyo-based Clarion Corp. has jumped into STV operations on this side of the Pacific, buying its way into American Subscription Television. American operates **SelectTV** in Los Angeles over **KWHY(TV)**, and is scheduled to begin operations in Milwaukee in June over **WCGV(TV)**. In addition, American has five other applications pending before the FCC.

Clarion had provided the decoders used in a now abandoned **SelectTV** attempt to institute a per-use payment arrangement with subscribers. One observer theorized that the direct investment by Clarion in American stemmed from a desire to prove the qualities of its decoders. "They're in it to sell boxes, even if that takes owning a system."

American has a complex business structure, which has resulted in Clarion holding varying percentages of the individual state corporations: 35% of the California company, 45% of the Wisconsin operation, and 80% participation in the pending applications.

The Clarion equity involvement has another angle in addition to the equipment connection. James L. LeVitus, president of Clarion Corp. of America, last year assumed the presidency of **SelectTV**, saying it would be temporary.

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FCC OK's Cox-GE

Commission unanimously approves merger and rushes order through to meet May 31 contract deadline; it may all be moot, though; Cox still wants to scrub biggest deal if \$560-million price isn't raised

The FCC last week voted unanimously to approve, conditionally, the largest merger in broadcast history—General Electric Co.'s absorption of Cox Broadcasting Corp. But whether the commission was resolving an issue or participating in a high-stakes charade remains to be seen. Cox, the unwilling partner, has taken the position that the merger agreement was taken off the table three days before the commission's meeting last Monday (BROADCASTING, April 28).

Cox said in a statement on April 25 that it was abandoning the merger because "it did not appear to be possible to satisfy all the terms and conditions of the agreement." And on Monday, before the FCC meeting, it said in a letter to the commissioners that General Electric had breached an agreement to call off the merger if the parties were unable to reach an agreement on closing on a preliminary order or on extending the May 31 contract deadline. GE, still anxious to complete the merger, interprets the agreement differently.

The commission, however, appeared determined to avoid becoming involved in what it saw as a private dispute. It held that, barring a petition for withdrawal of the applications, which have been pending since February 1979, it would act in accord with its normal procedures. (Some lawyers speculated that concern over a possible breach of contract suit might have been a factor in persuading Cox not to file a petition for withdrawal.)

Indeed, so determined was the commission to avoid responsibility for killing the merger—one that the FCC valued last week at \$560 million and that is structured to provide spin-offs of six stations to

buyers owned or controlled by blacks—that the commission managed to issue the text of its 85-page order within 24 hours of its meeting; normally, such an order requires weeks. But since an order must lay over for 30 days before becoming final, a delay of even a few days in issuing the text would have been fatal.

GE, however, is withholding any celebration. The merger has been opposed by a number of parties in four petitions to deny. And although the commission rejected the petitions or held the parties lacked standing, any of the opponents could petition for reconsideration or file an appeal with the U.S. Court of Appeals in Washington. Indeed, lawyers have pointed out that Cox stockholders could seek to block the merger on the ground it would be completed on terms unfair to them. Any such action would stop the commission's order from becoming final by May 31.

While GE realizes, as it said in a news release, that there are circumstances beyond its control "which make it most unlikely that a final order could be obtained by May 31," it is doing what it can to bring those circumstances under its control. It is understood that some of the protestors, including Ralph Nader's National Citizens Committee for Broadcasting, have agreed to withhold the filing of petitions for reconsideration pending further talks with GE.

One petitioner that has not given such a commitment is Friends of the Earth. Andrew Baldwin, FOE legal director, said last week he had no comment "on plans for our next action." FOE's petition was based on concern that GE after the merger would own KTVU(TV) Oakland, Calif., in the vicinity of its nuclear reactor in Vallecitos that was shut down by the Nuclear Regulatory Commission in 1977. The NRC acted after receiving information GE had had in its possession for three years a report that the plant was near an earthquake fault. FOE, Baldwin said, is concerned GE would not cover news of the reactor with the same sense of "responsibility" that he said KTVU, under Cox

ownership, has shown.

Apart from those problems, there is Cox's contention that GE on April 17 had agreed to terminate negotiations looking toward the merger if the parties were unable to agree on revised merger terms or to agree to extend the deadline. Cox says the parties recognized that there was no "reasonable expectancy" that a final order could be issued by May 31. And the negotiations deadlocked on April 24. GE insists that the negotiations looked toward completion of a merger on the basis of "a preliminary order" and that the "basic merger agreement" approved by the parties remains binding—an interpretation Cox calls "fanciful."

Thus, short of a petitioner blocking issuance of a final order or of the success of a new set of negotiations that neither side last week had yet initiated, the question of whether the parties have a valid agreement could wind up in court.

As the parties had indicated in their initial flurry of news releases and letters, negotiations broke down over the new price Cox was seeking in return for closing on a preliminary order or extending the deadline (BROADCASTING, April 28). Cox, in a letter to the commission last Monday, provided this chronology:

At GE's request, Cox reported its "bottom-line terms for concluding the merger" to GE for consideration at its board meeting in St. Louis on April 24. Late on April 24, Cox was advised that the GE board had rejected the proposals. GE offered counterproposals, "which were unacceptable" to Cox, "and the negotiations terminated."

Both sides refuse to disclose details of the offers and counteroffers. But one source familiar with the talks says the parties "are not far apart," in terms of "the giant world of corporate finance." The source said the difference was "substantially less" than the \$100 million reported earlier—that GE's last offer was more than \$100 million in excess of the amount provided for in the February 1979 agreement and that Cox's request was less than \$200



Cox-GE decision-making at the FCC: At left, Commissioners Brown, Washburn, Lee, Chairman Ferris, Quello, Fogarty, Jones. At right: Broadcast Bureau attorney Peter Caschiato and Roy Stewart, chief of Renewal and Transfer division.

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Connie Drath has served as Legislative Assistant to a U.S. Representative, Washington reporter and foreign correspondent for the New York Journal of Commerce, and U.S. delegate to the OAS journalistic conference on economic integration in Latin America. To arrange for a free guest appearance, write The Tobacco Institute, 1875 I Street, N.W., Washington, D.C. 20006; or call (800) 424-9876.



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Cox in its letter confirmed speculation that its request for a better price grows out of the sharply increased market values of broadcast "and particularly" cable television properties during the 15 months that the matter has been before the commission. The increase has been on the order of "hundreds of millions of dollars," Cox said, and added: Cox was advised that any extension or major modification of the agreement would require "a current reappraisal of the value of the company, and that the company, its officers, directors and various parties acting as trustees, could be subject to personal liability for failure to exercise their fiduciary responsibilities in assuring themselves that any revised terms were fair and also reasonable. . . ."

The merger would involve 28 broadcast stations and 57 cable systems. Seventeen of the stations and 44 of the cable systems are Cox's. And the resulting company would become the third largest owner of cable systems, with a 5.6% share of the market.

Because of commission rules barring an entity from owning more than seven television, seven AM and seven FM stations and prohibiting acquisition of radio-TV and newspaper-broadcast combinations in the same market, the merger also provides for the spin-off of 11 stations.

The commission said the merger and spin-offs would serve the public interest in breaking up the media crossownerships as well as in enhancing its policy of fostering minority ownership of broadcast stations. WSB-FM Atlanta and WSOC-AM-FM Charlotte, N.C., now owned by Cox, and WNGE-TV Nashville, KFOG(FM) San Francisco and WGFM(FM) Schenectady, N.Y., now owned by GE, would be sold to blacks or to companies controlled by blacks.

But in approving the merger and spin-offs, the commission attached a number of conditions. Two were sufficiently troublesome to Commissioners Abbott Washburn and James H. Quello to prompt them to issue a joint concurring statement contending they are unnecessary.

One requires two Cox sisters—Barbara Cox Anthony and Anne Cox Chambers—and their husbands to divest themselves of GE stock in excess of 1% of GE stock outstanding. Each of the sisters and her husband would be expected to own about 1% as a result of the merger. The divestiture would be required to bring them into compliance with the media crossownership rules, since Cox Enterprises, in which they have an interest, would continue to own newspapers in Atlanta, Miami and Dayton, Ohio, where GE would own television stations. The other condition requires two GE directors—Samuel R. Pierce Jr. and James G. Boswell—to resign from that board because of media interests attributable to them through their presence on the boards of two banks and an insurance company.

Although Cox defends its position in the controversy as reasonable from a prudent business point of view—and says GE is attempting to secure the merger "at a

bargain price"—it is likely to be considered the villain in any loss of opportunity of minority ownership of broadcast properties that is a consequence of a failed merger.

Accordingly, in its letter to the commission, Cox indicated that opportunity need not be lost. It said it will "review and re-examine the agreements and arrangements that have been entered into with minority interests to determine what portions of those benefits, or alternative benefits, can be arranged."

Cox said it has already begun making arrangements for an "early spring meeting" in Atlanta with the National Association for the Advancement of Colored People of Atlanta and the American Civil Liberties Union of Georgia, and it added, "we reasonably anticipate that some accord can be reached in due course." Cox said it would also, "in various ways," respond to "minority aspirations for increased participation in the broadcast industry."

The local NAACP/ACLU groups had petitioned the commission in 1977 to deny the license renewals of WSB-AM-FM-TV Atlanta on grounds of discrimination against blacks in programing and employment and concentration of media control. However, the groups agreed to withdraw the petition after reaching an agreement with GE under which an initial fund of \$9 million to be derived from the sale of four of the spin-off properties would be used to establish a foundation for the development of minority broadcasting management. And the commission, in its order, found no grounds for denying the license renewals. However, collapse of the merger would kill the foundation. And the NAACP/ACLU groups are reportedly preparing to reinstitute their petition if the merger and its benefits for blacks are indeed lost.

Court says tariffs win over contracts in common carriage

Case involves ABC, CBS disputes with Midwestern Relay over rates for microwave links

Broadcasters and other customers who sign contracts with a common carrier to provide microwave transmission service should not count on the carrier being bound by the contract. The only enforceable instrument regarding rates is the tariff the carrier filed with the FCC. The U.S. Court of Appeals in Washington made that point last week in an opinion rejecting appeals of ABC and CBS from a commission decision in such a case.

What was left unclear, however, is the degree to which the opinion restricts the commission's flexibility in pursuing its policy of encouraging competition in the common carrier field.

The two networks, along with NBC, had signed five-year contracts with Midwestern Relay Service, a subsidiary of the

Washington Watch

Still trying. Members of House Communications Subcommittee are still trying to work out differences over language for new common-carrier legislation. Key sticking point has been disagreement between Representatives Tim Wirth (D-Colo.) and James Broyhill (R-N.C.). Last Monday, Broyhill sat down with group of members to express concern over provisions in language worked out with help of Alfred Kahn—language Wirth has gone on record as favoring. The following day, most subcommittee members, including Chairman Lionel Van Deerlin (D-Calif.), sat down for further discussions, and consensus was that Wirth and Broyhill were not far apart, and agreement could be reached. Recommendation was that two sit down face-to-face to resolve differences.

Keeping the post. With Senator Edmund Muskie (D-Me.) nominated as new secretary of state, Senator Ernest Hollings (D-S.C.) will take over as chairman of Budget Committee, spot vacated by Muskie. But Hollings said last week he will also retain chairmanship of Commerce Committee's Communications Subcommittee where new bill revising Communications Act is expected shortly.

Looking ahead. Federal Trade Commission has released 166-page briefing book, "Technology and Legal Change," which evaluates potential impact of technological developments expected in next two decades. Report is staff document that came from one of periodic FTC policy review sessions, and included is discussion of telecommunications and possible future network practices. No recommendations are made in text; instead, areas that may present antitrust or consumer problems in future are laid out. Included in discussion are cable and direct-satellite advertising; FCC and congressional efforts to deregulate the telecommunications industry; restrictions on access to television advertising and restrictions by National Association of Broadcasters on number of commercials its members may air, and Justice Department challenge to restrictions.

Reprimanded. FCC has imposed equal employment opportunity sanctions on 17 broadcast stations that failed to meet EEO processing criteria. Short-term renewals and reporting requirements were imposed on WJOS(AM) Jackson, Miss., and WIBV(AM) Belleville, Ill. Reporting conditions were imposed on KELD(AM)-KAYZ(FM) El Dorado, Ark.; KMCW(AM) Augusta, Ark.; KWKH(AM)-KROK(FM) Shreveport, La.; WJW(AM) Cleveland; WSUM(AM) Parma, Ohio; WJRB(AM) Madison, Tenn., and WYDE(AM) Birmingham, Ala. Goals and timetables to be filed within 30 days and periodic progress reports were imposed on .XAR(AM) Hope, Ark.; WHMB-TV Indianapolis; WMNI(AM)-WRMZ(FM) Columbus, Ohio, and WUBE-AM-FM Cincinnati.

Hold off. The National Association of Broadcasters has asked FCC to extend, from June 13 to Aug. 1, its comment deadline in rulemaking looking toward increasing availability of commercial FM broadcast assignments. NAB feels that petition for reconsideration filed by National Telecommunications and Information Administration, asking FCC to include issues concerning use of directional antennas for short-spaced FM drop-ins in proceeding, should be settled first, so parties commenting on rulemaking may fully assess extent of any engineering or technical studies appropriate for submission.

Hangs up. FCC has decided that it lacks jurisdiction to adopt effective set of rules regulating unsolicited telephone calls—including those dialed on automatic dialer recorded message player. Under Communications Act, FCC has jurisdiction to regulate interstate and foreign communications but does not have authority to regulate local and intrastate telephone use unless it substantially affects interstate communications. FCC found that unsolicited calls do not have significant impact on interstate use of telephone network, and FCC closed proceeding it had begun on matter in March 1978.

Still says no. FCC has reaffirmed 1978 decision in which it declined to adopt rules to require cable TV systems to carry programing of local subscription TV stations. By doing so, it denied petition for rulemaking filed by Blonder-Tongue Laboratories seeking to make such carriage mandatory and petition by Suburban Broadcasting Corp. asking for declaratory ruling that such carriage is already required. Commission noted that competition between two media now exists without mandatory requirements and that cable subscribership did not appear to create any substantial technical barrier to off-the-air STV reception.

Back to singles' bars. U.S. Court of Appeals in Washington says "there is no substantial reason" why renewal of television licenses should be made dependent on stations catering to unmarried adults' need to "date and find a mate." Court made that point in affirming FCC rejection of petition to deny license renewals of Washington's WQVM-TV, WJLA-TV, WRC-TV, WTTG-TV and WPCA-TV. Petition had been filed by two Washington men who had tried and failed to sell their video dating service to any station. Their petition contended stations had failed to present programing designed to serve local adult unmarried population. "Petitioners," court said in brief, unsigned opinion, "have failed to define a particularized local need" for such programing.

Milwaukee Journal, to transmit the networks' programming in an area north of Chicago. Midwest was a new company providing a competitive alternative to the traditional service offered by AT&T.

But Midwest ran into financial problems as a result of what it called "extraordinary unforeseen circumstances." It lost \$2,781,000 and anticipated additional losses totaling \$1,208,000 if it did not raise its rates. So on March 15, 1976, it filed a revised tariff with the commission increasing mileage rates from \$47.50 to \$52.50 and market connections from \$500 a month to \$1,250 (BROADCASTING, April 19, 1976). ABC and CBS (but not NBC) protested, urging the commission to reject the tariff as unlawful on its face. But the commission rejected the petitions.

And the court, in ruling on the appeals by the networks, affirmed the commission. "Since we conclude that the Communications Act of 1934 does not permit communications common carriers to alter by contract the rates they announce in their filed tariffs," Judge Carl McGowan wrote for a unanimous three-judge panel, "we hold that the commission did not err."

McGowan reached back into history for the necessary authorities. He said the applicable provision of the Communications Act was borrowed from a section of the Interstate Commerce Act designed to guard against the then prevailing railroad practice of engaging in special rates and kickbacks to benefit favored shippers and to prevent free competition. And the case

McGowan cited as controlling the decision in *Midwestern* involved a decision handed down by the Supreme Court in 1908. It held that a railroad had violated the ICA in fulfilling a contract with Armour Packing Co. to provide service at a lower rate than that specified in a subsequently filed tariff.

Similarly, McGowan said, "when *Midwestern* filed its initial tariff with the [commission], it could not be altered by an unfilled contract with a customer in which *Midwestern* agreed not to increase its charges for a specified period."

The McGowan opinion, in which Chief Judge Skelly Wright and Judge Abner Mikva joined, conceded the networks' point that permitting such contracts would be wise public policy, since their purpose is to enhance competition among suppliers of program-transmission services. But the court relied for its reply on the Supreme Court's decision in that 1908 case: "Such considerations address themselves to Congress, not to the courts."

However, other language in the opinion seems to reflect a sensitivity to arguments in the commission's brief not to foreclose the commission's opportunity to stimulate competition among common carriers. At one point, the opinion says the Communications Act "arguably may authorize" the commission to require the filing of contracts like the one at issue in the *Midwestern* case. And at another, the court says it "expressly" declines to address the question of whether a tariff can bind a common carrier not to file a revised

tariff. The networks had argued that the disputed contract provision was in effect incorporated in the original tariff.

Presumably, the commission would have to go through a rulemaking proceeding to establish the appropriate procedures. But commission and network representatives last week independently spoke of the importance that long-term contracts would have in persuading networks to deal with carriers interested in competing with AT&T in providing interconnection service. The potential for such competition, one commission official said, is particularly significant in view of the growing number of companies providing satellite service. Such companies might be prepared to offer attractive terms but the networks would want the assurance that those terms would remain in effect for a reasonable length of time.

FCC set to review financial reporting

Commission starts up rulemaking to revise financial reports; In another action, it again declines to make local STV's must-carry signals for cable

The FCC has decided to review the broadcasters' annual financial reporting requirements. The commission has begun a rulemaking that proposes to delete some requirements and expand others, and incorporates for comment a National Association of Broadcasters petition that seeks to delete the requirement altogether. (BROADCASTING, April 28).

The FCC said that "while the proposed revisions provide for data generally similar in kind and quantity to that obtained through the current form, a number of [proposed] changes are designed to improve the quality of the data and to omit certain kinds that are not necessary or that can be obtained from other reports licensees are required to submit."

Some of the proposed changes:

- Deleting the requirement that employment and tangible-asset data be reported.
- Restructuring the income statement and clarifying the definition of its line items to conform with generally accepted accounting principles.
- Revising the income summary schedule for FM stations filing a combined report with a commonly owned AM station.

In another action at its meeting the commission reaffirmed a 1978 decision in which it declined to adopt rules to require cable television systems to carry the programming of local subscription television stations. By doing so, it denied a petition for rulemaking filed by Blonder-Tongue laboratories seeking to make such signal carriage mandatory and a petition by Suburban Broadcasting Corp. asking for a declaratory ruling that such carriage is already required.

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Shield laws hot topic in Massachusetts

Massachusetts's highest court this month is expected to decide whether a Boston reporter must go to jail for refusing to testify before a grand jury. Meanwhile, the state senate is considering a modified shield bill that would protect journalists from having to divulge either a source or what they are told in confidence.

Boston Herald American reporter Paul Corsetti was held in civil contempt for twice refusing to testify before a grand jury investigating a murder. His lawyer had argued that although Massachusetts has no shield law, his client's testimony was available from other sources.

Associate Supreme Judicial Court Justice Ruth Abrams said the case brings up issues that should be decided by the whole court during the term that begins May 19.

"Corsetti seeks to establish a rule that would require the prosecutor to exhaust all alternative sources for the needed information and would allow a reporter to be summoned only if those sources cannot provide the information," she said.

The Massachusetts legislature's Judiciary Committee, in the wake of the Corsetti case, voted unanimously to approve a confidential information act that would let reporters keep information and sources confidential except in libel or slander suits or when a superior court judge sees "substantial evidence" that disclosure "is clearly required to permit a criminal prosecution for the commission of a specific felony or prevent a threat to human life."

ABM to get a look at Northern TV records

The FCC has won a court judgment affirming its decision to disclose the financial reports of Northern Television Inc.'s five radio and television stations in Alaska to a citizen group seeking denial of renewal of the stations' licenses.

Alaskans for Better Media Inc. had petitioned the commission to disclose the reports after Northern maintained its programming practices were justified by the financial climate in Alaska. ABM had contended that Northern was sacrificing public service in favor of its finances.

Station financial reports generally are not made available to the public. But the commission said Northern had made its financial condition relevant to the issues in the case by relying on more than a general description of the market conditions in Alaska. Accordingly, it said the reports would be made available to ABM for the purpose of challenging the renewal of Northern's licenses for KBYR(AM)-KNIK(FM)-KTVA(TV) Anchorage and KFRB(AM)-KTVF(TV) Fairbanks.

Northern petitioned the district court to bar the release of the reports. But Judge

Charles R. Richey, acting on motions of the commission and ABM, issued a summary judgment dismissing the petition. He said the commission's decision was lawful.

Reregulatory bits

As part of an ongoing effort to streamline its regulations, the FCC has modified, deleted or rewritten a number of rules dealing with broadcast and broadcast auxiliary services.

Some of the significant changes:

- Deletion of the requirement that a program or transmission log be kept for broadcast auxiliary microwave services.

- Elimination of the restriction that a first-class chief operator may be employed

by only one FM or educational FM.

- Addition of alternative positions for the installation of an AM directional antenna monitor.

- Deletion of the requirement that prior FCC permission be obtained to rebroadcast messages originated by government nonbroadcast stations when prior permission has been obtained from the federal agency operating the originating station.

- Authorization of aural intercity relay and STL stations to radiate on a continuous 24-hour basis to provide greater stability of operation. Operator observations may be made once daily instead of the presently required observation of once every three-hour period.

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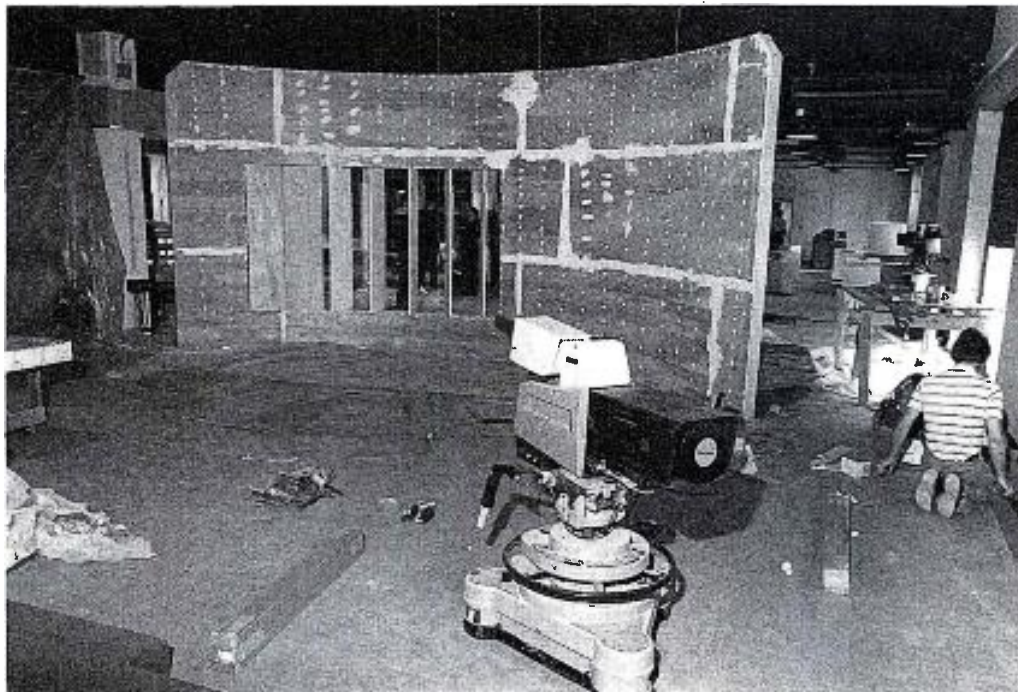
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Centerpiece. Three of the nine sets in the Atlanta headquarters of the Cable News Network will be mounted on a turntable topped by a Y-shaped partition. One set will contain a one-man anchor desk; the other sets will be used for talk shows and intimate interviews. All will rotate before the cameras on command.

The Cable News Network: Poised for the unknown

From 11 o'clock this morning to 11 o'clock tonight, Ted Turner's Cable News Network plans its first full-blown dress rehearsal. With a month to the scheduled sign-on, the four-week rehearsal process is designed to make the CNN staff so practiced that June 1 start-up will be "just another day," to use the words of senior vice president, operations Jim Kitchell.

There's still work to be done. Looking out a window at CNN's Atlanta headquarters late last Tuesday, Kitchell watched as a Scientific-Atlanta crew started assembly of the first of the dishes for the six-antenna farm CNN will have looking at the communications satellites essential to its operation. The footings and structural elements are all in place and the dishes themselves will all be up by the end of this week, he promised.

Director of operations John Ward was waiting last week for the anchor desk to be installed, and the painting of those sets that are in was deliberately being held off until the last minute. However, according to Ward, the control rooms are finished, the newsroom furniture is ready, and, all-

in-all, the installation process is "a day or two ahead of schedule."

Conversations with CNN staffers revealed a number of shared attitudes. There seems to be none among them who thinks an obstacle will appear to prevent the 6 p.m. sign-on of the network come the first of June, to the accompaniment of a planned, 800-person rendition of "The Star-Spangled Banner."

Some CNN staffers complain of frustration that CNN is not already on the air. They say the aborted rescue mission in Iran was just the kind of story CNN is made to cover.

And a recurring theme expressed by the personnel as the network enters what Kitchell calls "the stretch run" is that the accelerating pace of their preparations will render any attempt to pin-point CNN's status outdated before the ink is dry.

The over-all impression of a confident and enthusiastic crew is articulated by managing editor Ed Turner (no relation to the owner): "We're all up, with so much energy that people are ready to explode. This building is just full of eager-beaver

young types with nothing to do."

That statement identifies at once the two principal achievements of the network since BROADCASTING's last in-depth look at CNN (Dec. 3, 1979): An empty shell of a building has been turned into a functioning headquarters and what was then largely a management group has been expanded into a staff of 225 that is virtually complete.

According to senior producer Sam Zelman, of the 13 anchor persons who are to be based in Atlanta, he has definite commitments from 11, though he'll only name 10 for the record at this time, and the other two he expected to firm up by week's end.

He will confirm that plans now call for Don Farmer, formerly of ABC News, Washington, and his wife, Chris Curle, who had been with that city's WJLA-TV, to co-anchor the weekday noon newscast. Kathleen Sullivan, late of KUTV(TV) Salt Lake City, is set to anchor the prime-time two-hour program (8-10 p.m.), along with another ABC News Washington veteran, Bill Zimmerman. But, said Zelman, it's

not yet definite whether they'll co-anchor the two hours, or split it, an hour each.

Sullivan, incidentally, has been on assignment in Nicaragua, along with a crew and several investigative reporters, putting together what CNN calls "perspective pieces" on such subjects as how U.S. aid is being spent.

Other named anchors are Reynelda Muse from KOA-TV Denver, with the weekend assignment; another husband and wife team, this one from Sacramento-Stockton, Calif., David Walker, KOVR(TV), and Lois Hart, KCRA-TV; Lou Waters from KOLD-TV Tucson; Don Miller, out of Canadian Global TV News and Ellen Burnstein, WXIA-TV Atlanta.

Separate from the anchors, CNN has tapped the former co-host of *AM Chicago*, Sandi Freeman, for the position of host of its 10-11 p.m. week-night phone-in and talk show.

While personnel and standard broadcasting and newsgathering equipment are routinely expected essentials, there is a pioneering aspect of CNN's operational plan that also will have to be functional if CNN isn't to fall flat on its face.

The network is built around the concept of an "all-electronic" newsroom from which the necessity for paper has been eliminated. At the heart of this newsroom is a dual-redundant two-computer system designed to handle the processing of script material from wire-service input, through editing and writing, down to its appearance on the teleprompters for the anchors to read.

The CNN system is an adaptation of systems now found in newspaper offices across the country, and the network is working with a supplier to that industry, Basy Inc. of San Jose, California. The CNN developmental work to design a broadcast oriented version of the com-

puter program format has been led by Robert Barnes, CNN's director of data resources, from the Turner Broadcasting System, and Peter Vesey, former news director at KSDK-TV St. Louis, now CNN's Washington bureau chief.

According to Barnes, for each story the computer will list on a video display its wire service slug line, the anchor to whom it's assigned, the writer who handled it, whether it needs vidfont or graphics, if there's videotape to accompany it, its length, whether the story has a copy editor's approval, if it's ready for air, and how long it will take the assigned anchor to read the piece.

As of last week, only part of the system was ready, as electricians were still installing needed AC outlets. By today, Barnes thought he would have the writing and teleprompter capability operational. Next week, he expects delivery of a larger computer memory, "the big brain" he calls it, that will allow the computer to handle such added functions as compiling future files for the assignment desk and starting addresses for vidfont.

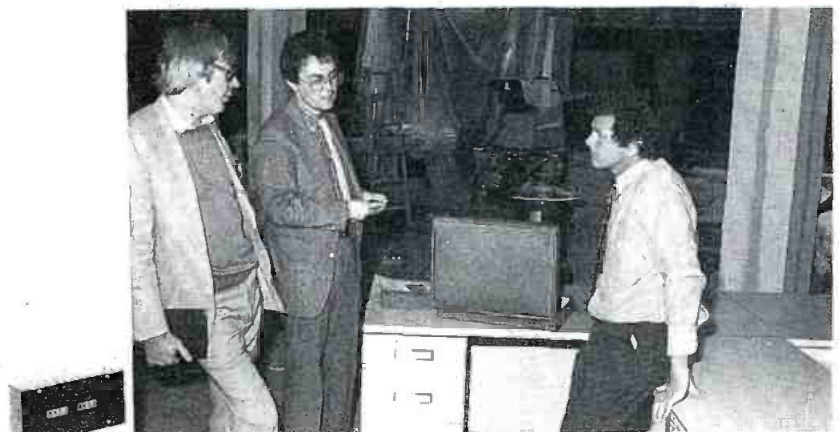
Paper won't completely disappear, however. Two copies of the script will be printed out, one for each anchor. As Zelman candidly admits, "some of the veterans are a little frightened" by the computerization, and in any case, he adds,

"anchors need something to do with their hands" even as the teleprompter rolls away.

Washington and New York will have on-line connection with the Atlanta computer via leased AT&T lines, while the other bureaus will have to settle for dial-up capacity.

The extent of CNN's computer dependence can be gauged by Barnes's listing of the numbers of terminals: Atlanta will have 48, counting several connected to a separate library computer, Washington 10, New York three, and those are "real-time" terminals that, to use Barnes's description, "can talk to one another." Barnes even has a small business computer programmed for, among other tasks, cost analyses of CNN coverage on a per-story basis.

A separate innovation of the CNN organization is its corps of "video-journalists." As John Ward describes them, they're generally college graduates with some local market experience whom CNN is training in all aspects of television news: camera work, editing, and writing. The network, he says, is looking at its video-journalists as a pool of future producers and writers. "We're starting with heavyweights," according to Ward, referring to the first generation of CNN's production and on-air staff, "and we hope



At left: Exterior of CNN's Atlanta headquarters. **Top picture:** CNN President Reese Schonfeld and Gerry Hogan of Turner Broadcasting's sales staff escort three executives of Bristol-Myers on a tour of the facility. L to r: Marvin Koslow, B-M vice president for marketing services; Schonfeld; James McGinn (back to camera) of B-M; Hogan, and Bob Turner of B-M. Bristol-Myers has backed the CNN project with an agreement to buy \$25 million in advertising over 10 years. **Bottom picture:** Overseeing the transformation of an ex-country club into an \$8 million TV facility are (l to r) producer John Baker, set designer Ronald Baldwin and architect Bunky Helfridge.

Washington watch. At the helm of the 63-person capital bureau are (l to r) Jim Schultz, assistant bureau chief; David Newman, executive producer; Larry Vander Veen, vice president of Mobile Video Services, which will provide technical support; George Watson, vice president and managing editor; Sheldon Levy, president of MVS, and Peter Vesey, acting bureau chief.



these video-journalists will be the second group, to fill in the vacancies."

Ward calls the program "a way around the Catch 22 of 'you can't get a job without experience and you can't get experience without the job.'" It's not all altruistic. As another CNN staffer says of the nonunion video-journalists, "they're young and they're cheap." (In fact, all the CNN crews are nonunion.)

Starting a network from scratch is not entirely a flight across new frontiers. CNN has found it necessary to tread some well-worn paths as well. Ed Turner, giving one example, says the assignment editors have been scrambling to put together worldwide contact lists, collecting Brazilian phone books and noting the telephone numbers of local chiefs of police in towns across America.

The magnitude of CNN's accomplishment, Zelman believes, can only be appreciated if compared with his own experience with the expansion of the *CBS Evening News* 15 years ago. Going from 15 to 30 minutes, he says, took an "incredible" effort. Contrasting that to CNN's intended jump from 0 to 24 hours, Zelman feels confident that "we're doing remarkably well."

The state of readiness varies at the six CNN domestic bureaus. Washington, the largest, is near completion, while the second in size, New York, is about a week behind schedule, as far as equipment is concerned.

According to one estimate, 40% of the total CNN package and 60% of the hard news will emanate from the Washington bureau.

Heading the Washington operation is George Watson, who left ABC News as Washington bureau chief last February and took the titles of vice president of CNN and managing editor of its Washington bureau. At his side is a long-time ABC associate he induced to join him in the new venture, David Newman. Newman,

the senior producer of *World News Tonight* at ABC, is executive producer with CNN.

Last week the Washington bureau was in the late stages of being hammered and wired together in 6,500 square feet of a two-story building on Wisconsin Avenue, just above Georgetown, the tony part of Washington.

The bureau is laid out in three parts—the newsroom, the studio and the master control room. About the perimeter of the three large rooms are the modest offices of Watson, Newman and the other managers and producers. The anchor desk is set up before the newsroom so that the activities of the office will provide the backdrop for most live feeds.

The studio, to be used primarily to produce talk shows, is connected to the newsroom by sliding glass doors. Drapes may be added, Watson says, to isolate the studio visually.

Manning the Washington anchor desk from 9 a.m. to 6:30 p.m. NYT will be Bernard Shaw. According to Watson, Shaw or one of the reporters will be ready with a live feed for Atlanta approximately every 30 minutes. The length of these, like so much else in the CNN format, will be flexible, depending on a particular story's news value and interest.

Watson says during the day the Washington bureau "would be akin to an audio-visual wire service" with periodic "new leads, adds and rewrites." Watson points out that this normal routine will be interrupted for fast-breaking news. The goal of his operation: "We want to be factual, fast and first."

There is one other quality that Newman and Watson hope will distinguish not only the bureau's work but also the work of CNN as a whole. "We are going to do as much live as possible," Newman says, and Watson adds: "It's our chief asset and we're going to exploit it."

After 6 or 6:30—"after the news day is

done"—Watson says the staff will have an opportunity to put together taped packages for the 8 p.m. news show.

The bureau's centerpiece is senior correspondent Daniel Schorr, a former CBS newsmen. He will have a featured five-minute segment during the 8 p.m. news. Watson says the nature of the report—it now has a working title of "Daniel Schorr's Washington Report"—will be varied. On any given day, he says, Schorr may interview a guest, put his voice over tape or debrief one of the CNN correspondents in the field.

Watson said that Schorr also will have a regular feature in the two-hour noon news. Schorr will, in effect, "let the viewer in on our editorial process" by talking casually about the story he's working on that day, its various aspects and its possible implications. Watson describes it as a kind of "reporter's notebook."

In addition to the hard news and features that will be coming down from Washington, Atlanta will also be able to count on Washington for two and perhaps three one-hour talk shows. Watson says that there will be two "newsmaker" programs produced on the weekend for play during the weekend.

One may be produced on Saturday and be shown live and one may be produced Saturday, kept in the can overnight and shown Sunday. The Saturday show will be moderated by Daniel Schorr and will feature a guest who will be questioned by a couple of "outside reporters."

Watson admits that the show is modeled on ABC's *Issues and Answers*, CBS's *Face the Nation* and NBC's *Meet the Press*, and feels that by doing the show on Saturday he can get the jump on the network counterparts. Watson says that he can promise guests on his Saturday show "Sunday headlines."

The Sunday show will feature a guest interviewed by three correspondents selected for the duty on a rotating basis.

Four out of the other five. Although the Washington bureau will account for most of the hard news that goes out over CNN, five other domestic bureaus are being established to contribute live and taped re-

ports and features. Their chiefs (l to r): Mary Alice Williams, New York; Larry LaMotte, Dallas; Cindy Druss, Chicago, and Donna Sykes, San Francisco. Not pictured: Peter Spear, Los Angeles.



Watson says. But, he adds, the format is subject to change and a permanent questioner may be selected to do the show some time "down the road."

A third talk show, Watson says, is still in the "early stages of gestation." It would, he says, feature himself "sitting down with a group of engaging and interesting persons to talk about the affairs of the day." To start, Watson says he would gather the best people he could and then see what happens. Like a lot of other shows on CNN, he says, it "would develop on the air."

Washington will also be the origination point of eight of CNN's highly publicized video "columnists." The group now includes Senator Barry Goldwater (R-Ariz.); Rowland Evans and Robert Novak, syndicated political columnists; Michael Halbertstam, physician; Mark Shields, editorial writer for the *Washington Post*; Ralph Nader, consumer advocate; Rudy Maxa, gossip columnist, and Neil Solomon, a health expert. Watson said each would do five segments a week of between a minute and two minutes duration. Newman adds, however, that they're not "prisoners of the clock" and that if they need more than three minutes for a particular piece, "we'll give them more."

When the last few holes are filled, the editorial staff of the bureau will total 35 persons, including four managers, five producers, four assignment editors, 13 correspondents and four desk assistants.

In addition to Shaw and Schorr, the correspondents and their beats are Dan Brewster, general assignment; Faith Fancher, general assignment; Bob Berkowitz, Congress; Kirsten Lindquist, general assignment; Jean Carper, health and medicine; Andrea Stroud, State Department; John Holliman, agriculture; David Browde, Pentagon; Mark Walton, White House, and Joe Pennington, investigative.

Assistant bureau chief Jim Schultz, the

former news director at WTTG(TV) Washington whom Watson hired in early February, before Watson left ABC, is the chief assignment editor.

Mobile Video Services is handling all the technical work for the bureau. Based in New York, MVS has been doing television production for the Independent Television News Association and for foreign and out-of-town broadcasters in New York and Washington, but the job with the CNN bureau is far greater than anything the company has previously handled.

According to Larry Vander Veen, vice president of MVS, the contract with CNN runs for five years and "in rounded figures" will cost CNN \$4.5 million.

Although it intends to continue its work for other broadcast operations, MVS is also in the process of establishing new Washington quarters—conveniently alongside CNN at the same Georgetown location.

MVS will place at Watson's disposal 28 technicians. They will man the control room, form seven two-man ENG crews, and man the studio cameras and the one-inch editing suite. As far as Watson is concerned, contracting out the technical services is the way to go. "It relieves me," he says, "of the enormous and absolutely indispensable task of assembling the right people to do the job... We have our hands full trying to get the news operation on the air."

That the news operation should receive such outside technical assistance is not unusual in Watson's view. He says the networks have entire divisions that can be counted on for technical support. At ABC, he says, the news division goes to the Broadcasting Operations and Engineering Division for many of its broadcasting needs.

As its name suggests, MVS will also have two microwave-equipped vans in the field for the bureau's use. According to Vander Veen, an antenna will be installed on the

roof of the building to receive signals from the van. Joining the microwave antennas on the roof will be a satellite earth station, which the bureau needs to monitor the CNN programming out of Atlanta (Washington has yet to award a cable franchise and it isn't likely to in the near future). Vander Veen says the three-meter earth station dish won't produce a broadcast quality signal, but it will produce a signal good enough for monitoring. Similar earth stations for the same purpose, he says, will be installed at the homes of Daniel Schorr and George Watson.

Despite CNN's close association with satellite technology, the Washington bureau will rely on the long lines of AT&T to get its feeds to Atlanta. (The feed from the New York bureau will pass through the Washington bureau.)

New York hasn't achieved the same level of preparedness, particularly on the equipment side. The principal problem that bureau chief Mary Alice Williams encountered was that the previous tenant of the World Trade Center office space CNN is leasing hadn't finished moving out until last Tuesday.

Today will be the first time the whole New York staff has gathered together in one place. Williams has organized her 25-person editorial staff into three departments: financial, breaking news and features. Lou Dobbs, formerly of KING-TV in Seattle, and Williams will share anchor duties on New York feeds.

What the Los Angeles bureau will look like on June 1 is something CNN itself doesn't yet know. According to bureau chief Peter Spear, there is still a question of how many editorial persons will man the bureau. He says that in Atlanta there are two separate versions of how many people should be assigned and he is afraid Atlanta will "go to the leaner version."

Spear says that he was originally promised a staff of 10, but he has begun to think in smaller terms since Atlanta nixed

Sharper than a serpent's tooth. George Watson, vice president of the Cable News Network and head of its Washington bureau, characterizes CNN as "the most significant development in broadcast journalism." Other developments in news over past 30 years are "pale in comparison with the enterprise we are embarked upon," he said last week before a meeting of Sigma Delta Chi at the National Press Club in Washington. Watson, who left his post as ABC Washington bureau chief last February, took a couple of swipes at the networks. Calling CNN "the new kid on the block" already inhabited by what appear to some—he didn't say if he included himself—as "three overgrown and overstuffed bullies." He suggested that all the networks are bloated and inefficient. He said some of the network news bureaus are beginning "to resemble the federal bureaucracy." Reacting to questions that CNN may not be financially viable, Watson admitted that for the first few years CNN would have to rely on the resources of Ted Turner, who, he added, "is sailing in a sea of red ink." Much has been made, he said, of CNN's raiding of established broadcast operations, particularly ABC. While it is true, Watson said, that CNN has gone to that network for talent, he noted that Carl Bernstein, the current ABC Washington bureau chief, has done some "raiding in reverse." On two occasions, Watson said, he had had deals with ABC reporters "trumped" by Bernstein. And, he said, Bernstein "did it with dollars." Watson couldn't help, however, reporting the latest tally: CNN 13, ABC 2.

the hiring of Iysabel Duron, a former anchor with WBZ-TV Boston. The staff now includes five other than Spear, but no reporter of hard news.

Lee Leonard, formerly of WNEW(TV) New York, will host a one-hour talk show that will be "a *People* magazine" of television. It will play head-to-head with Tom Snyder's *Tomorrow* show on NBC-TV and feature "interesting people in a soft context." The show will be produced and directed by Eddie Madison, who paid his dues on the production staff of Group W's now defunct *Mike Douglas Show*.

Spear does have one reporter on staff, but he will be handling more feature material than hard news. Spear says that Fred Saxon, whose last broadcasting job was with WXIA(TV) Atlanta, will be the "Hollywood or glitter" reporter, covering the movie industry, conveying Hollywood gossip and giving occasional movie reviews.

Scott Barer, an assignment editor at KNXT(TV) Los Angeles, will perform the same job for the bureau.

Despite the bureau's personnel problems, its technical needs are under control. The bureau is sharing facilities on the 16th floor of the Sunset-Vine Building at that well known Hollywood intersection with the new Robert Wold Co. subsidiary, Satellink of America.

Not only will Satellink share the 16th floor with the bureau, but also the two dozen technical people that Satellink, itself a relatively new company, will employ. Spear says the Satellink people will do all camera, sound and production work.

As for equipment, Spear says he has three RCA TK-76C's, two of which will be used in the studio. The other will be used in the field and travel by microwave van. Spears says the bureau "will shoot three-quarter inch and edit three-quarter inch with top-of-the-line Sony gear." Satellink will also have a one-inch VTR, which, Spear says, will be available for the bureau's use.

Over and above any breaking story in the Los Angeles area, Spear hopes to be ready several times throughout the day for live cut-ins, including a five-minute segment during the noon news.

Spear isn't quite sure how the Los Angeles feed will be delivered to Atlanta. He thinks that it will be sent by microwave from the roof of the building, through a couple of repeaters to the Western Union uplink outside of town. Western Union will bounce the signal off its Westar satellite.

The Dallas bureau is headed by Larry LaMotte, a former weekend anchor and energy reporter at KWTU(TV) Oklahoma City. His biggest concern last Tuesday was finalizing a lease for 1,600 square feet of space in One Main Place in downtown

Dallas. The location means more to the bureau than just a central Dallas address; it is the building that houses Western Union's Dallas headquarters and a lease there, LaMotte points out, would facilitate access to Western Union's Westar system.

LaMotte's staff will consist of two people and himself: James Miklaszewski, the former news director at KMZK(AM) Fort Worth, who will be the Dallas bureau's sole correspondent, and Sandee Myers, a research assistant.

LaMotte isn't yet sure how much he will be feeding to Atlanta on a daily basis, although he says "they are now planning at least one live cut-in every day." He says the bureau will be responsible for all news out of Oklahoma, Arkansas, Texas and Louisiana. "We're not going to try to pattern ourselves after anybody else," LaMotte says. "We're going to do more run and gun. We're going to try to be where the action is and broadcast it live, night and day."

Two technicians have been hired for the bureau through a contract with Broadcast News Services, a New York outfit that will also be performing the technical chores for the Chicago and San Francisco bureaus of CNN.

The four-person Chicago bureau is headed by Cindy Druss, a former reporter and producer who followed Reese Schonfeld from ITNA to CNN. (Schonfeld is president of the new operation.) The newsroom-studio of the bureau is located in the Chicago Merchandise Mart, described by Druss as "the center city exposition center."

Druss says the small bureau, covering 600 to 700 square feet, is planned as a showplace, its outer wall made of glass so that passers-by can look in and watch the bureau operate. Cable television is not yet in Chicago "in any real way," Druss explains. "so if we can't show the product we can at least show how the product is put on the air."

Aiding Druss will be Richard Blome, a former reporter with WISN-TV Milwaukee, who will be the bureau's field reporter, and Linda Ringe and Sheryl Klehr, who will be writers, producers and "all around hands." Druss says she stole the two women from ABC's Chicago bureau.

Starting June 1, the Chicago bureau is scheduled to deliver live cut-ins at 7:30 a.m., 8:15 a.m. and 11:06 a.m., all NYT. Druss will also conduct a live interview from the studio during the two-hour noon news.

Chicago's other regularly scheduled live feed will be a financial report at 2:30 p.m. NYT—at the closing bell of the Chicago commodities market. Druss hopes to have a financial expert, possibly Eugene Lerner of Northwestern University, handle the segment.

Following the financial report, the bureau will begin packaging and sending to Atlanta taped reports—approximately 15 minutes worth daily—for use during the 8 o'clock news or at any other time that suits Atlanta. Druss says the bureau also will be standing by to deliver live reports during

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To get the feeds from the bureau to Atlanta, the bureau will use both terrestrial lines and satellite. Druss says that Midwestern Relay Co. will send the feed from the roof of the Merchandise Mart via two repeater hops to an earth station in Lake Geneva, Wis., where it can be bounced off Western Union's satellite system.

Donna Sykes, chief of the San Francisco bureau, is running behind her counterparts in the other cities. She says the bureau is still in its "embryonic state." But it shouldn't take too much to get the facility together; besides Sykes, there will be two other editorial persons. The desk assistant, Tamar Weine, has been hired; the reporter hasn't.

Sykes promises, however, that the bureau will be ready in some form by May 5. Her most pressing problem as of last Monday was finding suitable space for the studio and offices, but she said that matter should have been settled by the end of last week.

What San Francisco will add to the Atlanta whole is difficult to predict, Sykes explains. "We are going to contribute feeds several times a day. We don't have a quota, but we're going to do as much as we can."

CNN also is busy establishing a string of bureaus and signing agreements to insure coverage of international events. Plans call for four foreign bureaus, two of which—in

London and Rome—are staffed and will be ready to go on June 1. According to Reese Schonfeld, one-man bureaus in Oman, Jordan, and Bangkok, Thailand, will be added in 30 to 60 days.

The London bureau is headed by Richard Blystone, formerly of AP Radio. Francoise Husson has been assigned as the bureau's producer. Dennis Traut, formerly of WFAA-TV Dallas and NBC, will report from Rome, where he'll be assisted

by Mark Less, a former producer with NBC. Both bureaus will have technical and editorial support staffs.

The foreign coverage provided by the bureaus will be supplemented by tape and film from UPITN and possibly the European Broadcasting Union. In addition, Schonfeld said CNN has struck a deal with CTV, a Canadian television network, to pick up feeds from CTV's Peking and London bureaus.

NBC's scoop on aborted hostage rescue

Tip on unusual late-night activity at White House prompted call for special crew

NBC News personnel last week were still relishing what its Washington bureau chief, Sid Davis, was calling "one of the cleanest beats ever on a White House story"—the coverage of the aborted attempt to rescue the American hostages in Teheran. NBC's John Palmer was on the air twice, with live reports from the White House lawn, at 12:57 a.m. and 1:14 a.m., on Friday (April 25), before CBS and ABC broadcast their first bulletins.

NBC's beat was not the result of luck. Palmer and the NBC news desk in Washington had received information about 10 p.m. on Thursday of unusual activity at the White House. Davis declines to say

anything about the source—or sources. But according to one report, the tip came from the White House.

Palmer rushed back to the White House, saw the line of official black limousines in the driveway, and learned that President Carter was meeting in the Oval Office with top administration officials. But Palmer did not know the subject of the meeting, although he and Davis, with whom he was in contact, speculated it involved Iran.

One thing Palmer did learn in his wandering about the White House press room that was exhilarating was that he was the only reporter there. Indeed, his presence startled the White House press room staffers from whom he tried to learn what was going on.

By this time, Davis had begun sending

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And now count your third blessing: Thankful listeners.

No VP for Cronkite. CBS News anchor Walter Cronkite last week dashed speculation that he would consider giving up the news business for politics—as a running mate with independent presidential candidate John Anderson.

Following a report in *The New Republic* of Cronkite's supposed interest, the anchorman responded: "It is not the first time a political career has been suggested for me and my answer is the same as it has always been: not interested."

The New Republic claimed that Anderson was thinking about Cronkite as a possible vice presidential candidate and quoted Cronkite as saying "I'd be so honored to be asked, I wouldn't turn it down."

In his statement, Cronkite said: "*The New Republic* reporter [executive editor Morton Kondracke] has misinterpreted our conversation. I have no interest in entering politics in any capacity." Cronkite added that he has never endorsed a candidate and doesn't plan to do so in the upcoming campaign.

out crew calls. A camera and lights were set up on the White House lawn at about 11 p.m. In the next few hours, cameras prepared for live coverage were set up at the State Department, the Pentagon, on Capitol Hill and in the White House briefing room.

Palmer finally got the story from a high White House official in two conversations between 12:30 a.m. and the time Palmer went on the air with his first bulletin. The piece, which interrupted the *Johnny Carson Show*, ran three minutes and was complete in the major details—a rescue attempt had been made, eight men had died accidentally and the President was accepting full responsibility.

Bernstein casts a critical eye on the press

ABC's Washington bureau chief says reporters need to do more legwork and not rest on laurels after Watergate coverage

Carl Bernstein, who is making the transition from investigative reporter to head of ABC's Washington news bureau, has surveyed the national reporting scene and is not impressed. "We've got to get back to basics, to get back to using shoe leather, and quit patting ourselves on the back," he says. The reporter's goal, of "the best obtainable version of the truth," is not being achieved, he says.

Bernstein, who appeared last week before the Federal Communications Bar Association, did what he could to prick what he said is the sense of self-importance that some in the press feel as a result of Watergate. "The orgy of self-congratulation and mutual backslapping is not warranted," he said. For of the 2,000 reporters covering Washington, only 14 were assigned to the story—and of those, only five or six worked as investigative reporters.

Furthermore, he said that since Watergate, there have been three important trends that he regards as disturbing: "the elevation of gossip . . . to an art form"; the use of "checkbook journalism," an example of which, he said, was NBC's payment

of \$1 million to former Secretary of State Henry Kissinger—a man, Bernstein said, who has lied to Congress and the press—to appear on the network and "control" his appearances; and "the Cusinart of American journalism"—the dedication of substantial amounts of broadcast time and newspaper space to the glorification of "rampant consumption."

There is, Bernstein said, "a willingness to pander to viewers, to give them what they want instead of news . . . As a result, *People* magazine is the most important and powerful magazine in the country." There is a place for *People* magazine, Bernstein said, "but not at the expense of the best obtainable version of the truth."

The press—electronic, apparently, as well as print, he feels—fails to search behind the official version of an event or do more than record and present the "stenographic" account of a press conference. "We had the lesson of the Vietnam war, and ignored it," he said. The same was true, he added, of the Indo-Pakistan war, the behind-the-scenes activities of ITT, the U.S. "incursion" into Cambodia and the "hassling" of blacks and radicals.

Yet, he said, it wasn't until a pillar of the establishment—the Democratic National Committee's headquarters—was "raided in the dead of night that those of us in the press made an effort to find out what the hell government was doing . . . So it's not a time for self-congratulation."

And there is still, Bernstein said, "a lot of stenography" in Washington reporting—witness, he added, the Camp David accords. "And we still cover the Supreme Court like it was the Holy See."

Bernstein, who with Bob Woodward led the *Washington Post's* Pulitzer Prize-winning coverage of the Watergate break-in and the subsequent cover-up attempt, indicated he had taken to heart advice from some of his old adversaries from the Watergate days.

Former Vice President Spiro T. Agnew, in the 1969 speech in Des Moines in which he kicked off the Nixon administration's attack on the press, said, "It is time for the media to turn a critical view on themselves," Bernstein recalled. And, he said, Agnew was right. Later, he noted, former Attorney General John M. Mitchell said, "Watch what we do, and not what we say." That, Bernstein said, was the best advice. "If we had [followed it], there might not have been a Watergate."

Kaiser takes its case against '20/20' to the public

Company calls April 3 segment on its aluminum wiring product 'blatantly wrong' in full-page newspaper ads in 10 cities

Kaiser Aluminum & Chemical Corp., Oakland, Calif., took the unusual step of buying full-page advertisements in 16 newspapers in 10 cities last Tuesday (April 29) to protest charges made on ABC-TV's *20/20* program on April 3.

Under the headline, "Trial By Television," the advertisement said the program labeled Kaiser's aluminum house wiring "unsafe" and accused Kaiser of intentionally marketing an unsafe product. Kaiser called these charges "blatantly wrong."

Kaiser said in the advertisement, which appeared in newspapers including the *New York Times*, the *Washington Post* and the *San Francisco Chronicle*, that it was offered an opportunity to be interviewed on *20/20*. Kaiser said it had rejected the offer because the program reserved the right to edit any part of the company statement.

Kaiser said it has demanded a satisfactory retraction from ABC-TV; is asking the FCC, under the "personal attack" doctrine, to order the network to provide time and facilities to present the company's side of the story to the same size audience in a prime-time segment, and has asked Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications, to consider congressional hearings to "examine the implications of this increasingly insidious and dangerous practice." Van Deerlin's subcommittee has touched on similar complaints in other hearings, including FCC oversight, but has no plans to examine the issue in near future.

Kaiser asked readers who are "upset" by the unfairness of the *20/20* program to write their elected representatives or to Kaiser at its corporate headquarters in Oakland.

ABC had no comment on Kaiser's charges.

Privacy vs. press access

CBS legal specialist Graham wouldn't give Supreme Court crack at broad shield law, prefers sharply drawn statutes

CBS legal correspondent Fred Graham called for "more concise and sharply drawn laws" to replace the "blanket privacy statutes" he contends undercut press freedom and the public's right to know.

Debating with Harvard Law School professor and Boston television show host Arthur Miller, who called him the nation's finest legal reporter, Graham said laws

passed under the theory that "we can't have too much privacy" should be modified to give reporters access to all adult arrest and criminal records, "except perhaps certain first offenses"; and all government file information about government employees or people who get money from the government.

Graham, at Northeastern University, Boston, also said that the government should be free to release information about public figures and that journalists should be free from legal action stemming from true, nondefamatory stories concerning newsworthy events.

The Emmy-award-winning former *New York Times* reporter told BROADCASTING that he doesn't favor federal shield legislation to protect reporters' confidential sources because he feels the U.S. Supreme Court "is so hostile to the press that they'd gut it."

He added that with cable TV and satellites, there is enough diversity to let marketplace forces deal with issues now covered by the fairness doctrine and equal time requirements. He supports broadcast deregulation, recalling Nixon administration attempts to pressure license holders, to make local stations more immune from such tactics.

Miller, a nationally-known privacy expert, hosts a weekly *Miller's Court* audience participation show about legal issues over WCVB-TV Boston. He said a "diligent, vigorous reporter—without invasion of privacy—can discharge the public's right to know."

"A zealous, unrestrained television company or newspaper can have as devastating an effect on an individual as the FBI," argued Miller. "We must look to the courts for some balance between the right to know and the individual's right of privacy."

He wants to leave that balancing judgment to the courts, not journalists, because "every institution must be accountable to something. The media shouldn't be immune to this."

Reporters, Miller said, "are better served by self-restraint than by pushing their prerogatives to the limit." Pushing, he predicted, would inevitably lead to "overreaction" and possible curbs on press freedom.

While Miller contended that just because something's "interesting" and "true" doesn't make it "newsworthy," citing the sexual habits of a person who impeded an attack on President Ford as an example, Graham admitted that "some of us have transgressed" and said "we don't want the right to intrude with cameras in private premises."

Graham said, however, that current laws that prevent public disclosure of someone's record trigger harmful "rumors and innuendos." Laws in 23 states and on the federal level, he said, let bureaucrats play it safe and avoid giving out embarrassing information under the cloak of privacy. "It's an Orwellian rewriting of history," he stated. "In a good cause—but nevertheless, a rewriting of history."

One on one. Former President Richard Nixon has agreed to live interview with ABC's Barbara Walters for May 8 edition of ABC-TV's 20/20 newsmagazine. Interview will be Nixon's first for any network since he resigned presidency in 1974. David Frost interviews in 1977 were handled through syndication. Unlike Frost interviews, Nixon will not be paid by ABC. By last week, it had not been determined whether Nixon interview would occupy part or all of 20/20. According to ABC News, Nixon's representatives had requested that interview be live. ABC News spokesperson explained that Walters plans to deal with Nixon's views on current world situation, particularly Iran and Afghanistan, and performance of Carter administration. ABC News said there will be "no ground rules." CBS's 60 Minutes claims to have been offered Nixon interview but on condition there be no editing and that subject of Nixon White House years not be covered. Don Hewitt, executive producer of 60 Minutes, said he turned it down.

Independent boosters. National News Council's Task Force on Editorial Responsibility, study group looking for resolutions to differences between stations and producers regarding independent documentaries, has recommended that "agreed-upon minimum standards for editorial acceptability" be established and called for new funding mechanism unlike "present arrangement whereby independents get the short end of the stick." Elsewhere, group wants end of Public Broadcasting Service "control of access." Group said it is "important to open up programming to public scrutiny by filming and broadcasting wide-ranging discussions of a station's program choices." Task force received project grant from Ford Foundation.

There are limits. While footage was available, ABC, CBS and NBC all backed off from full coverage of scene in Teheran when Iranians were displaying remains of Americans killed during unsuccessful plan to rescue hostages. All agreed it would have been poor taste. CBS didn't show bodies at all; ABC went only as far as plastic bag being taken off shroud; NBC did give couple of seconds of coverage believing act was "so brutal and so repugnant" that glimpse should be shown.

Dish deal. United Press International will provide price rebates to broadcast and newspaper clients buying satellite receivers. UPI will give rebate of \$1,200 yearly to customers purchasing receivers costing \$6,515 each and paying for installation costs. Associated Press earlier had said it would buy satellite receivers and supply them free of charge to clients, who would be charged for installation.

Noses for news. Television winners in first national awards competition of Investigative Reporters and Editors Inc.: Jack Cloherly and Lea Thompson, WRC-TV Washington, for investigation into dangers posed by asbestos in hair dryers; Dan Medina, KXAS-TV Fort Worth, for series on plight of illegal immigrants; Richard Samuels and Chuck Collins, WMAQ-TV Chicago, for series that exposed auto-theft ring. There was no radio winner. Other categories were books and newspapers (over 75,000 circulation and under 75,000). From each category medal award will be presented at IRE national convention June 6-7 in Kansas City, Mo.

Withdrawal problems. Edward Sariui and companies affiliated with him in Panamanian partnership to distribute film in Latin America are suing Wometco Enterprises for \$1.27 billion. Action followed Wometco announcement that it was terminating joint venture, ADWO, that it said "did not perform satisfactorily in 1979." Miami-based Wometco, whose holdings include broadcasting, subscription and cable TV, said it also had filed suit to "clarify the rights and duties of the parties during the liquidation." Wometco said that two substantially identical suits were then filed against it, independent auditors and certain of its officers and employees in Superior Court of State of California and U.S. District Court for Central District of California. Plaintiffs allege fraud, breach of contract, unfair competition and other wrongs on part of defendant. Lawsuits seek injunctive and other equitable relief. Wometco said damage claims, after eliminating duplicate claims, amount to at least \$35 million of actual damages and at least \$600 million of punitive damages. Wometco denied plaintiff's allegations and said it did not expect suits to have material effect on company.

Press problems in England. Press freedom in Great Britain suffered setback when British court ordered Granada Television Network to disclose identity of those who supplied confidential British Steel Corp. papers used in documentary. David Boulton, head of current affairs for ITV, independent commercial television network, had argued that sources who feel "we can be compelled by a court to name them" will not supply information. But judge rejected argument that disclosure would harm public interest. He said press, including television, has no absolute privilege to keep its sources confidential. Boulton said Granada will appeal case "as far as is necessary." Next step would be court of appeals; final one, House of Lords.

UHF comparability: a few points of view

**NAB, APB, EIA only
entitles to comment
on FCC's latest reports**

As of last week's comment deadline, only three parties had filed comments on the FCC's latest reports on UHF comparability. The reports, released in March, studied new technical opportunities for UHF television transmitters and indoor television antenna performance (BROADCASTING, March 10).

The National Association of Broadcasters agreed with the commission's observation that enormous power consumption is required to operate a UHF transmitter, and it commended all the efforts to help reduce these escalating costs. However, NAB does not believe that reduction in utility expenses is the ultimate aim. "Indeed," NAB said, "the reduction of a UHF broadcaster's power costs, while helpful, does nothing toward making his signal any more comparable, in terms of television reception, to that of a VHF broadcaster."

The NAB suggested that the FCC address reception problems—the antenna, download and the TV set itself—to achieve "prompt and significant" improvement, rather than concentrating on the transmitter.

Commenting on the FCC's report on indoor antennas, NAB said consumer education must play a central role in this aspect of UHF comparability. A "truly perceptible improvement" may be achieved quickly at the reception end with "minimal costs to the public, the government and to the industry," NAB said.

The Association for Public Broadcasting placed more emphasis on power costs than did the NAB. "The prohibitive cost of power is often a factor which discourages stations from operating at maximum permissible power," APB said, adding that the expense is particularly important to public television where funding is always a matter of serious concern.

While the association thought that utilization of the best possible transmitting antenna is vital to a successful UHF operation, it did offer some technical tips whereby it claimed public broadcasters have been able to achieve a power savings of up to one-third without incurring excessively burdensome costs.

The improvements, all within the scope of present technology:

- Better coupling devices for aural and visual transmitters.

- Better materials used in magnets that align the beam around the klystron, resulting in less power dissipation.

- Use of smaller tubes in the aural transmitter as close as possible to the aural power at which the station operates.

- Improved waveguard systems, particularly important on higher channels.

- More efficient use of high voltage power supplies.

- Improved control of cooling systems.

- More careful alignment.

- External cavity klystrons.

APB disagreed with the commission's suggestion that aural power be reduced to less than 10% of visual power because of uncertainty of its full effect, especially if multichannel sound standards are adopted. On the subject of indoor antennas, the association advocated the use of the outdoor bow-tie and two-bay indoor bow-tie antennas.

The Consumer Electronics Group of the Electronics Industries Association disagreed with the public broadcasters group's preference for the double bow-tie indoor antenna, saying it does not lend itself to adjustment in spite of its high gain. "Often the ease of adjustment to receive the best picture in a distorted field is more important than the additional gain of the antenna," the filing said.

Thin is in

**1990 is target for RCA
50-inch color TV set
flat enough to hang on wall**

RCA scientists are projecting that by 1990 they'll be able to manufacture large-screen flat color television sets for "a price the

home consumer will be willing to pay."

In two papers presented at a conference of the Society of Information Display in San Diego, RCA researchers described their basic technical concept for a 50-inch (diagonal) screen that would be a scant four inches thick. According to RCA's description, the screen "could be hung on a wall like a picture."

After several years of research, the company says it now has an experimental monochrome flat screen five inches wide and 10 inches high that "presents the basic technological problems that would appear in a full scale unit," while letting experimenters make design changes quickly and inexpensively. Work on the conversion to color, according to RCA staff vice president, materials and components research, Dr. James J. Tietjen, would come near the end of development after "the more basic problems" of electron beam control and manufacturing are studied.

The plans for the large-screen display call for assembling 40 individual "modules" that would be 30 inches high and one inch wide to form a 30-by-40-inch panel. (In the working model, there are five modules, each one inch by 10 inches.) "Novel RCA-developed beam guides" in each module would control the three electron beams used to generate a color picture, with the beams in every module synchronized with those in the others. The end result, RCA promises, will be a panel similar in size to projection TV screens, but having "decided advantages in brightness and picture quality," besides taking up less space.

InSync

Another hurdle cleared. FCC has given Southern Satellite Systems and RCA Americom green light to provide satellite service for six months—from May 20 to Dec. 1—to Cable News Network. RCA was authorized to provide service to SSS, and SSS was authorized to carry CNN. FCC's action allows RCA to make good on consent order pledge it made to "make best effort" to find room for CNN on Satcom I for six-month period. Consent order was issued from Atlanta federal court where Turner Broadcasting, owner of CNN, had filed suit against RCA alleging that in denying it service on Satcom I, RCA breached 1976 contract. RCA's pledge was made in exchange for Turner's dropping \$34 million in damages claims. Suit, however, continues to be litigated in Atlanta to determine whether Turner and CNN have permanent right to Satcom I transponder. In granting authorizations, FCC rejected petitions to deny filed by Spanish International Network, Eastern Microwave and National Christian Network. All feel they have better claim than Turner to spot on Satcom I.

□

Stopped short. Signal Companies takeover of Ampex, leading broadcast equipment manufacturer, has been called off, victim of Signal's poor showing in stock market. Deal called for exchange of .79 shares of Signal stock for each share of Ampex (BROADCASTING, Feb. 25). Ampex and Signal took advantage of escape clause written into original agreement that allowed either party to terminate contract if Signal stock traded for five consecutive days above \$51 or below \$40. Since deal was signed, Signal stock has consistently failed to stay above \$40 threshold.

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For the Record

As compiled by BROADCASTING Apr. 21 through Apr. 25 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

FM applications

- Russellville, Ark.—Judy K. Purtle seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 412 N. Joplin Ave. Russellville 72801. Estimated construction cost: \$88,435; first quarter operating cost: \$54,048; revenue: \$223,184. Format: Religious & easy listening. Principal: Purtle is assistant manager of KCAB(AM)-KWKK(FM) Dardanelle, Ark. She has no other broadcast interests. Filed Feb. 13.
- Russellville, Ark.—River Valley Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 619 E. Maine St. Russellville 72801. Estimated construction cost: \$60,000; first-quarter operating cost: \$30,540; revenue: \$110,000. Format: CW. Principal: Jerry Canerday who owns cattle ranch in Dardanelle, Ark. and auto exhaust installation co. in Russellville. He has no other broadcast interests. Filed Feb. 14.
- Osage City, Kan.—Osage Radio Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 1019 6th Ave., Leavenworth, Kan. 66048. Estimated construction cost: \$7,600; first year operating cost: \$6,000; revenue: \$40,000. Format: Contemporary. Principal: William P. Turney and wife Lanelle (30% jointly); Alvin Crippen and wife Linda (30% jointly); Mark D. Haden (30%); Devany Crippen and wife Karen (10% jointly). Lanelle, Alvin and Devany are siblings. Turney is broadcast consultant. He is 10% owner of permittee for new FM in Winfield, Kan., 85% owner of permittee for new FM in Pierre, S.D. and has 10% interest in application for new FM in Cadiz, Ohio. Lanelle is housewife. Alvin is employed by Veterans Administration. Linda

is housewife. Devany and Karen are students. Haden is employed by KWKK(AM) Hutchinson, Kan. Excluding Turney, they have no other broadcast interests. Filed Mar. 10.

■ Freehold, N.J.—Mid-Momouth Broadcasting Assoc. seeks 88.9 mhz, 1 kw, HAAT: 112 ft. Address: 27 South St. Freehold 07728. Estimated construction cost: \$20,600; first year operating cost: 2,000; revenue: \$23,000. Format: Educational. Principal: Non-profit educational corporation. Arthur I. Kravetz is president. Filed Mar. 4.

■ Corinth, N.Y.—Jedco Broadcasting Corp. seeks 93.5 mhz, 3 kw, HAAT: 422 ft. Address: 6424 Tamar Ct. Reynoldsburg, Ohio 43068. Estimated construction cost: \$167,000; first-quarter operating cost: \$23,425; revenue: \$300,000. Format: MOR. Principals: Edward F. Stanley (45%) Donna M. Stanley (55%). Edward is regional sales manager for Radio Shack. Wife Donna is executive secretary for hydraulic equipment distribution company. They have no other broadcast interests. Filed Jan. 29.

■ Elizabeth City, N.C.—James Bond seeks 96.7 mhz, 3 kw, HAAT: 295 ft. Address: 4450 S. Park Ave., No. 1618 Chevy Chase, Md. 20015. Estimated construction cost: \$44,113; first quarter operating cost: \$18,150; revenue: \$10,200. Format: CW. Principal: Bond is manager, asset appraisal services with Frazier, Gross & Clay Inc. Washington broadcast financial management consultants. He has no other broadcast interests. Filed Feb. 1.

■ Columbus, Ohio—Worthington Christian Schools seeks 91.5 mhz, 18.7 kw, HAAT: 300 ft. Address: 6670 Worthington-Galena Rd. Worthington, Ohio 43085. Estimated construction cost: \$85,000; first year operating cost \$40,500; revenue: \$385,000. Format: Educational. Principal: Private educational institution associated with Grace Brethren Church of Columbus, Ohio. James W. Card is superintendent. Filed Feb. 8.

■ Alva, Okla.—Zumma Broadcasting Co. seeks 99.7 mhz, 100 kw, HAAT: 835 ft. Address: Box 3 Alva 73717. Estimated construction cost: \$318,072; first quarter operating cost: \$28,600; revenue: \$225,000. Format: Contemporary. Principal: William R. Lacy who is Oklahoma City broadcast consultant. He also owns 60% of Oklahoma City advertising company. He has no other broadcast interests. Filed Mar. 10.

■ New Hope, Pa.—Solebury School seeks 89.5 mhz, 3 kw, HAAT: 212 ft. Address: Phillips Mill Rd. New Hope 18938. Estimated construction cost: \$136,954; first year operating cost: \$60,000; revenue: \$167,000. Format: Educational. Principal: Private educational institution Jane Y. Sharaf is headmistress. Filed Mar. 14.

■ Breckenridge, Tex.—Biniz Enterprises seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: PO 1208, Andrews, Tex. 79714. Estimated construction cost: \$37,140; first quarter operating cost: \$2,394; revenue:

\$50,000. Format: CW. Principal: James Biniz who owns chain of convenience stores in western Texas. He purchased KSTB(AM) Breckenridge last November (BROADCASTING, Dec. 24, 1979).

■ Bridgeport, Tex.—Bridgeport Broadcasting seeks 96.7 mhz, 3 kw, HAAT: 208 ft. Address: PQ 427 Springtown, Tex. 76082. Estimated construction cost: \$22,700; first year operating cost: \$50,000; revenue: \$60,000. Format: CW. Principals: Bert F. Dimock and brother Dan (50% each). Bert was (through 1979) engineer with General Dynamics, Fort Worth, Tex. Dan owns building equipment co. They have no other broadcast interests. Filed Feb. 1.

■ Raymondville, Tex.—Edgar Clinton seeks 101.7 mhz, 3 kw, HAAT: 140 ft. Address: 345 S. 7th Raymondville 78580. Estimated construction cost: \$314,386; first year operating cost: \$26,800. Format: CW. Principal: Clinton owns KSOK(AM) in Raymondville and has farm in vicinity. Filed Feb. 26.

■ Morgantown, W.Va.—W. Va. Board of Regents seeks 91.7 mhz, .384 kw, HAAT: 30 ft. Address: West Virginia Univ. Morgantown 26506. Estimated construction cost: \$59,325; first year operating cost: \$70,000; revenue: \$190,000. Format: Educational. Principal: State supported college. Gene A. Budig is president. Filed Mar. 5.

FM actions

■ Oologah, Okla.—Dismissed (by request) application of Ambers Productions Inc. for 106.1 mhz, 100 kw, HAAT 428 ft. P.O. address: 311 East Rogers Blvd., Skiatook, Okla. 74070. Estimated construction cost \$81,974.42; first year operating cost \$45,946; revenue \$58,800. Format: mixed. Principals are William L. Wright and his wife Patricia. Wright publishes the Skiatook (Okla.) News, weekly. Patricia Wright is high school librarian. Action Mar. 14.

■ Owasso, Okla.—John K. Major granted 106.1 mhz, 100 kw, HAAT 487 ft. P.O. address: 500 South Warren Street, Syracuse, N.Y. 13202. Estimated construction cost \$63,500; first-year operating cost \$71,500; revenue \$50,000. Format: classical. Principal: Major is director of research and marketing at WFMT(FM) Chicago. Action Mar. 14.

■ Bishop, Tex.—Cismek Corp. granted 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 316 E. Ave. B, Kingsville, Tex. 77863. Estimated construction cost: \$76,600; first-quarter operating cost: \$28,500; revenue: \$155,500. Format: Spanish. Principals: Joe Alverado Cisneros (51%) and D.K. Meek (49%). Cisneros was employed with KINE(AM) Kingsville. Meek is employed with KAND(AM) Corsicana, Tex. They have no other broadcast interests. Acting Mar. 25.

Ownership changes

Applications

■ KSTB(FM) Apache Junction, Ariz. (FM: 107.1 mhz, 3 kw)—Seeks assignment of license from Harold Harkins to Beta Communications for \$285,000. Seller: Harkins has no other broadcast interests. Buyer: F. Patrick Nugent (58.9%), Edward Knight (23.5%), Walter A. Barker (9.8%), John Hansen and Charles Kane (3.9% each). Nugent is Paradise Valley, Ariz. broadcast consultant. Knight is president of Los Angeles vending company. Barker is general manager of Quincy, Ill. newspaper. Hansen is La Grange, Ill., technical writer. Kane is Mesa, Ariz., electronics technician. They have no other broadcast interests. Filed Apr. 7.

■ KINS(AM) Eureka, Calif. (AM: 980 khz, 5 kw-D, 500 w-N)—Seeks transfer of control of Eureka Broadcasting Co. from Wendell Adams (57% before; none after) to Barbara and Hugo Papstein (43% before; 100% after). Consideration: none. Principals: Wendell Adams (57%), daughter Barbara Papstein (26%) and her husband Hugo (17%). Papsteins are receiving control of station from Barbara's father, Wendell, as gift. She is currently director and bookkeeper. Hugo is vice president of station. They have no other broadcast in-

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terests. Wendell will continue in role as president. Filed Apr. 3.

■ **KDZA(AM)-KZLO(FM)** Pueblo, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Seeks transfer of control of Galer Broadcasting Co. from Michael M. Galer (81% before; none after) to United Communications Inc. (19% before; 100% after). Consideration: \$778,500. Principals: Galer is 90% owner of M.G.M. Broadcasting, applicant for new FM in Durango, Colo. He has no other broadcast interests. Buyer is owned by Anthony J. Spicola who is sales manager and 19% owner of KDZA-KZLO. He has real estate interests in Pueblo and also has 5% interest in MGM. Filed Mar. 27.

■ **WYND(AM)** Sarasota, Fla. (AM: 1280 khz, 500 w-D)—Seeks assignment of license from Robert W. Frudeger (receiver) to Sun Broadcasting Co. for \$375,000. Seller: Frudeger has no other broadcast interests. Buyer: Miles Berger and brother Ronald (27.5% each), Ann W. Sherwood (20%), David B. Meltzer (10%), Leonard Worsok, Joel F. Zemans and Herbert S. Laufman (5% each). Bergrers are Chicago realtors. Sherwood is housewife. husband Bert is vice president and general manager of WMAQ(AM) Chicago. Meltzer is associated with ladies' apparel retail firm, Chicago. Worsok is Chicago realtor. Zemans also of Chicago is banker. Laufman owns chemical manufacturing co. in Skokie, Ill. They have no other broadcast interests. Filed Apr. 21.

■ **WRED(AM)** Monroe, Ga. (AM: 1580 khz, 1 kw-U)—Seeks assignment of license from Monroe Broadcasting to Earl J. Akery for \$160,000. Seller: Witterschel Wisebram. Jon Osher and William H. Lynch. Wisebram is principal owner of WBHF(AM) Cartersville, Ga. Osher owns cable systems in Canton and Cartersville, Ga. Buyer: Akery is Monroe physician with no other broadcast interests. Broker: The MacMillan Co. Ann. Apr. 22.

■ **WHAG-TV** Hagerstown, Md. (TV ch. 25, 436 kw vis, 51 kw aural)—Seeks assignment of license from Henson Aviation Inc. to Benedek Broadcasting of Maryland for \$1.5 million. Seller: Richard A. Henson (36%); Sheldon Magazine and brother Samuel (29.8% each), and Hans Ornenitsch (4.4%). They have no other broadcast interests. Buyer: A. Richard Benedek. He owns 70% of shopping mall in West Sheboygan, Wis. and has other real estate interest in Fort Wayne, Ind. He owns WTAP-TV Parkersburg, W.Va. Filed Apr. 11.

■ **WKOL(AM)** Amsterdam, N.Y. (AM: 1570 khz, 1 kw-D)—Seeks assignment of license from WKOL Inc. to Jedco Broadcasting Corp. for \$300,000. Seller: Joseph Sabatino and Manuel N. Panosian. Panosian is principal owner of WIQT(AM)-WQTX(FM) Horseheads, N.Y. Buyer: Edward Stanley, regional manager of Radio Shack in Columbus, Ohio. He has no other broadcast interests. Broker: Keith W. Horton Co. Ann. Apr. 25.

■ **WZKY(AM)** Albemarle, N.C. (AM: 1580 khz, 250 w-D)—Seeks assignment of license from Radio Station WZKY Inc. to Norman Communications for \$200,000. Seller: Robert L. Hilker is president and principal owner. He has varying interests in WCGC(AM) Belmont, WGO(AM)-WPEG(FM) Concord, and WSVN(AM) Valdese, all North Carolina; WHHV(AM) Hillsville, WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, all Virginia. Buyer: William D. Norman Sr., son William Jr. and his wife Linda Norman (33.33% each). Norman Sr. is account executive for Memphis, Tenn. manufacturing company. Norman Jr. is sales manager and program director of WNMB-FM North Myrtle Beach, S.C. Linda is branch manager of North Myrtle library. They have no other broadcast interests. Filed Mar. 31.

■ **WYNG(AM)** Goldsboro, N.C. (AM: 1300 khz, 1 kw-D)—Seeks assignment of license from J. Darby Wood (receiver) to Creative Broadcasting for \$190,000. Seller: Wood has no other broadcast interests. Buyer: R. Ronald Griffin, C. Brantly Strickland and brother Willie Strickland (33.33% each). Griffin is general manager of WYNG. C.B. Strickland has insurance and real estate interests in Goldsboro. Willie is Goldsboro auctioneer. They have no other broadcast interests. Filed Mar. 14.

■ **WWWZ(FM)** Summerville, S.C. (FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Brothers Broadcasting Corp. to WWWW Inc. Buyer: Kennern Goodman is 33% stockholder in Brothers Broadcasting. Consideration for station will be transfer of Goodmans stock in Brothers back to corporation which will then redistribute stock among remaining shareholders. Other stockholders are: D. Ward Wilson and John

Pembroke (20.75% each), Arnold Goodstein (10%) and three others with less than 8% interest. They have no other broadcast interests. Goodman is current president and 33% owner of Brothers, licensee of WWWW(FM) Summerville and WPAL(AM) Charleston, both S.C., and WXVI(AM) Montgomery, Ala. Upon consummation of transaction he will be sole owner of WWWW(FM) with no other broadcast interests. Filed Apr. 4.

■ **KMND(AM)** Midland, Tex. (AM: 1510 khz, 500 w-D)—Seeks assignment of license from United Communications Co. to Dale Palmer, Gary Willingham and Thomas Shuler (33-1/3 each) for \$150,000. Seller: Robert and Pat Martin (married) who have no other broadcast interests. Buyers: Palmer is president, general manager and 10% owner of KKCS-AM-FM Colorado Springs. Willingham owns Tyler car dealership. Shuler is Tyler attorney. Later two have no other broadcast interests. Broker: Norman Fischer & Associates. Ann. Apr. 24.

■ **WCVR** Randolph, Vt. (AM: 1320 khz, 1 kw-D)—Seeks assignment of license from Alfred W. Hill (trustee) to Edward H. Stokes for \$250,000. Seller: Hill is 12% owner of WOCB(AM)-WSOX(FM) West Yarmouth, Mass., WDOS(AM)-WSRK(FM) Oneonta, N.Y., WLNH-AM-FM Lacombe, N.H., WTMA(AM)-WPXI(FM) Charleston, S.C. and WCMF(FM) Rochester, N.Y. Stokes is executive director of California Public Broadcasting Commission (Sacramento). He has no other broadcast interests. Filed Apr. 7.

Actions

■ **KSRB(AM)** Hardy, Ark. (AM: 1570 khz, 250 w-D)—Granted transfer of control of Vance Broadcasting Inc. from Glenwood Vance (100% before; none after) to DUO Broadcasting Inc. (none before; 100% after). Consideration: \$225,000. Principals: Vance has no other broadcast interests. Buyer is owned by Robert Finlayson, Bill Trimble, and Richard Unterborn (one third each). Finlayson owns Salt Lake City advertising agency. Trimble is regional manager (Milwaukee and San Francisco offices) of Triangle Publications Inc.'s TV Guide Magazine. Unterborn is regional manager (Salt Lake City, Cleveland and Chicago offices), also for TV Guide Magazine. They have no other broadcast interests. Action Apr. 21.

■ **KZON(AM)** Santa Maria, Calif. (AM: 1600 khz, 500 w-D)—Granted assignment of license from Leonard Kesselman to DeOro Broadcasting Co. for \$550,000. Kesselman has no other broadcast interests. Buyer is owned by Michael Ramirez (26%); his wife Wendy (25%), and Abel DeLuna (49%). Ramirez is general manager of KAZA(AM) Gilroy and 11.5% owner of KWAC(AM) Bakersfield, both California. His wife owns Bakersfield catering company. DeLuna is mayor of Healdsburg, Calif., where he owns grocery store. He also owns San Jose, Calif., recording company. He has no other broadcast interests. Action Apr. 21.

■ **WQIK(AM)** Jacksonville, Fla. (AM: 1050 khz, 1 kw-D)—Granted assignment of license from Rowland Broadcasting Co. to Gary L. Acker for \$250,000. Seller is owned by Marshall Rowland and wife, Carol, who also own WQIK-FM Jacksonville, WKOG-AM-FM

Gordon, Ga., and are applicants for FM in Lawrenceburg, Tenn. Acker owns KWAS(FM) Amarillo, Tex., 80% of KJAK(FM) Slaton, Tex., and 25% of KLFJ(AM) Springfield, Mo. He has sold subject to FCC approval, KJTV(TV) (not on air—see "For the Record," April 28). Amarillo and has contracted to purchase KEPT(FM) Shreveport, La. (BROADCASTING, May 7, 1979). He is also applicant for new FM in Laredo, Tex. Action Apr. 15.

■ **WWWQ(AM)-WPFM(FM)** Panama City, Fla. (AM: 1430 khz, 5 kw-U; FM: 107.9 mhz, 89.3 kw)—Granted assignment of license from Radio Panama City Inc. to Media South Inc. for \$1,260,000, including real estate. Seller is owned by William G. Brown and Clifton G. Moor, who also own WTIF(AM) Tifton, Ga. Buyer is owned by Jayne A. Woods, John Dorris and James Broadus. Woods, former revenue commissioner of Tennessee, and her husband, Frank, own 51% of WSEV-AM-FM Sevierville, and WBRY(AM) Woodbury and 49% of WTBP(AM) Parsons, all Tennessee. Dorris is Nashville certified public accountant. Broadus is Nashville broadcasting consultant. Neither Dorris nor Broadus has other broadcast interests. Action Apr. 15.

■ **KIMT(TV)** Mason City, Iowa (ch. 3, 100 kw vis., 20 kw aural)—Granted assignment of license from Lee Enterprises to Daily Telegraph Printing Co. for \$9.5 million. Sale was made in compliance with FCC's 1975 action ordering break-up of "egregious" concentrations of media control (BROADCASTING, Jan. 7). Seller is publicly owned group broadcaster and publisher. It also owns KHQA-TV Hannibal, Mo.; WTAF(AM)-WQCY-FM Quincy, Ill.; WSZA-TV Huntington-Charleston, W. Va.; KGM-B-TV Honolulu; KOIN-TV Portland, Ore., and KFAM(AM)-KGOR-FM Omaha. Buyer is owned by Hugh I. Shott and family, who also own Bluefield, W. Va., Daily Telegraph; WHAJ(FM) Bluefield, and WBTW(TV) Florence, S.C. It is purchasing KIMT with proceeds from sale of WHIS-TV Bluefield, W. Va. (BROADCASTING, April 23, 1979). Since sale of WHIS-TV was also forced divestiture—another of "egregious" cases—Shott family received tax certificate on sale allowing it to apply full \$8-million sale price to purchase of KIMT. Action Apr. 22.

■ **KWCL-AM-FM** Oak Grove, La. (AM: 1280 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Granted transfer of control of KWCL Inc. to Keith and Evelyn Baker of \$270,000. Seller is owned by Ira R. Robinson and estate of David Blossman (50% each). Robinson has no other broadcast interests. Blossman's estate is group-owner of three AM's, and two FM's. Buyers previously owned KHBM-AM-FM Monticello, Ark. They have no other broadcast interests. Action Apr. 21.

■ **WHYN-AM-FM** Springfield, Mass. (AM: 560 khz, 5 kw-D, 250 w-N; FM: 93.1 mhz, 10 kw)—Granted assignment of license from Guy Gannett Publishing Co. to Affiliated Publications Inc. for \$5.1 million ("In Brief," Aug. 13, 1979). Seller is publisher of four Maine newspapers and owns WGAN-AM-FM-TV Portland, Me.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. In addition, it has purchased, subject to FCC approval, KOFM(FM) Oklahoma City (BROADCASTING,

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's On air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,548	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

Aug. 6, 1979). Jean Hawley is chairman; John R. Dimatteo is president. Buyer is publicly owned corporation; John I. Taylor is president. It publishes *The Boston Globe* and owns KRAK(AM)-KEWT(FM) Sacramento, Calif.; KMPS-AM-FM Seattle; WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati. Action Apr. 24.

■ **WOHN-AM Herndon, Va.** (AM: 1440 khz, 1 kw-D)—Granted assignment of license from United Communications Corp. to Ernest G. Peltz for \$475,000. Sellers: Ronald Lowenthal and Michael Hillings (49.99% each). They have no other broadcast interests. Buyer: Peltz is Hammondsport, N.Y. investor with no other broadcast interests. Action Apr. 21.

In Contest

FCC decisions

■ **Concord, Tenn.**—FCC has waived its cross-ownership rules to permit Concord Telephone Exchange Inc. to furnish cable services through its affiliate, Concord Cable Communications Co. to 100 percent of households within its service area at Concord, Tenn. It also approved application of Concord Telephone Exchange to permit Concord Cable to construct and operate coaxial cable facilities within telephone company's service area in Concord. Commission noted that since density of area proposed to be served by Concord Cable and Concord Telephone was less than 30 households (19.6) per route mile, presumption existed that such cable TV service could not exist except through system affiliated with local telephone common carrier. Noting that under opponents' (Athena Cablevision Corp. of Knoxville and Tennessee-Kentucky Cable Co.) proposals 23 percent of residents in franchised area would not receive cable TV service, the Commission said this was such a major difference in penetration that neither could be said to be offering essentially same service as Concord Cable. Action Apr. 24.

■ **FCC has imposed Equal Employment Opportunity (EEO) sanctions on 11 broadcast stations** that failed to meet EEO processing criteria and whose written EEO programs were not mitigated sufficiently by granting them conditional renewals requiring periodic progress reports, goals and timetables or short-term renewals. Short term renewals and reporting conditions were imposed on the following stations: WJQS(AM) Jackson, Miss.; WIBV(AM) Belleville, Ill. Reporting conditions were imposed on the following stations: KELD(AM)-KAYZ(FM) El Dorado, Ark.; KMCW(AM) Augusta, Ark.; KWKH(AM)-KROK(FM) Shreveport, La.; WJW(AM) Cleveland, Ohio; WSUM(AM) Parma, Ohio; WYDE(AM) Birmingham, Ala. Goals and timetables to be filed within 30 days and periodic progress reports were imposed on the following stations: KXAR(AM) Hope, Ark.; WHMB-TV Indianapolis, Ind.; WMNI(AM)-WRMZ(FM) Columbus, Ohio, and WUBE-AM-FM Cincinnati. Action Apr. 24.

Designated for hearing

■ **Cherokee Village, Ark. FM proceeding:** BC Docs. 80-140-51)—set for hearing in consolidated proceeding are mutually exclusive applications of Vance Broadcasting Inc. and Cherokee Village Broadcasting Co. for new FM station on 100.9 mhz at Cherokee Village, to determine whether Vance is legally and financially qualified; Vance's ascertainment efforts; Vance's proposed news programs; whether Cherokee Village is financially qualified; whether Cherokee Village's proposal would provide coverage of community of license; which proposal, on a comparative basis, would best serve public interest, and which, if either, should be granted; ordered that Vance publish local notice of its application and file statement of publication with ALJ and granted Cherokee's request to waive Section 73.210 of the rules. Action Apr. 2.

■ **Delano, Calif. FM proceeding:** (BC Doc. 80-154-156)—set for hearing in consolidated proceeding are mutually exclusive applications of Hosea Wilson, McGavren Communications Inc. and KWSO Inc. for new FM station on 105.3 at Delano, Calif., to determine with respect to Hosea Wilson whether applicant is financially qualified and whether his ascertainment effort was adequate; whether Wilson and McGavren Communications, Inc. complied with requirements of Section VI of FCC Form 301 which of proposals, on comparative basis, would best serve public interest and which of applicants should be granted; ordered

McGavren to file statement with presiding ALJ showing compliance with public notice requirements of FCC's rules. Action Apr. 1.

■ **Willows, Calif. FM proceeding:** (BC Doc. 80-138-39)—set for hearing in consolidated proceeding are mutually exclusive applications of OMP Wireless Broadcast Co. and Willows Broadcasting Co. for a new FM station on 105.5 mhz at Willows, to determine whether good cause exists for location by Willows of its main studio outside proposed community of license; whether Willows is financially qualified to construct and operate proposed station; which of proposals would, on comparative basis, better serve public interest and which of applications should be granted and granted petition by OMP for leave to amend and accepted amendment for filing. Action March 28.

■ **Bonifay and Chipley, both Florida FM proceeding:** (BC Docs. 80-152-53)—set for hearing in consolidated proceeding are mutually exclusive applications of Townsend Broadcasting Corp. and R-4 Radio Corp. for new FM station on 97.7 mhz at Bonifay, Fla. and Chipley, Fla., respectively, to determine, in light of conclusions reached in BC Docs. 80-19-20, whether Townsend possesses requisite character qualifications to be Commission licensee; efforts made by Townsend and R-4 to ascertain needs of their proposed service areas; whether R-4 is financially qualified; to determine areas and populations which would receive primary aural service (1mV/m or greater) from each proposal and availability of other primary service to such areas and populations; which of proposals would better provide fair, efficient and equitable distribution of radio service; which on comparative basis, would better serve public interest and which application if either, should be granted. Action Apr. 1.

■ **Cocoa, Fla. TV proceeding:** (FCC 80-215)—Set for hearing are mutually exclusive applications of Astro Enterprises Inc. and Good Life Broadcasting Inc. for new UHF on Ch. 52 Cocoa, Fla. Issues to be determined are: Whether common ownership, operation or control of Astro's WWBC(AM) Cocoa, and its proposed television station would be in public interest; whether Astro is financially qualified to operate station; Astro's efforts to ascertain and meet problems and interests of community; acceptability of Astro's proposed antenna height and service contours; which of applicants would better serve public interest, and which application should be granted (FCC 80-215). Action Apr. 15.

■ **Canyon, Tex. FM proceeding:** (BC Docs. 80-148-49)—Set for hearing in consolidated proceeding are mutually exclusive applications of Canyon Broadcasting Co. and Tillis Broadcasting Inc. for new FM station on 107.1 mhz at Canyon, to determine whether Canyon is financially qualified; Canyon's ascertainment efforts; Tillis's ascertainment efforts; which of proposals would, on comparative basis, better serve public interest; and which, if either, should be granted. Action Apr. 1.

Allocations

Actions

■ **Bald Knob and Clinton, both Arkansas**—In response to petition by Weber-King Radio to assign 107.1 mhz both to Clinton, as its first FM assignment and counterproposal by John Paul Capps to instead assign 92.1 mhz to Clinton and 107.1 mhz to Bald Knob, as its first FM assignment, assigned 107.1 mhz to Bald Knob, Ark. effective June 2 (BC Doc. 79-1; RM-3166, 3351). Action Apr. 15.

■ **Quincy, Calif.**—In response to petition by Ralph E. Wittick proposed substituting 101.9 mhz for 95.9 mhz at Quincy, comments due June 16, replies July 7 (BC Doc. 80-171; RM-3353). Action Apr. 16.

■ **Rohnert Park and Sebastopol, Calif.**—In response to two separate petitions by Juhl-White and Jean Harrison to assign 104.9 mhz to Rohnert Park, and Sebastopol, respectively, proposed assigning frequency to Rohnert Park, comments due June 16, replies July 7. (BC Doc. No. 80-119; RM-3362, 3598). Action Apr. 16.

■ **Steelville, Mo.**—In response to petition by Randy L. Wachter assigned 96.7 mhz to Steelville, as its first FM assignment effective June 2 (BC Doc. No. 79-341; RM-3489). Action Apr. 16.

■ **Moriah, N.Y.**—In response to petition by Peter E. Hunn assigned 106.3 mhz to Moriah, effective June 2, Canadian concurrence has been obtained (BC Doc.

79-148; RM-3339). Action Apr. 16.

■ **Bandera, Tex.**—In response to petition by Paloma Broadcasting Corp. assigned 98.3 mhz to Bandera, as its first FM assignment effective June 2, Mexican concurrence has been obtained (BC Doc. 79-129; RM-3276). Action Apr. 16.

■ **Stephenville, Tex.**—In response to petition by Dixie Broadcasters proposed substituting 105.7 mhz for 98.3 mhz at Stephenville, comments due June 16, replies July 7 (BC Doc. 80-172, RM-3352). Action Apr. 16.

■ **Lewisburg and Ronceverte both West Virginia**—In response to petition by Radio Greenbrier Inc. proposed assigning 97.7 mhz to Ronceverte, and to reassign 105.5 mhz from Ronceverte to Lewisburg, to reflect its current use, comments due June 16, replies July 7 (BC Doc. 80-169; RM-3371). Action Apr. 16.

Continues on page 86.

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Cable

- The following cable service registrations have been filed:
- Cape Cable TV et al for Eastham, Mass. (MA0110) new system.
- Coastal Cable Corp. for Ellsworth, Bar Harbor, Bucksport and Newport, all Maine (ME0122-25) new system.
- Metrovision of Illinois Inc. for Berwyn, Ill. (IL0360) new system.
- Twin State Cablevision Corp. for N.J. (NJ0421) new system.
- Twin State Cablevision Corp. for Suffern, N.Y. (NY0842) new system.
- Cable Communications of New Jersey Inc. for West Milford, N.J. (NJ0422) new system.
- Warner Cable Corp. of Pittsburgh for Pittsburgh, Pa. (PA1855) new system.
- Southern Cable TV Ltd. for Williamson, Franklin and Jackson, all Illinois (IL0382,5,4) new system.

Satellites

Earth station applications

- American Falls Cable TV Co.—Aberdeen, Idaho (5m; U.S. Tower; E2062).
- American Falls TV Co.—American Falls, Idaho (5m; U.S. Tower; E2063).
- Centerville Cablevision Inc.—Bloomfield, Iowa (4.6m; S-A; E2064).
- Hi-Net Communications Inc.—Hartford, Conn. (5m; Microdyne; E2065).
- Conway Corp.—Conway, Ark. (5m; S-A; E2068).

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- Las Colinas Assoc.—Irving, Tex. (5m; Hughes; E2069).
- Centex Cablevision Corp.—Mundy, Tex. (4.6m; S-A; E2070).
- Television Antenna Cable Inc.—Front Royal, Va. (5m; AFC; E2071).
- Teleprompter Corp.—Boca Raton, Fla. (6m; Harris; E2072).
- Port TV Cable Co.—Port Allegany, Pa. (4.6m; S-A; E2073).
- American Television and Communications—Maryville, Mo. (5m; AFC; E2074).
- American Television and Communications—Ithaca, N.Y. (5m; S-A; E2075).
- American Television and Communications—Marshall, Mo. (5m; AFC; E2076).
- American Television and Communications—Boonville, Mo. (5m; S-A; E2077).
- Consolidated Cable—Sandwich, Ill. (4.3m; AFC; E2078).
- Omni Midwest Communications—Chester, Ill. (5m; S-A; E2079).
- World Cablevision Inc.—Centralia, Ill. (5m; S-A; E2080).
- C. Robert Allen III—Barker Point, N.Y. (5m; AFC; E2081).
- Katy Cable Television—Katy, Texas (5m; AFC; KQ87).

Earth station grants

- Hi-Net Communications Inc.—Cocoa Beach, Fla. (E2000).
- Cable News Network—Atlanta, Ga. (E2001).
- Nodak Cablevision—Ashley, N.D. (KZ71).
- Sammons Communications—Benbrook, Tex. (KZ73).
- United Cable Television—Federal Heights, Colo. (KZ74).
- Austin and Associates—Midlothian, Tex. (KZ75).
- Brownwood Cable Television Service—Clyde, Tex. (KZ76).
- Hi-Net Communications—Las Vegas, Nev. (KZ77).
- Hi-Net Communications—San Diego, Calif. (KZ78).
- Hi-Net Communications—Corpus Christi, Tex. (KZ79).
- Hi-Net Communications—Las Vegas, Nev. (KZ80).
- Montana Cablevision—Sidney, Mont. (KZ81).
- Coaxial Cable Television—Cambridge Springs, Pa. (WZ96).
- Whitmore TV Cable—Athens, Ohio (WZ97).
- Southern CATV Co.—Bradshaw, W. Va. (WZ98).
- Southern CATV Co.—Jaeger, W. Va. (WZ99).

Call Letters

Applications

Call	Sought by
New AM's	
WMRL	Better Communications Inc., Portland, Tenn.
New FM	
KRGH	Taloya Broadcasting Co., Taylor, Tex.
New TV's	
KTBO	Trinity Broadcasting of Okla. City, Okla.
KVTU	Tulsa 23, Tulsa, Okla.
KTWS-TV	Liberty STV Dallas, Tex.
Existing AM's	
KPIP	KPOP Roseville, Calif.
KKBK	KHAP Aztec, N.M.
WRMV	WKYZ Herkimer, N.Y.
KGCG	KHEN Henryetta, Okla.
Existing FM's	
KPOP	KPIP Roseville, Calif.
WMFM	WLTV Fairfield, Ohio

Grants

Call	Assigned to
New AM	
WGDL	Lares Broadcasting Corp., Lares, PR.
New FM's	
KVLE	Mountain Valley Broadcasting, Gunnison, Colo.
WKWX	Tennessee River Broadcasting Co., Savannah, Tenn.
Existing AM	
KTIA	KMZK Fort Worth, Tex.
Existing TV	
KTNV-TV	KSHO-TV Las Vegas, Nev.

Other

■ FCC has announced that, effective Apr. 24, no new broadcast experimental applications will be accepted for filing where experimental proposal involves use of translator or low-power TV technology. Experimental applications submitted before close of business Apr. 24 will be examined by Commission's staff on a case-by-case basis. Commission has underway an "Inquiry into the Future Role of Low Power Television Broadcasting and Television Translators." (BC Doc. 78-253, 68 FCC 2d 1525 1978). In conjunction with that inquiry FCC has been receptive to submittal of experimental proposals that would enhance record upon which future rulemaking activities might be based. However, it now appears from large quantity of expressions of interest received that experimental applications are likely to exceed ability of Commission's staff to process applications or to monitor and evaluate experimental results. Results of experiments authorized already, and those for which application has been made, if authorized in future, will be considered as part of inquiry. Public record in that proceeding is completed. Reply comments were due on July 23, 1979, and FCC said it expects to act upon that record in near future. One question to be addressed in Low Power Inquiry will be disposition of experimental applications once proceeding has been concluded. Action Apr. 24.

■ FCC has begun rulemaking looking toward revising FCC form 324—"Annual Financial Report of Networks and Licensees of Broadcast Stations." Some of the specific changes proposed are: Deleting requirement that employment and tangible asset data be reported; restructuring income statement and clarifying definition of its line items to conform with generally accepted accounting principles and practices commonly employed in industry; expanding information required on income statement schedule; revising income summary schedule for FM stations filing combined report with commonly-owned AM station. Other items to be considered: Separation of program expenses into local and non-local categories and treatment of radio stations differently from television with respect to amount of data to be reported. Commission noted that rulemaking focuses only on annual financial report as embodied in FCC Form 324 and does not address question of what is required to establish financial qualification of applicants. (FCC 80-261; see story this week). Action Apr. 24.

■ Federal appeals court has upheld 1978 FCC decision relaxing rules that required cable TV systems to "black out" certain network television programs. Under amended rules cable systems are allowed to show duplicative network programming of competing station affiliates in cable communities where both signals are significantly viewed over-the-air. Previously, Commission had banned such duplication of network telecasts in order to prevent network revenues from being diverted from closest local affiliate. Ann. Apr. 22.

■ U.S. District Court for Southern District of New York has upheld Commission's refusal to provide 192 documents related to its proposed deregulation of radio to Office of Communication of United Church of Christ (UCC) under Freedom of Information Act. Commission withheld 192 documents on grounds that they were exempt from Act's disclosure requirements. Among various types of materials Act exempts from compulsory disclosure are intra- and interagency memoranda and correspondence which would not be available by law to anyone other than party in litigation with federal agency. Documents reflecting an agency's deliberative process preceding decision are generally exempt (BROADCASTING, Apr. 28). Ann. Apr. 18.

Classified Advertising

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Growing broadcast group located in the Sunbelt seeking experienced station managers. Excellent benefits. EOE. Contact: Marilyn S. Garnet, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

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Station Manager. Responsible for managing the present 10w KAXR-FM at Northern Arizona University. Supervision of student staff; programming; budget; reporting to the N.A.U. administration; maintaining station's public file; and liaison with FCC and other agencies. Responsible for culminating present planning and implementation activities to upgrade KAXR-FM to 100Kw. Minimum requirement M.A. or equivalent in Telecommunication and over two years experience in public radio administration. Salary commensurate with training and experience. Send resume to Northern Arizona University, Personnel, Box 4113, Flagstaff, AZ 86011. An Equal Opportunity/Affirmative Action, Title IX, Section 504 Employer.

HELP WANTED SALES

WNDE, Indianapolis. Looking for experienced salesperson to handle established list. This person should make 30-35K first year, with the best adult contemp in the market! Resume to Charlie Slavik, WNDE Radio, 6161 Fall Creek Rd., Indianapolis, IN 46220. EOE/MF

Radio Sales—experienced for expanding sales department. Excellent pay and benefit plans. Work for Jacksonville, Florida's Big APE with 50,000 watts covering over 700 miles of coastline. Resume to: Sales Manager, WAPE, PO Box 486, Orange Park, FL 32073.

We're looking for a goal-oriented, experienced Sales Manager for a fast-growing country station in Lexington, Kentucky. You must be able to develop people and actively sell yourself. Send resumes to: Triplett Broadcasting, 614 West Main Street, Lexington, KY 40508.

Two salespersons needed. Radio sales experience in past six months required, contemporary radio sales experience preferred. Send resume, personal and professional goals, billing history and sales success story to Frank Watson, Station Manager, 97/Rock, PO Box 1060, Fort Myers, FL 33902.

Sales Manager. Country music station below Washington. Rapidly growing rural/suburban area. Opportunity for an experienced salesperson to advance to sales manager. Box E-20.

California—\$1,000 per month vs. 20% on collections. Outstanding MOR in beautiful growth market with excellent climate. EOE/MF. Greentree Group, Box 68, Moraga, CA 94556.

Salespersons needed. Top billing station with highest rates in market. Sell community active adult rock regional coverage FM. Prefer Welsh or Fishmann trained person. Great place to raise family and make money. Draw plus liberal commission, bonuses, insurance. EOE. Mature, assertive, retail oriented women and men only need to apply Dick Good, V.P. & G.M., KFMI, POB 3718, Eureka, CA.

Leading Broadcast Group needs news and experienced salespeople for their expanding stations on Florida's Gold Coast. E.O.E. Box E-10.

HELP WANTED ANNOUNCERS

Talent wanted—Hefel 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, Hefel 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).

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.

New England top-rated powerhouse beautiful music FM needs versatile announcer professional now. Send resume. Box D-105.

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.

Morning Personality—Need educated interviewer. Versatile. Good production. Experienced mature pro ready to move to medium market. Send resume, tape, salary requirements to WBEC, Box 958, Pittsfield, MA 01201. Equal opportunity employer.

Chicago classical music/line arts station. You must have fluent pronunciation of major languages and a working familiarity with all periods of classical music. Candidates must be able to evaluate and prepare news for broadcast, and excellent writing/editing skills are required. This is a full-time position. Combo operation. Send letter detailing interest and resume to: Mr. Mace Rosenstein, Chief Announcer, WFMT Inc., 500 North Michigan Avenue, Suite 440, Chicago, IL 60611.

WRGI, Naples, Florida—the station who has turned all of southwest Florida upside down with personalities from Green Bay, Minneapolis, and Augusta markets is looking for an air personality with heavy talk (natural humorist) experience. You will host the all night show, bask in the sunshine all day and earn anywhere from \$300 to \$400 per week if we sell and you keep the sponsors happy. The talk must be interesting, entertaining, adult, and comprise 70% of the show, along with adult contemporary music. Five years minimum experience. Send audition tapes to Brian Lang, PD, WRGI, 950 Manatee Road, Naples, FL 33942. No phone calls. E.O.E.

Jazz Announcer/Producer for 100 Kw public radio station. Must be knowledgeable in "mainstream" jazz. Host nightly jazz show. Send tape and resume to David Horning, General Manager, KHCC, 1300 N. Plum, Hutchinson, KS 67501 or call 316-662-6646.

Non-commercial religious radio station needs announcer. Position requires familiarity with music and ability to gather local news. Send tape and resume to General Manager, Box 104, Lapeer, MI 48446.

WCFR, Springfield, Vermont looking for A/C pro PM drive jock. Good salary, bennies, great staff. Strong commercial production important. Major market sound in a small market. Rush tape and history: John Frawley, PD, or call 802-885-4555. EOE.

Sales-Announcer, etc. Confident hardworker. Good voice, delivery. WMCR, Oneida, NY 13421.

WCVS, Springfield, IL needs contemporary air talent/production personality. Applicants from all formats welcome. Tapes and resumes to: Greg Thomas, PO Box 2989, 62708. EOE/MF

Country opportunity for Program Director and/or announcer in northeast Ohio. New country station looking for talented people who want the challenge of building this new format. Strong production, promotion, music necessary. Excellent location, pay, benefits. EOE. Box E-32.

Shenandoah Valley contemporary station has opening for strong experienced morning personality. Music and production know-how essential. Tape and resume to Dean Finney, General Manager, WHBG, PO Box 392, Harrisonburg, VA 22801. Equal opportunity employer.

West Coast talk station needs two talk hosts with magazine format experience. All replies confidential. EOE M/F/H/V. Send details of your current show including guest list, topics covered, and resume to Box E-15.

HELP WANTED TECHNICAL

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.

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.

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.

Chief Engineer for AM/FM combination in South Arkansas. FM 3,000 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/KLBQ, PO Box 1565, El Dorado, AR 71730 or call 501-863-5121.

A Real Opportunity to work with pros and advance to chief for a 1st Class holder who is a real engineer. KYNN, 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

Duluth, MN. AM seeks first class engineer. Experience preferred. Send resumes, and salary requirements to Steve Terhaar, Box 2983, Fargo, ND 58108.

HELP WANTED TECHNICAL CONTINUED

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, WDWQ-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, Trenton, New Jersey. New owners of 50,000 watt FM and four tower directional full-time AM, 5 KW-1KW. An excellent ground floor opportunity to build your way and grow with a group. Well experienced only please. Contact Bill Musser, Alan Communications, 218 Ewingville Road, Trenton 08638. 609-882-7191. EOE M/F.

Radio, Chief Engineer for 48,000 watt University educational FM station. Experience in transmitter maintenance and FCC regulations required. Teach course in Technical Foundations of Broadcasting. Salary: commensurate with experience. Apply to: Louis F. Chenette, Dean, Jordan College of Fine Arts, Butler University, 4600 Sunset Ave., Indianapolis, IN 46208, 317-283-9231. Butler University does not discriminate against applicants, students, or employees on the basis of sex, handicap, race, color, or national origin.

Ft. Lauderdale—Immediate opportunity for qualified experienced engineer to assist Chief in upgrading and maintaining one of the area's best AM-FM combos. First phone required. Call Dick Lucas 305-485-4111. Equal Opportunity Employer.

Chief Engineer: Duties: Maintenance of existing and installation of new public radio broadcast facilities as well as installation and maintenance of VHF-TV translators. Requires: 1st class FCC license, previous experience in broadcast engineering. App. deadline: May 26, 1980. Salary: DOE. Contact: Bruce Theriault, KRBD FM, 2415 Hemlock Street, Ketchikan, AK 99901 or phone 907-225-9655.

Chief Engineer for Tampa, FL 100 KW FM/AM operation. Must have extensive FM construction experience & general knowledge of radio engineering. Immediate opening. Call Dave Strubbe, G.M., WOKF/WTAN, 813-461-9696. E.O.E. M/F.

South Florida FM and directional AM looking for aggressive, self-starting chief good with maintenance. EOE. Send complete resume and salary history to Box E-24.

Engineer needed in Camelot!! Business oriented, straight talking chief engineer needed for San Diego AM/FM. Start yesterday! Top salary. Southern California living, but hard work required. Send resume, salary requirements to operations manager—KOGO/KPRI. M/F. Equal Opportunity Employer.

HELP WANTED NEWS

Immediate Opening for a newperson, some production required. Females and minorities encouraged to apply. Contact

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

Opportunity now—immediate opening for qualified newperson, 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.

The Friendly Broadcasting Company of Ohio is seeking a News/Public Affairs Director for its Cleveland area radio stations. Females and minorities encouraged to apply. Must have strong News/PA background. Send resumes to Curtis Shaw, Friendly Broadcasting Company, 11821 Euclid Avenue, Cleveland, OH 44106.

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

Immediate opening for a qualified news person to join an active full-time news staff in a beautiful New England small market. Must be able to gather, write and produce all types of stories. Strong on-air skills and interviewing experience preferred. Send tape and resume to News Director, WMNB, Box 707, North Adams, MA 01247. EOE.

Kentucky—looking for young Play by Play announcer for sports minded station in small market. Call 606-248-5842.

News Director needed for 50,000 watt FM contemporary-AM adult country combo in South Central Michigan. Must have strong delivery and good writing to continue our tradition of news leadership. Will also handle public affairs. T&R to Bart Hawley, Operations Mgr., WIBM, Box 1450, Jackson, MI 49204. EOE.

Professional Newperson to organize and staff topnotch news department. Employed and happy in his or her job, but willing to move to new market and greater responsibility. Station tops in programming and sales. Class C FM stereo 24 hours 100,000 watts. 300 miles from Chicago. Resume, tapes, salary requirements to owner. Burt Schell, P.O. Box 355, Lake Zurich, IL 60047.

Full time Radio News Person needed immediately. WTTS/WGTC has immediate opening for full time reporter/anchor. Applicant must have previous professional experience gathering, writing, editing, and reporting local news. Strong delivery essential. Salary negotiable depending on qualifications and experience. Send tape and resume to Charlotte Webb, Administrative Assistant WTTS/WGTC, 535 South Walnut St., Bloomington, IN 47401. WTTS/WGTC is a division of Sarkes Tarzian, Inc., an equal opportunity employer.

Sun Belt station with major news commitment seeking addition to 7-member news team. Must be able to handle anchor and extensive reporting duties. Send tape and resume to: Wayne Willard, WSJS/WTOR News, Winston-Salem, NC 27101. Equal Opportunity Employer.

Sports-Sales-Announcer, etc. Good voice, diction, reading. WMCR, Oneida, NY 13421.

An opportunity to join the news staff of the leading radio station in Georgia's second largest metropolitan area. Immediate opening for a general assignment reporter with strong voice and delivery. Outstanding company benefits. Applicants with solid experience or journalism background should rush tape, resume, writing samples and salary requirements to News Director, WBBQ AM-FM, Box 2066, Augusta, GA 30913. Equal Opportunity Employer.

Morning News Anchor with very strong and dynamic delivery for midwestern personality-oriented FM. Three member department. Send tapes and resumes to: Kathy Warren, KARD, Box 333, Wichita, KS 67201 or call 316-265-5631.

Morning Anchor for dominant midwest radio news operation. Experience, benefits, growth. David Ahrendts, KLMS Radio, PO Box 81804, Lincoln, NE 68501, 402-489-3855. EEO.

WING/WJAI Radio needs assignment editor with at least one year radio or television news experience. Applicant must have above average reading and news writing skills. Contact Art Barrett, WING/WJAI, 717 East David Road, Dayton, OH 45429. EOE.

Regional Identity seeks individual for farm broadcasting. Minimum two years experience. Good production capabilities essential. Potential for personal growth excellent. Send resume and salary history. Box E-24.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Looking for bright individual who can announce and handle clerical duties, including typing and logs efficiently. Prefer midwest background. Immediate opening, insurance benefits. Box E-35.

Program Director—minimum 3 years experience as Program Director of contemporary MOR, 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 Schruft, Vice President and General Manager, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Talk show hosts—WNIS, Norfolk, VA, wants to hear from you. We're looking for someone who knows how to be controversial and communicate. Prior experience a must. Send tape, resume, to: Doug Boynton, Operations Manager, WNIS Radio, PO Box 1350, Norfolk, VA 23501. No phone calls. EOE M/F.

Associate Producer (Jazz): 100 KW public radio station; select, produce and present jazz programming, live and prerecorded. Requires: Bachelor's degree, one year similar experience, knowledge of jazz music, 3rd class license, good on-air skills. \$8,694.40 plus, depending upon experience. Send tape, resume and three references to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Deadline: May 30, 1980.

Radio Program Director for AM-FM radio station in the beautiful Napa Valley, California, one of country's top ten desirable places to live. Population 100,000 45 miles from San Francisco. Desire promotion minded administrator who can do some air work. Contact Tom Young, PO Box 2250, Napa, CA 94558, 707-252-1440.

Program Director opening at FM Top 40, AM Adult Contemporary. Experience necessary. Send tapes and resume to Bob Nowicki, WNDU AM-FM, Box 1616, South Bend, IN 46634.

Ready to go for it? Program Director for adult-formatted small-market FM. Very competitive 15-station market. If you're organized, aggressive and can make a smooth operation even smoother, here's your chance. Start at \$11,000+ with all fringes. Replies in strict confidence. EOE, M/F Box E-9.

SITUATIONS WANTED MANAGEMENT

General Manager—answer this ad if you need a complete general manager. I'm a motivator, winner, leader. Excellent track record as general manager. Expertise sales, programming, promotion, business, budgeting. Want relocation West Coast. Interested in equity opportunity. Medium & major market background. Need your station turned around, I'll do it. Box D-173.

Successful broadcast executive seeking "take-charge" general managership. Employed. Extraordinary credentials include sales, programming, promotion, administration, heavy ascertainment, plus TV. Detailed resume/references. Box D-124.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Availability due to sale of station. Excellent administrator, strong sales management, plus all other qualifications for successful station management... with references to prove it. Carefully looking for long term association with quality organization. Box E-7.

GM. Available now. Small Market specialist with over twenty years in full-time radio broadcasting. Sales oriented. Fully aware of the meaning of the bottom line. Let's talk. Box E-30.

Station Manager. 13 years experience. 3 years management, B.S., M.A. Prefer MOR and Fine Arts. East of Mississippi. Box E-6.

Profit by Winning. 21 years experience. During five years in current position, brought billing from \$150,000 to \$2,000,000, produced a \$600,000 cash flow turnaround and achieved No. 1 and No. 3 ratings on an AM-FM combination in a 30 station top 40 market. Previous experience includes management, programming, sales and engineering in medium and major markets. Stations now being sold. Available August for a new challenge. Box E-25.

Competent G.M. available for rural mid-America. Automation and regional accounts a specialty. Ready to move now. 503-377-2390.

SITUATIONS WANTED MANAGEMENT CONTINUED

Gen Mgr in search of new challenge with above average opportunity. 17 years in management as successful professional broadcaster. Aggressive sales motivator. Experience includes all markets all formats both AM & FM. Desire association with a growing and progressive company. Excellent credentials available. Box E-47.

SITUATIONS WANTED SALES

Attention: Major Market, Sun Belt or Allied Fields. Do you need a proven salesman? ... I am your man. B.S. degree, 3 years medium and fringe-major market experience. Write Box E-16.

SITUATIONS WANTED ANNOUNCERS

DJ, experienced, good board work, news and commercials, can follow directions any format. Box D-66.

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., Clayton, NM 88415, 505-374-8174.

Commercial Production/Air Personality. Mature, reliable pro. 5 years experience. B.A. in Bus. Adm. Management potential. Automation experience. Primary interest in production in a medium or major market. Paul Mowery, 181 Colonial Crest Drive, Lancaster, PA 17601. 717-393-5191.

Free to travel and work hard anywhere. First Ticket. Bachelors. Navy veteran and married. Announcer, audio or video engineer. EOE. Box D-199.

End your pbp search sportscaster with commercial experience capable production air shift news sales available will relocate call Mitch 212-376-4664.

Excellent employee Good pbp, sportscasts, sales contact Dan Magnotta, 314 W. 1st, Pratt, KS 67124, 316-672-2468 anytime.

Detroit—Chicago—LA personality D.J. 10 years present position. Adult MOR half million market. Great stats, excellent references. Need change. Box D-178.

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.

7 years experience—MOR. Pennsylvania or East Coastal. Box D-126.

Attention Florida country and contemporary. I will be vacationing in your state week of May 12th. Eight years experience, six as morning country jock. Available for employment January 1, 1981 but looking at Florida offers now and will leave earlier if necessary. Call me now for a personal interview next week. T&R's available. Dave 302-422-7575 work or 302-422-3411 home.

Black female dedicated, talented, reliable, mature, 3rd. Will relocate immediately. Call for tape and resume. Sharon Givens 312-276-7647 or 312-787-3188.

Announce, full or part-time. R&B and soul format. Dennis Harmon, 2519 N. 15 St., Milwaukee, WI 53206. 414-264-8960.

Ted Kennedy wants me as VP. But I'd rather stay in radio. Experienced D.J., newscaster, and production man. Currently working and available. Audience pleaser. Let's talk. Jan Oberman. 505-445-5307.

Canadian with papers and talent must enter U.S. by early June. 9 years experience, AOR soft-rock music programming experience. Worked Canada's top FM. Steve Moore, 1-519-631-3910.

16-year morning pro wants a New England home. Vast music knowledge and production expert. Box E-12.

SITUATIONS WANTED TECHNICAL

Director of Engineering with large group operator seeking challenge with larger operator or major market leader. Over 15 years hands-on engineering management. Experienced in AM, FM, DA's, some TV, high power, and consulting including FCC applications. All formats from classical to hard rock, live and automated. Highest quality audio standards. Present earnings in excess of 35K. Box E-1.

One of the old style Chief Engineers who does things right is now available. Expert in design, building, and automation. Box E-42.

SITUATIONS WANTED NEWS

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.

Award winning Assistant News Director in N.E. medium market with all-news experience seeks News Director slot at medium market station or anchor job at major market facility. Looking for station with strong news commitment. Box D-166.

Experienced pro seeks sportscasting/PBP position in top 150 market. Now doing college ball in medium market. 516-781-0037, Gary or Box E-27.

Helicopter Pilot/Reporter/Photographer! Aviation employed wishes return to flying media position. Good presentation, personality. Science business background, degreed. Duane Moore 602-947-8712.

News/Sports Reporter determined young reporter with experience in commentary, sports talk, play-by-play and general reporting. Ohio University grad, available immediately. Contact: Steve French, 2059 Willowdale, Stow, OH 44224 216-688-8461.

Midwest, prefer Wisconsin. Don't accept BS. My journalism BA and 16 mo. experience can do the job. Rich Vurva, 1207 E. Chicago, Valparaiso, IN 46383.

Science reporter/producer, winner of Peabody, Armstrong & CPB awards for science/environment investigative reporting and production in radio. Ready for all media, TV to print. Background diverse: BA in Biochemistry, PhD candidate in Immunology, radio management, reporting & production. Box E-8.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Radio talk show host. Award winner top rating communicator in N.E. area. International experience, extremely versatile. Relocation desired to sunnier south. Network or top ten markets preferred, but all offers considered. Box E-38.

Operations Manager: If your AM is losing money, or your not where you should be in the billing department, let me show you my money making solutions on how your station can increase in revenue. Presently with successful combo, FM has ratings AM uses money making programming techniques which sound good and bring the station past its financial expectations. Knowledge of FCC rules and regulations, excellent references, reputable track record, working on M.B.A. and willing to re-locate for right company and situation. Let's talk 216-493-4755.

Program Director: No hype ... just a good solid radio man confident of what I can do. Colorado now, would like to stay in the west. Wayne 303-633-9229.

Program Director. Station sale makes available PD/O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box E-19.

Working small market sports director seeking similar position or program directorship. B.A., four years in business. Looking in West or Wisconsin. Play-by-play, former news director. 1 year sales. Wife seeking nursing program. Call Ken 1-715-732-1304.

TELEVISION

HELP WANTED MANAGEMENT

Program Manager—CBS affiliate in top 100 market; must have solid production credentials, syndicated and local programming experience, and management background. EEO. Send resume to: John P. Irvin, General Manager, WANE-TV, PO Box 1515, Fort Wayne, IN 46801.

Local Sales Manager—WUAB-TV, a Gaylord Broadcasting Company station, has immediate opening for an aggressive local sales manager in Cleveland the 8th ranked market. Send complete resume to: GSM, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. An Equal Opportunity Employer.

Community relations director—Supervises growing department including membership, underwriting, promotion and advertising, volunteer activities, and program guide. At least three years experience, preferably in PTV development. College degree or equivalent. \$16,000-19,000. Contact William E. Haley, Jr., General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Closing date - May 12, 1980. EOE.

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFVR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

HELP WANTED SALES

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.

Account Executive... to take over established local TV sales list. Must be conscientious, aggressive, and produce consistently. Must have 3 years sales or sales related experience. (TV or radio sales preferred.) Contact Lou Froeb, Personnel Director, WTHI-TV Terre Haute, IN 812-232-9481.

Account Executive: Two years of TV sales experience required to takeover strong established list with a network affiliate in a single station Midwestern market. EOE. Send resume and income requirements to Box E-41.

Account Executive. Dominant Northeast VHF affiliate station in Top 50 market seeks experienced salesperson to take over existing list. An Equal Opportunity Employer. Send resume to Box C-271.

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.

Maint. Engr. ENG. Expr. with Sony 2850A - 200A 50 Machines; HL-77 & HL-79 cameras, microwave. 1st FCC TV studio & transmitter expr. desirable. KFMB AM/FM TV. PO Box 80888, San Diego, CA 92138. Attention: J.D. Weigand. An Equal Opportunity Employer M/F.

Maintenance Engineer—two public television stations in Dayton, Ohio. Background in transmitter/studio maintenance. Must have 1st FCC license and strong "state-of-the-art" technical background. Stations offer an excellent benefit program. Apply to WPTD(TV), 3440 Office Park Drive, Dayton, OH 45439. An equal opportunity employer.

Air switchers, 8-4, and 4:00 to sign off. First phone, experience and dependability necessary. 3/4" 16mm, 35mm. Production experience helpful. Write with full details/requirements WSVI-TV, PO Box 8 ABC, Christiansburg, St. Croix, U.S. Virgin Islands 00820.

Southeast VHF needs experienced maintenance engineers. Competitive salaries, advancement opportunity, full benefits including profit sharing. We are presently building new studio facilities, construction complete in Fall 1980. We are 3 hours from the beach and the mountains. Get in on an expanding state-of-the-art operation. Send resume to PO Box 367 or call Danny Brown at WIS-TV, 803-799-1010. An Equal Opportunity Employer.

Engineering Supervisor for Midwest AM/FM/TV. Must have experience in state of the art audio systems, directional antennas and UHF. Box D-73.

Maintenance Supervisor, Univ. TV production studio doing ITV and PTV broadcast programs. 1st Class license, 3 yrs. maintenance experience, 1 year supervision required \$16-18,000. Apply by April 25 with two references to—Donald N. Lehmier, The University of Akron, 225 S. Forge St., Akron, OH 44325.

TV Engineer: Operating and maintenance VHF Transmitter facility. Send resume to: Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

HELP WANTED TECHNICAL CONTINUED

We need help fast in the ENG portion of our station. If you can repair and maintain 3/4 inch Sony and ECS editors call the news director at 512-476-7777. Top pay for the right person. EOE.

Maintenance Engineer—Excellent opportunity at network affiliate (TCR100, TR600, Ampex type C1". Vital switching, color radar, full E.N.G. Sony BVU, TK76). Must be very good maintenance engineer with good work habits. Send resume, including salary requirements, to Box E-28.

KOLO Television, Reno, Nevada has immediate opening qualified ENG maintenance engineer. Must have FCC first class license and experience in three quarter inch videotape and three tube cameras. Contact Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NE 89101 or phone 702-385-4241 extension 395. EOE employer.

Chief Engineer for medium market Radio-TV combination in New York State. Excellent opportunity for responsible person with expanding group. EOE. Call Mr. Steele, 607-739-3636.

Maintenance Technician. Minimum 2 years of maintenance experience. First phone and state of the art technical background required. Send resume and salary requirements to Ken High, KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. An EOE.

TV stations Director of Engineering needs Chief Engineer to work with busy eastcoast major market production company. Only those with strong background in Broadcasting/maintenance need apply. Salary starts at \$24,000. EOE M/F Send resumes to Box E-26.

Master Control Operator who will handle the on-air switching, logging and remote control of transmitter. Requires First Phone and experience with TV equipment. Excellent benefits. Salary \$4.625/hour. Send resume to Personnel, WITF, Box Z, Hershey, PA 17033.

HELP WANTED NEWS

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.

Southeastern station seeking aggressive, organized leader to direct an existing team of professionals. State income expected. Reply to Box D-196.

News Reporter: to handle TV general assignments, some radio and the possibility of weekend anchor. Must be experienced, college helpful. We are looking for a self starter for this all ENG station. Send resume and audition tape to Wayne Doolittle, News Director WSBT-TV, 300 West Jefferson Blvd, South Bend, IN 46601. Equal Opportunity Employer.

Experience, innovative, creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE. Box D-194.

Top rated ABC affiliate in small midwest market looking for aggressive general assignment reporter. Will consider applicants with strong radio background. EOE. Box D-187.

Meteorologist, experience preferred, upper midwest CBS affiliate, tape, resume and salary requirements to News Director, WISC-TV, 4801 West Beltline Hwy Madison, WI 53711. EOE.

News Photographer/Film Editor—Immediate opening for two positions in 21st market. Two years film experience—processing helpful—salary negotiable. Contact Fred Hobbs, KWGN TV, 550 Lincoln St., Denver CO 80203, 303-832-2222.

TV News Photographer ... Someone who knows good video and knows how to work with VCR, live ENG and film at a station that believes its news is only as good as its video, and knows the real worth of a good photographer. Midwest medium market station. EOE. Box D-193.

Top fifty eastern market network affiliate seeking producer for early and late newscasts. Also seeking experienced reporter and an experienced photographer. EOE. Box D-190.

Wanted: Anchor—outstanding person as anchor for 6 & 10pm Newscasts at small to medium size Southwestern market. Must have a minimum of 3-years commercial television experience in either news reporting, producing, co-anchoring, weekend anchoring, or combination of each. Salary depending on experience and education. Equal opportunity employer. Send complete specific resume including any salary requirements to Box D-168.

Executive Producer. Large midwest network affiliate seeking experienced producer and news administrator to assume number 2 spot in all ENG newscast. Must demonstrate sound news judgment, good track record, creative production techniques and ability to manage large staff. Smaller market news director considered. Not for beginners. EOE. Box D-102.

Managing Editor—will supervise day-to-day operations of department. Looking for strong assignment editor with managerial skills. Strong ABC affiliate in 52nd market. Send your letter and resume to: Henry Urlick, Director of Operations, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE/MF

News Director: Management seeks aggressive News Director to organize and supervise an eleven member News Department. Editorial judgement and interest in Public Affairs a must; should have strong background in reporting and writing techniques. Knowledge of ENG production essential. E.O.E. Send resume to Kent Steele, Operations Manager, KQTV, PO Box 247, St. Joseph, MO 64506.

News/Sports Combo position. Experienced general reporter who knows outdoors, can deliver good packages, and handle weekend sports duties. Should have knowledge of PBP for backup on sister radio station. VTR, resume, salary history to C Douglas, News Director, WKZO TV, 590 West Maple Street, Kalamazoo, MI 49008. An equal opportunity employer.

Business Reporter: Milwaukee's top-rated news station is looking for an equally top-notch business and economics reporter. Can you relate facts and figures to people's lives? Can you interpret government and business projections and reports? Prior reporting experience a must. Will consider business PR persons with news backgrounds. Send resume—no phone calls please. Jill Geisler, News Director, WITI-TV, 9001 North Green Bay Road, Milwaukee, WI 53209. An Equal Opportunity Employer M/F.

WIS TV is still looking for a sports director. We cover major college sports, USC Gamecocks & Clemson Tigers, as well as top pro events such as the Masters & Darlington 500. If you are currently a sports director or a number two man with maturity and solid experience, send a resume, recent tape and salary requirements to Gary Anderson, N.D., WIS TV, PO Box 367, Columbia, SC 29202. An EOE.

Experience necessary for this job as newscast director. You must be able to show background as a person with ability to handle the newscast not only during the program but in working with news department in providing production values that keep the newscast looking good. We're in the top 40 markets, net affiliated VHF. Equal Opportunity Employer. Salary history with resume to Box E-45.

News Coordinator: Position available in the Office of Communications Services at Indiana State University. Candidates should possess the reporting and writing skills necessary to create features for use by both the broadcast and print media. Qualified applicants must demonstrate technical skills in radio and television editing-production methods. Quality writing skills are necessary along with a knowledge of news media operations and needs. Qualifications include a bachelor's degree in a relevant field and a minimum of two years of professional experience. Salary \$12,000. Indiana State University is an equal opportunity/affirmative action employer. Send resumes to Dr. Robert Thompson, Director of University Relations, Room 102, Alumni Center, Indiana State University, Terre Haute, IN 47809.

News/ENG Photographer—South Florida's number one news station needs two camerapersons with a minimum of two years experience. All resumes and tapes should be mailed to: Nancy Palmer, News Operations Manager, WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE/MF.

Northwest group owner is updating files in all areas of news. Current opening exists in reporter-anchor position. This position requires minimum of two years experience but interested in all qualified applicants in news field. An equal opportunity employer. Minorities and women are encouraged to apply. Reporters, anchors, producers, photographers send resumes to Box E-34.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

WPVI-TV, Philadelphia seeking an organized, creative, take charge professional with a flair for fresh ideas and a knowledge of current topics to develop and produce AM/Philadelphia, a daily live studio show. Must have several years of television, VT field production, VT editing and the ability to handle a heavy work load. If you qualify send a complete resume, VT and salary requirements to Charles R Bradley, C/O WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity/Affirmative Action Employer.

Television Production Manager: With proven management experience, technical knowledge, and production background to administrate Production Engineering and Production Services which includes Studio and Remote Production Engineering, Floor Crew, Graphic Arts, Scenic Design, and Construction Departments. Send your resume including salary history to: Larry W. Ocker, Vice-President for Engineering, WTTW/Channel 11, 5400 N. St. Louis Ave., Chicago, IL 60625. An equal opportunity affirmative action employer.

Specialist (Producer-Director-Writer) for TV and other A/V presentations for University media operation. B.A. required, M.A. desirable. Seek a person who can develop new program ideas with faculty members and has a thorough knowledge of media production processes with at least three years similar experience in an active media organization. Approximate starting salary, \$14,000-\$17,000. Send resume before June 1, 1980 to TV Services, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201. Equal Employment Opportunity (M/F). Affirmative Action Employer.

Art Director: Looking for strong, creative individual to assume responsibility of modern television art department. Successful candidate will be versatile in newspaper layout, logo design, television graphics, brochure design, sales tools and television set design. Knowledge of Pos One and Compuset 5400 a must. Should be able to budget and work within it. Send resume along with layouts and designs and salary requirements to: Production Manager, WTOL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Northwest group owner is updating files in all areas of programming and production. Qualified directors, cinematographers, studio personnel, engineer field production specialists, production assistants etc. An Equal Opportunity Employer. Minorities and women applicants encouraged. Send resumes to Box D-177.

Radio/TV Writer/Producer to cover programs of the Extension Division of major Land-Grant University. Write, produce and announce radio and television shows inserts, public service spots, news clips, and other programs. College degree plus three years experience with electronic media desired. Should be familiar with agriculture and extension. An ag journalism degree helpful. Salary range \$14,670 to \$20,040 as of July 1, 1980. Member state classified system with federal civil service appointment. Good fringe benefit program. Contact Leonard Herr, Employee Relations Office, Virginia Tech, Blacksburg, VA 24061, by May 28, 1980. An Equal Opportunity and Affirmative Action Employer.

Producer needed for major market morning talk show: must have four to five years studio/field production experience, ability to motivate staff and strong administrative skills. Send resume to: Beverly Price, Executive Producer, WDMV-TV, 4001 Brandywine Street, NW, Washington, DC 20016 (No phone calls, please). Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Production/Promotion Director: Group-owned northwest station has immediate opening for person with the required leadership and creative skills to jointly manage production and promotion departments. Ability to train personnel in all phases of studio, field production, and editing is essential. Equal opportunity employer. Send your resume to: Box E-21.

Magazine Program for Catholic Church seeking someone with solid production skills and field experience for national production. Travel a must. M. Doblmeier, 75 Chestnut Hill Ave., Brighton, MA 02135.

Producer-Director. South Carolina Educational Television Network is seeking creative, motivated individual with demonstrated skills in all forms of high quality television production. Position available immediately. Salary range: \$15,281-\$21,659 plus liberal benefits. Serious applicants should submit resume and sample of work to: S.C. ETV Network, Personnel Dept., PO Drawer L, 2712 Miliwood Ave., Columbia, SC 29250. An equal opportunity employer.

Assistant Promotion Manager—Are you a promotion manager in a small market or a number two person in a medium market ready to move up to the top creative person in a top 25 market. An aggressive Midwest CBS affiliate seeks a creative assistant manager able to take on-air, radio and print promotion projects from conception to completion. Desire a well-rounded promotion person with an equally well-rounded broadcast promotion background. An Equal Opportunity Employer. Send resume to: Tim Miller, WISH-TV promotion manager, PO Box 7088, Indianapolis, IN 46207.

SITUATION WANTED MANAGEMENT

Top notch television general manager in profit, sales, people and community oriented. Now ready for a new challenge! Outstanding track record and references. A creative problem solver! Let's talk television! Box D-181.

General Manager with outstanding credentials! Television—26 years; Radio—10 years; Broadcasting—36 years, including management 20+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid turnarounds: produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend interviews. Box E-17.

SITUATIONS WANTED SALES

Account Executive—aggressive, street-fighter, money-maker who's true love is new business and co-op development. Presently in top 10 market seeking advancement in same. Box 5696, Washington, D.C. 20016.

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

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.

Weathercaster position wanted, fulltime. Age 26. Will train for other parttime duties in small market for first break. 1½ 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.

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.

I am what you have been looking for. Anchor-reporter with small and medium market experience, looking for career move. Call 609-561-8532. Best time to call, mornings and evenings.

Male TV/Radio sportscaster and female writer/producer/reporter seek opportunity in same city not necessarily same employer. 216-793-6114.

Award-winning investigative producer looking for similar job in top 35 markets. Also interested in Investigative Reporter or Assistant News Director position. Only competitive stations need apply. Box E-44.

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.

Black Female Reporter. Enthusiastic personality shows on the screen. More than two years TV reporting experience. Presently in top 25 market. Looking for medium or major move. Box E-36.

Energetic reporter-lawyer, 30, national SDX/RTNDA awards, equally adept at hard and soft news, seeks reporter spot at top 50 station with advancement possibilities. Good voice, appearance, writing. Neil, 703-931-1454.

News writer with six years experience in New York and San Francisco is ready to join your staff. Bob Goodman, 955 Hyde Street, San Francisco, CA 94109. 415-771-9757.

Looking for No. 2 spot in competitive medium or large market news department. I have years of experience in all phases of television news. Box E-46.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Videotape editor with strong production background and 2 1/2 years experience with CMX 340X (on-line/off-line) on national production at major production facility seeks position with production company. Box D-15.

CABLE

HELP WANTED MANAGEMENT

Cablecasting Manager. To manage 35 member staff of News Team, Production, Commercial Sales, and Local Origination facility for award-winning Cable TV system on tropical island of Guam. Ideal advancement opportunity for an experienced Cablecasting or TV manager with strong administrative skills ready to move up into a first-rate 18,800 subscriber Cable TV operation. Salary open. Send resume to Lee Holmes, President, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910. 671-477-7304.

SITUATIONS WANTED NEWS

News Director, tropical island Cable TV ENG with daily satellite news feed. Salary open. Some anchoring. Send tape and resume to Lee Holmes, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910.

ALLIED FIELDS

HELP WANTED MANAGEMENT

California Public Broadcasting Commission Chief Administrative Office. Requirements: extensive experience in public telecommunications and broadcasting, knowledge of legislative process and public administration. Current salary range \$29,856-\$31,296. Resumes must be received by May 30. Edward L. McClarty, Modesto Junior College, Modesto, CA 95350. Minorities and women are urged to apply.

HELP WANTED INSTRUCTION

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.

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.

University level teaching position. Teaching experience and doctorate desired; professional experience in commercial audio recording and television audio production. Applicant should also be prepared to supervise Master's theses and to teach at the graduate level. Responsibility/teaching load: teaching courses at all levels of broadcast and recording-production audio, radio production, announcing, and at least one of the following: Analysis of the Popular Arts, Media Aesthetics, Media Writing, Introduction to Graduate Study or Introduction to Broadcast Research. Appointment of a qualified person is for a full academic year, starting August 26, 1980. Deadline for receiving applications is May 31, 1980. Address resumes to: Mr. C. R. Anderson, Acting Chair, Broadcast Communication Arts Dept., San Francisco State University, 1600 Holloway, San Francisco, CA 94132. San Francisco State University is an Affirmative Action/Equal Opportunity Employer.

Broadcasting and Journalism Instructor: Small New England liberal arts college in suburban Boston. Beginning Fall 1980. Teach courses, advise newspaper and supervise internships. Experience preferred. MA or MS required. Salary: \$9,500-\$12,000. Deadline: June 20. Send letter, resume, placement file to: Dr. F. Kohak, Curry College, 1071 Blue Hill Avenue, Milton, MA 02186. EEO/AA.

The George Foster Peabody Broadcast Management Fellowship of \$3,000 for 1980-81 will be awarded by the Henry W. Grady School of Journalism and Mass Communication, University of Georgia. The Fellow will engage in study leading to the M.A. degree and should be interested in advanced training in the management of broadcasting enterprises. Assistantships may also be available. For more information and application materials, write: Coordinator of Graduate Studies, School of Journalism and Mass Communication, University of Georgia, 30602, or phone 404-542-4466.

Mass Communications Instructor: Hartford Community College has a 12 month, full-time, tenure-track faculty opening for an Instructor of Mass Communications for AA Degree and Certificate Programs. A Master's Degree in Mass Communications required; combination of 3 to 5 years of teaching and/or radio and TV work experience preferred. The program is growing and will require the faculty member's involvement in recruiting, advising, and co-op placements; management of College's FM radio station including work with Cable TV. Program includes both day and evening instruction. Starting date is July 1, 1980; beginning salary maximum is \$17,000 depending on experience and background. Send letter of application, resume, and names and addresses of three references by May 16, 1980 to Edward Kuhl, Director of Personnel, Hartford Community College, 401 Thomas Run Road, Bel Air, MD 21014. HCC is an equal opportunity affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted: Six Bay Circular Polarized FM antenna. Jampro/Cetec preferred. 1236 49th Ave., Sacramento, CA 916-428-5194.

WANTED TO BUY EQUIPMENT CONTINUED

700 to 1000 ft tower capable of 12 FM Bays either standing or on ground. Clarence Jones. 803-492-7613.

Wanted 5 Kw FM Transmitter. Box E-39.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

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. \$7,000.

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—Ametec, colortec, West Coast location, each \$24,000.

IVC 960C 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-60 Color Camera—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, Quality Media Corporation In GA call 404-324-1271.

5" Air Hellaz 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.

CEI 310 w/Angenieux 15:1 Lens (9.5m-143m F1.8). \$25,000 firm. Phipps Productions 918-665-1980.

Film Island (I) IVC-240 Camera chain w/TM encoder, 852 Image enhancer, cable (1) Conrac SNA 14R Monitor, (1) IVC 4000 Multiplexer wiremate, (1) Eastman CT-500 Proj., (1) Laird 4210 Slide proj., (2) Kodak carousel proj. \$15,000 firm. Phipps Productions 918-665-1980.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

For sale: FM antenna. Circular polarized 10 bay Harris FM S 10 presently tuned to 92.5 MHz. \$7,500 FOB Greenville, SC. Contact John Davenport, WESC Radio, 803-242-4660.

Four Series 750 ITC reel-to-reel reproducers. Best offer over \$2500. Call 301-228-4800.

10KW FM RCA 10-D extra clean unit. Solid-state exciter, stereo generator. Comes with 10kw air-cooled dummy antenna. Some spares. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Delivery from inventory. Other AM and FM units in stock.

Lapp Base Insulators—new—never out of crates. 4-9004; 3-9006. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218, 503-287-7303.

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 Twining, Dallas, TX 75227.

Jack Shots! Fantastic, low-cost audio effects for sharp jocks. Free demo disc: LA Air Force, Box 944-B, Long Beach, CA 90801.

"Comic Relief." Just for laughs. Bi-weekly. Free sample. While 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.

Air check cassette critiqued by professional—\$10. Airwaves, Box 741, Sylacauga, AL 35150.

DJs: Commercial copy, humorous drop-ins, \$200. Laff-Tek, Box 56, Cape Coral, FL.

Radio News Directors! Let Washington's largest independent radio service cover your delegations at NY, Detroit political conventions. Discounts for early sign ups. The Berns Bureau, Box 23067, Washington, DC 20024. 202-234-4676.

RADIO PROGRAMING

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. 813-955-6922.

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

OPERATIONS MANAGER, WSYR AM/FM

Expansion, right-hand position. Solid opportunity for qualified broadcaster with hands-on experience and strong administrative skills. Sales exp. desirable. AM is full service market leader; FM superstars AOR. Send detailed resume, production/fair tape if applicable. Hugh Barr, Manager, WSYR, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

GENERAL MANAGER

Major FM facility, WTPA, Harrisburg. Newhouse Broadcasting. Newly formed position result of sale of TV Station. Solid sales background, program awareness, strong community sense. Send full resume, salary requirements to Hugh Barr, WSYR, 1030 James Street, Syracuse, NY 13203. Newhouse Broadcasting is an Equal Opportunity Employer.

GENERAL MANAGER

West Coast Network Affiliate. Fast-growing station in excellent market needs dynamic, productive leader. Excellent compensation and benefits. Send resume to Box E-31.

Equal Opportunity Employer

Help Wanted Announcers

WFFM "Rockin Easy"

and serving Pittsburgh, PA is looking for that right person to be a morning host for a highly successful morning magazine format. Our station has become highly competitive in this 13th market and if you're a pro and feel you can handle the challenge, forward a tape and resume to: Dennis Elliott, WFFM Radio, 1233 Braddock Ave., Braddock, PA 15104.

EXPANSION

of our Texas Radio group requires new air & sales talent. Good weather, salary, hospitalization, retirement. Reply in confidence to Box E-3.

Help Wanted News

COME TO BEAUTIFUL CAPE COD

Market leader with heavy news commitment seeks seasoned veteran for anchor investigative reporter duties. Good salary, excellent career opportunity with growing regional group. Tape, resume and salary requirements to News Director, WOCB, Box 668, West Yarmouth, MA 02673.

Super opportunity

to join the Number One News team in Central N.Y. as News Director for WIBX, 5,000 watt full time CBS Affiliate. Central New York's most respected news station. You'll be paid handsomely for this position but you've got to be a real team leader and a digger. Send complete resume with air tape to William R. Williamson, G.M., WIBX, Box 950, Utica, N.Y. 13503. WIBX is an affirmative action employer. EOE. M/F.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR Top 10 Market FM/AM

We are adult contemporary stations with great staff and facilities. We need an organized, disciplined motivator who can take charge and continue to build our stations to greater heights in the 18-34 demo. We offer an excellent compensation package and a great future with an outstanding communications company. Reply in confidence to Box E-13.

An Equal Opportunity Employer

WANTED

Top talk show host who is committed to: Total community involvement; enterprising-entertaining shows; vibrant one-on-one communicator. Must have successful track record. Approximately 5 years major market experience. Send resume and tape to: Joe Holstead, WFAA Radio, Communications Center, Dallas, Texas 75202. An Equal Opportunity Employer.

Situations Wanted Management

General Manager

22 years broadcast experience as manager, sales manager, programming, news and sports. Strong on training personnel and promoting team effort to produce results. Believe in being active in the community and being a leader. Best profits and best ratings in the market are the objectives. AM/FM or TV or both. Box D-179.

GENERAL MANAGER

with outstanding track record with powerhouse stations in New York City, Chicago and Boston seeking position. Strong sales, programming, promotion and administrative background. Will relocate anywhere for right proposition. Reply in utmost confidence. Box D-176.

Situations Wanted Management Continued

PROFIT BY WINNING

Billings up 1300%, cash flow turnaround in excess of one-half million, ratings from nil to No. 1 in 5 years in a top 40 market. If you have a general management position at a significant station in a medium or major market, write Box E-23.

GROUP MANAGER

I can provide the controls, motivation, and leadership to move your group into the 80's. Proven skills in management-sales-programming-promotion will provide the spark for your group. Experience in all phases of operation. Excellent references. Let me help motivate your management staff to set and reach higher goals. Box E-43.

Situations Wanted Announcers

BEAUTIFUL MUSIC

CREDENTIALS: Top voice, top production, 15 year pro. Dependable, mature, single, stable. Now working in N.Y.C. Looking for very stable operation in Top-20 markets only please. Call 607-722-9593.

EXPERIENCED PLAY-BY-PLAY MAN

seeks college or professional play-by-play job for the fall in a medium to major market. Box E-11.

Situations Wanted News

EMPLOYED SPORTS DIRECTOR IS

... a hard working pro, with 14 years experience
... a state-wide award winner for his work
... capable in all phases of sports coverage
... a stable family man, with plenty of community involvement
... seeking a progressive move in his career.
Box D-191

"Short and long term sales increases for your radio station; we do it better for less."

—Dick Burns

MARKETING ASSOCIATES

6 Pacific Avenue
Piedmont, CA 94611 (415) 547-4234

TELEVISION

Help Wanted Management

OWN PART OF THE ACTION

and become sales manager of a mid-western FM about to make it big. Buy in and make it happen. Unlimited opportunity for a self-starter and motivator. Send track record and salary goals to Box E-5.

Local Sales Manager

WUAB-TV, a Gaylord Broadcasting Company station, has immediate opening for an aggressive local sales manager in Cleveland the 8th ranked market.

Send complete resume to:

GSM

WUAB-TV

8443 Day Drive

Cleveland, Ohio 44129

An Equal Opportunity Employer

Help Wanted Programing, Production, Others



Producer, talent, and production positions are now available for Fall premiere of PM MAGAZINE. Previous related experience preferred.

Send resume, tape, and salary requirements to:

Terry Dolan

WNEM-TV

5700 Becker Rd.

Saginaw, Michigan 48606

WNEM is an Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**



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.



Producer and co-hosts for PM Magazine premiering in Sept. on no. 1 station in the market. On-air and production experience preferred. Send resume to Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, Pa. 17604. No phone calls please.

An equal opportunity employer.



A Pulitzer Broadcast Station
Lancaster, Pa.

Help Wanted News

MANAGING EDITOR

An experienced pro to supervise the content and conceptual flow of our newscasts. Must be someone with news management background as either assignment editor, executive producer or major newscast producer. Write—don't call: Bill Applegate, News Director, KPX-TV, 855 Battery Street, SF CA 94111, E.O.E.

**Help Wanted News
Continued**



We are expanding our news operation WLS television in Chicago and have immediate openings for individuals with a minimum of 2—5 years of experience in the following positions:

- **Director - D.G.A.** Salary \$515/week
- **News Writers - N.A.B.E.T.** to \$535/week
- **Maintenance Engineers - N.A.B.E.T.** to \$535/week
- **Video Tape Editors - N.A.B.E.T.** to \$535/week
- **Producer of Public Affairs Programming** - Minimum of 2 years experience with TV talk show format. Degree preferred.

Interested party should send resume and salary history to:
(no phone calls please)

M.J. Lewellyn
AMERICAN BROADCASTING COMPANIES, INC.
233 N. Michigan Ave.
Suite 1923
Chicago, IL 60601

Minorities and female applicants are encouraged to apply.

**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

**EARTH STATION
CONSULTANT**

Applications are invited for technical consultant services developing specifications for the procurement and/or construction of a fixed and/or transportable transmit earth station.

A state appropriation now available provides for the interconnection of Indiana's seven public television stations and two potential new stations by a satellite uplink system. Interested telecommunications experts should apply by June 12, 1980 to:

Mr. Frank Meek
Indiana Public Broadcasting
Society, Inc.
1440 North Meridian Street
Indianapolis, IN 46202
(Telephone: 317/261-0500)

**Help Wanted Technical
Continued**

**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**

Technical

AUDIO-VIDEO SYSTEMS ENGINEER

Position involves designing, creating and planning engineering installations for television and associated technical equipment and facilities for use in network and local station broadcasting operations. Requires BSEE or equivalent experience, knowledge of state-of-the-art broadcasting techniques and equipment, plus background in engineering supervision preferred in manager position.

Interested candidates please send resume in confidence to:

Theo Jones



4151 Prospect Avenue
Los Angeles, CA 90027
Equal Opportunity Employer M/F

**Situations Wanted News
Continued**

MAJOR MARKET SPORTSCASTER

Two consultants call me the best all-around sports talent they've seen. Unique on-air presentation, award winning packages. Polished pro, early thirties. 313-354-3234.

Employment Service

**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

ALLIED FIELDS

Help Wanted Technical

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 Programing,
Production, Others**

PM MAGAZINE HOSTS

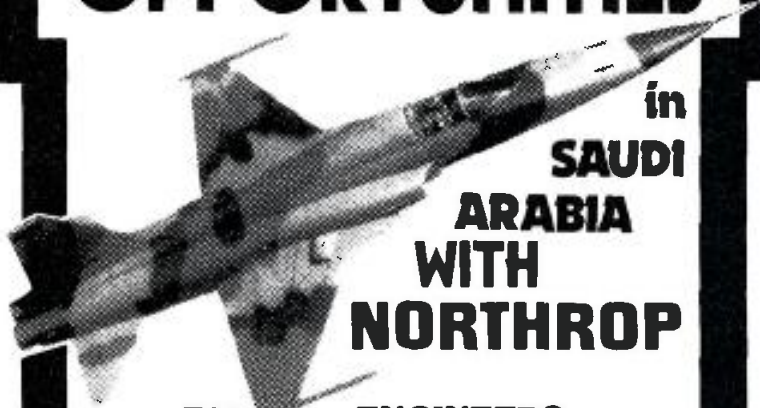
Currently working at a pioneering Evening/PM Magazine station. M/F team offers production experience, writing skills, dynamic on-air presence. Available now. Box E-33.

Situations Wanted News

TV SPORTS BUILDER

Will build strong TV sports department as non-air sports director.
20 years experience and dedication in all phases of local TV station sports.
Success built on hustle, organization and discipline. Currently on-air. Box E-4.

IMMEDIATE EMPLOYMENT OPPORTUNITIES



in
**SAUDI
ARABIA
WITH
NORTHROP**

T.V. ENGINEERS

Responsible for technical operations of an industrial TV facility and maintenance of all audio visual equipment. Provides OJT for Saudi counterpart. Salary 37K plus housing and other benefits.

A.V. EQUIPMENT TECHNICIAN

Responsible for maintenance of all A/V equipment and provides LJT for Saudi counterpart. Salary 32K plus housing and other benefits.

For immediate consideration, call

**TOLL FREE
(800) 638-1915**

(9:00 am to 5:00 pm EST)

If you are unable to reach us, please send your resume, or letter of qualifications, marital status, number and age of dependent children to

Scott Mitchell
3901 West Broadway/1036 AJ
Hawthorne, California 90250

Aircraft Division

NORTHROP

Making Advanced Technology Work
Equal Opportunity Employer M/F/H

Grass Valley Group Careers

Excellent career opportunities are immediately available with the Grass Valley Group for talented people with television industry experience in these areas:

Field Service Engineers

These challenging positions combine chances for U.S. travel plus marketing and engineering career opportunities. Individuals with experience designing and/or maintaining television broadcast systems are required to provide after-sales support for our wide variety of complex systems.

Project Engineer

This excellent growth opportunity requires an individual with video project experience plus BSEE or equivalent, to assume responsibility for challenging research and development projects.

Field Sales

This key position requires someone with an excellent technical background in broadcasting. Preference will be given to people with proven sales experience. Excellent company benefits plus sales and commission program are available to the successful candidate.

The Grass Valley Group offers a state-of-the-art technical environment in a serene rural setting. We are located at the foothills of California's Sierra Nevada mountains, where you'll find a relaxed lifestyle and abundant recreational activities.

Interested and qualified candidates are invited to send a resume in confidence to Sylvia Smith, The Grass Valley Group, Inc., P.O. Box 114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group

A Tektronix Company

Help Wanted Programing, Production, Others

TALENT SEARCH MANAGER

Have you put in your time as TV News Director and want something new and exciting? Do you have many contacts among journalists and station managers? Would you like to take charge of a growing broadcast employment operation and make money as it grows? If so, contact Box E-2

SHINE

At TPC the stars behind the camera count as much as those in front. So, we have a constellation of creative technical talent whose business it is to make everything just a little brighter.

If your engineering talent shines very brightly in—

- Computer video tape editing (HVS EPIC)
- On location video (RCA TK-76)
- Electronic Film Color Correction (Rank Cintel Flying Spot)

We invite you to reflect on TPC's new Production Plaza.

Outside, you're greeted by trees, birds, and lots of stars at twilight. Inside, you'll work with some of the nicest and most knowledgeable production engineers around—most anywhere.

We think they're the real stars. So, if you're a shining star shoot your reel to:

Bruce Graham, Manager of Technical Operations

tpc COMMUNICATIONS, INC.

Production Plaza, Sewickley, PA 15143

Help Wanted Sales

REGIONAL SALES MANAGER MIDWEST TERRITORY

A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a regional sales manager for the midwest territory.

The company has been in business for twenty years and has consistently led the industry in technical innovations in Switchers, Automation and VTR Editing.

The opening is a unique opportunity for personnel with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, company car and paid travel expenses.

For further information send your resume, in confidence to:

Central Dynamics Corporation
Attn: John Barker
Vice President
331 West Northwest Highway
Palatine, Illinois 60067

Help Wanted Instruction

PUBLIC RELATIONS AND BROADCASTING

College of Arts and Architecture

The Pennsylvania State University is seeking an Assistant to the Dean for Public Relations and Broadcasting activities. Position is responsible for overall promotion, media, public relation and television activities of the College of Arts and Architecture and University Art Services. Supervise the writing of articles and production of photographs for promotion; work with Division of Broadcasting Services on television development and production; work with Alumni Association to develop Arts Alumni Society and serve as supervising editor of the Alumni newsletter. Bachelor's degree or equivalent in journalism, radio-television or related field plus three to four years effective experience in public media programming or related area is required. Send letter of application and salary requirements to: Employment Division, The Pennsylvania State University, 117 Willard Building, Box BM-23, University Park, Pennsylvania 16802. Application deadline: May 19, 1980.

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

SYNDICATION SALES EXECUTIVE

BBI Communications, Inc., which produces, markets and sells television programs, seeks an experienced sales executive. This individual must have experience selling programs to stations at the top executive level. This person must have the ability to face and answer challenges in selling and servicing unique, innovative television programs.

This position is immediately available. If qualified and interested, please send resume to Jack Duffield, VP/Sales, BBI Communications, Inc., 420 Lexington Ave., Suite 2853, New York, N.Y. 10017.

An equal opportunity employer m/f.

Radio Programing



LUM and ABNER

5 - 15 MINUTE

PROGRAMS WEEKLY

Program Distributors

410 South Main

Jonesboro, Arkansas 72401

Phone: 501-972-5884

"Short and long term sales increases for your radio station; we do it better for less."

— Dick Burns

MARKETING ASSOCIATES

6 Pacific Avenue
Piedmont, CA 94611 (415) 547-4234

Public Notice

PUBLIC NOTICE

The Long-Range Planning and Legislation Committee of National Public Radio will meet May 15-17, 1980, for a planning retreat. The meeting will be held at The Fawn Valley Inn, Estes Park, Colorado, from 8 a.m. to 6 p.m. on May 15 and 16 and from 8 a.m. to 1 p.m. on May 17, 1980. For further information concerning this meeting, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

For Sale Stations

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

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in a county soon to merge into Washington's standard metropolitan statistical area. Rapidly growing! Untapped potential! \$440,000 cash; \$550,000 terms. Box E-22.

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AM - FM - TV - Appraisals
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Lexington, Mo. 64067
Phone 816-259-2544

ROCKY MOUNTAIN AREA

Full time AM with FM pending. Fast growing medium size market. Valuable real estate included. Excellent terms. Need sale by end of summer. Box D-167.

For Sale Stations Continued

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.

Major market midwest

full time ethnic profitable station.
\$1,500,000. Cash. Box E-40.

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14902
(607) 733-7138

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Consultants
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Communications
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THESE EXCELLENT Radio Stations are Available

West Coast Fulltime AM
\$2,300,000
South West AM-FM
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South East AM-FM
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San Luis Obispo, California 93401
805-541-1900

OHIO CLASS A FM

Solid community. Billing 200 K.
Priced at 350 K. Reply to Box
E-14.

- AM/FM in No. Mich. \$190,000.
- 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.
- VA. Coastal. Attractive. \$800,000.
- AM 50,000 watts. FL \$3.8 mil.
- Full-time AM and 50,000 watt FM in Maryland. \$640,000.
- 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.
- N.C. 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.
- 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

Dan Hayslett

• associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

For Sale Stations Continued



CHAPMAN ASSOCIATES*

media brokerage service

STATION				CONTACT	
MW	Small	AM	\$160K	Terms	Bill Whitley (214) 387-2303
S	Small	AM	\$185K	\$54K	J.T. Malone (404) 458-9226
W	Small	AM	\$225K	29%	Ray Stanfield (213) 363-5764
S	Small	AM	\$375K	\$109K	Dan Rouse (214) 387-2303
S	Medium	Fulltime	\$560K	\$162K	Bill Chapman (404) 458-9226
NW	Medium	AM/FM	\$1700K	\$189K	Larry St. John (206) 485-1066
E	Metro	AM/FM	\$750K	Cash	Art Simmers (617) 848-4893
W	Metro	Fulltime	\$1000K	Cash	Larry St. John (206) 485-1066

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

5000 Watt

day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 P.M. 517-321-1763.

BILL-DAVID ASSOCIATES

BROKERS-CONSULTANTS

(303) 636-1584

2508 Fair Mount St.
Colorado Springs, CO 80909



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

R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
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GEORGIA POWER AM

Fulltime powerful AM in medium-sized market. Largely new equipment capable of AM Stereo. Valuable real property included. \$250,000 down on this excellent facility priced under one million. Superior owner financing on the balance. Principals only write including financial references to Box E-37.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm. COD, PD., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Idaho Class C FM
Colorado AM Daytime
Wyoming AM Fulltime
Montana AM Fulltime

MOUNTAIN STATES MEDIA BROKERS, Inc.

P.O. Box 99, Broomfield, Colorado
80020. (303) 466-3851 (303) 444-5658.

FOR SALE

1000 watt daytimer in a beautiful small N.C. town. Good billing. Real estate included. Price: 2-1/2 times gross. Terms available. Box E-18.

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Fates & Fortunes

Media



Arcara

James P. Arcara, VP-general manager of Capital Cities Communications' WPAT-AM-FM Paterson, N.J., named executive VP-radio for Capital Cities. In his new capacity, general managers of company's seven AM and six FM stations will report to him. For now, he will continue to operate WPAT.

Bartley Walsh, general manager, www(FM) Detroit, joins WKYS(FM) Washington as VP-general manager.

John Cross, sales manager, WMAR-FM Baltimore, named general manager.

Homer Griffith, sales manager, KTSF-TV San Francisco, named assistant manager to Richard O'Hearn, general manager.

Albert J. Gillen, president of Knight-Ridder Broadcasting, Miami, and president of Viewdata Corp. of America, which is testing electronic two-way home information service under sponsorship of Knight-Ridder and AT&T, elected senior VP of parent Knight-Ridder Newspapers Inc.

Harold F. Gross, founder and chairman of Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.), re-elected chairman and announced he will retire Dec. 31, 1980. He will be 80 years old next year, has spent almost 50 years in broadcasting. Board of publicly held company voted to add three outside directors, to be designated shortly.

E. Lee Leicinger, general manager, WWJ-AM-FM Detroit, elected VP of parent company, Evening News Association.

John LaForge, executive VP-general manager of KDLH-TV Duluth, Minn., elected to board of directors of parent company, Palmer Communications Inc.

Cliff Lanscon, general manager, WSPB-AM-FM Sarasota, Fla., named VP of licensee, Walter Weeks Broadcasting Corp. **Dick Reynolds**, regional sales manager, WSPB, succeeds Lanscon as general manager.

Jack Alix, station manager, WGOE(AM) Richmond, Va., named VP.

Warren Deacon, program director, noncommercial KSBK(AM) Mission Viejo, Calif., assumes additional duties as station manager.

Jon Ross, freelance TV director, named president, KWVE(FM) San Clemente, Calif., and Jack Bell, KWVE VP and sales manager, named general manager—both jobs formerly held by **Cliff Gill**, principal owner of station. Gill has resigned and will put stock on market to concentrate on radio consultancy and brokerage.

James O. Robbins, assistant VP, Continental Cablevision, Miami Valley, Ohio, joins Viacom Cablevision of Suffolk county, N.Y., as general manager. **Marsha Kenny**, marketing-sales promotion manager, Chemical Bank, New York, joins Suffolk Cablevision as marketing manager.

Alan Thiel, director of financial controls for television stations division of NBC, New York, moves to NBC's WKYC-TV Cleveland as director of finance and administration.

Steve Spratt, from Shamrock Broadcasting's www(FM) Detroit, transferred to Shamrock's KABL-AM-FM San Francisco as financial-business manager.

Betty Goddard, executive secretary to general manager of KSTW(TV) Tacoma, Wash., named administrative assistant to general manager and assistant general manager of station.

Advertising



Siano

Jerry Siano, executive VP-corporate creative director, NW Ayer ABH International, New York, elected vice chairman. **Patrick Cunningham**, senior VP-executive creative director, and **George Eversman** and **Dominick Rossi Jr.**, senior VP's and management supervisors, named executive VP's.

Ron Sherman, president of J. Walter Thompson Co.'s Eastern division, New York, named president of newly formed Entertainment Division of agency, which will be involved in entertainment, leisure, and communications, including new media. New division is expansion of JWT Entertainment Group.

Robert Graham, senior VP-senior management representative, and **Philip V.G. Wallace**, senior VP-management representative, Needham, Harper & Steers, New York, named account group directors. **Joel Hochberg**, senior VP-deputy director of creative services, NH&S, Chicago, named director of creative services.

William P. Croasdale, associate director, network programming, BBDO, New York, named VP.

Robert Moehl, management account supervisor, Ogilvy & Mather, Los Angeles, named management supervisor on Polaroid domestic account, Doyle Dane Bernbach, New York.

Caroline (Katie) Gunn, broadcast analyst, Foote, Cone & Belding, Chicago, named network coordinator. **Lynn Holden**, graduate, University of Wisconsin, Madison, succeeds Gunn.

Lloyd Fink, **Richard Fitzhugh**, **Richard Kassof**, **Carol Lane** and **Charles Starza**, as-

sociate creative directors, and **Woodrow Wilson Litwhiler**, art director, Benton & Bowles, New York, elected VP's.

Arthur Kugelman, VP and associate creative director, Wells, Rich, Greene, New York, named to same post at Kenyon & Eckhardt, New York. **Carole Cinnamon**, associate media director, Bozell & Jacobs, Dallas, joins K&E in New York in same capacity.

Jack Snow and **Carole Foxley**, account supervisors, Cunningham & Walsh, New York, elected VP's.

Jim Voss-Grumish, broadcast services manager, Needham, Harper & Steers, Chicago, named VP.

John Blumenthal and **Gerald Weinstein**, senior VP's and creative group heads, Benton & Bowles, New York, named to newly created posts of creative directors-New York.

Geoffrey Nixon, VP-account service, Austin Kelley Advertising, Atlanta, named senior VP-director of account service. **Clyde Hogg**, associate creative director, named creative director. **Harold Shields**, art director, named senior art director. **John Mercier**, controller, named director of finance and administration.



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Chiat/Day, Los Angeles, names three new VP's: **Hank Antosz**, media; **Amy Miyano**, production art, and **Joe Sosa**, print production.

Robert Binkley, associate brand manager, Seven-Up Co., joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

Meryl Maxwell, product manager, household products division of Alberto-Culver, joins Tatham-Laird & Kudner, Chicago, as account executive.

John Prendergast, media director, C.T. Clyne Co., New York, joins Sawdon & Bess there in same capacity.

Rosemary White, from marketing division of U.S. Bancorp, Portland, Ore., and former media director for Cole & Weber, joins Brown, Dugan & Associates, Portland, as VP-director of media.

Robert F. Clark, account executive, Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich., named VP-director of sales.

Karen McIver, former VP-creative director, Parkson Advertising, and former VP-group head at SSC&B, New York, joins creative department of Hicks & Griest, New York.

Jimmy Wyatt, account executive, Studdard-Harris Advertising, Atlanta, joins John M. Rose & Co., Knoxville, Tenn., as account supervisor.

Janet Hughes, supervisor of billings, Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., named broadcast traffic coordinator. **Claudia Short**, production coordinator, Brewer Advertising, Kansas City, joins Bernstein as assistant production manager. **Mary Jo Thiele**, production-traffic assistant, Bernstein, named traffic supervisor.

Judy Rape, advertising manager, McAllen State Bank, McAllen, Tex., and formerly with McCann-Erickson, Houston, joins Associated Advertising Agency, Wichita, Kan., as account service manager and copy contact. **Cynthia Lathrop**, broadcast planner and assistant director, Associated Advertising, named media director.

William S. Rubens, VP-research, NBC, New York, elected chairman of Advertising Research Foundation. **Michael Naples**, marketing research director, Lever Brothers, elected vice chairman. **Theodore Dunn**, senior VP, Benton & Bowles, elected secretary.

Sylvia Mendoza, account executive, NBC's WMAQ-TV Chicago, joins NBC-TV Spot Sales there as account executive.

Faith Tilson, formerly with Blair Television in New York, and **Chris Gordon**, from Chicago sales staff of Blair Television, named to ABC-green sales team in New York. **Brian Sikorski**, from Blair's Chicago sales staff, transfers to Philadelphia sales staff. **Chris Dawson**, computer systems training specialist for Blair Television, named account executive on Chicago ABC sales staff.

Rita Starr, sales assistant, Blair Radio, Detroit, named account executive. **Beverly Anne Fisher**, former media director for Marketing Systems, Portland, Ore., joins Blair Radio in Portland, Ore., as account executive.

Jerry Goodin, account executive with Western International Media Corp., Los Angeles, joins

sales staff of Katz Radio in Los Angeles. **Mike Chires**, media buyer-planner and research analyst, Campbell-Ewald, Detroit, joins sales staff of Katz Radio in Detroit.

Marilyn Citron, from Ed Libov Associates, New York, joins H-R/Stone there as account executive.

Ron Glaizer, formerly with Television Advertising Representatives; **Laurie Chatfield**, formerly with Grey Advertising; **Robin Ellen Weiss**, formerly in diamond sales, and **Tim Murphy**, from Landon Associates, newspaper representative, named account executives for MMT Sales, New York.

Debbie Berk, sales service representative, Arbitron Radio, New York, joins Roslin Radio Sales Inc., New York, as account executive.



Liburt

Burke Liburt, senior VP of Jeffrey Alan Associates, New York marketing company, joins Corinthian Broadcasting Corp. there as VP-sales of television stations division, which includes six stations. He will also be working with Corinthian's Peters Griffith Woodward, television representative, and Corinthian's production group, TVS.

Robert Donohue, VP-national sales manager, WNEW-TV New York, named VP-local sales manager, and will share duties with Robert Hance III, who is also VP-local sales manager. **Leslie Prager**, account executive, named national sales manager.

Ron Kaufman, national sales manager, WJBK-TV Detroit, named director of sales and administration.

Clyde Helton, sales representative, KODE-TV Joplin, Mo., named general sales manager.

Sandra Holmes, account executive, WRQX(FM) Washington, joins WIND(AM) Chicago as sales manager.

Thomas Horan, account executive, WLW(AM) Cincinnati, named general sales manager.

Phil Miller, former station and sales manager of WDLP(AM) Panama City, Fla., named general sales manager of WTVR-AM-FM Richmond, Va.

Bruce Wetten, formerly with sales staff of KNIX-AM-FM Phoenix, named sales manager of KIDO(AM)-KIDQ(FM) Boise, Idaho.

Mike da Roza, former sales manager of WQXQ(FM) Daytona Beach, Fla., joins WSPB-AM-FM Sarasota, Fla., as sales manager.

Jim Wilcox, account executive, WYEA-TV Columbus, Ga., named local sales manager. **Charlotte McCullough**, from circulation department of *Columbus Ledger-Enquirer*, joins WYEA-TV as account executive.

Jerry Sellers, account executive, KYA-AM-FM San Francisco, named local sales manager. **Mary Pettiford**, territory manager, International Playtex, joins KYA as account executive.

Cindy Kuechle, sales manager, WPLY(AM) Plymouth, Wis., joins WEZW(FM) Milwaukee as cooperative advertising director.

Linda J. Byrd, account executive, WVOJ(AM)

Jacksonville, Fla., named local sales manager.

John Manning, from WTNH-TV New Haven, Conn., joins WPVI-TV Philadelphia as account executive.

Katherine Gulick, clothing buyer for Meier and Frank, Portland, Ore., joins Fisher Broadcasting, based in Portland, as retail marketing specialist for KOMO-AM-TV Seattle and KATU(TV) Portland.

Karen Henry, former account executive, WEZR(FM) Washington, named sales promotion and merchandising coordinator for WMAL(AM) there.

Joe Ellis, who has operated his own advertising art and copy service, joins WTTB(AM) Vero Beach, Fla., as advertising director.

Mary Rose McHugh, advertising manager, *Southside Neighborhood News*, Hartford, Conn., joins WBIT(TV) New Britain, Conn., as account executive.

Gay Garrett, from sales department of KGNC-AM-FM Amarillo, Tex., joins sales staff of KCOY-TV Santa Maria, Calif.

David Novak, former commercial writer-producer, KQTV(TV) St. Joseph, Mo., joins KHGI-TV Kearney, Neb., in same capacity.

Ken Hoag, from KUDL(AM) Kansas City, Kan., joins sales staff of KTAR(AM) Phoenix.

Dan Wastler, from real estate business, joins KCMO(AM) Kansas City, Mo., as account executive.

Charlene Hill, formerly with WITN-FM Washington, N.C., joins WRNB(AM)-WAZZ(FM) New Bern, N.C., as account executive.

Programing

Charles Gerber, VP, program development, NBC Owned Television Stations Division, Los Angeles, appointed to new post of VP, MCA TV Program Enterprises, Los Angeles.

Stu Erwin, supervisor of series and long-form dramatic projects, MTM Enterprises, Hollywood, named senior VP.

Donald Klauber, president of Feature House, New York, TV distribution firm, retained by Warner Communications Inc., New York, as full-time consultant on program acquisition for pay cable and home video departments.

Thomas E. Freston, former account executive, Benton & Bowles, New York, named Eastern regional marketing manager, Warner Amex Satellite Entertainment, Corp., New York.

Sam Ewing, former executive producer of locally produced programs, serials and specials for ABC-TV in San Francisco, joins NBC Entertainment, Los Angeles, as manager, children's programming. **Jeanne Edmunds**, former producer of *Larry King Show*, Mutual Radio, joins NBC's *Tomorrow* show in New York as talent coordinator.

Edward Hoffman, director of legal affairs, Warner Bros. Television, Los Angeles, joins 20th Century-Fox Television there as VP-legal affairs.

Production staff assignments for Group W Productions' *The John Davidson Show*, syndicated talk-variety series, have been announced by Frank Miller, vice president and executive pro-

ducer: **Vince Calandra**, producer; **Terry Kyne**, director; **Bob Levitan**, associate producer; **Eddie Madison** and **Susan Kaye**, development coordinators, and **Patricia Bourgeois** and **Sandra Zagaria**, talent coordinators.

Independent producer **Allan B. Schwartz** named VP of program development, QM Productions.

Michael Zannella, creative consultant for NBC-TV's children's series, *Hot Hero Sandwich*, joins *The Mike Douglas Show* as executive creative consultant.

Allen H. Balch, communications director, office of U.S. Senator John Tower (R-Tex.), named executive producer. *The Senators*, syndicated radio commentaries from O'Connor Creative Services Inc.

Mike Petrone, freelance producer, joins EUE/Screen Gems, New York, as unit production manager. **Marc Bauman**, who formerly taught television production at School of Visual Arts, State University of New York, New Paltz, named video production manager for EUE/Screen Gems.

Bob Kaminsky, owner of DBA Productions, New York, joins D.I.R. Broadcasting Corp. there as director of production.

Meyrick Payne, director of marketing services, General Telephone and Electronics Corp., New York, joins Reeves Communications Corp. there as senior VP-chief financial officer.

Ray Balog, director of finance, noncommercial KCET(TV) Los Angeles, named to same post, Trans-American Video/Merv Griffin Productions, there.

Raysa Bonow, creator of CBS-TV's *People* in 1978, named producer of *AM/PM*, new 90-minute live, weekday show on KYW-TV Philadelphia.

Steve Roddy, from Southern Broadcasting Co., Cleveland, joins Scripps-Howard Broadcasting, Cleveland, as director of programming and marketing.

Cynthia Tivers, associate producer, ABC-TV and Group W Productions, named producer, *PM Magazine*, KTTV(TV) Los Angeles. She was formerly correspondent for BROADCASTING. **Ed Cervantes**, producer with KNXT(TV) Los Angeles, named field producer.

David Creagh, assistant to senior VP for programming, National Public Radio, Washington, named director of newly established satellite program development fund.

Harry Tate, staff director, WPGH-TV Pittsburgh, named production manager.

Robert Kramer, senior director, WPTZ(TV) Plattsburgh, N.Y., named production manager.

Craig Cornwall, director, WTVQ-TV Lexington, Ky., named assistant production manager.

Jeff Scheiman, production supervisor-director, Nebraska Television Network, Kearney, named creative producer-director for NTV's KHGI-TV Kearney.

Bill O'Connell, weekend sports anchor and reporter, WCVB-TV Boston, joins WNAC-TV there as sports director and anchor.

Chip Cipolla, former sports director for WNEW(AM) New York, and current host of syndicated television series, *Sports Scrapbook*,

joins WKTU(FM) there as sports reporter.

Joe Sanchez, air personality, WTTB(AM) Vero Beach, Fla., named sports director.

Hy Lit, formerly with WIBG(AM) Philadelphia (now WZZD), named station consultant and air personality, WTRT(FM) Trenton, N.J. His son, **Sam Lit**, formerly with KBAI(AM) Morro Bay, Calif., joins WTRT as program director.

Bill Cranney, from WVOs(AM) Liberty, N.Y., joins WOKO(AM) Albany, N.Y., as program director and air personality.

Jack Morton, with KVI(AM) Seattle, named host of morning news and information program. **Melissa Woodruff**, also with KVI, named producer of program.

Bob Cudmore, program host, WBEC(AM) Pittsfield, Mass., joins WGY(AM) Schenectady, N.Y., as talk show host.

News and Public Affairs

George Lewis, NBC News correspondent, assigned to cover State Department. Previously he covered American hostage crisis in Teheran and filed reports for "Iran Diary" on *NBC Nightly News*.

Dianne Wildman, correspondent based in Northeast bureau, New York, NBC News, assigned to London bureau. **Stephen Frazier**, weekend anchor, WJZ-TV Baltimore, and host of public affairs programs there, joins NBC News as correspondent, based in New York.

John Allen Adams, former news director, KQTV(TV) St. Joseph, Mo., named news director for Nebraska Television Network, Kearney, which includes four stations.

Mary Margaret Myers, former anchor, WCBS(AM) New York, joins WKTU(FM) there as news director.

Mark Young, assignment editor, WSB-TV Atlanta, joins KXAS-TV Fort Worth in same capacity.

Mike Snyder, reporter and weekend anchor, KHOU-TV Houston, joins KXAS-TV as consumer reporter.

Skip Erickson, operations manager, KSL-TV Salt Lake City, joins KUTV(TV) there as unit manager in news department. **Tim Schreiner**, political reporter and city editor, *Sioux Falls* (S.D.) *Argus-Leader*, and formerly with KSFY-TV Sioux Falls, joins KUTV as reporter.

Ron Lane, reporter and 10 p.m. news producer, KODE-TV Joplin, Mo., named assignment editor.

Thomas Merluzzi, assignment editor, WNAC-TV Boston, joins Cable News Network, Atlanta, as assignment editor.

Al Terzi, news director and anchor, WPEC(TV) West Palm Beach, Fla., joins WTNH-TV New Haven, Conn., as Hartford, Conn.-based co-anchor and correspondent.

Ann Dufresne, anchor, KIII(TV) Corpus Christi, Tex., joins WDBO-TV Orlando, Fla., as co-anchor. **Cassandra Clayton**, reporter, WJCL(TV) Savannah, Ga., and **Paul Roth**, reporter, WSAF-TV Montgomery, Ala., join WDBO-TV as reporters.

Karen Bowling, reporter, WJKS-TV Jacksonville, Fla., named evening news co-anchor. **Steve Zager**, former public relations director for Denver Bears, baseball team, joins WJKS-TV as evening news producer.

Erin Moriarity, on-air host, producer of nightly talk show and writer for Warner Cable's Qube system in Columbus, Ohio, joins WJZ-TV Baltimore as reporter.

Bruce Howard, from KPRC(AM) Houston, joins KMOL-TV San Antonio, Tex., as reporter.

Connie Howard, reporter, WCIA(TV) Champaign, Ill., and **Jacquie Walker**, anchor-reporter, WMHW(TV) Springfield, Ill., join WROC-TV Rochester, N.Y., as reporters. **Stephanie Lindquist**, technician, Vermont Public Broadcasting, joins WROC-TV as photographer.

Kevin Maggiore, morning anchor and news photographer, WATU-TV Augusta, Ga., and **Robin Phillips**, assistant to general manager of Shamrock Broadcasting's WBOK(AM) New Orleans, join Shamrock's WTVQ-TV Lexington, Ky., as reporters. **Jack Barnett**, cameraman, WTVQ-TV, named news photographer. **Ricardo Thomas**, projectionist, WTVQ-TV, named news cameraman.

Denise Kovacevic, co-anchor and producer of 5:30 and 11 p.m. news on KXLY-TV Spokane, Wash., joins KVOs-TV Bellingham, Wash., as 10:30 p.m. co-anchor.

Paula Rensburger, news director, KTLC(AM) Twin Falls, Idaho, joins noncommercial KSBK(FM) Mission Viejo, Calif., in same capacity. **Terry Wedel**, public affairs director, KSBK, assumes additional duties as executive producer of AM and PM news magazines. **Ken Croes Jr.**, program producer, KSBK, named anchor-producer of AM news magazine. **Marilyn Moore**, program producer, named anchor-producer of PM news magazine.

Christine Negroni, reporter and producer of mini-documentaries, New Jersey Public Broadcasting Authority, Trenton, joins WFSB-TV Hartford, Conn., as night reporter.

Gail Gordon, producer, KDBC-TV El Paso, Tex., named community affairs director.

Bill Buckmaster, morning anchor, KXRK(AM) San Jose, Calif., joins KEMO-TV San Francisco as anchor of *The Stock Market Today*. He succeeds **Stuart Varney**, who joins Cable News Network as financial reporter, based in New York.

Ken Yearwood, assignment editor, KEYT(TV) Santa Barbara, Calif., joins news department of KFMB(AM) San Diego.

Sandra Butler, producer of special projects, news department, WRC-TV Washington, joins WDMV-TV there as producer of news department's special projects unit.

Bob Dayton, from Plough Broadcasting's WJJD(AM) Chicago, joins morning news team of co-owned WMPs(AM) Memphis.

Sandra Smith-Strasel, public affairs director, WQCC(AM) Charlotte, N.C., joins WRNB(AM)-WAZZ(FM) New Bern, N.C., as reporter.

Gabe Dalmath, 10 p.m. anchor, WHEC-TV Rochester, N.Y., assumes additional duties as producer of newscast.

Teresa Rogers, from news department of KRUX(AM) Phoenix, joins KARZ(AM) there as reporter.

Faith Mitchell, air personality, WIRA(AM)-WQV(FM) Fort Pierce, Fla., joins news staff of WTTB(AM) Vero Beach, Fla.

Bob Gillum, news photographer, WEAU-TV Eau Claire, Wis., named chief news photographer.

Jack W. Tarver, publisher, *Atlanta Journal and Constitution*, re-elected chairman of Associated Press. Other officers re-elected: **Frank Batten**, first vice chairman (chairman of Landmark Communications, Norfolk, Va., group station and newspaper owner) and **Stanton R. Cook**, second vice chairman (chairman-publisher, *Chicago Tribune*).

Promotion and PR

Lou Zaccheo, director of creative services for Group W's KYW-TV Philadelphia, named director of creative services for Group W's television group, based in New York.

Michael Grant, chief announcer, KOTV(TV) Tulsa, Okla., named manager of promotion and advertising.

Sid Perry, art director, WTVQ-TV Lexington, Ky., named promotion manager.

Meryl Cohen, director of promotion, WTOP(AM) Washington, joins WXYZ(AM) Detroit as director of advertising and promotion.

Sharon Rosenbush, promotion director, KYA-AM-FM San Francisco, joins KYUU(FM) there as manager of advertising and promotion.

Penny Springer, administrative assistant to general sales manager and broadcast operations manager, WMAL(AM) Washington, named publicity coordinator.

John H. Clark, morning host on noncommercial WUNC(FM) Chapel Hill, N.C., joins noncommercial KPBS-FM San Francisco as director of promotion and fund raising.

Technology

Raymond Krause, Southeastern regional sales manager for RCA Corp.'s Mobile Systems division, named Southern regional sales manager for RCA American Communications, based in Houston.

Tom Landgraf, district manager in Chicago for Sony Video Products Co., named regional manager in Detroit. **Hughton Salmon**, with Sony Video Products in Long Island City, N.Y., named technical representative, Eastern region, based in Long Island City.

Malcolm Burleson, principal and founder of Washington communications and consulting service, Burleson Associates, joins NEC America as Eastern regional RF sales manager for broadcast transmitter division, based in Washington.

Delbert Smith, satellite legal expert, Madison, Wis., elected to board of directors of Comsat. He succeeds **Lucius Battle**, who will take early retirement and become chairman of Johns Hopkins Foreign Policy Institute. Smith, who takes over July 7, will be responsible for Congressional, governmental and community relations.

Peggy Jones, who has handled administrative matters in office of chairman of board of Scientific-Atlanta, elected assistant corporate secretary.

Luther Nieh, formerly with General Electric in Louisville, Ky., joins International Tapetronics Corp., Bloomington, Ill., as manager of engineering.

Robert Mahoney, application engineering con-

sultant to broadcast industry and educational media centers, joins Philips Broadcast Equipment Group, as mid-Atlantic regional sales manager, based in Washington.

Kjell Hagemark, research manager, Central research laboratories of 3M, St. Paul, named laboratory manager for optical recording project of magnetic audio-video products division.

George Stepanenko, attorney, RCA Global Communications, New York, and formerly with Office of Opinions and Review, FCC, Washington, joins Solfan Systems, Mountain View, Calif., as general counsel.

Terry Conner, Southwest region representative for video systems division of Panasonic, Dallas, named regional manager, Southwest region.

David Barnes, manager of Cincinnati branch of Midwest Corp., video equipment dealer, named VP-general manager of communication division. He succeeds **Elijah Midkiff** who becomes manager of Eastern region branches. **Bill Dancy**, manager of Miami branch, assumes additional duties as manager of Southern region.

Jerry Cohen, former video products sales engineer, Tektronix, joins Sharp Electronics Corp., Paramus, N.J., as manager of technical sales support for professional products department.

International

Real Therrien, member of Canadian Radio-Television and Telecommunications Commission, Ottawa, appointed vice chairman.

David Golden, president and chief executive officer of Telesat Canada, Ottawa, becomes chairman of board succeeding **J. Alphonse Ouimet**, who retires from that office but remains director. **Eldon Thompson**, president of New Brunswick Telephone Co., elected president and chief executive officer of Telesat.

Allied Fields

Robert Burton, VP-operations, ABC Publishing Division, New York, named president of ABC Leisure Magazines.

David J. Markey, legislative counsel in office of government relations, National Association of Broadcasters, named VP. **Richard Wyckoff**, also legislative counsel, named director of broadcast liaison. **Belva Brissett**, legislative representative, named director of congressional liaison. **Valerie Schulte**, from Washington law firm of Cadwalader, Wickersham & Taft, joins legal department of NAB.

Carmen Junea, who has 15 years experience in Puerto Rican television and radio, has replaced Maria Elena Toreno as head of National Association of Spanish Broadcasters.

Thomas K. Hull Jr., acting director of Center

Harriette Weinberg, receptionist and advertising assistant in BROADCASTING's New York office, retired last Wednesday (April 30), after 26 years with BROADCASTING Publications Inc. She will make her home in Stamford, Conn., effective June 1, at 99 Prospect Street (Apartment 4-M), Stamford 06901.

for Instructional Resources, State University of New York at New Paltz, named director of center.

John Copeland, manager of international projects, Motorola, elected chairman of International Business Council of Electronic Industries Association.

Deaths



Hitchcock

Alfred Hitchcock, 80, famed suspense film director who made transition from films to television to become one of early television successes, died April 29 at his home in Los Angeles. He had history of heart ailment, and recently suffered from kidney failure. His weekly series in 1950's,

Alfred Hitchcock Presents, made him national television star. It was called *The Alfred Hitchcock Hour* from 1962 to 1965, and reruns are still syndicated. Hitchcock, British and recently knighted, made films for 50 years, among them: "Psycho," "The Birds," "Dial M for Murder," "Frenzy," "Rear Window" and "Vertigo." Survivors include his wife, Alma, one daughter and three grandchildren.

Omar F. Elder Jr., 60, general attorney with CBS and former executive with ABC for 17 years, died of heart attack April 13 in St. Joseph's hospital in Stamford, Conn. Before joining CBS in 1970, he was VP of ABC-TV and assistant secretary of American Broadcasting-Paramount Theaters Inc. Survivors include one daughter and son.

Arthur L. Martin, 62, president of Marion Broadcasting Co. and general manager of its WMRN-AM-FM Marion, Ohio, died of heart attack April 27 at his home in Marion. He joined WMRN in 1953 as commercial manager and eventually served as VP-sales, and VP-station manager and VP-general manager. He was named president in 1978. Before joining WMRN, he worked for Air Trails Network's WIZE(AM) Springfield, Ohio, and WING(AM) Dayton, Ohio, for 14 years. Survivors include his wife, Levina, one daughter and son.

John H. Platt, 82, retired senior VP of advertising and public relations for Kraft Foods Co. (now Kraft Inc.) died April 29 of natural causes at his home in Winnetka, Ill. He helped originate *Kraft Music Hall* in 1933 on network radio, and was also responsible for signing Bing Crosby as host of show in 1935. Platt was also associated with *Kraft Television Theater*, and in 1959, signed Perry Como to *Kraft-Perry Como Show*. He was among founders of Audit Bureau of Circulations. Survivors include his wife, Arlene, and four sons.

Jean Montgomery Abernethy, television news producer shortly after World War II, and producer of weekly series of reports on Korean war, died of heart attack while on vacation in Asheville, N.C., with her husband, NBC News correspondent Robert G. Abernethy. She also worked for NBC during 1940's and 1950's. Besides her husband, survivors include one daughter.

Stock Index

Exchange and Company	Closing Wed. April 30	Closing Wed. April 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	26 3/4	28 3/8	- 1 5/8	- 5.72	6	744
N Capital Cities	46 3/4	46 1/4	+ 1/2	+ 1.08	12	640
N CBS	44 3/4	45 1/2	- 3/4	- 1.64	6	1,297
N Cox	68 3/4	64 1/2	+ 4 1/4	+ 6.58	14	463
A Gross Telecasting	21	20 7/8	+ 1/8	+ .59	7	16
O LIN	42 1/2	41 3/4	+ 3/4	+ 1.79	10	117
N Metromedia	61	60 1/8	+ 7/8	+ 1.45	9	281
O Mooney	6 3/4	7	- 1/4	- 3.57		2
O Scripps-Howard	54	52 1/2	+ 1 1/2	+ 2.85	10	139
N Storer	24 7/8	24 1/4	+ 5/8	+ 2.57	13	288
N Taft	26 5/8	26 3/4	- 1/8	- .46	9	232

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	18 5/8	17 3/4	+ 7/8	+ 4.92	15	33
A Affiliated Pubs.	18 1/4	18 1/4			6	93
N American Family	8 1/8	8 3/4	- 5/8	- 7.14	4	85
N John Blair	16 1/2	15 3/4	+ 3/4	+ 4.76	4	61
N Charter Co.	22 3/4	23 1/2	- 3/4	- 3.19	19	452
N Chris-Craft	20 3/4	18 1/8	+ 2 5/8	+14.48	12	57
N Coca-Cola New York	4 5/8	4 3/4	- 1/8	- 2.63	6	81
N Cowles	19 1/2	19 3/4	- 1/4	- 1.26	16	77
N Dun & Bradstreet	41 1/2	40	+ 1 1/2	+ 3.75	16	1,155
N Fairchild Ind.	50 1/4	48 1/2	+ 1 3/4	+ 3.60	10	286
N Fuqua	14 1/4	14 3/8	- 1/8	- .86	4	181
N Gannett Co.	40 1/2	41 1/4	- 3/4	- 1.81	13	1,088
N General Tire	15 1/2	13	+ 2 1/2	+19.23	3	366
O Gray Commun.	33 1/2	33	+ 1/2	+ 1.51	10	15
N Harte-Hanks	21 3/4	22 3/8	- 5/8	- 2.79	13	203
O Heritage Commun.	10	9 7/8	+ 1/8	+ 1.26		29
N Insilco Corp.	10 3/4	10 5/8	+ 1/8	+ 1.17	5	115
N Jefferson-Pilot	25	24 1/4	+ 3/4	+ 3.09	7	563
O Marvin Josephson	12	9 3/4	+ 2 1/4	+23.07	7	31
O Kansas State Net	28 1/2	26 1/2	+ 2	+ 7.54	24	53
N Knight-Ridder	21 3/4	21 1/4	+ 1/2	+ 2.35	9	714
N Lee Enterprises	18 1/2	19 5/8	- 1 1/8	- 5.73	10	133
N Liberty	13 3/4	14	- 1/4	- 1.78	6	185
N McGraw-Hill	28	28 1/2	- 1/2	- 1.75	11	689
A Media General	23 1/4	23	+ 1/4	+ 1.08	10	172
N Meredith	34 1/2	34 1/2			7	106
O Multimedia	18 1/2	18	+ 1/2	+ 2.77	8	185
A New York Times Co.	20 3/4	19 5/8	+ 1 1/8	+ 5.73	16	245
N Outlet Co.	14	14			4	35
A Post Corp.	14	13 7/8	+ 1/8	+ .90	6	25
N Rollins	22 1/2	23 1/2	- 1	- 4.25	11	301
N San Juan Racing	15 1/4	15	+ 1/4	+ 1.66	20	38
N Schering-Plough	36 5/8	35	+ 1 5/8	+ 4.64	10	1,954
O Stauffer Commun.	35	38 5/8	- 3	- 7.89	9	35
A Tech Operations	8 1/2	8 1/4	+ 1/4	+ 3.03	21	11
N Times Mirror Co.	29 3/4	29 1/8	+ 5/8	+ 2.14	8	1,010
O Turner Broadcasting	12 1/2	11 1/4	+ 1 1/4	+11.11		123
A Washington Post	16 1/2	16 1/4	+ 1/4	+ 1.53	5	230
N Wometco	16	15 1/4	+ 3/4	+ 4.91	7	149

CABLECASTING						
A Acton Corp.	10 1/2	10 3/8	+ 1/8	+ 1.20	7	30
O Ameco+						
N American Express	33 3/4	32 1/2	+ 1 1/4	+ 3.84	7	2,406
O Athena Comm.	5 1/8	5 1/8				10
O Burnup & Sims	8 7/8	7 7/8	+ 1	+12.69	47	76
O Comcast	23	21 1/2	+ 1 1/2	+ 6.97	22	58
O Entron	5	5			5	4
N General Instrument	43 3/8	43 1/2	- 1/8	- .28	11	364
O Geneve Corp.	27 5/8	28 1/4	- 5/8	- 2.21	12	30
O Tele-Communications	20 3/4	18 5/8	+ 2 1/8	+11.40	26	221
N Teleprompter	18 7/8	18 7/8			25	320
N Time Inc.	40 5/8	39	+ 1	+ 2.52	7	1,135
O TOCOM	14 1/4	9 3/4	+ 4 1/2	+46.15	30	42
O UA-Columbia Cable	38	37 1/2	+ 1/2	+ 1.33	18	127
O United Cable TV	28 3/4	26 3/4	+ 2	+ 7.47	20	118
N Viacom	34	33 1/2	+ 1/2	+ 1.49	17	129

Exchange and Company	Closing Wed. April 30	Closing Wed. April 23	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	4 1/4	- 1/2	-11.76	2	11
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	31 3/4	30	+ 1 3/4	+ 5.83	5	305
N Disney	47	45	+ 2	+ 4.44	15	1,526
N Filmways	8 1/4	9	- 3/4	- 8.33	5	46
O Four Star*	3/4	3/4				8
N Gulf + Western	14 1/2	17 3/4	- 3 1/4	-18.30	3	649
N MCA	50 3/8	49 7/8	+ 1/2	+ 1.00	9	1,176
O Medcom	3 3/4	3 1/2	+ 1/4	+ 7.14	15	6
N MGM	21	20 1/4	+ 3/4	+ 3.70	10	680
O Reeves Commun.	19 1/2	17 1/4	+ 2 1/4	+13.04	18	46
N Transamerica	16 3/8	15 3/8	+ 1	+ 6.50	5	1,073
N 20th Century-Fox	45 1/2	43 5/8	+ 1 7/8	+ 4.29	6	356
O Video Corp. of Amer.	4 3/4	4 3/4			16	4
N Warner	41 5/8	39	+ 2 5/8	+ 6.73	9	1,152
A Wrather	14 3/4	15 1/4	- 1/2	- 3.27	40	34

SERVICE						
O BBDO Inc.	31 3/4	31 1/2	+ 1/4	+ .79	7	79
O Compact Video	11 5/8	11 5/8				21
N Comsat	34 1/2	36 1/8	- 1 5/8	- 4.49	8	276
O Doyle Dane Bernbach	24 1/4	23 1/2	+ 3/4	+ 3.19	8	63
N Foote Cone & Belding	23 1/4	22 5/8	+ 5/8	+ 2.76	8	60
O Grey Advertising	43	43			5	26
N Interpublic Group	27 3/8	27 1/2	- 1/8	- .45	6	120
O MCI Communications	5 7/8	5 1/2	+ 3/8	+ 6.81	73	162
A MovieLab	6 1/4	4 1/2	+ 1 3/4	+38.88	11	10
A MPO Videotronics	3 5/8	3 3/4	- 1/8	- 3.33	4	1
A A.C. Nielsen	23	20 7/8	+ 2 1/8	+10.17	11	253
O Ogilvy & Mather	22 1/2	22 2/2			7	81
O Telemation	1	1 1/4	- 1/4	-20.00	1	1
O TPC Communications	7 1/8	6 3/8	+ 3/4	+11.76	13	6
N J. Walter Thompson	30 1/2	28 5/8	+ 1 7/8	+ 6.55	7	92
N Western Union	18 3/4	18 7/8	- 1/8	- .66	8	284

ELECTRONICS/MANUFACTURING						
O AEL Industries	6 3/4	6 1/4	+ 1/2	+ 8.00	5	11
N Ampex	19	17 1/4	+ 1 3/4	+10.14	13	217
N Arvin Industries	10 3/8	10 3/4	- 3/8	- 3.48	3	80
O CCA Electronics*	1/8	1/8				1
A Cetec	5	5			11	2
A Cohu	6 1/8	6 1/8			20	10
N Conrac	17 5/8	17	+ 5/8	+ 3.67	28	36
N Eastman Kodak	53 1/4	48 3/4	+ 4 1/2	+ 9.23	10	8,593
B Elec Missile & Comm.	2 5/8	2 1/2	+ 1/8	+ 5.00	24	7
N General Electric	47 1/2	46 1/4	+ 1 1/4	+ 2.70	9	9,767
N Harris Corp.	31 7/8	30 7/8	+ 1	+ 3.23	14	835
O Harvel Ind	7	6 2/2	+ 1/2	+ 7.69	18	3
O Intl. Video*	7/8	7/8				2
O Microdyne	18 7/8	18 3/4	+ 1/8	+ .66	20	2
N M/A Com. Inc.	22 1/4	23 3/4	- 1 1/2	- 6.31	29	188
N 3M	53 1/4	50 5/8	+ 2 5/8	+ 5.18	11	6,202
N Motorola	47 7/8	45	+ 2 7/8	+ 6.38	12	1,366
O Nippon Electric	42 1/2	40 7/8	+ 1 5/8	+ 3.97	39	1,395
N N. American Philips	25 1/4	25 7/8	- 5/8	- 2.41	5	303
N Oak Industries	27 1/8	27 5/8	- 1/2	- 1.80	19	108
A Orrox Corp.	6 1/2	6 1/8	+ 3/8	+ 6.12	9	10
N RCA	22	20 1/2	+ 1 1/2	+ 7.31	6	1,648
N Rockwell Intl.	51 3/8	47 5/8	+ 3 3/4	+ 7.87	8	1,808
A RSC Industries	3 3/4	3 5/8	+ 1/8	+ 3.44	21	8
N Scientific-Atlanta	44	39 1/2	+ 4 1/2	+11.39	25	206
N Sony Corp.	8 1/4	8 1/4			14	1,778
N Tektronix	44 5/8	44 7/8	- 1/4	- .55	11	803
O Texscan	7	6 1/4	+ 3/4	+12.00	41	5
O Valtec	18 3/4	16 3/8	+ 2 3/8	+14.50	40	74
N Varian Associates	23 3/4	22	+ 1 3/4	+ 7.95	132	162
N Westinghouse	22 5/8	21 5/8	+ 1	+ 4.62	6	1,945
N Zenith	9 7/8	9 5/8	+ 1/4	+ 2.59	9	185








Standard & Poor's 400 Industrial Average 118.28 116.43 +1.85

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific,)-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 & Poor's or as obtained by *Broadcasting's* own research.

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

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- May 12  Two to go: Advance reports on **the affiliate meetings of ABC and NBC**, hard on the heels of the CBS gathering that will be reported in gavel-to-gavel detail in the May 12 issue. Tracking the present fortunes and future prospects of the companies that continue to lead the way, and set the pace, in over-the-air TV.
- May 19  **NCTA**. Advance report on what's being billed as the hottest convention in the history of the National Cable Television Association. Including a "**Fifth Estate**" report on **Ted Turner**, television and cable's most exciting—and perhaps most controversial—media entrepreneur.
- Jun 9  **The Washington Lawyers**. Who's who among the influential legal elite populating the communications corridors of the nation's capital, who occupy so pivotal a role in affecting both the country's telecommunications policy and protecting their clients' interests.
- Jul 7  A long hard look at the prospects for **satellite-to-home TV**—whether, when, how and why.
- Jul 14  The annual **Awards Issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.
- Jul 28  A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Bert Parks: a winning loser

For his 65th birthday, Bert Parks got a kick in the pants. The kick may have booted his career into higher orbit.

After Parks was unceremoniously deposed as master of ceremonies for TV's *Miss America Pageant*, the attendant furor made him much in demand.

It also reminded the Broadcast Pioneers that the durable radio-TV veteran deserved recognition. Three weeks ago, against the backdrop of an NAB convention, the Pioneers honored Parks with an award for 48 years "of distinguished service to broadcasting."

Afterward, he relaxed at the Hilton hotel in Las Vegas and, with Annette, his wife of 37 years at his side, revisited those years.

It began in his native Atlanta, where his father, Aaron Jacobson ("a beautiful man"), had taken his bride, Hattie Spiegel, from New York to open a haberdashery.

"I went to public schools, but they felt I needed help," Parks recalls. "So they sent me to a Catholic military school there, the Marist College. It improved my whole outlook and afforded me the finest teaching of my life."

During his high school senior year, young Bert won a singing contest and caught the attention of the program director of WGST(AM) Atlanta. It meant that, upon graduation, he moved to WGST's studios in the old Ansley hotel as a staff announcer.

"The pay was \$7 a week," he says, adding with a chuckle: "But the Blue Eagle [symbol of Roosevelt's National Recovery Act] was flying around. That meant I was cut to \$5.80."

By the time New York beckoned a year and a half later, Bertram Jacobson had let his fingers do the walking through the phone book for a shorter and more professional sounding name: Bert Parks.

He left Atlanta with the encouragement of WGST General Manager Green B. Adair ringing in his ears: "Boy, you've got it. You go up there and show those Yankees!"

What Parks didn't show those Yankees at CBS was his school credits. He explains: "CBS required two years of college and a knowledge of foreign languages. I told them I had two years at Emory—though I barely made it out of high school."

It worked. And for the then princely sum of \$50 a week, Parks joined CBS and "the greatest announcing staff in the world... Harry Von Zell, Paul Douglas, David Ross, Andre Baruch and Ken Roberts... not to mention musical people like Andre Kostalanetz, who didn't even have an orchestra then, just a chorus, and Mark Warnow."

For six years Parks handled such radio network favorites as *Renfrew of the*



Bert Parks—b. Dec. 30, 1914, Atlanta; Marist College, Atlanta, 1932; announcer, WGST(AM) Atlanta, 1932-1933; staff announcer, CBS Radio, New York, 1933-1939; freelance announcer-entertainer-emcee on radio and television networks from 1939 to present; emcee, *Miss America Pageant* (1956-79); Army of the U.S., 1942-45, winning Bronze Star China-Burma-India theater of operations; m. Annette Liebman, June 8, 1943; children—Jeffrey and Joel (twins), 34; Annette, 31.

Mounted, Our Gal Sunday, Bobby Benson and Hammerstein Music Hall.

He decided to freelance in 1939 when he successfully auditioned to replace Jimmy Wallington as announcer and straight man for Eddie Cantor. Later, the decision backfired. Parks tells it:

"Cantor was very controversial about the Nazis, and after a fiery speech against them in San Francisco, Camels [sponsor R.J. Reynolds] told him: 'We may agree with you, but we're not a controversial organization.'"

"When entertainer and sponsor parted, I was stranded. However, I had made some good contacts at Camels, so I began to announce the *Camel Caravan* of great bands."

Parks dismounted from the *Caravan* to serve in World War II in the China-Burma-India theater of operations where he won a Bronze Star.

Back to civilian life in 1945, he recalls "tough sledding... going broke for three-and-a-half years until I got a job announcing the Vaughn Monroe show for Camels."

Parks said it was decision time again when "along came this radio idea for *Stop The Music*. They wanted me and I wanted to do it, but it was to be sponsored by Old Golds [another cigarette]—and I already had a sure job with Camels. In addition, I would be doing an unproved show on Sunday opposite Fred Allen."

Parks took the chance and "it changed my whole life," he says. "Within two weeks Fred Allen was down from number two to number 30, and we really took off."

As giveaway shows prospered in the 1950's so did Parks's fortunes. Along the way, he starred in such shows as *Break The*

Bank, which made the transition from radio to TV, as well as (all on TV) *Double or Nothing* and, in the early 60's, *Yours For a Song*.

Most of this was prologue to the role with which Parks made his most indelible mark. That came in 1956 when he began handling the *Miss America Pageant*.

Parks's career goes beyond radio-TV. "I consider myself most closely associated with broadcasting," he explains, "but the thing that has allowed me to survive is that I have diversification. I wear many hats. I just don't announce and sing. I do any number of things. For instance, today I'm doing more dramatic things than I've ever done in my career."

A high point of that acting came outside broadcasting, in 1961, when he was on Broadway in *The Music Man*, succeeding Robert Preston in the starring role of Professor Harold Hill.

Parks doesn't believe that years of experience necessarily beget wisdom. "I would have no way of advising youngsters," he confesses. "I would only tell them to go out into the boondocks and get as much experience as possible... and always keep an extra job in their back pocket."

Things have changed, he notes. "In our day there was plenty of time to nurture and grow and appreciate what we have. Now, as George Burns says, there's no place to be bad any more. Today, you're up front right away and you better do it right. If you don't, you're damned in three weeks."

Parks speaks lightly, but with a trace of hurt in his voice, of the quick damnation he felt last Dec. 30 when he returned from a birthday party. He says that he first learned he would not be "invited back" as emcee in Atlantic City from a reporter who had talked to the pageant's director. As for the mail notification said to have been sent him, Parks declares: "I have never seen that letter. And why a cold letter? I couldn't believe it."

What Parks did believe was the deluge of offers that followed. He ticks off a list that includes appearances on *Pink Lady*, *People's Choice*, *The Big Show*, *WKRP in Cincinnati* and *Love Boat*. In addition there are contracts to do commercials for various products, to be public relations spokesman for Atlantic City's Brighton hotel, and to do a big industrial show for Milliken & Co., the giant fabrics firm.

"At an age when most men are going to the barn, it's unbelievable," Parks comments.

However, Parks remembers well that on the *Miss America Pageant* last September, he was presented with an elaborate scroll.

Perhaps that's why he regarded his Broadcast Pioneers award with a mischievous gleam in his eye and remarked to the small group in the hotel room: "I'm apprehensive. The last time I received an award, I was fired!"

A reasonable compromise

The Federal Trade Commission and the coterie of professional consumerists who depend upon the agency for work are putting up a brave front in response to last week's actions in the Congress. They are publicly vowing to go on with their crusades despite new legislative obstacles. The fact is, of course, that the FTC has been sent an unmistakable order to quit trying to wreck the business system it is supposed merely to police for clear violations of the law.

It remains to be seen whether the restraints fashioned last week by the Senate-House conference committee will permanently corral a runaway agency led by dedicated destructionists. The promise is that the new legislation will at least avert the worst excesses that the FTC had planned. For example, Congress has stopped short of telling the commission to call off its grossly discriminatory children's television advertising inquiry, but it has refined the standards under which the FTC may proceed.

From now on the FTC will no longer have the power to issue trade regulations affecting the whole advertising economy on a finding that advertising of a certain category is "unfair." It must make the more discriminating judgment that the target advertising is deceptive or fraudulent. It would be hard put to defend that kind of judgment about children's television advertising in an appellate court.

As long as the commission was empowered to move against "unfair" advertising, it was virtually without restraint to move against any advertising that a majority of FTC members, egged on by an opinionated staff, found personally objectionable. The removal of that authority ought significantly to curb the private vendettas conducted by the antibusiness clique that Chairman Michael Pertschuk took with him to the agency.

The two-house veto power over FTC decisions that also emerged from the Senate-House conference is another reminder that the FTC is not to be used by bureaucrats as their personal instrument for social or political adjustments. Surely other agencies will read last week's developments as a signal to them too. There is obviously a limit to the regulatory adventurism that the Congress will tolerate.

Really big show

As often happens after National Association of Broadcasters conventions, which in recent years have attracted crowds of 20,000 or so and exhibitors stretching into infinity, there is talk of separate conventions for radio and television ("Closed Circuit," April 21). The stated aspiration is to whittle these events down to manageable size and restore an air of homogeneity that some broadcasters now find lacking when everybody from small-town daytimer to New York VHF gets together.

The guess here is that a halving of the main event is unlikely soon. Indeed the current divisions of NAB programming at the convention into separate sessions for radio, television and combined engineers to a large extent preserve individualities and quiet the former criticism that conventions leaned too far toward one side or another.

If there is eventually to be a separation, it may come naturally by evolution of the NAB radio program conferences that were begun two years ago. The next is to be held Aug. 24-27 in New Orleans. It is not intended as a junior NAB convention for radio members but as a program conference, as billed. Nobody can say, however, that it will always stay that way.

Just because it's there

It's D-Day minus approximately three weeks for Ted Turner's Cable News Network and, as described elsewhere in this issue, the people there are working up a good head of steam.

Ted Turner is a flamboyant man not particularly known for self-effacement or ingratiation, but his personal style should not mislead anyone to dismiss CNN as a lark or wild dream. He has assembled a first-class corps of news professionals who have demonstrated in other environments that they know what they are about, and he is spending money liberally to make the thing work.

It would be wrong, of course, to expect CNN, when it starts June 1, to perform with the polish and dazzling facility of conventional network news. Even with solid funding, CNN has only a fraction of a TV network's news budget—and many times the number of hours to fill. Professional it should be; slick it probably can't be.

The big edge that CNN will have, as we've said before, is that it's there, 24 hours a day. If a subscriber anywhere within its range wants to know whether the world is still in business at, say, 5:19 a.m. or 11:59 p.m.—or, for that matter, while the conventional network news is on—he will be able to dial CNN and, presumably, find out. It's the closest thing yet to TV news on demand on a national scale, and its progress should be exciting to watch.

One go, all go

Despite the advice they were given on this page some time ago, four members of the FCC and seven senior staff members are on a three-week trip to the People's Republic of China, with way stops at hardship posts like Tokyo and Honolulu. The government says the trip will cost \$37,000.

We know broadcasters who would pick up the tab just to get that delegation out of Washington. If the trip could be extended, there would be no trouble attracting whatever additional contributions it would take.

There might, however, be resistance from some of the hundreds of broadcasters who are awaiting action on matters caught in the FCC's permanent backlog (which only occasionally can disgorge a sudden decision such as the Cox-GE merger approval last week). With all those cats away, is it work or play that is going on, at 19th and M Streets in Washington? The question is whether this trip is necessary for as many as are on it.



Drawn for BROADCASTING by Jack Schmidt

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WIOQ-FM	Philadelphia, Pa.
WQRS-FM	Detroit, Mich.

Television Station Group

WJAR-TV	Providence, R.I.
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