The production bite on the networks
NATPE's programing bazaar by the bay

STEP INTO THE 80's WITH
THE
TONI TENNILLE
SHOW
A new, daily 60 or 90-minute program
of lively conversation, comedy and music!

Beginning Fall 1980 on all NBC O&O's, all McGraw-Hill stations
and in many other markets across the country.

MCA TV

MEET TONI IN PERSON AT NATPE...MCA TV HOSPITALITY SUITE 1136.
New game plan for Fall 1980!

Strip "Family Feud!"

Out in front at the NATPE!
SUITE 4378
SAN FRANCISCO HILTON
The highest rated game show in syndication expands to a strip next season. Offering bigger-than-ever rewards as a nightly fixture in stations' access schedules.

Now playing on a once or twice-a-week basis in 117 markets, Goodson-Todman's "Family Feud" ranks Number One among all game shows in:

- Rating!  
- Men!
- Households!  
- 18-49 Men!
- Women!  
- Teens!
- 18-49 Women!  
- Children!

Seldom has a show demonstrated such strength among all key demographic groups.

That's why the 5 NBC Owned stations made an unprecedented move. In scheduling Goodson-Todman's "Family Feud" for Fall, they become the first o&o group ever to strip in access time.

Now, stations everywhere are responding to news of this new strip with unprecedented demand.

Did you ever have a better reason to pick up the telephone?

Viacom
**The Week in Brief**

**TOP OF THE WEEK**

**Prime Time, Prime Prices** The three commercial TV networks will spend about $39.3 million for a single week of prime-time programming next spring. Here's a rundown of the programs, producers, and costs. PAGE 31.

**News in the News** CBS-TV's premier newsmen wants to continue without facing the daily deadline grind of the Evening News. That restarts the rumor pot about Rather, Mudd and bidding from other networks. Meanwhile, another question mark: Will 11:30 news become a network-affiliate battleground? PAGE 32.

**Grounded** Despite the threat of a Carter veto, the Senate overwhelmingly votes restrictions on the FTC, including a stop to the children's advertising proceeding. PAGE 35.

**Hope on Equal Time** Substantial support is voiced for a bill that would exempt presidential and vice presidential candidates from Section 315 requirements for paid time. PAGE 37.

**Special Report**

**NATPE in San Francisco** More than 3,700 are heading there for the TV conference that begins later this week. The over-all theme will be "Programming in the 80's," but many workshops and meetings will be devoted to issues that have already confronted broadcasters and programers. PAGE 39. A list of the companies that will exhibit, what they offer and who will represent them. PAGE 46. The complete agenda for those eight days in San Francisco. PAGE 70.

**Journalism**

**Making '60 Minutes' Tick** Don Hewitt, the CBS behind-the-scenes executive producer, discusses the newsmagazine that is on top of TV's prime-time ratings. PAGE 76.

**Covering the Sting** For weeks, NBC's investigative team had been on the story of the FBI operation that involved congressmen and "bribe offers." But it was hard-pressed to beat the competition when the story broke Feb. 2. PAGE 88.

**Programming**

**Deadlocked** ABC-TV captures prime-time ratings honors for the week ended Feb. 3. That puts it in a tie with CBS-TV for the season-to-date. PAGE 92.

**Law & Regulation**

**Door Closed** The FCC's refusal to reconsider its basic spectrum allocations and policies inhibits the growth of more TV networks. That's the conclusion of a consultant on the commission's network inquiry special staff. PAGE 100.

**Hands Off** Metromedia asks the FCC to exempt from common-carrier status those companies that offer superstation programming. It also points out such programs would be subject to copyright payment. PAGE 106.

**Back to FCC** An appeals court rejects a request of Hollywood producers, actors and writers who opposed the remand of the family-viewing case to the commission. PAGE 108.

**Technology**

**Toronto Report** The SMPTE sets up a working group to speed up development of standards for digital television. PAGE 108. And one of its applications, teletext, was a hot topic during the two-day meeting. PAGE 110.

**Profile**

**Ramrod for RKO** Launched just last fall, the adult-oriented RKO Radio Network already has 85 affiliates and intends to have 250 by the end of next year. Credit for much of that fast start goes to Tom Burchill, its vice president and general manager, who vows that his future performance will match his past success. PAGE 153.

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**Index to advertisers** Air Time 84-85; Alcare 99; Associated Press 21, 24; Behrens 111; Blackburn 120; CBS 110; Blair 116; Blair Television 97, 109, 125; Cluster Television 101, 147, 149, 150; Colbert Television 30; Columbia Pictures 63; Delta Airlines 106; Eastman-Kodak 66-67; FTS 114; Garnett 77; General Mills 103, 127; Golden Times 130; Group W Productions 28-29; 64-65, 75, 80; Harris 90; Ted Hieburr 121; Rex Humbard 91; ICM-TV Marketing 131; ITT/Master 123; Iggrem 87; J.W.T Syndication 98; Jefferson Data 146; Jefferson-Pilot 19; Lorimar 105; MCA-TV Front Cover; RCA MGMT TV 39, 40-41, 43, 44-45, 46-47; Charles Michelson 118; Multimedia Program Productions 33; National Television Associates 66; Osmond Television 119; Outlet Broadcasting 93; Panorama 115; Paramount 5-7, 23, 27; Post-Newsweek 129; Producers Showcase 107; Raymore & Geslin 102; ShowBiz 11-14; Sony 80-81; SportsTicker 96; TVAC 113; Taffner 35; Tandem 55, 57, 58, 60-61; William B. Tanner 15, 20; 20th Century-Fox 51-53, 71-73; UA-TV 95; United States Chamber of Commerce 117; United States Postal Service 152; Viacom Inside Front Cover/Page 3, 16-17, 78-79; Vital Back Cover/WCVB-TV 25; Warner Brothers 49, 83; Weiss Inside Back Cover/Youngs-Walker 126.
Paramount has the movie stars...

PORTFOLIOS I-V • PORTFOLIO VI • PORTFOLIO VII • PORTFOLIO VIII
PORTFOLIO IX • MARQUEE I • MARQUEE II
PARAMOUNT ACTION THEATRE • THE UNTOUCHABLES FEATURES
WASHINGTON: BEHIND CLOSED DOORS
the television stars...

Laverne & Shirley • Happy Days Again • The Brady Bunch
The Odd Couple • Star Trek • Love, American Style • The Lucy Show
Mission: Impossible • The Untouchables • Star Trek Animated
The Brady Kids • Make Me Laugh • Phrase It
and the rising stars.

Television's most powerful coming attractions... MORK & MINDY • TAXI • ANGIE

And... THE TOP OF THE HILL • THE GIRL, GOLD WATCH & EVERYTHING SOLID GOLD '79... in cooperation with Operation Prime Time stations.

Paramount Television Domestic Syndication

Visit the Paramount "tent", poolside on the 16th floor.
Do we have a brand new comedy strip available for access or early fringe?

You bet your life we do!

YOU BET YOUR LIFE
starring
BUDDY HACKETT
A great way to reach fans of both comedy and game shows in one uproarious half-hour!

Starting Fall 1980. Screen it today!

MCA TV
Visit us at NATPE...Crown Suite 1136
Latin candidates
Hispanic Americans evidently are concerned about reports that some of their number are supporting FCC Commissioner James H. Quello for reappointment when his term expires on June 30 (Broadcasting, Jan. 28). White House has received number of letters from Hispanic Americans saying their community is still determined to secure appointment for one of its own.
Letters have come from individuals recommending themselves, as well as from citizen groups with additional recommendations. White House is said to be planning in next month to interview three of those recommended. Two are Hispanic Americans, one is presumed to be Anglo male. All are attorneys, though only one has background in communications; he is said to be attorney for broadcasting company.

Give and take
Headway is being made in Communications Subcommittee of Senate on compromise bill updating common carrier provisions of 1934 Communications Act, but broadcasting amendments are still on back burner. Majority and minority staff members are trying to reconcile differences in bills introduced by subcommittee chairman, Ernest F. (Fritz) Hollings (D-S.C.), and by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.).
Some think it will be easier to reach accord on common carrier matters than on broadcasting. In latter, one point of difference that may be difficult to bridge is fees to be charged for broadcast use of spectrum. Hollings would bill broadcasters somewhere around $60 million a year, Goldwater-Schmitt, about $7 million. So far no sign of retreat on that by either side.

Try, try again
Kaiser Aluminum and Chemical Corp., Mobil Corp.'s most vocal ally in campaign to place issue advertising on TV networks (Broadcasting, May 21, 1979, et seq.), is charging ramps again. It has submitted four new commercials to all three networks, says it's awaiting word from their standards and practices departments. One deals with problems of productivity, one with need for conservation program, one for hiring disadvantaged youth, one to get out vote next November.
In speech last December, C.C. Maier, Kaiser chairman and president, said ABC had indicated willingness to review its position on issue advertising but that CBS and NBC were holding firm. ABC officials say their willingness was to review any commercials Kaiser wanted to submit, and that their policy—against commercials that discuss controversial issues of public importance—remains unchanged. In fact, they say, three of present batch of Kaiser submissions do not conflict with that policy but that they're telling Kaiser there are some problems with one that deals with productivity. Kaiser will get chance to revise it.

Half a loaf
Public broadcasting officials were all smiles last week as elusive milestone—cumulative audience of 50% of U.S. television homes—may finally have been reached. National Nielsen's for last week won't be available to noncommercial TV until mid-March, but overnights and conversations with stations lead Public Broadcasting Service officials to believe that magic number has been reached.
Contributing to jump in numbers, officials believe, is common-carriage scheduling, along with stepped-up promotion campaign and, perhaps most important, better programming.
Regularly scheduled shows turned in good numbers, but biggest winner seems to be National Geographic special on human brain, with 5.5 rating and 7.5 share in New York, 4.5/6.6 in Los Angeles, 10/13.5 in Chicago, and 10/1/15 in San Francisco.

Up-to-date PR
Federal Trade Commission wants to spread its word—especially among radio broadcasters. Its press office is awaiting equipment that will enable it to produce actuality tapes—audio feeds on commission proceedings and decisions that will serve broadcasters in much same way press releases serve print media. Program is like one currently being operated at White House (Broadcasting, Dec. 11, 1978).

Air or ground?
National Association of Broadcasters is expected to release major study of over-air subscription television in early April. It is being prepared by two professors at University of Tennessee.
One area of study is likely to be examination of competitive relationship between STV and pay cable. Evidence from New York metropolitan area and northern New Jersey suggests that number of STV subscriptions declines as pay cable penetration increases. With one coded channel offered at virtually same price as total cable service, viewers appear to lean toward pay cable. STV's advantage comes into play with reduced hardware costs, which will allow operators to lower monthly fees charged viewers.

Zenith's choice
Video watchers are focusing on Zenith, long among leaders in television set manufacturing, to see which way it jumps in videodisk field. If it goes to RCA's SelectaVision, as CBS did in taking out RCA license to manufacture disks (Broadcasting, Jan. 14), that would put frosting on RCA system. On other hand, selection of MCA-Philips-Magnavox optical system would give boost to RCA's main competitor. (Matsushita has announced third system [Broadcasting, Feb. 4].)
Stakes may be huge. RCA officials see videodisk market becoming second in volume only to that of color TV's heyday.

Mann's act?
Puzzling several FCC members following 4-3 decision that imperils RKO General's $400-million-plus station group was prompt and favorable editorial treatment of unprecedented action in such publications as Washington Post and its co-owned Newsweek and New York Times. Answer, it's said, was preconditoning by Robert Mann, chief of FCC public affairs office, hand picked by Chairman Charles Ferris (Broadcasting, Jan. 29, 1979). Mann, who once headed journalism department of Southern Methodist University and was city editor of Dallas Times-Herald, earned political spurs as press secretary to Representative Robert C. Krueger (D-Tex.).
Other members of FCC may raise question of Mann acting as press agent for chairman, to whom he reports, as do other Ferris-selected department heads. All seven commissioners are named by President and confirmed by Senate, with equal voice and authority over staff, except for housekeeping and presiding functions assigned to chairman.

Hooks's horizons
Rev. Ben L. Hooks, who terminated five-year tenure on FCC in 1977 to become executive director of National Association for Advancement of Colored People, may seek new challenges when his three-year contract expires next August. He has confided that, with NAACP prestige and clout restored, he may opt to return to law practice, or to Baptist pulpits in Memphis and Detroit (where he's now emeritus) or possibly to public life (he was judge in Kentucky in 1966-68 before FCC tenure).


Kellogg □ Campaign for Kreemy, new nondairy coffee creamer begins this month in various test markets in Northeast. Spots will promote product’s use as both creamer and cooking ingredient. Agency: Leo Burnett, Chicago. Target: total adults.


DELTA DASH. SAME DAY DELIVERY ON SMALL PACKAGES.

Delta is an airline run by professionals. Like Customer Service Agent Terry L. Thieas.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing the next morning—generally no later than 10AM. And DASH serves over 80 cities in the United States plus San Juan.

Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta’s domestic cities is $35 ($25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

You can ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, London, England and Frankfurt, Germany. For full details, call your local Delta cargo office.

DELTA IS READY WHEN YOU ARE®

Formby □ Six-week campaign for furniture refinisher begins Feb. 18 in over 15 markets including Columbus, Ohio. Spots will run during day, news, late fringe and sports times. Agency: LaMarca Group, New York. Target: adults, 25-54.


General Telephone & Electronics □ Six-week campaign for Flip Phone begins this week in 11 major markets including New York, Boston and Los Angeles. Spots are placed in fringe and early news times. Agency: Doyle, Dane, Bernbach, New York. Target: adults, 18-49.


Browne Vintners □ Five-week
Now for the first time ever... A Country Music Strip

The Show Biz Country Music Block is an established success in major markets. Now for 1980 we are offering an alternative to game shows — the Country Music Strip. Under the wraparound title, The Nashville Connection, we have blended into a Monday through Friday series the best of our new shows. With country music this year's hot ticket, The Nashville Connection is the most promotable new strip for 1980.

THE NASHVILLE CONNECTION

MONDAY

POP! GOES THE COUNTRY

Big stars. Big production.
Big ratings.
(Now on 140 stations)

TUESDAY

NASHVILLE ON THE ROAD

Just finished shooting in the Rocky Mountains of Colorado.
(Now on 128 stations)

WEDNESDAY

Backstage at the Grand Ole Opry

The first weekly series ever to allow cameras on stage and backstage at the Grand Ole Opry. (New for 1980)
The Nashville Connection

THURSDAY

The New Porter Wagoner Show

Longest running country music show in history (Now on 107 stations)

FRIDAY

The Nashville Connection

PICK OF THE POPS

The all time solid gold performances from a decade of "Pop! Goes the Country" shows. (New for 1980)

Presenting:

Kenny Rogers
Dolly Parton
Johnny Cash
Willie Nelson
Waylon Jennings
Crystal Gayle
Larry Gatlin
Charlie Daniels
Loretta Lynn
Oak Ridge Boys
Barbara Mandrell
Tom T. Hall
Tammy Wynette
Merle Haggard
Ronnie Milsap
Statler Bros.
Anne Murray
Minnie Pearl

Show Biz Inc.

Becker Building, Nashville, TN 37203
Stan Sellers, VP Sales
Dick Montgomery, Regional Sales Manager
Show Biz presents THE one-hour special for 1980.

"THE NEIL SEDAKA TOUCH"
Shooting in Los Angeles in March.

An Ernest Chambers production for Show Biz.
Barter for White-Westinghouse

Baker Building, Nashville, TN 37212
Stan Sellers, Vice President, Sales
Dick Montgomery, Regional Sales Manager

Hellemann: Four-week campaign for Tuborg beer begins this week in eight markets including Los Angeles and San Francisco. Spots will run during prime and news/sports times. Agency: W.B. Doner, Baltimore. Target: men, 18-34.


Maytag: Four-week campaign for dishwashers begins March 17 in more than 25 markets including St. Louis and Kansas City, Mo. Spots are placed in day and fringe times. Agency: Leo Burnett, Chicago. Target: women, 25-49.


Ragold: Three-week flight for Velamints sugarless mints begins this month in about 20 Southern and Southeastern markets including New Orleans. Spots will be placed during day, fringe and prime times. Agency: Shaller Rubin, New York. Target: women, 50 plus.

Beecham: Three-week campaign for 2nd Debut moisturizer begins in March 10 in three markets. Spots are placed in day and fringe times. Agency: Shaller Rubin, New York. Target: women, 50 plus.


Skipper's Fish 'n Chips: Five week campaign to promote "Real Meal" begins Feb. 18 in 10 markets including Eugene and Medford, Ore. and Salt Lake City.

Spots will be placed in morning drive time, daytime, and evening drive time. Agency: Seresco Advertising, Seattle. Target: adults, 18-49.

Pepsi's splurge. Pepsi-Cola Co. and its dealers are increasing their broadcast budget by 30% in 1980 to approximately $70 million in television and radio to promote all of company's brands, including Pepsi-Cola, Mountain Dew and Diet Pepsi. Network television will be a backbone, supplemented by spot TV in key markets and network and spot radio. Televised kicks off last week and radio will begin this week. TV and radio commercials stress theme that 1980's will be period of sharing, of close personal and family ties. BBDO, New York, is agency.

Timely spots. New line of Timex women's quartz analog watches will be introduced via extensive network TV advertising campaign starting in late April and continuing through Mother's Day and school graduation gift-giving periods. Prime-time TV and "big event" specials will be used on all three networks. Agency: Grey Advertising, New York. Target, adults, 21 and older.

Futurists. Ogilvy & Mather, New York, has formed New Technologies Group, which will serve as information resource for agency in helping clients evaluate new communications media. Group is headed by Charles Bachrach, senior vice president and associate broadcast director of O&M, and consists of Jack Deitchman, assistant media director; John Hunt, associate media research director, and Thomas Sasso Jr., director of local broadcast.

Guide to media. Doyle Dane Bernbach, New York, has issued its 1980 Pocket Guide to Media, 90 pages of information on major media. Section on television covers spot cost estimates; network cost estimates; TV coverage by markets; household viewing by seasons of year; audience composition by dayparts, and spot and network cost estimates. Radio section includes data on network audience composition, station format audience patterns, audience composition by dayparts, and spot and network cost estimates.

TOTAL MUSIC PROGRAMMING

The Tanner Musical Spectrum offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time. Announced or Unannounced ... for automated or live-assist operations, the Tanner Musical Spectrum programming is good listening and most important, profitable. Call for a demonstration of the Tanner Musical Spectrum. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station ... today!
Viacom!
Out in front with the biggest movies for 1980!
Big Jake
Helter Skelter (Part I)
Helter Skelter (Part II)
With Six You Get Eggroll
Rio Lobo
Le Mans
A Man Called Horse
Summer of My German Soldier
Something Big
The Reivers
Hell in the Pacific
Flight to Holocaust
Dallas Cowboys Cheerleaders
Monte Walsh
Adam at Six A.M.
The Royal Hunt of the Sun
Little Big Man
Love at First Bite
The Revengers
The April Fools

Viacom Features VII

Out in front at the NATPE!
BARRON SUITE
SAN FRANCISCO HILTON
Thirty minutes of sell that was so soft it passed muster at NAB

If I were to choose the single most important element in successful marketing, I would say it would be information. I am a great believer in education in advertising, particularly with do-it-yourself products.

Without question, education was the secret of what has come to be known as the Formby phenomenon. Curiously, part of our secret at Durham & Associates consisted of advising the client to dispense with TV commercials—but not with television.

Formby, a quality line of furniture refinishing products, was virtually unknown when Durham took over the account several years ago. At the time, Formby had a meager total of 87 dealers in department and hardware stores and home centers scattered mainly throughout the Southeastern section of the nation. The products sold well wherever they were offered in conjunction with actual demonstrations, but with only 87 dealers, total sales were predictably small.

Durham’s use of television revolutionized the company’s sales pattern. The emphasis, as I have said, was on education. It’s the secret of selling, especially with do-it-yourself products. We knew that people were buying Formby products after they saw them used in demonstrations—but you can reach just so many customers in department stores and home centers. Television enabled us to multiply that effect of selling by demonstration many times over.

And multiply it did. After six years of Durham’s educational marketing techniques, Formby had 36,000 dealers on its roster. The Formby products had nationwide distribution, recognition and, most significant, sales increases.

How did Formby do it? Without television, the extraordinary achievement wouldn’t have been possible.

Prior to coming to Durham, Formby had enjoyed some small success with a 30-minute television show that demonstrated many of the easy ways to restore antiques and abused furniture to original beauty with Formby products. The commercials told viewers exactly where they could purchase the products.

The problem was that although the show was highly educational, it was almost impossible to convince television stations to air the series. Wary of any threat to their licenses, the managements of the stations said that they considered the shows to be 30-minute commercials. That, as everyone knows, is strictly against government guidelines.

When Durham & Associates took on the account, the agency recommendations were simple. Do more shows, remove all product commercials and simply offer a free Formby Tip Booklet in the commercial breaks.

Durham launched the campaign with a series of 30-minute shows which included easy-to-follow demonstrations of refinishing furniture plus helpful hints and information on household cleaning and maintenance and crafts. There were no commercials. The sell was so soft, in fact, that even the brand names were intentionally blocked out. The purpose clearly was purely educational.

Despite Durham’s caution, television stations continued to be reluctant to air the shows. They still saw it as a 30-minute commercial. We solved that problem by taking the show to the National Association of Broadcasters. After we got unqualified NAB approval, the stations were happy to let us buy the time.

Under Durham’s direction, the series was designed to have a push-pull effect. Although there were no commercials, participating dealers were mentioned on the air and viewers were invited to stop in to pick up a tip booklet. Dealers liked the idea of free mentions on television so they were happy to cooperate by having Formby products plus supportive point-of-sale materials in their stores.

Initially the series was started in a small market. The results were so spectacular, the next step was to enlarge the exposure to seven cities. From there it went to 21 cities and eventually nationwide.

Formby demonstrations figured prominently in the next major project for Formby. After a couple of years in television Durham enlarged the program to include use of on-the-spot, in-store demonstrations with Formby films. A Fairchild film cassette unit was built into a display of Formby products.

Again, the sell was soft and low-key, with demonstrations of the hows and the whys of do-it-yourself techniques. There was, however, a clear commercial message.

Because these demonstrations were in-store rather than on television, the Formby products were used on camera with great effect. The units, called the Formby Furniture Care Centers, did more wonders for sales. In combination with the television series, they helped give Formby products an 82% share of the entire refinishing products market—four times as much as all competitors combined.

Still another form of public service reinforced the now flourishing company’s spectacular growth. In addition to showing television audiences “how-to” techniques, viewers were invited to write in to their stations if they had problems which were not covered in the show. They then received solutions to their specific questions. During one year, more than half a million pieces of mail containing problem queries were answered.

Many of the questions followed a similar pattern and could thus be answered by programed typewriters. Others, however, required individualized responses.

The Formby phenomenon may have surprised some but not our agency. It’s just one example of what television can do with do-it-yourself advertising.

During the years that the Formby series was aired, it never achieved high ratings or anything but a very narrow section of the viewing audience. While such a showing might be negative for some products, in this case the figures were more than offset by the growth in sales.

Educating consumers about a product is essential and television is a great way to do it. If you have two similar products side by side on the shelf in the store, consumers will buy the brand that they have seen promoted through proper education. We show the process of how a product is used and the results you can get with that product.

We do it with before-and-after pictures, point-of-purchase materials, demonstrations, film cassettes and, of course, with television.
Kids aren’t just involved with WWBT's show “Jack and the Juke Box,” they are the show.

Children interested in music receive instruction, conceive program material to demonstrate their new-found skills, and then perform on camera.

By allowing kids to learn by doing, the show provides a stimulating educational experience.

The Richmond city schools were so impressed with “Jack and the Juke Box” they made it an extension of their system.

The NATPE was so impressed with “Jack and the Juke Box,” they voted it their Iris Award as the best locally produced children’s show in the country’s under top 25 markets.

We’re honored. But even more rewarding is the satisfaction gained from putting television to a constructive new use.

Television has tremendous potential, not the least of which is helping our children realize their potential.

Jefferson Pilot Broadcasting


This week
Feb. 16 — Deadline for entries in Women in Communications Clarion Awards competition. Information: Clarion Awards, WCI, Box 9561, Austin, Tex. 78766.
Feb. 15 — Deadline for entries in Investigative Reporters & Editors/University of Missouri awards for investigative journalism. Information: John Ulmann, IRE, 220 Walter Williams Hall, University of Missouri, Columbia, Mo. 65211.

Also in February
Feb. 20-23 — Texas Cable Television Association annual convention. San Antonio Convention Center, San Antonio.
Feb. 24-28 — North Central Cable Television Association annual convention. Hilton Inn, Des Moines, Iowa.
Feb. 24-28 — CBS Radio Network Affiliates board meeting. El Conquistador, San Juan, P.R.
Feb. 29 — Deadline for entries in Action for Children’s Television Achievement in Children’s Television Awards. Information: ACT, 46 Austin Street, Newtonville, Mass. 02160; (617) 527-7870.
Feb. 29-March 1 — National Oceanic and Atmospheric Administration Spring Snowmelt Media workshop. NOAA National Weather Service River Forecast Center, 6301 34th Avenue South, Minneapolis.
Feb. 29-March 2 — Oklahoma Broadcasters Association annual meeting. Skirvin hotel, Oklahoma City.

March
March 1 — Deadline for entries in American Bar Association’s Gavel Awards competition for “outstanding contributions to public understanding of the American legal and judicial systems.” Information: Dean Tyler Jenks, ABA Gavel Awards, 77 South Wacker Drive, Sixth floor, Chicago 60606.
March 2-4 — Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.
March 5 — International Radio and Television Society anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc. Waldorf-Astoria, New York.
March 5 — Association of National Advertisers media workshop, plaza hotel, New York.
March 5 — National Association of Broadcasters workshop on “Dollars and Sense Law—Using Contracts to Solve Business Problems.” Hyatt Regency OHare, Chicago.
March 10 — Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.
March 10-29 — Region 2 conference of International Telecommunications Union for medium frequency broadcasting. Buenos Aires.
March 13 — Television Bureau of Advertising regional sales seminar, Sir Francis Drake, San Francisco.
March 16-18 — First Amendment Congress, sponsored by 12 organizations including National
The AP TV Wire is the first newswire designed especially to meet the unique needs of television. It's a high-speed (1200 wpm) source wire which provides all the world's news accurately, objectively, and fast. But, the AP TV Wire is a lot more than that.

**The Programming Plus**

Fully one-third of all material on the AP TV Wire is designed for story and feature programming. Consumer tips, health and fitness, human interest, movie reviews, “magazine” style stories, plus lots more to be stripped into your noon shows, AM shows, or other non-news programming.

Additionally, there are backgrounders for public affairs programming, research data for editorials, and a wealth of source material on a wide range of subjects.

**Supplemental Services**

The AP TV Wire can be made even more effective by adding two photo services—AP PhotoColor and AP LaserPhoto.

The AP TV Wire works for your station 24 hours every day, providing the type of material that can strengthen your overall product and help you build ratings.

AP TV Wire: It's a lot more than just a news wire!

**See You at the NATPE**

We're in Suite 1054 of the main building at the San Francisco Hilton—or call us in New York at (212) 262-4011.

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**AP Broadcast Services**

**INNOVATION for better news programming**

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<td>March 19-20</td>
<td>National Public Radio annual conference, Crowne Plaza hotel, Kansas City, Mo.</td>
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<td>March 17-18</td>
<td>Society of Cable Television Engineers addressable technology seminar and live system demonstration, Holiday Inn, San Jose, Calif.</td>
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<td>March 17-19</td>
<td>Advertising Research Foundation's 28th annual conference and research exposition, New York Hilton</td>
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<td>March 18</td>
<td>Radio Advertising Bureau sales success clinic, Red Lion Inn Sea Tak, Seattle.</td>
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<td>March 20</td>
<td>Radio Advertising Bureau sales success clinic, Travel Lodge, Los Angeles.</td>
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<tr>
<td>March 20-21</td>
<td>Georgia Cable Television Association annual meeting, Atlanta Sheraton, Information: Georgia Cable Television of Augusta, Box 3578, Augusta, Ga., 30904.</td>
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<tr>
<td>March 24</td>
<td>Conference on Communications Law and Principles of Regulatory reform, sponsored by Regulated Industries and Communications Law Committee of Federal Bar Association, Speakers: Henry Geller, chairman of Conference, National Telecommunications and Information Administration; Charles D. Ferris, chairman, FCC; Representative Lionel Van Deerlin (D-Calif.); and Charles Brown, chairman, AT&amp;T. Panel on broadcast matters include Pluria Marshall, National Black Media Coalition; Nina Corneli, Office of Plans and Policy, FCC; Ralph Jergis, Office of Communication, United Church of Christ; Charles Firestone, University of California at Los Angeles; John Lyons, broadcast program manager, NTIA, and Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters. Marriott Key Bridge Motel, Rosslyn, Va.</td>
</tr>
<tr>
<td>March 24-25</td>
<td>Society of Cable Television Engineers mid-Atlantic technical meeting and workshop, Fawcett Center, Columbus.</td>
</tr>
<tr>
<td>March 26</td>
<td>— Broadcasters Promotion Association 24th annual seminar and Broadcast Designers Association second annual seminar: Queen Elizabeth hotel, Hyatt House, Richmond, Va.</td>
</tr>
<tr>
<td>April 1-2</td>
<td>Deadline for entries in competition for Community Service Awards of National Association of Broadcasters for Cablecasters. Information: Tom Roland, WITAR Radio and TV, 720 Bush Street, Norfolk, Va., 23510; (804) 446-2500.</td>
</tr>
<tr>
<td>April 9-11</td>
<td>Deadline for nominations for American Legion's Fourth Estate Award. Information: Fourth Estate Award, Public Relations Division, The American Legion, Box 1055, Indianapolis 46206.</td>
</tr>
<tr>
<td>April 10-12</td>
<td>Satellite 80, international satellite conference and exhibition. Palais des Expositions, Nice, France.</td>
</tr>
<tr>
<td>April 10-12</td>
<td>American Forces Radio and Television Service worldwide joint workshop. Sportsmans Lodge, Los Angeles.</td>
</tr>
<tr>
<td>April 10-12</td>
<td>Apollo Epsilon Rho, National Honorary Broadcasting Society annual convention, Imperial Palace hotel, Las Vegas. Speakers include Don Hewitt, 80 Minutes; Charles Osgood, CBS News, and Gordon Jump, WKRP in Cincinnati.</td>
</tr>
<tr>
<td>April 10-11</td>
<td>Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings, Las Vegas.</td>
</tr>
<tr>
<td>April 10-13</td>
<td>Broadcast Education Association annual convention, Convention Center, Las Vegas.</td>
</tr>
<tr>
<td>April 14-17</td>
<td>Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings, Las Vegas.</td>
</tr>
<tr>
<td>April 17-20</td>
<td>Broadcast Education Association annual convention, Convention Center, Las Vegas.</td>
</tr>
<tr>
<td>April 21-24</td>
<td>Association of Maximum Service Telecasters annual membership meeting, Las Vegas Convention Center.</td>
</tr>
<tr>
<td>June 7-11</td>
<td>Audiovisual Professional Broadcasters Association convention, Fairmont hotel, Denver.</td>
</tr>
<tr>
<td>June 7-11</td>
<td>American Advertising Federation annual convention, Fairmont hotel, Dallas.</td>
</tr>
<tr>
<td>June 11-15</td>
<td>Broadcasters Promotion Association 24th annual seminar and Broadcast Designers Association second annual seminar: Queen Elizabeth hotel, Hyatt House, Richmond, Va.</td>
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<td>June 14-17</td>
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<tr>
<td>Sept. 14-17</td>
<td>Broadcasting Management Association/Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings, Las Vegas.</td>
</tr>
<tr>
<td>Sept. 20-23</td>
<td>Broadcast Education Association annual convention, Convention Center, Las Vegas.</td>
</tr>
<tr>
<td>Jan. 18-21</td>
<td>Association of Independent Television Stations (INTV) convention, Century Plaza, Los Angeles.</td>
</tr>
</tbody>
</table>
In just 6 weeks, under the toughest competitive conditions, 27 of the nation's most aggressive and innovative stations recognized the value of owning Portfolio IX.

SOLD
7 OF THE TOP 10 MARKETS

WBZ, Boston • WCBD, Charl., S.C.
WUAB, Clev. • WQAD, Davenport/Rock Is.
KWGN, Denver
WNEM, Flint/Sag./Bay City
KMPH, Fresno • KHTV, Houston
WTLV, Jacksonville
KBMA, Kan. City • KVBC, Las Vegas
KCOP, L.A. • WLKY, Louisville
WZTV, Nashville • WPIX, N.Y.
KOKH, Okla. City • WTAF, Phila.
KPHO, Phoenix • KGW, Portland
WUHF, Rochester • KTXL, Sacra.
KSL, Salt Lake City
KENS, San Ant. • KGTV, San Diego
KPIX, San Fran. • KING, Seattle
WJLA, Washington


April 25-27 — Indiana Associated Press Broadcasters annual convention, F.O.T. workshop and awards ceremony.

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


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


May


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


May 4-6 — CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 7-9 — 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 12-16 — Religious Communications Congress. Opryland hotel, Nashville. Information: Wilmer C. Fields, RCC/1980, 460 James Robertson Parkway, Nashville 37219; (615) 244-2355.


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 18-20 — 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.

May 21-22 — Ohio Association of Broadcasters spring convention. Kings Island Inn, Cincinnati.

May 25-29 — Canadian Cable Television Association annual convention. Hotel Vancouver, Vancouver.


June

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


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. Fairmont hotel, Denver.

June 5-7 — Kansas Association of Broadcasters annual convention. Site to be announced, 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 7-11 — American Advertising Federation, annual convention, Fairmont hotel, Dallas.


June 11-15 — Broadcasters Promotion Association 24th annual seminar and Broadcast Designers Association second annual seminar. Queen Elizabeth hotel, Montreal.


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


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

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


June 25-27 — Florida Association of Broadcasters annual convention. Disney World Contemporary hotel, Orlando.

July

July 11-13 — Oklahoma Broadcasters Association summer convention, Shangri-La, Altus.
FOR 24 YEARS, DENISE GALLISON WAS SLAPPED, BATTERED, AND BEATEN.

THEN IT WAS HER TURN.

You've heard the stories. The horrifying reports of parents who brutalize their kids. And it scares you. It nauseates you.

Then there's Denise.

A woman who turned the tables on 24 years of the worst kind of pain life can dish out.

A woman who abused her son. And watched as her husband brutally killed their 2-year-old daughter.

Sickening beyond belief.

Denise wasn't a pretty story to tell. Things like this never are. But if we're to put even a dent in the child abuse problem, we simply have no other choice.

Almost 1 million viewers saw Denise resulting in the highest rating and share for a public affairs program in our history.

Quite frankly, no other program in its prime-time slot, network or local, even came close.

But as good as the numbers are, they're not nearly good enough. Because when just one person misses a program like this, it's one too many.

Denise. It made a lot of people sad. It made a lot of people furious. But above all, it made a lot of people think.

WCVB TV Boston 5

WCVB-TV, through BBI Communications, will soon be offering Denise to other stations as a public service.

#27 Rating and 41 Share, NSI telephone coincidental, 9-10 PM, 1/13/80.
In Jan. 7 report on top 100 publicly owned companies, revenues of Washington Post Co, for four quarters through the third quarter of 1979 should have been listed as $569,371.00.

Russell Withers Jr. does not own KAUS-AM-FM Austin, Minn., as reported in Jan. 14 issue. Orion Broadcasting has owned and operated stations since December 1975 when it purchased them from Withers.

The present policy greatly needs changing.—Philip J. Lombardo, president, Corinthian Broadcasting, New York.

In memory of Barbara Britton

EDITOR: Barbara Britton, who died of cancer on Jan. 17 (BROADCASTING, Jan. 20), was a lifelong friend of mine. During her stay at St. Vincent’s hospital in New York, she was an inspiration to all who came into contact with her. As a result, the hospital has established the Barbara Britton Memorial Cancer Fund, contributions to which will be applied 100% to the research of the type of gastrointestinal cancer that claimed Barbara’s life in just seven months after the first sign of illness. Contributions should be sent to Barbara Britton Memorial Cancer Fund, c/o Dr. John Daly, St. Vincent’s hospital, 153 West 11th Street, New York 10011.—Walter M. Windsor, general manager, WFTV(TV) Orlando, Fla.
MARQUEE II
SOLD!

In just 6 weeks, 23 of the hottest markets were sold on owning the most powerful Made-for-TV movie package available.

CBS O&O'S: WBBM, Chicago
WCBS, N.Y. • WCAU, Phila.
KMOX, St. Louis

AND WBZ, Boston
WCBD, Charl., S.C. • WUAB, Clev.
WNEM, Flint/Sag./Bay City
KMPH, Fresno • KHTV, Houston
WTLV, Jacksonville
KCMO, Kan. City • KCOP, L.A.

WAVE, Louisville • WZTV, Nashville
WVEC, Norfolk • KOKH, Okla. City
KPHO, Phoenix • KOIN, Portland

WUHF, Rochester • KTXL, Sacra.
KSL, Salt Lake City • KENS, San Ant.

Paramount Television Domestic Syndication
Visit the Paramount "tent" poolside on the 16th floor.
Make Hour Magazine Your Magazine

We asked daytime viewers what they watch. And what they would like to watch if it were available. They came up with the answers. We came up with the show.

It's called HOUR MAGAZINE, 60 minutes of entertainment and information.

Gary Collins, the popular star of television and the movies, is host. Pat Mitchell is the traveling cohost. HOUR MAGAZINE provides just what your viewers have been wanting. To keep them up to date. To get the facts they really can use. To make them smile. To make them think. And to introduce them to a whole new world of very interesting people — experts with something to share, celebrities with something to say. All presented in an entertaining showcase.

HOUR MAGAZINE starts in the fall. But you can see all about it at NATPE. And you can meet Gary and Pat. In the Group W Productions suite, 4175. HOUR MAGAZINE. Daytime television that audiences have been asking for.
GROUP W PRODUCTIONS

Presents a daily hour magazine show for daytime viewers

GROUP W PRODUCTIONS
INC./WESTINGHOUSE BROADCASTING COMPANY

7800 BEVERLY BLVD., LOS ANGELES, CA 90036
90 PARK AVE., NEW YORK, NY 10016
THE GAME STRIP OF THE ’80s!
See it at NATPE [or before] Hilton Suite 507, February 16-21
APPLAUSE

BULLSEYE

A Barry & Enright Production

Host
Jim Lange

COLBERT TELEVISION SALES
1000 CENTURY PARK EAST, LOS ANGELES, CALIFORNIA 90067 • (213) 277-7757

KING WORLD PRODUCTIONS (213) 409-0090 • HARVEY REINSTEIN (310) 490-0392
$40 million each week for prime time

That's how much the networks will be spending for their first-run episodes: their total bill for the season in more than $1 billion, up 40% from 1978

The three commercial networks will spend approximately $39,327,000 for one week of prime-time programming this spring, according to a survey by Broadcasting. They are expected to spend a total of $263,345,000 each week for regularly scheduled series and approximately $12,982,000 for theatrical films, made-for-TV movies and various special programs. Over a 26-week season, a rough three-network programming cost total comes to more than $1 billion. That's a 40% increase over the $730 million spent by the networks for the 1978-79 season (Broadcasting, Sept. 4, 1978).

And, according to the networks' March schedules announced as of last Tuesday (Feb. 5), independent producer Aaron Spelling, through his own Aaron Spelling Productions and Spelling/Goldberg Productions, will have a total of seven hours of network series each week—beating out the long-time prime-time leader, Universal Television, by a half hour.

ABC-TV, with a total of 36 half hours of regularly scheduled programs in its spring schedule, will be spending approximately $9,915,000 in license fees each week, or $275,000 for every 30 minutes of series programming. CBS-TV, also with 36 half hours, will spend approximately $9,340,000, or $259,000 every half hour. NBC has 28 half hours of series programming at an approximate cost of $256,000 each for a total of $7,090,000.

ABC-TV will also spend approximately $4,015,000 to fill its two two-hour movie blocks each week. Also with two two-hour movie blocks, CBS will spend an additional $3,774,000 each week. And NBC, with eight hours of special programming each week, will be spending another $5,193,000.

The figures for each of the network's weekly programming expenditures have been derived from estimates offered by producers, program executives, syndicators, packagers and network executives.

The most expensive half-hour program on network television is believed to be Paramount Television's Happy Days, for which ABC is said to be paying $475,000 per episode. CBS's most expensive half hour is believed to be MA*S*H from 20th Century-Fox at approximately $400,000 per episode. And NBC is reported to be paying producer Larry Gelbart's OTP Productions approximately $400,000 for each 30-minute episode of his new United States, which is not scheduled to debut until March 4.

Among the hour programs, NBC is thought to have the most expensive in Universal's Buck Rogers in the 26th Century—$800,000 per episode. ABC runs second, paying Spelling/Goldberg approximately $750,000 for each hour of Charlie's Angels. The most expensive hour on the CBS line-up is thought to be Lorimar Productions' lavishly made Dallas at about $660,000.

According to producers, networks are paying $1.2 million-$1.5 million for made-for-TV movies, which generally run two hours. (But some reports hold that made-for-TV movies cost in the neighborhood of $2 million.) The costs for specials and theatrical films vary greatly.

Furthermore, license fees—for series as well as specials and films—are generally computed on multiple-run bases. Thus, for example, ABC may pay $475,000 for one episode of Happy Days, but the network is likely to air that episode two or even three times over the course of a broadcast year. Film deals, especially for blockbusters that can command millions of dollars from the networks, generally allow for three or more airings—bringing the approximately $3 million cost for the average film down to about $1 million per airing.

With seven one-hour programs on ABC, Aaron Spelling is the reigning king of prime-time production. His programs include: The Love Boat, Vega$ and The B.A.D. Cats (all ASP); Charlie's Angels, Family and Hart to Hart (all S/GP) and Fantasy Island (S/PG, in association with Columbia Pictures Television). Spelling's programs are generally believed to be among Hollywood's most expensively produced and often feature well-known stars and location shots. Too, the programs are long-running network hits. The programs are, as a result, believed to be among the more expensive to the network. It is estimated that Spelling's empire receives approximately $4,525,000 from ABC each week.

Universal Television, in six-and-a-half hours on all three networks, has traditionally been able to produce series programming at costs below most other production firms. This has been largely a result of the studio's practice of maintaining contract talent (producers, writers, directors and stars). It is believed that Universal is receiving approximately $3,665,000 in series license fees each week.

Ranked number three among Hollywood production houses this spring is Lorimar with five one-hour programs on all three networks: Eight Is Enough (ABC), Skag (NBC), and on CBS Dallas, The Waltons and Knots Landing. Paramount and MTM Enterprises have three hours each. Tandem Productions/TAT Communications and 20th Century-Fox have two-and-a-half hours. Next in line, with two hours, are Alan Landsburg Productions and MGM Television. Producer Nick Vanoff has one 90-minute show, and Warner Bros. Television also has an hour and a half. Production firms with one hour of network time are: Ed Friendly Productions, QM Productions, Nicholl/Ross/West, Witt-Thomas-Harris, George Schlatter and Stephen J. Cannell. Firms with 30 minutes of prime-time are: Toy Productions, OTP and Four D Productions. The network news divisions each produce one hour of prime-time programming weekly. CBS produces the hour-long Hawaii Five-O series, and NBC produces the one-hour Best of Saturday Night Live.

The schedule, by night:

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>Incredible Sunday (Alan Landsburg) $450,000</td>
<td>60 Minutes (CBS News) $140,000</td>
<td>Disney's Wonderful World (TNT/MTM Productions) $550,000</td>
</tr>
<tr>
<td>7:30</td>
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<tr>
<td>8:00</td>
<td>Tenspeed &amp; Brown Shoe (Stephen J. Cannell) $500,000</td>
<td>Arche Bunker's Place (Tandem) $300,000</td>
<td>The Big Event (Variett)</td>
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<tr>
<td>8:30</td>
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<tr>
<td>9:00</td>
<td>One Day At A Time (TAT) $290,000</td>
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<tr>
<td>9:30</td>
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<tr>
<td>10:00</td>
<td>Sunday Night Movie (Variett)</td>
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<td>11:00</td>
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Broadcasting Feb 11 1980 31
### Monday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Laverne &amp; Shirley (Paramount) $300,000</td>
<td>WKRP in Cincinnati (MTM) $220,000</td>
<td>Little House on the Prairie (NBC) $550,000</td>
</tr>
<tr>
<td>8:30</td>
<td>Angie (Paramount) $245,000</td>
<td>The Last Resort (NTM) $215,000</td>
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<tr>
<td>9:00</td>
<td>Stone (Universal) $575,000</td>
<td>M<em>A</em>S*H (20th Century-Fox) $400,000</td>
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</tr>
<tr>
<td>9:30</td>
<td>Stone (Universal) $575,000</td>
<td>House Calls (Universal) $315,000</td>
<td>Monday Night at The Movies and Specials (Various)</td>
</tr>
<tr>
<td>10:00</td>
<td>Family (Spelling/ Goldberg) $575,000</td>
<td>Lou Grant (MTM) $450,000</td>
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<td>11:00</td>
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### Tuesday

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<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Happy Days (Paramount) $475,000</td>
<td>White Shadow (MTM) $425,000</td>
<td>Misadventures of Snow (Universal) $400,000</td>
</tr>
<tr>
<td>8:30</td>
<td>Goodtime Girls (Paramount) $225,000</td>
<td>The Big Show* (Vanoff) $575,000 *Feb. 20</td>
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<tr>
<td>9:00</td>
<td>There's Company (NTM) $265,000</td>
<td>Tuesday Night Movies* (Various) *Effective March 4</td>
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<tr>
<td>9:30</td>
<td>Tax (Paramount) $235,000</td>
<td>Hart to Hart (Spelling/ Goldberg) $650,000</td>
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<tr>
<td>10:00</td>
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<td>United States* (OTP) $400,000</td>
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<tbody>
<tr>
<td>8:00</td>
<td>Eight is Enough (Lorimar) $500,000</td>
<td>Beyond Westworld* (GMG) $450,000 *March 5</td>
<td>Real People (George Schieter) $450,000</td>
</tr>
<tr>
<td>8:30</td>
<td>Charlie's Angels (Spelling/ Goldberg) $575,000</td>
<td>Different Strokes (Tandem) $300,000</td>
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<tr>
<td>9:00</td>
<td>Charlie's Angels (Spelling/ Goldberg) $575,000</td>
<td>Hello Larry (TAT) $190,000</td>
<td>Wednesday Night Movies (Various)</td>
</tr>
<tr>
<td>9:30</td>
<td>Vega$ (Aaron Spelling) $600,000</td>
<td>Best of Saturday Night Live (NBC)</td>
<td>$250,000</td>
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<tbody>
<tr>
<td>8:00</td>
<td>Monk and Mindy (Paramount) $285,000</td>
<td>The Waltons (Lorimar) $625,000</td>
<td>Buck Rogers in the 25th Century (Universal) $800,000</td>
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<tr>
<td>8:30</td>
<td>Barney Miller (Four D) $245,000</td>
<td>Barney Jones (GM) $650,000</td>
<td>Quincy, M.E. (Universal) $625,000</td>
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<tr>
<td>9:00</td>
<td>Soap (Vanoff/ Thomas Harris) $220,000</td>
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<tr>
<td>9:30</td>
<td></td>
<td>20/20 (ABC News) $35,000</td>
<td>Knots Landing (Lorimar) $500,000</td>
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<tr>
<td>10:00</td>
<td></td>
<td></td>
<td>Skag (Lorimar) $550,000</td>
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<tbody>
<tr>
<td>8:00</td>
<td>B.A.D. Cats (Aaron Spelling) $650,000</td>
<td>The Incredible Hulk (Universal) $575,000</td>
<td>Specials (Various)</td>
</tr>
<tr>
<td>8:30</td>
<td>ABC Friday Night Movie (Various)</td>
<td>Dukes of Hazzard (Warner Bros.) $225,000</td>
<td>Friday Night at The Movies (Various)</td>
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<tr>
<td>9:00</td>
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<tr>
<td>8:00</td>
<td>One In a Million (T.O.Y.) $225,000</td>
<td>The Chisолmhs (Alan Landsburg) $375,000</td>
<td>Chiefs (MGM) $800,000</td>
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<tr>
<td>8:30</td>
<td>The Rogers (NTR) $220,000</td>
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<tr>
<td>9:30</td>
<td>Love Boat (Aaron Spelling/ Goldberg/ Columbia) $650,000</td>
<td>Hawaii Five-O* (CBS) $450,000 *March 1</td>
<td>S.I. and the Bear (Universal) $475,000</td>
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<tr>
<td>10:00</td>
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<td>Prime Time Saturday (NBC) $150,000</td>
</tr>
<tr>
<td>10:30</td>
<td>Fantasy Island (Spelling/ Goldberg/ Columbia) $650,000</td>
<td>Hagen (20th Century-Fox) $500,000</td>
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**Cronkite to step down but not out; late news coming?**

Anchorman probably will quit daily duties after elections; Mudd and Rather are principal heirs apparent; CBS and ABC successes with late-night shows lead to speculation that they, at least, may make them permanent.

Network TV news, early and late, was in the news last week.

The early-evening news got there when Walter Cronkite, making long-time speculation official, said he had told CBS that he wants to leave the CBS Evening News—but not CBS News—when his contract expires in November 1981, and preferably before then.

That was a matter of concern to CBS officials, not only because it means their ultimate loss of television's pre-eminent anchor, but also because they must now face up to a decision on his successor. It was also of greater interest to ABC News and NBC News, where it was surmised that when Cronkite's successor is named, one and conceivably two CBS News stars will make themselves available to work at other networks.

Bill Leonard, CBS News president, said he expected a decision on the successor to be made relatively soon—"sooner rather than later"—but wouldn't define soon in terms of days, weeks or months. CBS News correspondents Dan Rather and Roger Mudd were widely regarded as front-runners, and it was also widely assumed that if one was named, the other would leave—and that both might leave if someone else gets the plum. Leonard, without confirming any names, said in answer to a question that having co-anchors "is possible, but I think improbable."

Speculation about a Cronkite successor shared time with speculation about the introduction of regular 11:30 p.m. NYT network newscasts. Since mid-November, ABC has been carrying news specials on the Iran crisis at 11:30, mostly quarter-hours but some longer, and has been pleased with the ratings, which have averaged 9.8 with a 30 share of audience.

ABC accordingly is considering—and so is CBS News and, apparently to a lesser extent, NBC News—the introduction of network nightly news at 11:30 p.m. If that happens, it's almost certain to stir up the affiliates, conceivably to the levels of revolt that turned back efforts to expand network early-evening news a few years ago. A prominent CBS affiliate said last week: "I think there'd be all kinds of hell to pay."

ABC News authorities say they have made no decision on a regular 11:30 news cast or, if it introduces one, what format it would use or whether it would be 15 minutes or 30—or, as one source sug-
INVESTMENT PROPERTIES FOR SALE.

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ABC officials also note they would have some scheduling problems, since they are committed to introduce "Fridays" on Friday nights at 11:30-12:30, beginning in April, and, in the fall, are subject to runovers of Monday night pro football games. Some sources speculated that an 11:30 newscast could start, at least until football season, on a Monday-through-Thursday basis.

Leonard said CBS News is seriously considering an 11:30 newscast that might be "either 15 minutes or an expandable 15 minutes." He said a decision should be reached within months.

Bill Small, president of NBC News, said his organization is "looking at" the possibility of an 11:30 newscast, "among other things." Though no decision has been reached, he said, "at the moment the answer is probably no." "Other things" being considered, he said, include "generally, where to put [news] specials."

It was not clear how much affiliate opposition would be aroused by a regular 11:30 network newscast, but a sampling among affiliates of all three networks left little doubt there would be some—some of it vociferous. The sampling also found some affiliate support.

Bob Fountain, head of affiliate relations at ABC-TV, said he had sounded out affiliates informally, "I think a majority feel it's a major opportunity for all of us." But, he added, "there's a very vocal small number who are not encouraging us to go ahead." In the same vein, Jeff Davidson of WXIA-TV Atlanta, chairman of the ABC-TV affiliates, said that "some of the affiliates are in favor of it and some are not." Neither he nor Fountain indicated how strong the opposition might be.

One ABC affiliate in favor is Eugene Bohi of WCWP-TV High Point, N.C., a former member of the ABC-TV affiliates board and now chairman of the affiliates' government relations committee. "There's a lot that goes on between 6:30 and 11:30," he said. "A large part of the affiliates' beats ABC's late-night programming. All this would do is extend late-night by 15 minutes."

Bohi felt, however, that a 15-minute network newscast at 11:30 would be enough: "To extend past 11:45 would be difficult."

Another ABC-TV affiliate, who asked not to be identified, disagreed. "After the initial exposure," he said, "news tends to get lost. You've said it on the early-evening newscast, then repeated it on updates, chewing it again at 11:30 would be a little much."

This affiliate said his station has been carrying ABC's Iran wrapups, then a movie—the station is in the central time zone—and then, on a delayed basis, ABC's late-night programming. But in the feeling that the Iran specials themselves are becoming "repetitive," he said, the station plans to drop them after the Olympics.

Some affiliates suggested that primary opposition among affiliates will come from those not now carrying network late-night programming, or delaying it for the presentation of local syndicated shows or theatrical features. A network newscast would break the flow from local news to local programming—a break that many stations feel would be more disruptive with a regular newscast than with the specials on the Iran situation, which is seen as having unusual pulling power among television viewers.

Even among ABC affiliates favoring 11:30 network news, some had reservations or conditions. In addition to feeling that it should not exceed 15 minutes, a number felt that it would have to be a strip to succeed and that running only three or four nights a week would imperil it.

While the future of 11:30 network news was uncertain, Cronkite appeared firm in what he wanted his to be—continuing to work at CBS News but not under the pressures of daily deadlines. The new CBS News science series, "Universe," was said to have a special appeal for him.

He and CBS News officials said it had been agreed he should not step down until after the elections. "We're talking a year down the line at the very earliest," President Leonard said.

Roger Mudd was long regarded as Cronkite's heir apparent, but in recent months Dan Rather has risen in speculation.

There were reports that ABC offered Rather as much as $8 million over five years, though other accounts say the figure is well below that. NBC also reportedly has made overtures, and CBS itself is negotiating with him. Leonard said last week that "if you pinned me to the floor, I couldn't tell you what he's going to do." Rather's CBS contract runs to mid-1981, according to CBS sources.

Longtime acquaintances of Cronkite's did not entirely write off the prospect that he might return to the anchor post after his current contract expires (and he reaches age 65) in November 1981. "He's such a warhorse and he loves it so," one said last week, "that I honestly believe they could persuade him."
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A startling mini-series that probes deep into the inner workings of organized crime today. This is the documentary that exposed the involvement of crime figures in such areas as the Atlantic City real estate takeovers. Host: Mort Crim
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the rule from taking effect. Should only one house reject the joint resolution during the 60-day period, the rule could take effect immediately.

This provision is far less stringent than that approved by the House, and consumer groups quickly praised its passage. Congress Watch, the Ralph Nader group, called rejection of the one-house veto a major consumer victory, saying that it proves the measure "is both unworkable and unconstitutional."

Additional commission victories came when the Senate refused to strip the FTC of its power to regulate doctors and other professionals, and when it refused to drastically cut the commission's public participation funding.

The amendment to prohibit the FTC for two years from issuing trade regulation rules involving doctors, dentists, lawyers and other health-related professions was narrowly defeated by a 47-to-45 vote. The second amendment, introduced by Senator Alan Simpson (R-Wyo.), would have limited to $5,000 the amount of compensation payable to a public participant in an FTC rulemaking proceeding. Additionally, it would have required groups to have more than 250 members (but not more than 1,000), dues of at least $10 and no more than $25,000 in revenues. None of the 38 groups that have participated in the FTC program thus far would have qualified under these criteria.

The vote on Simpson's amendment came almost at the same time that President Carter was warning that he would veto any bill that destroyed the FTC's power to protect consumers. In a speech to the Consumer Federation of America, Carter stood firmly in the

Waiting for the verdict. While President Carter was defending the agency, and the Senate was voting on an authorization bill, Federal Trade Commission Chairman Michael Pertschuk was outlining FTC actions before the fourth annual Advertising Law Conference, sponsored by the Federal Bar Association and the American Advertising Federation. This year's conference focused on major regulatory matters, with a particular eye on FTC policy. In addition to Pertschuk, speakers included Senator Bob Packwood (R-Ore.), who expressed some optimism (which later proved unfounded) that his amendment to keep the FTC's children's advertising inquiry alive might find the necessary support; John Rupp, of the Washington law firm Covington & Burling, and Andrew Schwartzman, executive director of the Media Access Project, who took up the subject of the "unfairness doctrine" as a standard for prohibiting truthful commercial speech, and former FCC Chairman Richard Wiley, now with the Washington law firm Kirkland & Ellis, who said that no matter what the FTC's intentions are in the children's advertising proceeding, it ought to re-examine its actions, as the tide of public opinion in the country is running against increased governmental regulation. Pertschuk, who had not made any public comments on the children's inquiry for more than one year, said he knew the issue was an emotional one for the public, "and rightfully so." But the thrust of Pertschuk's remarks centered on other issues, such as comparative advertising and the FTC's role in regulating advertising. "Of course our mission is to make sure that the stream of commercial speech flows freely, but to see that is unplugged as well," he said. "The latter means we continue to monitor the truth and substantiation of advertising claims, not to inhibit such claims but to ensure that the consuming public can safely rely on advertising, not to chill aggressive competition but to cure chronic cases of old-fashioned deception and misrepresentation."

Buford Television has made second move into subscription television business with deal to take control of construction permit in Minneapolis. Buford will, upon FCC approval, assume control of 80% of Viking Television, permittee of KXMA-TV (ch. 23) for $475,000 in expenses incurred by Viking in obtaining CP. Viking's owner, Irving O. Beaudoin, will retain 20% interest in CP. If deal goes through, Buford will drop its application for ch. 29 there. Buford put its first subscription television station, WTVN, in Cincinnati, on air two weeks ago. Programming and marketing of STV is being handled in-house.

House Commerce Committee on Feb. 20-21 will mark up H.R. 6121, Lionel Van Deerlin's (D-Calif.) Telecommunications Act of 1980 revisions of common carrier provisions of Communications Act.

Television Syndication Center of Group W Productions will officially unveil program distribution service at National Association of Television Program Executives convention this week. According to TVSC general manager George Sperry, service will commence this September via Vidsat, Group W-Western Union satellite network, at "rates comparable to simulcast TV tape lease rates." It would cost syndicator, for example, $31.80 for two transmissions (for two time zones) of half-hour program for each station that is to receive program, he said. Although Western Union's Westar system will provide space segment, ground segment, which Sperry said will number 25 earth stations at start-up and 100 by January 1982, will be network of earth stations owned by number of different entities, leased and used as needed. Earth stations of Western Union, Group W (first in Pittsburgh is under construction), Public Broadcasting Service (if FCC grants approval) and

**In-Brief**

Sixty-six miles of cable, 109 cameras, $17-million broadcast center, great deal of new technology and some 800 employees (all equipped with $400 arctic-type suits) were pronounced in readiness by ABC-TV—along with everything else—for coverage of winter Olympics at Lake Placid, N.Y., starting Tuesday (Feb. 12) and running through Feb. 24. First broadcast will be pre-opening hockey game between U.S. and Swedish teams (Tuesday, 9:30-11 p.m. NYT). ABC plans 51½ hours of coverage, mostly in prime time.

RCA has filed insurance claims totaling $77 million on policies covering loss of missing Satcom III and business revenues it anticipated from satellite's operation. Meanwhile, company is pulling together "blue ribbon panel" of experts to look into causes of still mysterious disappearance.

After more than 10 years of debate, British government has announced plans for now-vacant fourth television channel. Britain currently has one commercial channel, ITV-1, and two noncommercial networks operated by BBC. Government's broadcasting bill, published Feb. 5, states that fourth channel, which will be commercial, should provide programs for minority interests and not merely duplicate mass-appeal programs on ITV-1. Major question—who will actually produce programs—has yet to be determined. Bill does say, however, that large commercial companies that operate ITV-1 and make most of its programs should not have too large role.
individual broadcasting stations will make up network. Service would be in direct competition with SMARTS should RCA ever get that service off ground. Sperry said Vidsat would use RCA Satcom birds, if transponder time is available.

Cable division of Miami-based Storer Broadcasting has won franchise for Rednor, Pa. Company says it will complete 10,000-home-potential system "inside a year and a half."

Obstacle to Sonderling Broadcasting's merger into Viacom International was cleared last week by Delaware court's approval of settlement of suit brought there to challenge merger and associated split-off of some broadcast and theater properties. Companies say consumption of deal now awaits "receipt of supplemental rulings and certain lenders' consents."

Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee, said last Friday he was pleased with vote to restrict powers of Federal Trade Commission (page 35), and although President Carter said he would oppose any measure to do the same, Hollings added he would have voted against it. He continues to oversee Nutrilite and now administers Amway's Washington office. He will shift his base from California to Amway's Ada, Mich., headquarters in July.

ABC has renewed these shows for next year: Universal's Galactica 1980, Spelling-Goldberg's Hart to Hart, Witt-Thomas-Harris's Soap and Benson, and Paramount's Mork and Mindy and Taxi. S-G's B.A.D. Cats, apparently won't fare as well: Network won't confirm, but producer says production has kicked and show's last airing will be March 7.

Dellin H. Oak, chairman of Public Broadcasting Service transition committee, was elected new board chairman last week at board meeting in Chicago. Appointment becomes effective in June at end of annual membership meeting in Washington. Oaks, who replaces Norman Minow, has been president of Brigham Young University.

Robert T. Hunter, appointed Feb. 1 as executive vice president to administer Amway Corp.'s corporate development division, on June 1 will add similar administrative responsibilities for Amway's Mutual Broadcasting System. Hunter had been executive vice president and chief operating officer of Nutrilite Products, Buena Park, Calif., in which Amway owns major interest. He continues to oversee Nutrilite and now administers Amway's Washington office. He will shift his base from California to Amway's Ada, Mich., headquarters in July.

President Carter will receive Southern Baptist Radio-Television Commission's Christian Service Award in Feb. 12 presentation at White House. Annual award is usually conferred at SBRTC ceremony in Fort Worth, but present state of world affairs precludes President's appearance there Feb. 28. Videotape of White House ceremony will be shown then.

Spencer R. Kaitz will succeed his recently deceased father, Walter (BROADCASTING, Jan. 21), to post of general counsel and executive secretary of California Community Television Association. Spencer has worked for CCTA for 10 years since days as law student at University of California at Berkeley.
news executives—Richard Wald, ABC News executive vice president; Bill Monroe, executive producer of NBC's *Meet the Press*; Edward Fouhy, chief of the CBS News Washington bureau; Fred Young of Hearst Broadcasting, who testified for the Radio-Television News Directors Association, and Barbara Cohen, director of news for National Public Radio—hailed the bill as an important step forward for broadcast journalism. The restrictions under which broadcast journalists operate, Fouhy said, are "frustrating" and "counterproductive."

The subcommittee heard the same message from representatives of the political world. Patrick J. Lucey, deputy campaign manager for Senator Edward M. Kennedy's presidential campaign, said the equal-time law has become "a legal barrier to informing the electorate;" broadcasters cite it as a reason for not putting candidates on the air, he said. Dean Burch, the former FCC chairman who was representing the Republican National Committee's legal affairs committee, said broadcasters "have always been stepchildren so far as the First Amendment is concerned" and that the Van Deelen bill would constitute a step, if only a small one, toward remedying that condition. Ronald Eastman, general counsel of the Democratic National Committee, endorsed the "objectives" of the bill—"we favor the removal of inhibitions that fetter unduly the ability of broadcasters" to inform the public—although he suggested the bill be redrafted to make its provisions in more specific terms.

Nor was support for the bill limited to major party representatives. Although its defenders say Section 315 assures fair treatment by broadcasters to third-party candidates, Ed Crame, communications director for the Libertarian party's presidential candidate, Clark, said he had worked to "reduce political debate in general and specifically to inhibit access to the media by the Libertarian party and its candidates." His party, Crame said, is "perfectly willing to compete openly and freely in the marketplace of ideas."

Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, did not follow the form some had expected, either. Parker, who is known to broadcasters as one who seems always to be urging the imposition of new regulations on broadcasters, said, "We support H.R. 6103. ["Closed Circuit," Jan. 14]." Why? The requirements of Section 315, he said, have become an impediment to genuine debate among candidates with widespread support because of the proliferation of "fringe and single-issue candidates for our highest office."

It wasn't all that way. FCC General Counsel Robert Bruce, who said he was speaking for himself because the commission had not yet had an opportunity to consider the bill, said more might be lost than gained by the proposed repeal. For instance, he said without the objective standards of Section 315 to serve as a guide for broadcasters, the commission might intrusive further than it does now into stations' operations in resolving disputes between broadcasters and candidates. But more than that, he called the equal-time law "part of the bedrock of public interest responsibility," and said it is "one of the last provisions Congress might want to consider repealing."

But public interest lawyer Herb Sanchez mounted the only vigorous attack on the bill. Sanchez, a staff attorney at Media Access Project, called the bill "ill-conceived and contrary to the fundamental principles of fair democracy." The bill, he said, would "authorize broadcasters to increase their domination of the minds of the listening and viewing public by discriminating among political opponents."

To Representative Marc L. Marks (R-Pa.), Sanchez, among the last to testify, was "a voice in the wilderness." Throughout the hearing, he had expressed concern about what he regarded as the risk involved in freeing broadcasters from some of the equal-time restrictions. He had cited the commercial networks' failure to carry live the Republican presidential forum in Des Moines last month as an indication the networks are not as concerned as they say they are in informing the public on presidential politics. And, he confessed, "I was taken aback by the fact so many [witnesses] have supported the bill without considering what happens to those who fall by the wayside."

But other subcommittee members during the hearing indicated they were ready to support Van Deelen in his effort to loosen, to a limited degree, the equal-time bonds. "I'm for increasing discussion, so we should take a look at the restrictive regulations," said Representative Albert Gore (D-Tenn.).

Representative Al Swift (D-Wash.) seemed concerned only that a "safety net," like the fairness doctrine, be available for the protection of candidates who needed it. Representative James T. Broyhill (R-N.C.) agreed with the news executives that coverage of candidates would improve in the absence of Section 315. And Representative Thomas A. Luken (D-Ohio) was also "concerned about safeguards." But, he said, "I may support the bill anyway. I'm not sure we can deal in absolute safeguards."

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No-shows depopulated NAB Los Angeles meeting

The National Association of Broadcasters held its fourth and final regional television conference of the year at the Century Plaza hotel in Los Angeles last week before an estimated 500 people. Attendance was only about half of the total preregistration and well below the approximately 100 people at previous TV conferences in Atlanta, Denver and Houston.

NAB officials—there were seven of them at the meeting—speculated that the low turnout was due to its closeness to this week's National Association of Television Program Executives convention in San Francisco.

Those who were there heard from these people on these subjects:

**Senator Ernest F. Hollings (D-S.C.),** chairman of the Senate Communications Subcommittee, turned his Friday question-and-answer session away from communications issues and made a speech denouncing "the terribly dangerous situation we have let ourselves into" in U.S. dealings with the Soviet Union. He endorsed a military "build-up across the board and accused President Carter of having "no sense of history" in his relations with the Russians. The Senator entertained questions, and the broadcasters followed his lead, directing their inquiries to the current world situation.

**Also on Friday, NAB Chairman Thomas Bolger,** its TV board Chairman, Robert King, and the Television Information Office director, Roy Danish, led a discussion on the industry's public image—which most in the room seemed to feel needs considerable enhancement.

Bolger, offered the idea of a national on-air promotional campaign, featuring a "national spokesperson like a Bob Hope," to tell the industry's story to the "silent majority." There was some support for such a campaign, but it was pointed out that legal obstacles, primarily with the fairness doctrine, could keep such a campaign from being as issue-oriented as the NAB members believed it should be.

**Paul Bortz,** formerly with the National Telecommunications and Information Administration and now a partner in the Denver consulting firm of Browne, Bortz, Moody, said the opportunities afforded broadcasters by new video technologies. According to Bortz, local stations—especially independents—must adapt themselves to the changing communications environment.

Some of the suggestions he offered included placing a greater emphasis on locally produced news and public affairs programming.

Bortz also suggested a closer look at over-the-air subscription television. Among the opportunities offered by STV, he cited the possibility of local "video clubs" offering coded programing during hours when stations are usually off the air. The late-night STV operation could be sold to viewers as a service for home video recording.

If local programming holds the competitive promise of the future, it may cost a lot more than it does today. That was the prognosis of Jay Feldman, news director of KNX(TV) Los Angeles, a CBS O&O. According to Feldman, news departments are looking to major cost increases across the board—in equipment, investigative reporting, promotion and on- and off-air talent.
NATPE in San Francisco: strong start for the 1980's

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Starring James Arness, Fromula Flanagan and Bruce Boxleitner.

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Visit us at NATPE, Tower Suite 4375, San Francisco Hilton.
For the 3,700 attendees expected at this year’s National Association of Television Program Executives conference in San Francisco beginning Saturday (Feb. 16), the over-all theme is “programming in the 80’s.” There will be plenty of speakers and panelists addressing just that topic. But for a less theoretical glimpse into the not-so-distant future of television, hundreds of videocassette machines will be rolling in the suites of the Hilton hotel.

This year 246 distributors will be setting up shop at NATPE. But with many of the plum station deals cracked in quiet offices prior to NATPE, there’s no need to wait and see all the trends.

The NBC owned-and-operated stations demonstrated a couple of them last month when the word broke that they would be stripping Viacom’s Family Feud in prime-time access and had picked up MCA TV’s Toni Tennille Show as a new late-afternoon talk-variety strip (Broadcasting, Jan. 28).

Another case in point on stripping are the CBS-owned stations, which
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only will be checkerboarding at flagship
WKBW-TV New York. Elsewhere, WCAU-TV
Philadelphia has picked up Viacom’s
Family Feud and To Tell the Truth strips
(for the 7-8 p.m. block, which will run at
7:30 hadn’t been determined by last
week). KMOX-TV St. Louis now has an
extra show on its hands for weekdays and
Saturday with five Feuds and an episode
each of Victory’s Match Game P.M. and
ITC Entertainment’s The Muppet Show.
KNXT(TV) Los Angeles has a local
newsmagazine, 2 on The Town, Monday
through Friday and WBBM-TV Chicago has
news.
While to a lesser extent now, once-or-
twice-a-week programing, however, still is
needed. The ABC-owned stations are
checkerboarding weekdays (with the
exception of WLS-TV Chicago which
goes with news) and at that group and other
stations Saturday slots are being filled with
such shows ranging from the Muppets
Bristol-Myers’ “In Search of…”
Among the new strips available, for
prime-time access or other dayparts, the
most frequently offered genre for 1980 is
a throwback as opposed to a creative
breakthrough. Still stinging perhaps
from 1978 experiments ranging from
Bonkers to Please Stand By, distributors are
offering game show strips in full force.
Viacom, for example, has Feud and
Truth. MCA is looking for a successful
remake of Groucho Marx’s You Bet Your
Life with Buddy Hackett. Elsewhere, the
daytime Card Sharks now is available not
just on network but for local stations,
from Firestone. Paramount and Post-
Newsweek have Phrase It, Time-Life has
Mismatch, and from Claster there’s
Bounce Back and from Colbert, Bullseye.
Rhodes is offering new production on
Let’s Make a Deal and Filmways is look-
ing for strip customers on Hollywood
Squares. Silverbach-Lazarus has Pan-
demonium and Metromedia Producers
Corp. The Punch Lines. Sandy Frank
already has his Face the Music in a variety
of markets as does Victory with Match
Game P.M. And that’s not all the games
that other distributors are hoping to get on
the air.
Neither is it all the strips. Others with
various formats include 20th Century-
Fox’s T.H.E. Hospital, Jim Victory’s Wide
World of People, Golden West’s Melody
Ranch, Lexington Broadcasting Service’s
new Sha Na Na strip, Air Time Interna-
tional’s Fantasies Fulfilled, Gold Key
International’s Camp Wilderness and
Rhodes’ Just Between Us.
Then there are those like Time-Life’s
Dave Allen at Large from Britain and T.A.T.’s
The Sullivans, and Worldvision Enter-
prises’ Don Lane Show, already air-
ing.
The continual growth of striping may
be more apparent this year than before,
but as a trend it is not new. What is
however, is the amount of push behind
talk and variety. Group W Productions
now has The John Davidson Show in the
fold instead of Mike Douglas. MCA TV
has the NBC O&O’s for Toni Tennille.
Others vying for a place are Columbia’s
Steve Edwards Show, Colbert’s Bert
Convy Show and Worldvision’s Don Lane.
Whether Mike Douglas can successfully
be syndicated as a barter show is up to
Syndicast Services now that his contract
hasn’t been renewed by Group W. The
future of 20th Century-Fox’s Dinah &
Friends is questioned by many.
Some of these new shows run more
along the conventional talk and variety
tones than others. And there are more
vehicles such as Viacom/Post-
Newsweek’s Hit’ Home, Victory’s Wide
World of People and Group W’s Hour
magazine that go off more in the features
direction.
Elsewhere, the variety of the NATPE
marketplace will range from Fox’s Monte
Carlo show to United Artists’ Pink
Panther, NTA’s Future Flipper and Y&R
Program Services’ The B.B. Beagle Show.
Off-network shows available range
from Barnaby Jones (which is included
among the 650 hours that Worldvision is
offering at NATPE) to Columbia’s Char-
lie’s Angels and Family, and Warner Bros.
Television’s Welcome Back, Kotter.
The U.S. participation in the summer
Olympics in Moscow may be questionable
but MCA TV has the Road to Moscow,
Fox, the Olympiad and Syndicast Ser-
vices, Olympic Gold. And that’s only part
of the sports programing available, includ-
ing Television Syndication Group’s Sports
Scoring.
Elsewhere in the variety of the NATPE
marketplace: miniseries such as Par-
mount’s Washington Behind Closed
Doors, Operation Prime Time and Golden
Circle shows, movie packages, and types
different as M.A. Kemper’s TV-
Powwow, Group W’s P.M. Magazine,
American Television Syndication’s Sensa-
tional Seventies, Silverbach-Lazarus’ The
Little Hobo and Biography II, Fremantle’s
Star Tracks, the U.S. Chamber of Com-
merce’s It’s Your Business, WJT Syndica-
tion’s Three for the Road and Alcar
Communications’ How About….

Bazaar by the bay
The following companies will be exhibit-
ing programs or services in the suites of
the Hilton hotel during the NATPE con-
vention. The three networks have their
suites in the St. Francis hotel. Listed are
the programs (with the number of
episodes in parentheses) and the person-
nel attending. New programs are indicated
with an asterisk.

ABC Management/VIP Video 1152
ABC Owned Stations 1084
ABC Television Network St. Francis
Advances Media Programming 1120
Bill Dance Outdoors, Blair Pro-Rodeo (6)*, The
Best You Can Be*, That Nashville Music, Coors
Western Outdoorsman*, Rose Busalacki, Jean
Advertising Media Services 1112

Air Time International 3875


Alan Enterprises 1133

Contemporary Cinema (17), Cinema Classics (38), Fine Arts Cinema (29), The Edward Small Features (30), Special Cinema (32), War and Peace (4), The Abbott and Costello Show (52), Speed Racer (52), Felix the Cat (260), The Mighty Hercules (130) Staff: Alan Greensman, Cheri Rosche.

Alcare Communications 1860


Allied Artists TV 1856

Alfred Entertainement G1664

Wildlife Adventure (78), Safari to Adventure (40), Action Adventure Feature-Documentary Package (4), Masterworks Theatre (68), Science Fiction Theatre, Rabbard & Pals (140) Staff: John C. Ranck, Barrie Morrison.

Allworld Telefilm Sales 1956

All Night At the Movies (1,000), Bozo the Clown Cartoons (156), Bozo the Clown Circus Show (39), The Famous Adventures of Mr. Magoo (26), Great Adventure (100), Laurel and Hardy Cartoons (158), Chiller Thrillers (80), The Adventure Team (39)*, The Mind Matters (65)*, The Stars Who Made the Magic (65)*, Very Personally Yours (65)*, Watch Your Money (65)*, Little Stars (26), The Hilarious House of Frightenstein (130) Mini Mystery Theater (26), Superskate 1980. Staff: Gustave Nathan, Andrea Dix, Jim Monahan, Robert Chanoff.

American Educational Films & TV 1021

American Television Syndication 1123-24

The Sensational Seventies (12 or 24)*, The New Ed Allen Show, The Kings' Adventure, Michael Strogoff, feature films (28). Staff: Lawrence O'Daly, Barbara Hosie, Tom Phillips.

Arbitron 1401


ARP Films 1105

Spiderman (52), Marvel Superheroes (65), The New Fantastic Four (13)*, Rocket Robin Hood (52), Max, the 2000 Year Old Mouse (104), Strange Paradise (195)*, Foreign only: Spider Woman (16), Star Blazers (52)* Staff: Claude S. Hill, Bob Marcella, Anne B. Cody.

Artmedia 1040

ASI Market Research 1450

Market research for entertainment projects. Staff: Paul S. Lenzburg, A. Frank Bronson.

Associated Press 1054

Atlantic Richfield 736

Audio Works 1030

Avco Embassy Pictures 1735


Avery-Knodel Television 1515


George Back & Associates 1061

Weather Report '80 Staff: George Back, Lynn Lott.

Bardon Associates 1008

Baron Enterprises 1132

Hallmark Hall of Fame (26), Carry On (16), Nature's Window (130) Staff: Barry Bergman.

Dick Barrymore Productions 1221

BBI Communications 4483

This Was America (12), Heritage of Power, Health, The Body Works (10), Update on Health News inserts (156), Good Luck, Mr. Robinson, On Borrowed Time, Just Hold My Hand, Why Do I Feel This Way?, The Rheumatoid Factor, House Call (26), The Baxters (24), Catch a Rainbow (6), Jabberwocky (131), Drawing From Nature With Capt. Bob (154) Staff: Robert M. Bennett, Paul Rich, Jack Duffield, Debra Shapiro, Howard Finkels tein, Antonia Dauer, Timothy Johnson.

Behrens Co. 1739

Kidsworld, The TV Magazine*. Staff: Bob Behrens, Betsy Behrens.

Bently Syndication Services 821

Broadcasting Feb 11 1980

47
Blackwell Enterprises 1012

Blair Advertising 1057

Blair & Co. 871

Bloom Film Group 1110

Bozelli & Jacobs 1160

Bristol-Myers 1939-40, 32
In Search Of... Clair's Crown Tennis Tournament. Staff: Marvin H. Koslow, Robert L. Turner, James McGinn, Sharon Joyce, Lionel Benn.

Brookville Marketing 1153

Bill Burrud Productions 1215

Canadian Broadcasting Corp. 4381

Cannon Television 1018

Capital Cities TV Productions 3884
Capital Cities Family Specials (6), Capital Cities Special Reports (2). Staff: Robert King, Charles Keller, Bill Muivey.

Catalena Productions 1827

C.B. Distribution 4472

CBS Sports-International Sales 1106-07
NBA on CBS (35+), PGA Tour On CBS (18), CBS Sports Spectacular—International Edition (30), College football bowl games (5+), Thoroughbred Racing, Daytona 500, Mr. Universe/Mr. Olympia, Superskates. Staff: Arthur F. Kane, Jim N. Sandis.

CBS Television Network St. Francis

Chamber of Commerce of the U.S. 1200
It's Your Business (52). Staff: Robert Adams, Bette Alfoisin, William Dalton, Carl Grant, Milt Miller, Karna Small, Debbie Striner.

Chanowski Production Shasta Room

Chase, Morgan & Worth 916

Cinema Shares International 1049
Feature film packages (4). Staff: Ken Isael, Beverly Partridge, Annette Campbell.

Cluster Television Productions 4484
Bounce Back*, Fred Flintstone and Friends, Bowling for Dollars, Romper Room. Staff: John Cluster, Sally Gelbard, Michael Bayer, Janice Carter, Peggy Powell.

Coe Film Associates 4384
The Children's Package (3,000), The Shorts Collection (1,000), Wide World of Women (26)*, Sports Whirl (26)*, Children's Series (6)*, Olympiad X'I, Family Specials (52), Children's Specials (52), Robin Lehman Collection, features and documentaries. Staff: Bernice Coe.

Colbert Television Sales 1807
Bullseye (260)*, The Bert Convy Show (130)*, Play the Percentages (130), The Joker's Wild (260), Tic Tac Dough (260), Joker! Joker! Joker!!! (52), Lassie (207), Sherlock Holmes (14), Mr. Moto (9), Charlie Chan (11), East Side Kids (13), Rinleman (18). Staff: Dick Colbert, Richard Colbert, Charlie Keys, Harvey Reinstein, Jack Barry, Dan Enright, Ron Greenberg, Jody Pollock, Meri Brantly, Lori Fair.

Columbia Pictures Television 4475

Compro Productions 1047

William F. Cooke Television 435
Nashville Swing (26)*, Bourbon Street Parade (26)*. Staff: Clifford H. Wilson, Orest A. Olynyk.

CPM Systems 1721

Dan Curtis Distribution 1610

Data Communications 1684

Deepwood Productions Tamalpais Room

Jerry Diller Program Syndication 1086

DFS Program Exchange 1839

Dynal-Metrics 1080

Elia Production/Global TV 1023

Faith For Today 1019
The Harvest, Hear the Sunrise, Westbrook Hospital (52). Staff: William B. Hull, Carole Hull.

Don Fedderson Productions 1161

Filmlife 1055
Print control, rejuvenation, protection and preservation of all used and stored prints, storage, shipping and distribution of prints worldwide, scratch removal, humidification of brittle films, inspection and repair of TV syndication prints prior to station's screening. Staff: Marvin A. Bernard, Sheila N. Bernard, Jeremy S. Bernard, C.E. Feltner, Robert Levine, Ben Harris.

Films International 1908-9
Afghanistan*, Treasure Chest (12)*, Wild, Weird, Wonderful (13)*, Passports to Adventure (104)*. Staff: Shel Haims, Gene Wilkin.

Filmways Enterprises 4075
The Addams Family (64), The Avengers (57), The Adventures of Ozzie & Harriet (200), Green Acres (170), Hollywood Squares, Johnny Sokko & His Flying Robot (28), Kicks (13), Mr. Ed (143), Prince Planet (52), Touch of Music (6), Sinbad Jr. (130), Sherlock Holmes (24), Jukebox (26), The Racers (11), comeback (20), Lorne Greene's Last of the Wild (78), The Night Before Christmas, Heavyweight Championship of Professional Football (16) and various feature film packages. Staff: Jamie Kellner, Alex Horwitz, Roger Adams, Larry Hutchings, Rick Jacobson, Al Shore, Scott Towle, Ed Cooper.

Firestone Program Syndication 1015

Four Star Entertainment 1756
Portrait: The New Breed (26)*, Big Valley (112), Wanted Dead or Alive (94), Zane Grey Theatre (145), Stagecoach West (38), The Westerners (125), The Wonderful World of Magic (12 or 26), Thrillseekers (52), Target the Impossoble (20), Toward the Year 2000 (28), Ensign O'Toole (32), McKeever and the Colonel (26), Tom Ewell Show (32), Law and Jones (45), The Lohan and Barkley Show (26), Here Come the Stars (26), Can You Top This? (195), The Rogues (29), Dick Powell Theatre (59), Burke's Law (61), The Detectives (30 or 67), Honey West (30), Richard Diamond (26), Monty Nash (14), Target the Corruptors (35), Will Rogers USA, Bully, musicals (7), children's features (6), action features (10), John Macdonald, Joseph Doyle, David LaFollette, Toby Rogers, Bill Pastuch, Jason Elkin.

Sandy Frank Film Syndication 1000
Face the Music (260)*, The $100,000 Name that Tune (52), Battle of the Planets (85), Lee Mendelson Star Specials (12), Lia's Club (45). Staff: Sandy Frank, Bob Cohen, Judy Green, Sandy Aronowitz, Nancy Schecter, Eileen Potrock, Ellen Green.
French TV 1127-31/Rosewood Room

Fries Distribution 1003

Gerber-Carter Communications 1042

For You ... Black Woman (112), Studio Two Revue Featuring the Teenyboppers (52), Daughters of Daedalus, Food, Folklore and Fun, Looking Good in the 80's. Staff: Charles S. Gerber, Evelyn A. Carter.

G.G. Communications 1118

Staff: N. W. Russo, N.T. Evans, A.R. Russo.

Glen-Warren Productions 701

Globo TV of Brazil 415

The Good Old Days Are Gone, Too Late, Too Soon, On the Highway, Till Death Do They Part, Seven Days To Die, Mulher '80, Sergio Mendes Special, The Yellow Woodpecker Ranch. Staff: Joseph Wallach, Felipe Rodriguez, Roberto Fillipelli, Kathy Hricik, Lisette Stewart.

Grundy Organization 1053

Prisoner Cellblock H (260 half-hours). Staff: Reg Grundy, Tom McManus, Bob Crystal.

Leo A. Gutman 1611

Chuck Connors' Great Western Theatre (26)*, Sherlock Holmes (14), Charlie Chan (11), Mr. Moto (9), East Side Kids (13), The Speculat- uars (2), The Epics (13), The Holidays Specials (3), The Hollywood Seven (7), The International Three (3), The Clift-Hanger Five (5). Staff: Leo A. Gutman, Esther Balzen, C.B. Gutman.

Alfred Haber TBA


Harrington, Riger & Parsons 870


Hollywood Distributors International 1032

Music World (156), That Good Ole Gospel Music (156), Open House Theatre (28), Stanley's Smogless Steamer and Traveling Library (39), Nutz and Bolitz Theatre (26), Full Contact Karate (16), World Tennis (17), World Sports Racing (47), Fun and Fitness (118), Psy- chic Phenomena—The World Beyond (120), Eyewitness to the Past (39), Champions—The Competitive Edge (39), Chicago Soul (2).

Staff: Arden D. Moser, Buddy Brooks.

Raymond Horn Productions 1052

HR Television 1535

Staff: Ed White, Phil Corper, Gerry Farrell, Roy Edwards, George Hemmerle, Larry Bleidner, Bill Leslie.

Image Audio 1038

Image Factory 950

Intertel 849-80

Beany & Cecil (26), James Bay, Last of the Pharaohs (13), Primitive Man (6), The Friend of My Friends (12), The Wit and World of George Bernard Shaw, Yasser Arafat*. International only: Circus (24)*, Classic International Features (150), Grand Prix Tennis (12)*, National Geographic Specials (30), Oscar Peterson Presents (8), Previn & the Pittsburgh (10), The Body Human (7), The Joy of Bach*, The Sensational Seventies (12)*, The World of Wizards. Staff: Donald Coyle, Tom Einstein, Nina Berry, Beverley Guere.

ITC Entertainment 4478

The world's biggest entertainers are headed for Monte Carlo...
The world's biggest stars are headed for Cannes.

Marty Pasetta, the S.B.M. and 20th Century-Fox present the most spectacular entertainment showcase ever.

HOST: PATRICK WAYNE

Produced by Pasetta Overseas, Ltd., in association with Societe des Bains de Mer of Monte Carlo (SBM) and 20th Century-Fox Productions Ltd.
24 one-hour variety spectaculars, produced for an international market.

- 24 one-hour extravaganzas from the S.B.M.'s world-renowned Sporting Club of Monte Carlo.
- Hosted by Patrick Wayne, television and motion picture actor, each show features a major American star including: Paul Anka ☆ Debby Boone ☆ Glen Campbell ☆ Cher ☆ Mac Davis ☆ Joel Grey ☆ Kris Kristofferson ☆ Liberace ☆ Ethel Merman ☆ Anthony Newley ☆ Oak Ridge Boys ☆ Juliet Prowse ☆ Helen Reddy ☆ David Soul ☆ Dionne Warwick ☆ And many, many more!
- Each show highlights five international performers—world-famous stars such as: Joe Dassin ☆ Sacha Distel ☆ Zizi Jeanmaire ☆ Mireille Mathieu ☆ Nana Mouskouri ☆ Tessie O'Shea ☆ Plom ☆ Sandler and Young ☆ Shields and Yarnell ☆ Sylvie Vartan ☆ Third Generation Steps.
- And 120 more exciting entertainers!
- Plus 12 of the most beautiful showgirls in the world, costumed in the tradition of the Lido and Folies Bergere.
- Lavish family entertainment, produced with the on-screen budget of a network weekly special.
- Producer Marty Pasetta: Responsible for outstanding shows such as the Academy Awards, Emmy & Grammy Specials and over 60 major television variety shows.

Visit us at NATPE, Suite 1925, San Francisco Hilton.

Janus Television 1650
Laurel & Hardy (11 films, 60 half-hours), The Ultimate Classics (48), Classic Mystery Theatre, Film Ventures (10), Sports Scrapbook (78), American Superwhistlers (10), Success (104), Circle Square (26), Inside Track (29). Staff: Bob Curtiss, Robert Schmidt, Virginia Martin.

JWT Syndication 1150

Kamen Sciences 1058
Katz Television 971
M.A. Kemper 1616
TV Powww! Staff: Marvin Kemper, Jim Phillips, Tim Overmyer, George Shakoor, Dan Kemper.

King Features Syndicate 1125

King World Productions 1811
Klein & 1159

Alan Landsburg Productions 3880

Lexington Broadcast Services 1801

Linder, Brooks & Kearce 1165
Lorimar TV Distribution 1825

Lutheran Television 1043
Staff: Janet R. Nazi, James Nelesen.

Madison Square Garden TV 1025

Mag-Net 1104
Major League Baseball Promotion 1656
This Week in Baseball (26). Staff: Joe Podesta, Terry Kassel, Joe Reichley, Larry Parker, Mel Allen.

Marathon Productions 1223
Mascom Advertising 1147
Masscasting 815
The Stars of the Cinema (movie open, bumper, close and promo package for complete movie showcase). Staff: Neali P. Cortell.

MCA TV 1136

Media Associates 1143

Media Communications 1053
Medialvision 3972

Metromedia Producers 4278

Metro Productions 1028
Staff: Michael Miller, Ralph Smith, Donald Smith.

MG Films 1146
Hot Fudge (65), Spirit of Independence (208). Staff: Marvin M. Griee.

MGM Television 4375

Broadcasting Feb 11 1980 54
THE HIGHEST RATED OFF-NETWORK SERIES ON TV!

NATIONAL RANKINGS:

1st in TOTAL HOUSEHOLDS
1st in TOTAL WOMEN
1st in WOMEN 18-49
1st in TOTAL MEN
1st in MEN 18-49
2nd in TEENS
6th in KIDS
1st in VIEWERS PER SET

SOLD IN 110 MARKETS!

A TANDEM Production • Distributed by P•T•S Films
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600
HERE ARE THE FACTS...

HERE ARE THE SHOWS WE REPLACED:

<table>
<thead>
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<th>MARKET</th>
<th>FORMER PROGRAM IN TIME PERIOD</th>
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<td>Philadelphia</td>
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<tr>
<td>Youngstown</td>
<td>My Three Sons</td>
<td>UP 36%</td>
<td>UP 20%</td>
<td>UP 14%</td>
<td>UP 167%</td>
<td>75%</td>
<td>120%</td>
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<td>LATE FRINGE</td>
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<td>McAllen-Brown.</td>
<td>Movie</td>
<td>UP 100%</td>
<td>UP 308%</td>
<td>UP 308%</td>
<td>UP 308%</td>
<td>104%</td>
<td>100%</td>
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* Hollywood Squares/$100,000 Name That Tune/Muppets/In Search Of/Sha Na Na
** Match Game/Gong Show/Candid Camera/Family Feud/Muppets

Source: Arbitron. Details available upon request.
The Sullivans

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In Serial form... as Life is.

First-Run Strip Drama

NATPE Suite 1707
In January, 1975, the Jeffersons said goodbye to the Bunkers, moved to a fashionable East Side apartment, their own TV series, and an impressive 45 share.

Capitalizing on The Jeffersons' unique ability to attract an audience, CBS used it as their prime time workhorse, moving it ten times over the next five years. With each move, The Jeffersons not only increased the average rating of the time period, but also out-performed its new lead-in and lead-out series.

Today, when a single time period change can turn last year's hit into this year's also-ran, The Jeffersons remains solidly in the Top Ten, enjoying its highest ratings ever.

THE JEFFERSONS...
STANDING THE TEST OF TIME PERIODS,
Real (39), People of the First Light (7), Pacific Bridges (6), Pearls (6), Que Pasa, USA (28), Real People (8), Rebop (52), Sonrisas (39), South by Northwest I & II (10), Vegetable Soup (78), Villa Allegre (208), Watch Your Mouth (26), Getting to Know Me (6)*, From Jumpstreet (20)*, Nation Builders (10)*.

Staff: Nivette Vicens, Brenda Mabra, Bettye Sweet, Craig Swenson, Pam Faye, Barbara Wilson, Raymond Albertini, Flettiene Parks.

TV Cinema Sales 1235
Masterpiece Features (25), Nostalgia Nine (9), Lucky Eleven First Run Features (11), Special Four Features (4), EMI Features (101), Classic Vintage Westerns (12), Melody Ranch (38)*, Rollin' On the River (52), Barbara McNair Show (30)*, Story Theatre (26)*, George Kirby Show (26)*, Sports Stars (26)*. Musical Variety Specials (17)*, Nutty Squirrel (150). Staff: Jerry Weisfeld, Richard Ostrander, Peter Todgers.

TV National Releasing 1067
That Joan Rivers Show (250), Christianity— Through the Eyes of the Masters, Features International (30), Features Sci-Fi Action Joe Franklin's Hollywood Movieins (26), Princess Knight, Princess Knight (52), Laff-Movies (52), Guns of the Golden West Classics, Shirley Temple Comedy Theatre (7), Kiddie Camera (50), History Machine (50), Toffsy Cartoon Theatre (26). Staff: Maurice H. Zouary, Tom J. Corradine, Ken Weldon, Wallace A. Lancton.

TvNS 1029
Computerized news management systems. Staff: Jan M. Cheney, Laura Powell.

TVS Television Network G1905

Twentieth Century-Fox 1925

United Artists Television 3975

UPA Productions of America 1119
Science fiction features (15), Mr. Magoo's Christmas Carol, Uncle Sam Magoo, Mr. Magoo's Snow Whits, Mr. Magoo color cartoons (130), What's New Mister Magoo (or 32)*, Famous Adventures of Mr. Magoo (26), Roy Rogers Show (100), Dick Tracy cartoons (130), All Star Golf (142), Grenoble. Staff: Henry G. Saperstein, Lee Cannon, Patricia Duran.

Viacom 4178

Vipro Syndication 3870, 72, 74

Visnews Walnut B
Vitt Media International 1801
The Archies (104), Big Blue Marble Co. Specials (3), Chappy and the Princess (52), American Express Presents Discover, My Name is Lisa, My Seventeenth Summer, Treasure Island. Staff: Richard Olsen, Mike Leder, Lee Block, Dale Glickman.

Warner Bros. Television 3978

Weiss Global Enterprises 1715
The Brave Rifles, Our Time, Those Crazy Americans, Custer's Last Stand (15), The Black Coin (15), The Clutching Hand (15), Make Room For Daddy (161), The Funny Farm (26), Voyages of a Queen (130), The Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy, Criminologist (26), My Little Margie (126), Waterfront (78), The Adventures of Jim Bowie (76), Rocky Jones, Space Ranger (39), Thrill of Your Life (13), Canine Comments (13), The Chuckie Heads (150), Alice (10), Krazy Kid Kutunese (4), Nursery Rhymes (6), various feature film packages. Staff: Adrian Weiss, Steven A. Weiss, Lou Isral, George Harper, Ken Weldon, Tom Truman, Art Jacobs.

Western Union Telegraph 1048
Gene Wilkin Film Syndication TBA
Robert Wold 1639
Worldvision Enterprises 4078
Barnaby Jones (178)*, Little House on the Prairie (170), Holocaust, Freedom Road*.
This is the stuff that dreams are made of.

Now in production for Operation Prime Time from Columbia Pictures Television.
John Davidson. He's going to turn on the daytime audience.

John Davidson, one of the hottest, most versatile entertainers in the industry, and Group W Productions, the most successful producer of syndicated talk-variety, will combine to bring you daytime television's hit of the 80s.

The John Davidson Show. John, his co-hosts, and his guest stars will deliver a special brand of daytime entertainment to the target audience your advertisers seek.

Over 70 stations have already cleared the sixty or ninety minute version of this sure winner.

So join us as the viewers turn on The John Davidson Show, and vice versa.

The John Davidson Show

GROUP W PRODUCTIONS
Westinghouse Broadcasting Company
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7800 Beverly Boulevard, Los Angeles, CA 90036
(213) 852-4024

Visit us at NATPE: Hilton Tower Suite 4175.
Chuck Gingold, 1979 President of NATPE, was Director of Programming for KATU-TV, Portland, Oregon, when we interviewed him. Recently, he accepted a similar position at WABC-TV, New York City. It's a different station, but we think his words are still pertinent.

"My first real job was a tiny little station in Redding, California. I did everything. Everything imaginable. That little station was probably the key to whatever knowledge I have today. I was announcer/director, I was a promotion manager, I did my own switching, I even loaded the projectors. I've been through the chairs. And that's helped give me credibility in my current job. If someone says something can or can't be done, I say, 'Hey, I've been there.'

"The programmer's job is more challenging than ever. Not too many years ago, we had to educate the advertisers as to what television was. We had to teach them to accept our products — especially marketers who were oriented toward print. Now TV is recognized as a dynamic sales tool. The big job isn't selling the medium, it's selling the programming. That puts the pressure on the program director.

"I keep telling my people not to imitate but to innovate. I tell them not to try to be some other show. Let's be us. Let's localize. We have a program called 'Sunday Morning,' which is a full 90 minutes of mostly field pieces. The idea was to get away from the Sunday morning 'talking-head ghetto.' We got good ratings with this concept.

"There are people out there who don't wear size four hats, you know, people who are interested in issues. It's encouraging when your local production wins good audiences. Success spawns success.

"The station uses both film and tape. Film is very important to us. There is a certain mood that film captures. I would rather do a sensitive documentary on film. There are lots of programs out of Hollywood that I can't imagine being shot on anything but film.

"The public responds when their regular programs get pre-empted. When you start fooling with their habits and you say your favorite program will not be seen that night, they get angry. The only time we pre-empt network is for local events or a documentary.

"I think a program director should be a motivator. It is my job to instill enthusiasm. It is my job to say, 'Hey, you're not going to lose your jobs if we lose some points. You're doing the best job you can. Now let's talk about what we can do to make programming better.'

"A lot of kids today come in with a vested suit and attaché case and they want my job. I would say to them, 'Be humble. Be humble, and be willing to say, 'I'll sweep the floor, I'll take any job you give me.' I spoke to a seminar recently and the first question asked of me was, 'Do you make good money?' I asked them if they wanted to know what I made during my first ten years. We all had to pay our dues.'

In our publication, "TELEK," broadcasters talk about their experiences, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.

Kodak...Official motion picture consultant to the 1980 Olympic Winter Games.
GET SMART

...and get ratings!

Source: NSI, Nov. 1979. Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.
Would you believe... Maxwell Smart and company beat out both "The Doctors" and "My Three Sons" in Los Angeles early afternoon programming? Would you believe it tied "As The World Turns?"

Well, you should, because they're both facts. And here's something else to consider. KCOP in L.A. stripped GET SMART in several of its key time periods every day!

Because it works! With solid ratings. And broad audience appeal. That's why GET SMART ran for over five years on network. And that's why over 60 markets, including New York, Boston, Chicago, Baltimore and Atlanta believe in the crazy antics of Don Adams and Barbara Feldon.

GET SMART...and you'll believe too. In all 138 hilarious half hours.

Get Smart

NTA

12345 BEATRICE STREET, LOS ANGELES, CALIFORNIA 90066 (213) 390-3683

BUD GROSKOPF, CHIEF OPERATING OFFICER; ARTHURS, GROSS, V.P., WORLD-WIDE SALES
Eight days in San Francisco

Thursday, Feb. 14

Executive committee meeting. 9 a.m.-2:30 p.m.
Conference committee meeting. 3:40-3:30 p.m.

Friday, Feb. 15

Station representatives, network and group meetings. 8:30 a.m.-11 p.m.
Board of directors meeting. 8:30 a.m.-3 p.m.
Registration. 2:9 p.m.
Conference committee meeting. 3:30-4:30 p.m.

Saturday, Feb. 16

Station representatives, network and group meetings. 8-10 a.m.
Registration. 9 a.m.-5:30 p.m.
Hospitality suites open. 11 a.m.-7 p.m.
Screening of Iris nominees. 11 a.m. Walnut A Room.
Briefing for panel producers and moderators. 11 a.m.-noon.

Sunday, Feb. 17

Registration. 9 a.m.-6 p.m.

Independents, Pacific Room. Moderators: Don Tillman, KTVU-TV

San Francisco contacts. Broadcasting's editorial and sales departments will be headquartered in suite 1121 of the Hilton during the NATPE convention. On hand will be Dave Berlyn, David Crook, Win Levi, Jay Rubin, Larry Taishoff, Don West and Dave Whitcombe.

Indianapolis, and Clyde Formby, KVTM-TV Houston, with guests Lee Rich, Lorimar, and Michael Dann, Warner Communications.

Hospitality suites open. Noon-7 p.m.
Screening of Iris nominees. Noon-7 p.m. Walnut A Room.
Station representatives, network and group meetings. 7 p.m.

Monday, Feb. 18

Registration. 8 a.m.-6 p.m.
Coffee break. 9:45-10 a.m.
The Electronic Church. 10-11 a.m. Continental Ballrooms 4, 5 and 6.
Moderator: George McManus, CBS. Participants: the Rev. Elwood E. Kleser; Dr. Ralph Jennings, United Church of Christ; William E. Fore, National Council of Churches; Rex Humbard; Pat Robertson. Discussant: Representative Lionei Van Deelen (D-Calif.), chairman of House Communications Subcommittee.

Workshops. 11:15 a.m.-12:30 p.m.


To Buy or Not To Buy. Pacific Room. Moderator: Dick Woolen, Metromedia. Speakers: Jim Blake, KSTP-TV Minneapolis; Tom Breen, KTVU-TV Oakland, Calif.; Don Searle, KDOC-TB Los Angeles; Bob Temple, KTVU-TV Salt Lake City.


Hospitality suites open. 2:30-7 p.m.
Screening of Iris nominees. 2:30-7 p.m.

Tuesday, Feb. 19

Registration. 7:30 a.m.-5 p.m.

Early-bird workshop. 8-8:55 a.m. Imperial Ballroom. Can You Afford To Be Number One? Moderator: John Atkinson, WNAC-TV Boston.
A lot of good things are going on...
sco. We're going to town.

M*A*S*H
The all-time success, and top syndicated strip of this season.

The Monte Carlo Show
New, superstar entertainment spectaculars (24 hours).

T.H.E. Hospital
Hilarious new half-hour strip.

Dance Fever
Variety entertainment, featuring national dance contest, top celebrities and performers.

Dinah & Friends
Co-hosts join Dinah in a whole new kind of entertainment.

The Olympiad
One-of-a-kind series with dramatic insights to 80 years of Olympics.

The Jackie Gleason Show
Best of the Great One's classic comedy sketches (100 half hours).

The Guinness Game
Contestants bet on whether world records are going to be broken.

Planet of the Apes
Five new made-for-television movies (2 hours each).

Century 10
"Patton," "Poseidon Adventure," "Silver Streak" and many other superstar films of the 70's.

Premiere 1
Top-rated network movies with major stars and timeless themes.

Fox Three
50 all-time favorite films starring Hollywood's biggest names.

A lot of good things are going on

Visit us in Suite 1925 • The San Francisco Hilton
Speakers: Kenneth Bagwell, Storer Broadcasting; Anthony Cassara, KTLA/TV Los Angeles; Robert King, Capital Cities; Ellen B. Sachar, Goldman, Sachs & Co., New York.

General session. 9:10-11 a.m. Continental Ballrooms 4, 5 and 6. Sex and the Single Station. Moderator: Phil Donahue. Speakers: Chloé Aaron, Public Broadcasting Service; George Gerbner, University of Pennsylvania; Ann and Ellis Marcus, soap opera writers; Herminio Travi- nes, NBC. Discussant: Commissioner Anne Jones, FCC.

Coffee break. 10:15-10:30 a.m.

Workshops. 10:30-11:45 a.m.


How To Use Your Rep To Improve Your Ratings. Franciscan Room. Moderator: Linda Rios, kens-tv San Antonio, Tex. Panelists: Ed Alkan, Petry; Alan Bennett, Katz Agency; Larry Lynch, Blair; Dean McCarthy, HRP; Gene Swerdlow, PGW.


Hospitability suites open. 2-5 p.m.

Screening of Iris nominees. 2-5 p.m.

Iris Awards. 6:30-8:30 p.m. San Francisco Masonic Hall (buses begin leaving Hilton at 5:15 p.m.). Host: Hal Linden.

International buffet gala. 8:00-10:30 p.m. Hilton Continental Ballroom.

Meeting of broadcast associations. 2-3 p.m.

Screening of Iris nominees. 2-5 p.m.

Hospitability suites open. 2-7 p.m.

SPECIAL REPORT

Registration. 7:30 a.m.-noon.

Early bird workshop. 8-8:55 a.m. Continental Ballrooms 1, 2 and 3. A Decade of Prime Access. Moderator: Bruce Marson, wcvb-tv Boston. Speakers: Bill Andrews, Viacom; Pat Cramer, wwrnc-tv Columbus, Ohio; Jeff Greenfield, CBS; Richard E. Wiley, former FCC chairman.

General session. 9-11 a.m. Continental Ballrooms 4, 5 and 6. Part I: Television 1980. Moderator: Elie Abel, Dave Butlerfield, Management Analysis Corp., presents a NATPE-commissioned report on the current state of the medium and a projection of trends. Robert Schultz, Video Probe Index, presents a report on the behavior of TV households with multiple video sources. Part II: Television 1990. Speakers: Dick Belkin, Lee Enterprises; Joel Chaseman, Post-Newsweek Stations; James Flickr, DiscoVision; Herb Granath, ABC Video Enterprises; Larry Grossman, Public Broadcasting Service; Benjamin Hooks, National Association for the Advancement of Colored People; George Koehler, Gateway Communications; Marvin Klosow, Bristol-Myers; Commissioner James Quello, FCC; Jack Valentik, Motion Picture Association of America; Thomas Wheeler, National Cable Television Association; Robert J. Wor- mington, Association of Independent Television Stations; Vladimir Zwyorkin, RCA.

Coffee break. 11-11:15 a.m.


Annual business meeting and elections. Noon-1 p.m. Continental Ballrooms 1, 2 and 3.

Meeting of 1980-81 conference committee. 1 p.m.

Social notes. Not all of the activities at the upcoming National Association of Television Program Executives conference involve speakers, panels and wheeling and dealing. The day can start with wake-up exercises led by American Television Syndication's Ed Allen in the San Francisco Hilton's Franciscan Room (8-8:30 a.m.) and end with a preview of Orion Pictures' "Simon" at the Warwick Theater.

Eastman Kodak will be host in the delegate and spouse lounge in the Hilton's California Room. Columbia Pictures Television is taking care of coffee breaks. Iris award nominees can be screened in the Hilton's Walnut A Room.

On Sunday morning (Feb. 17), there's a choice of a Rex Humbard gospel breakfast (9:10-15, Imperial Ballroom) or a Catholic mass celebrated by Father Ellwood Kieser (9:30-10:15, Pacific Room). The NATPE Clairol Crown tennis tournament for spouses and guests, from Lexington Broadcast Services on behalf of Bristol-Myers Co., runs from 10 a.m. to 3 p.m. in the San Francisco Tennis Club.

On Monday, courtesy of Multimedia Program Productions, there's a Phil Donahue brunch and show for spouses and guests at the Hyatt Hotel, Union Square, from 10:30 a.m. to 2 p.m. That evening, there's a screening of An Evening in Brazil, from the Public Broadcasting Service, Viacom and TV Globo of Brazil (Continental Ballrooms 4, 5 and 6), or the "Simon" Hollywood preview, (9-11 p.m., Warwick Theater).

Tuesday afternoon, Group W Productions is providing a John Davidson brunch and show (11:30 a.m.-2 p.m., Venetian Room, Fairmont hotel). Tuesday night, after the Iris awards and dinner, Colbert Television Sales and Barry & Enright are offering cocktails, dessert and the dance music of Ernie Heckscher and the Fairmont Society Orchestra (10 p.m.-1:30 a.m., Imperial Ballroom). Or from Twentieth-Century-Fox Television, there's cocktails, dessert and dancing at a Fox Fanfare Party (10 p.m.-1:30 a.m., Hilton Plaza Ballroom).

For events outside the Hilton hotel, transportation will be provided.

Wednesday, Feb. 20

Registration. 8:30 a.m.-6 p.m.

Workshops. 9-10:15 a.m.


Coffee Break. 10:15-10:30 a.m.


Thursday, Feb. 21

Registration. 7:30 a.m.-noon.

Early bird workshop. 8-8:55 a.m. Continental Ballrooms 1, 2 and 3. A Decade of Prime Access. Moderator: Bruce Marson, wcvb-tv Boston. Speakers: Bill Andrews, Viacom; Pat Cramer, wwrnc-tv Columbus, Ohio; Jeff Greenfield, CBS; Richard E. Wiley, former FCC chairman.

General session. 9-11 a.m. Continental Ballrooms 4, 5 and 6. Part I: Television 1980. Moderator: Elie Abel, Dave Butlerfield, Management Analysis Corp., presents a NATPE-commissioned report on the current state of the medium and a projection of trends. Robert Schultz, Video Probe Index, presents a report on the behavior of TV households with multiple video sources. Part II: Television 1990. Speakers: Dick Belkin, Lee Enterprises; Joel Chaseman, Post-Newsweek Stations; James Flickr, DiscoVision; Herb Granath, ABC Video Enterprises; Larry Grossman, Public Broadcasting Service; Benjamin Hooks, National Association for the Advancement of Colored People; George Koehler, Gateway Communications; Marvin Klosow, Bristol-Myers; Commissioner James Quello, FCC; Jack Valentik, Motion Picture Association of America; Thomas Wheeler, National Cable Television Association; Robert J. Wor- mington, Association of Independent Television Stations; Vladimir Zwyorkin, RCA.

Coffee break. 11-11:15 a.m.


Annual business meeting and elections. Noon-1 p.m. Continental Ballrooms 1, 2 and 3.

Meeting of 1980-81 conference committee. 1 p.m.
New from the producers of PM Magazine: six fast-paced prime-time specials taking viewers to intriguing places to meet fascinating people at work and at play.


Available beginning in April — and in the PM tradition, sure to deliver big numbers for your choice advertisers.

Preview PM Magazine Special Edition in our NATPE suite, 4175.

GROUP W PRODUCTIONS INC./WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD., LOS ANGELES, CA 90036
90 PARK AVE., NEW YORK, NY 10016
The man who makes '60 Minutes' tick

CBS's Don Hewitt is the behind-the-scenes executive producer who has shaped it into TV's number-one program.

This season's television phenomenon may well be 60 Minutes. The newsmagazine consistently has led the ratings, generically out of place at or near the top of the prime-time program list which customarily is the home of situation comedies such as Three's Company, dramas such as Dallas or the wholesomeness of Eight is Enough.

Not only is 60 Minutes on top, but by a considerable margin. The closest any show comes to its 28.8 rating and 46 share so far this season is Three's Company and it is almost two full rating points behind.

How a news show got there can be chalked up to experience (it's now into its 12th season), celebrity (Mike Wallace, Morley Safer, Dan Rather and Harry Reasoner) or professional expertise. And as important is the style of documentary journalism of Executive Producer Don Hewitt, who in fact hates the word "documentary."

"It's the worst word in the world. People don't like to read documents. Who wants to watch something called a documentary?" Hewitt asks. As ratings continually show, people generally don't like to watch documentaries. But they do watch 60 Minutes.

The Hewitt touch? That perhaps is explained best by his feeling toward a CBS Reports: The Illegal Aliens back in the 1960's.

"Call it The Gonzalez Brothers," Hewitt remembers suggesting, "and the ads would say... 'Come along tonight and watch the immigration service chase two wetbacks through the back alleys of Los Angeles.'"

Dramatic flair aside, the Hewitt method was clear even then: "Once you get them, then you can inform them."

While doing documentaries for CBS in 1965-68 (after producing the CBS Evening News, first with Douglas Edwards, then with Walter Cronkite), Hewitt claims to have realized that no matter which network, all documentaries were getting about the same ratings. His logical conclusion was that the same people were watching them all. The problem was attracting the others.

The goal, as Hewitt explained, was "to make the information more palatable, to get the guy who preferred the set off after I Love Lucy to leave it on."

"I said to myself: 'I bet if we went multishubject in the hour, had no theme, disparate stories, if we made it very, very personal journalism'—and I don't mean advocacy journalism; we made it personally oriented to Mike Wallace and Harry Reasoner (the first co-editors)—" "If we package reality as attractively as Hollywood packages fiction, I'll bet we could double the audience share.' Well, we've done better than that."

As Hewitt is quick to admit, scheduling has played an important part in 60 Minutes' latter-day success. When the show was launched with an every-other-Tuesday slot, it didn't score too well at all. A move to 6 p.m. on Sunday (rotating with football) meant an improvement. But it wasn't until the newsmagazine earned a 7 p.m. Sunday position (a time the FCC has mandated for network news, public affairs or children's fare) that it took off. "We achieved our success because we were opposite two kids shows and we didn't have very much competition," Hewitt says. But that was the initial reason, he adds and "that's not the story of our success any more."

"The story of our success I think is that we are one of the only, strong viewing habits in television. The first [being] Milton Berle on Tuesday night for Texaco. Today, as far as I know there are only two things on television around which people plan their week; pro football on Sunday afternoon and 60 Minutes."

Has the show achieved such standing because it is the continuing adventures of Mike, Morley, Dan and Harry? That's a question Hewitt is used to hearing. He answers that "I used to think it was, I'm not so sure I believe that any more."

"There is a certain truth to the fact," he explains, "that people tune in because they get a fix on four guys and are interested in what they are up to tonight." It's there that the "personal journalism" comes in.

So when the government invited 60...
GREED, NEGLECT, BREED SLUMS

MONROE, Louisiana—About 30 percent of the rental housing in Monroe was classified as substandard by the federal government.

Both Gannett newspapers in town, the Monroe Morning World and the News-Star, investigated why so much of the city's housing was so run-down.

Who was to blame? What could be done about it?

The investigation revealed a history of greed, neglect and indifference.

The city's poor, elderly, disabled and handicapped very often simply could not afford Monroe's better homes, and the landlords and local government were part of the problem.

People were living in small wooden shacks built nearly 100 years ago. These sharecropper shanties were usually without heating, toilets or running water.

Landlords were reluctant to make improvements because that would cut into their profits.

The city was unwilling to do anything because the slumlords were heavy political contributors or, in some instances, the city fathers themselves were slum landlords.

In a series of well-illustrated reports, the Monroe newspapers brought these conditions to light, named names and pressed for the enforcement of housing codes. As a result, the city has reorganized its enforcement machinery, and low-rent housing is being built. Housing conditions are improving for the poor people of Monroe.

This is the kind of tough, honest, independent journalism of which all of us at Gannett are most proud.

The efforts of the Monroe newspapers symbolize the professionalism, independence and dedication to community service we all share.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, TV, radio, outdoor advertising, documentary filmmaking, or public opinion research.

And so from Cleveland to Coffeyville, from Port Huron to Port Chester, every Gannett newspaper, television, and radio station is free to express its own opinions. Each is free to serve the best interests of its own community in its own way.

GANVEIT
A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS
An all-new strip from Goodson-Todman!
Based on their greatest format ever!

"To Tell the Truth"

Out in front at the NATPE!
SUITE 4378
SAN FRANCISCO HILTON
The super-charged new "Truth" is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward! Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

Variety says, "First indications among tv-rep programmers in New York is that "Truth" could end up as the most formidable of the new game show strips."

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.
"If you want to cover the use a camera that's only good..."
“There are news-gathering and documentary situations where the use of artificial light is just too intrusive or difficult to achieve,” says Henry Sheppard, Chief Engineer of WCCO-TV, the CBS affiliate in Minneapolis.

“That's why our Sony portable BVP-300 cameras are such a big plus. With them, we can shoot in low-light conditions and get a lot of detail other cameras might not pick up. We even get good pictures with as little as two footcandles of light.”

WCCO-TV owns seven Sony BVP-300's, which the station's photographers use together with Sony BVU-50 recorders. The cameras are used to shoot public-affairs programs and segments of PM Magazine, as well as for ENG and documentaries.

“We're very particular about picture quality,” says Sheppard. “And before we committed ourselves to Sony, we evaluated just about every portable color camera available.

“Sony's colorimetry is excellent, its signal-to-noise ratio is high, and it always turns out pictures that meet our standards. Many of our engineers find its quality comparable to studio cameras. And our photographers like the way Sony handles. For example, in a helicopter, they can cradle the camera on one shoulder to reduce vibrations and get a very steady picture.

“And with the Sony system, each photographer can operate independently, without a second person along to monitor sound.”

When asked about Sony durability, Sheppard replied: “We don't coddle our cameras here. Each one gets handled by about 15 or 20 different photographers. They come in in the morning, grab their equipment, throw it into the back of the car, and they're off. Sony takes that kind of treatment remarkably well, and it's a good thing, because we can't afford to have our cameras down.”

Of course, Sony makes a full line of one-inch broadcast equipment, including cameras, recorders, editors and the BVT-2000 digital time base corrector.

For information, write Sony Broadcast, 9 W. 57th Street, New York, N.Y. 10019. Or call us in New York at (212) 371-5800; in Chicago at (312) 792-3600; or in Los Angeles at (213) 537-4300.
Minutes to send a camera crew, but no co-editor, with James Schlesinger to China. Hewitt turned down the offer. "60 Minutes was told there was no room on the plane for Mike Wallace, Morley Safer or Dan Rather [it was before Harry Reasoner's return in the show]. And I said 'thanks a lot but no thanks.' That's like asking Scotty Reston [of the New York Times] if he'd like to send his typewriter but there's no room for him."

It's a case in point of the Hewitt/60 Minutes philosophy. He sums up: "Our audience is interested in what [the co-editors] have found out, not in an 'impersonal narrator.'

That means taking a stand, not to the point of advocacy journalism, but without disregarding the fact that journalists too can draw conclusions. Take Harry Reasoner's remarks at the end of a piece on the glut of aid the U.S. has given Micronesia. He concluded: "We have tried to make over a society and we have botched it," adding, however, that if our goal was to make the islands dependent on America, "then we have succeeded beautifully."

Over the years, Hewitt says, the best characterization of the broadcast probably has come from Neil Shister who, writing out of the Miami Herald, called 60 Minutes a series of "Morality plays"—wherein, for example, Mike Wallace may never say he's against palimony but the audience knows for sure he doesn't think it's a good idea.

Hewitt spells it out: "If you don't have a point of view, nobody can get a fix on you. You're just showing information...but I defy anyone over the years to peg this broadcast as being right or left."

For himself, Hewitt claims, "I am completely apolitical."

A key, Hewitt says, is that "unlike other hour-long news broadcasts, I think we were the first that...was not concerned with issues but was concerned with stories that may be illuminating. I'm not interested in the issue of the environment; I'm interested in a story about the environment."

As for his staff, Hewitt—a man who doesn't bother with modesty when it comes to his show and his people—comments that "it's no coincidence that the four most popular news broadcasters in history are also the four hardest working." Morley Safer, for example, was said to have had only eight weekends at home last year, like the others having to split their time with five producers each.

The only person behind-the-scenes Hewitt will single out is senior producer Palmer Williams. "He's the guy that walks in here and says to me: 'You' re a dunce of crap and That's a terrible idea.'" Williams has been with Hewitt and 60 Minutes since the program's inception.

In all, 60 Minutes operates with 21 producers, 21 film editors, four or five researchers and others—all told about 75 people. Hewitt reports little attrition and an "indefinable something called psychic energy." It is just that "psychic energy," he contends, that has prevented equally successful versions of 60 Minutes from showing up on other networks. The structure of the show can be mimicked, as can the organizational plan but without the newsmagazine's own interplay, "the rest is a mirage."

At any given time, Hewitt has about 20 pieces to choose from in assembling each Sunday broadcast. Each of the four co-editors has five producers working on stories. Hewitt says the co-editor/producer responsibility for each piece is about 50/50; a producer may be longer on the scene, or the co-editor may be the on-camera correspondent, but thereafter the co-editor shapes it on the scene and in the editing room.

Hewitt describes himself as "sort of like a play doctor. I go from cutting room to cutting room. It's a little like a doctor on call." He claims to have no ambition for higher level executive positions in the network news division or elsewhere in the corporation. (He says he's never been offered the CBS News presidency.) "It doesn't interest me in the least," he says, "I like getting my hands dirty... And I find that executive jobs don't give you the opportunity..." The success of 60 Minutes after several long years, Hewitt says, "has changed his life "almost not one iota."

As for the show itself, Hewitt believes the editing and the writing have improved with age. Hewitt calls himself "a bug on copy...it's your ear that keeps you tuned to your television set maybe more than your eye."

In a sense too, Hewitt is a copy editor. When Wallace, Safer, Rather and Reasoner have done their research, he frequently turns his "back on the screen" to listen, for a wrong inflection or a pause too short. It's "all part of editing," he adds.

Hewitt says "I don't know what the budget is" for the program, and adds "So help me God" when that remark brings skepticism. He expects that "it's somewhere between $175,000 and $200,000" per week but claims not to really know for sure. Others have characterized the top-rated show as even more of a bargain: at $140,000 excluding studio and equipment costs ("Closed Circuit," Jan. 21).

Following the adage that nothing breeds success like success, 60 Minutes has spawned its share of both local and network newsmagazines. Regarding the other networks' versions, Hewitt comments that ABC News' 20/20 started out to be "radically different from 60 Minutes" and "fell right on its face." Now that it has come closer to the 60 Minutes formula, he says, it has picked up. As for NBC's News' Prime Time Saturday, he only says it is "going nowhere."

Hewitt too had problems when he was assigned to produce another magazine for NBC a few years back. With the ill-fated Who's Who, Hewitt explains, the staff never was able to come up with the same "psychic energy" as 60 Minutes. The difficulty, however, went further than that.

He explains: "If you want to do a show like Who's Who about people, you have to get a little bit tabloid, a little bit what Barbara Walters does with her specials, a little bit more into the People magazine kind of thing. I think CBS News thought that would be damaging to its reputation. So it was neither fish nor fowl. If you're going to do Shirley MacLaine, you have to answer the question: What is Shirley MacLaine really like? and [Who's Who] didn't answer the question.

Back to the other networks, Hewitt claims it is not their programs that are the true competition for 60 Minutes. Rather, he says the competition is the "distractions in the household" at 7 p.m. Sundays.

"If the kid says to his father, 'help me with my homework' in the middle of 60 Minutes and the father rants and raves, it's a loser."

If the father says: 'Honey, you can come back at eight o'clock, I'm a winner.' Hewitt isn't pressing his luck with 60 Minutes. To a network executive who once asked if 60 Minutes could be done every night at 10-11 p.m., Hewitt said no because the "psychic energy would be so dissipated" and "we would no longer be a force."

He explained that is the reason for summer repeats: "You have to have a down time."

The executive producer, however, does have his ideas. One that hasn't managed to win higher level approval is a 60

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**News views.** Eighty-five percent of those surveyed in a Los Angeles Times poll regularly watch television news, compared to 74% who said they regularly follow political and governmental news by reading newspapers.

Telephone interviews of 1,047 adults—including 766 registered voters—on Dec. 16-18, 1978, found the Iran hostage situation the most interesting running news story. Ninety-two percent of those polled said they were following it "closely." Next most closely followed issues were the energy and gas shortage (86%), price rises and declines (78%), relations between Israel and the Arab countries (52%) and the presidential campaign (51%).

Only one in 10 surveyed wanted less presidential campaign news while slightly more than half wanted more. In several over "poor comparisons, those polled approved of Chappaquiddick coverage 2 to 1. But almost half also said they wanted less news about the incident, with one-fourth wanting more news. Forty-two percent of those surveyed hailed more coverage of Senator Edward Kennedy's campaign "fair," while 30%—particularly Republicans—said the press is making the candidate look "better" than he really is and 23% said the press is making him look "worse" than he really is.

Sixty-three percent of those polled said Republican hopeful Ronald Reagan was getting "fair" coverage, with 17% saying he was made to look "better" and 12% "worse" than he really is. President Carter was believed to be treated fairly by 59% of those surveyed, and Republican contender, George Sutch, was believed to be treated fairly by 46%.
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Minutes anthology show. Another—and the only feature he says he would right now like to add to the newsmagazine—is more satire beyond that currently offered by Andy Rooney.

(Point/countertop disappeared from 60 Minutes several months ago when Shana Alexander, the liberal antagonist, quit; Hewitt's wife, Marilyn Berger of the Public Broadcasting Service's Special Editi-

es was among the contenders to replace Alexander, a choice which was not to be made by Hewitt. CBS decided, however, to drop the feature and Hewitt's own guess is that only about a third of his audience misses the interpel.)

Regarding satire, Hewitt says: "I have spent more time, money and effort trying to develop" something "beyond the fringe" yet still able to fit within the 60 Minutes format. Input from Chicago's Second City troups was considered as was an animated version of current 60 Minutes satirist Andy Roone
y. "I even went so far as to see if I could get a guy to draw Andy Rooney," Hewitt explains. "So Andy Rooney would lip sync to a character called Andy."

Hewitt admits that his "humor is very fragile" and I think it scares my bosses." But he adds that if he came up with something he truly thought would work, he probably would get the go-ahead because CBS News President "Bill Leonard and I seem to be on the same wavelength."

While the stars of 60 Minutes are Wallace, Safer, Rather and Reasoner and not Hewitt himself, the executive producer claims not to mind that he doesn't share the same celebrity status. He says he gets enough of it and, with the exception of Norman Lear, is probably the television producer most associated with a show. At basics, however, he says the important recognition comes from "most people I care about"—those in journalism and the arts.

Much of that recognition has come from those in praise of the crime and corrup-
tion-busting nature of the journalistic team and the over-all newsworthiness of the pieces. (Hewitt notes that he doesn't worry about lead-times and delays in air-
ing stories because often enough the "fact that 60 Minutes did it makes it news.")

But he also has faced heat. There are those who have complained about sensa-
tionalism. And with the interviews with the Ayatollah Khomeini late last year, for example, Hewitt took it personally for 60 Minutes when the New York Times editorialized that the networks may have been used. Hewitt shot back a published letter to the editor questioning how often the New York Times probably has been used, in part reading, "Let's face it, because you cover a lot more news than anyone else, you are ipso facto 'used' a lot more often than anyone else."

Hewitt may not get the mass attention of his co-editors but he has a star's con-
tract. Now 37, Hewitt is legally bound to CBS until the network's mandatory retire-
ment age of 65. And he's in demand; he recalls that NBC President "Fred Silver-
man once said to me: 'If you should ever

Convention planning. Radio-television news directors' applications for accreditation to national political conventions are now being received. Organizations who fail to file by April 1 deadline risk not being accredited. Replies should be sent to Robert F. Foster, conventions chair, House Radio-TV gallery, Room H-320, U.S. Capitol, Washington 20515. Information requested: names of news personnel, space needs, intentions to do live television or radio inserts from floor or booth, intentions to use trailers, and parking and housing needs. Republican convention will be held in Detroit, beginning July 11; Democratic, in New York, beginning Aug. 11.

Changing times. Imminence of delivery of news direct to consumers by electronic means is subject of report by Journalism Resources Institute at Idaho State University. Titled "Goodbye (Almost) To Newspaper," report is available for $1 expense charge from nonprofit institute at Box 6242, Idaho State University, Pocatello 83209. Thomas L. McPhail, associate professor of journalism at Carlton University, Ottawa, supports institute findings by maintaining, "The door-to-door newspaper had better be getting ready for retirement."

During next decade, he writes, certain newspaper services will be slowly transferred to computerized cable-delivered systems. Report also quotes Louis Uchitelle, business news editor for The Associated Press, who said AP has been offering to work with newspapers to develop computer hardware and software for information retrieval network.

Show me. Florida Supreme Court Chief Justice Arthur J. England made pitch for opening courtroom to cameras in speech at two-day Chicago conference of state chief justices. And to illustrate unobtrusiveness of broadcast cameras, Gary Cummings, director of station services at WBBM-TV Chicago, showed England how to begin running television videolap of England's speech, recorded quietly by minicam. Also there to speak in behalf of cameras in courtroom were Edward Cowart, judge who presided at highly publicized trial of Theodore Bundy, which was recorded by video camera, and Steve Tello, ABC technician who acted as pool coordinator at trial.

Tribute. ABC News and Ohio State University have established William D. Stewart Broadcast Journalism Lectureship, honoring correspondent killed on assignment last June in Nicaragua. Each year broadcast journalist will be chosen to spend several days at Ohio State (where Stewart was senior class vice president) lecturing, attending journalism classes and meeting students. Donations can be sent to Bill Stewart Memorial Fund, developmental fund, Ohio State University, Columbus, Ohio, 43210.

Be prepared. Instead of reporting what the price of gasoline, food or housing has been, Westinghouse Broadcasting's kwv-ch Philadelphia is telling viewers where economy may be going in next 90 days in city. Station commissioned study by University of Pennsylvania's Wharton Econometric Forecasting Associates and began running at least two weeks of reports on early and late evening news last Monday (Feb. 4). Wharton will update Philadelphia economic model quarterly and kwv-ch will report results.

Newsroom protection. New York Governor Hugh Carey last week called for passage of legislation that would require law enforcement officials to have court subpoenas, rather than just search warrants, before looking for information in newsrooms. It's another Carey push for bill that didn't make it through state legislature's last session. Bill still would allow use of search warrants, however, if belief is that documents might be otherwise destroyed.

No small matter. Jim Schultz, assistant bureau chief of Cable News Network's essentially nonexistent Washington bureau, is hard at work trying to create staff. He and George Watson, tapped as bureau chief, are only ones on board so far. But Schultz is looking for one senior producer, three producers, 10 correspondents, three assignment editors, four desk assistants, two graphic artists, three secretaries and 24 technicians. First task is to sort through 600-700 resumes received at Atlanta headquarters and forwarded to Schultz's temporary suburban Washington office. Schultz said he'll move to permanent bureau at 2133 Wisconsin Avenue in town for to six weeks.

Even-up effort. International Institute of Communications and Twentieth Century Fund plan to establish committee to examine and make recommendations for dealing with problems organizations say are created by imbalances in flow of information around world. Committee will be selected from among leaders in communications field from industrialized and Third World. Twentieth Century Fund representatives will develop plans for funding work of committee and appoint its members by April.

Broadcasting Feb 11 1980 88
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Ikegami HK-357A
NBC was right on top when sting story broke

Investigative team had followed story for weeks, even managing to tape FBI informing congressmen under investigation; always have to scramble to come up with reports

Early in NBC's evening news program on Saturday, Feb. 2, correspondent Brian Ross went on the air with a report of the Federal Bureau of Investigation sting operation in which one senator and seven members of Congress were said to be targets of a bribery investigation.

The broadcast, which was followed later that evening with a fuller report on the network's Prime Time Saturday, climaxed two months of investigative work by the 31-year-old Ross, who works out of the network's New York bureau, and his partner, field producer Ira Silverman, 44, who is based in Washington. It was a job so secret that he is not sure about, however, is the future of 60 Minutes, which he believes is "a permanent fixture in television, just like the evening news."

get out of [the contract], I'll give you two floors of the RCA Building.'"

How much does the success of 60 Minutes say for the news business in general? Hewitt doesn't know if it says anything. To bring home the point he asks rhetorically, "Does the New York Times say anything about newspapering in general?" and answers: "Probably not."

He even questions whether a 60 Minutes-style segment would be a workable feature within the CBS Evening News with Walter Cronkite for example. "I'm not sure that the frame of mind when they watch the evening news isn't at a faster pace," he says, "I'm not sure if they would stop for a 60 Minutes segment."

But he is secure about, however, is the future of 60 Minutes, which he believes is "a permanent fixture in television, just like the evening news."

...and they were the tools of the television trade, as able to get pictures of the comings and goings at a house used by the FBI agents, as well as of agents knocking on the targets' doors to inform them of the investigation.

It was not, however, a clear beat over the competition. In the day and a half that led up to the FBI men fanning out over Washington to notify eight members of Congress they were under investigation, Washington began springing a number of leaks. And both ABC and CBS, working hard against the clock, managed to avoid being beaten on the story.

ABC News in Washington got a tip regarding a sting operation involving the FBI on Friday. The next morning, the bureau's new chief, Carl Bernstein, received a similar piece of information indicating the investigation involved members of Congress, and he called in a half-dozen correspondents and assigned them to the story. ABC was shut out of early evening television since its only news program on Saturday is at 11 p.m. But Tim O'Brien, reporting from Chicago, was on ABC Radio at 7:30 p.m. EST with a 35-second piece on the sting operation. And at 11 p.m., ABC-TV presented a four-minute, fleshed out wrap-up on the story with ABC's investigative team."

At CBS News, White House correspondent Bob Pierpont got wind of the story Saturday morning, and contacted CBS's courts and Justice Department correspondent, Fred Graham, who was covering the American Bar Association meeting in Chicago. Between them, and with the help of Elizabeth Midgely and Jan McDaniels, they put together a story regarding a "sting operation" that had ensnared a senator and nine members of the House of Representatives that Graham broadcast on the 6:30 p.m. news. "We had to scramble," Washington bureau chief Ed Fouhy says. "And we did." Fouhy himself had helped oversee the work from La Costa, Calif., where he was attending a CBS meeting.

NBC was not alone in having advance information on the story. The New York Times and Newsday, on Long Island, had been working on it for some time before breaking it in their Sunday (Feb. 3) editions. (The Washington Post, playing catch-up ball, also managed a reasonably complete story for its Sunday paper.)

Despite the lead NBC had on the story, CBS was first in with the names of six of the targets—though it obtained them from the Times early Sunday edition. Graham did not have names when he went on the air with the lead item; anchorman Bob Schieffer reported them—with credit to the Times—to the end of the half hour. (O'Brien had only one name—Senator Harrison Williams [D-N.J.];—on ABC's 7:30 p.m. radio broadcast, but ABC reported the eight names later in the evening.)

NBC had chosen not to use the names in Ross's initial report because the targets themselves had not yet been informed. Indeed, FBI agents were knocking on Williams's door at about the time the 6:30 p.m. report was aired.

The stories themselves created a controversy. Members of Congress expressed concern about the disclosure of information regarding an investigation of colleagues who had not been indicted. That concern, in turn, prompted the Justice Department to initiate an investigation into the source of the leaks, and to express regret over the media's disclosures because "they may injure the reputations of innocent people." And most of those named denied, on camera, wrongdoing.

Ross, who with Silverman has done a number of investigative pieces for the NBC evening news, learned from various "sources" that the FBI probe was under way. He and Silverman kept in touch with developments as they unfolded in the three Washington offices—Washington, New York and Philadelphia.

Their sources last month were able to tell them the location of the house in northwest Washington (rented, coincidentally, from a Washington Post reporter based in New York) that the FBI agents, in their guise of wealthy Arabs and their representatives, used as a base for operation ABSCAM (Arab scam). So about one week before the story eventually broke, NBC rented two Winnebago vans, fitted them with tinted windows and stationed one at each end of the block on which the house is located. Inside the van, camera crews, using night vision lenses capable of amplifying available light 30,000 times, watched on a round-the-clock basis, apparently unobserved. And as men with brief cases came and went, they were videotaped from the vans.

Finally, Ross and Silverman were tipped off that the FBI was about to let the targets in on the investigation. Correspondents were brought in from out of town to reinforce NBC's resources in Washington, and each of the eight homes was staked out—which is how NBC managed to have pictures of FBI agents being admitted to Williams's house and of Williams talking to NBC correspondents after the agents left.

NBC managed to maintain tight security on its activities in covering the story. Originally, Ross and Silverman informed only NBC News President William Small of what they were onto. Later, as the story appeared to be building in Washington, NBC's bureau chief there, Sid Davis, and several others—including Sylvia Westerman, newswoman, Paul Greenberg, Nightly News producer and Tom Wolzien, director of the nightly "Segment 3" staff—were filled in. Davis provided the support Ross and Silverman needed, in the form of additional producers and camera crews, and directed the Washington coverage.

For NBC, it was a time for basking in a bit of glory. But Small kept the focus on the investigative team involved. Ross and Silverman, he said, "did a first-rate job. They are as good a team as television has in investigative reporting." He noted that they have done a number of pieces for the "special segments" of the Nightly News—on Mafia links to labor and on the oil companies—among others. "It's good they're getting the recognition they deserve."

But NBC was not the only network that broke a major story in the last 10 days. ABC's Brit Hume went on the World News Tonight on Tuesday with a report that the FBI is investigating a suspected bribery scheme involving Teamsters Union officials and Senator Howard Cannon (D-Nev.), chairman of the Senate Commerce Committee.

Hume said others in the Washington bureau have come up with the initial information on the story "some weeks" ago. He got involved only last week, he said. The story was not "fully confirmed" by the FBI until the day ABC put it on the air.

The New York Times also had the story, and published it in its Wednesday-morning editions. But ABC could take satisfaction from the fact that the Washington Post waited to give the network with breaking the story first, and relied on it as source material in its report of the FBI investigation.
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Campbell reporting is subject of Harvard forum where campaign people say journalists seek out the sensational rather than issues

Presidential campaign reporting stresses personalities and tactics while neglecting important issues, political experts agreed last week before blaming this on one another.

Campaign managers, consultants and journalists, assembled at a three-day Harvard conference, condemned the 30-second wrap-ups, "horse race" stories and general cynicism they see marking coverage along the marathon caucus-primary route to the presidential nominations.

But when press panelists criticized candidates for ducking hard questions, political pros replied that with a good "visual," their man would never make it onto the evening news.

NBC News President William J. Small answered the charge that 30-second commercials are the only way candidates can get their "unfiltered" message to the public with the statement that it's "as important to our viewers that professional journalists observe as it is to have them hear what you want them to hear."

Blaming some of television's political coverage troubles on the equal time requirement, Small said "Congress is toying with the idea of amending equal time when instead it should be abolished." He said the courts have been wrong in not seeing the equal time requirement as a "clear violation of the First Amendment" and that this is especially "frightening" when surveys show television an increasingly important source of Americans' knowledge of the candidates.

Thomas Quinn, campaign manager for California Governor Jerry Brown, called the equal time requirement a "useful check against the abuse" of electronic journalism's power. He and several others during the panel discussions, sponsored by Harvard's Institute of Politics and the Los Angeles Times, said nightly network news should be expanded to an hour.

Two leading political consultants rapped the media or what they see as a fixation on tactics and demand for the very "hype" they condemn.

John D. Deardourff, chairman of the board of Bailey, Deardourff and Associates (and presently working on Senator Howard H. Baker's [R-Tenn.] GOP presidential campaign), said reporters tend to see campaigns through their perspective, not the voters.

"You can say what the overwhelming majority of people want and need to know (about a candidate's stand on a major issue) in 30 seconds," Deardourff maintained. "Maybe the media elite wants more, but the intensity level of the average voter is far removed from the reader" who scrutinizes the New York Times, he added. He said press immersion in "who's up/who's down" in the polls diverts attention from the real issues. He—along with Newsweek chief political correspondent James Doyle—said the press is too concerned with reporting why a candidate said something, and whether it was a mistake to say it, than with telling the public just what he said.

John P. Martilla, president of his own consulting firm, said "serious efforts to present stands on issues without media hype' get no coverage."

He finds both "sanctimonious and cynicism" in the media's demanding something visual while complaining that candidates' campaigns lack substance.

While Jess Marlow, political reporter and anchor for KNBC-TV Los Angeles, urged networks to devote prime time to candidates' debates no matter what the ratings, former FCC Chairman Newton N. Minow recalled his own role in helping arrange the 1976 candidate debates.

Minow, chairman of the Public Broadcasting Service, said that after the Ford-Carter debates, people asked him: "Who won? Who lost?" and pronounced the whole affair "boring." He and Marlow concurred that a way had to be found to give candidates' more access to the airwaves.

Marlow's assessment of campaign

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coverage resembled the consultants’ “We cover politicians very well, but not politics. We cover campaigns very well, but not the issues.” He added that “we still insist that something has to be visually exciting. There are some damn interesting talking heads around, but we’ve conditioned the audience to believe that talking heads are dull.”

Christopher Lydon, who anchors the 10 o’clock news on Boston’s noncommercial WGBH-TV (which videotaped the Harvard sessions for re-broadcast), said television covers politics as a “real life entertainment series.” In 1976, he said, we had “The Adventures of Jimmy Carter,” who he said therefore entered the White House having only been a television presence.

“Like all television characters,” Lydon continued, “Carter’s wore out, so we have a new character, ‘Jimmy as Commander in Chief.’ We’ve got a new series on our hands.”

And to justify the networks’ “tremendous investment” in the Iowa caucus coverage, he claimed, Republican hopeful George Bush has been cast in the lead of “A Star is Born.”

The campaign leaders, however, didn’t apologize for their role in all this. The increasing number of primaries, according to Senator Edward Kennedy’s delegate selection chief, Richard G. Stearns, “has made the news media the most powerful actor in the nominating process.” He said that “we could spend a million dollars reasonably in each of the 50 states on television alone,” and that therefore he and competitors are forced “to somehow beguile and trap the media into doing what we can’t do ourselves” — give their candidates exposure.

According to Tim Kraft, national campaign manager for the Carter/Mondale presidential committee, there’s a good reason White House contenders shy away from the media.

Reporters, he said, “would rather ask sharp questions about a personality to give them the lead on the evening news” than to probe the issues. “There’s an adversary relationship between the press and the candidate,” Kraft stated. “With the first slip of the tongue or ill-chosen word, you will do your damnedest to nail him to the wall.”
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WDBO-AM Orlando, Fla.
WTOP-AM Washington, D.C.
WDBO-FM Orlando, Fla.
KIQQ-FM Los Angeles, Cal.
WQRS-FM Detroit, Mich.

Television
WJAR-TV Providence, R.I.
WDBO-TV Orlando, Fla.
KSAT-TV San Antonio, Tex.
WCMH-TV Columbus, Ohio
Arming themselves

Machinists union begins educating its members to the finer points of broadcast regulation, including petitions to deny, to improve TV's image of workers.

The International Association of Machinists and Aerospace Workers has begun its monitoring of network programming to rectify what it considers the "bum rap" given the American Blue-collar worker by television programmers.

IAM began its monitoring campaign last fall, with a series of workshops to educate its members on how the broadcast industry is regulated and must be responsive to the public interest. The workshops, conducted by William M. Young & Associates of Chicago, focused on the public's right to file petitions to deny a station's license renewal (Broadcasting, Sept. 3, 1979).

Young, who conducted similar workshops for the PTA and is now contracted to work with Phi Delta Kappa, the educational society ("Closed Circuit," Feb. 4), used basically the same manual he used with the PTA.

The manual stresses three areas in which the public can involve itself in the industry—the broadcasters themselves, advertisers and the FCC. A large part of the workshop is dedicated to teaching the participants how to monitor television.

The IAM had 14 of these training sessions from October through November, teaching 450 IAM members who in turn went to their own communities teaching and explaining the program to members.

The monitoring program seeks to document how union characters are portrayed in entertainment television, and how the news depicts them, along with such issues as inflation, energy, national health care, tax reform and foreign trade.

Robert Kalaski, director of communications for IAM, said: "All we want is a fair picture of the union worker. Sure, we're stressing the petition to deny thing, but what we want is for the broadcasters to know we're willing to negotiate our differences that's what unions are all about."

The results of the monitoring process

The clubs, they are a changin'. People patronizing disco "don't want to hear anything they haven't already heard on the radio," says Jo Searles, who spins records in a southern Maryland club and consults three others in the area. Searles says people who last year "were into touch dancing and hearing the newest! In dance music" are this year returning to "free-form, boogie-type dancing" and requesting music from the sixties, both oldies and classics.

Young people as well as adults are requesting oldies, says Searles, and music of Creedence Clearwater Revival is very popular right now. Also different in clubs this year is volume at which music is played. Last year, says Searles, speakers were turned up to "assault" levels, or highest volume. This year, they are at less than one-quarter capability, because, "people want to sit and converse as well as dance."

New in public affairs. Ohio State University Communications Services has changed its approach to public affairs program production and since late last December, has been offering "Lifestyles," five-day-a-week, two-and-a-half-hour syndicated informational radio programs. Often in interview format, programs cover topics of general interest, including energy, consumerism and medicine, and, as university public relations activity, are offered free, with only stipulation being return of tapes for re-use. Program is currently heard on 30 U.S. radio stations in markets including Cleveland, Columbus, Cincinnati, San Francisco, Baltimore, Hartford, Honolulu, St. Paul, Minn., Beaumont, Tex., and Sarasota, Fla.

Important outsiders. Novelty records, many of them comic, rarely surface on Broadcastin's "Playlist," which last week was expanded from top 50 to top 100 airplay survey of contemporary records, and is now mailed ahead of magazine. Such records, though rarely reported to "Playlist," are often valuable programming tools. John Young, program director at WZCO-FM Atlanta, reports morning airplay of Ray Stevens' current novelty, "Shriner's Convention" (RCA) is generating considerable phone response. WQGR (AM) Cleveland is highlighting top novelty records of 70's in "Kulture Konmer," nightly feature aired in late drive time.


Automated jazz. "Balanced Spectrum Jazz," fully automated, 18-hour-per-week jazz radio program premiered Jan. 14 on WVIP-AM-FM Mount Kisco, N.Y. Produced by Jazz Media International Ltd., program is targeted to adults, 25 through 55, and blends elements from past 30 years of mainstream jazz—Robert A. Orenbach and Barney Lane, former general manager and program director who founded all-jazz format at WWJR-FM New York, created Jazz Media International, which consults and represents radio stations programming jazz full or part time in number of markets, including Boston; Chicago; Columbus; Minneapolis; Boise, Idaho; Orlando, Fla., and Cambridge, Mass.

Preview. Contemporary radio listeners are being exposed to this year's winter Olympics theme, Chuck Mangione's "Give It All You Got" (A&M). Considerable number of Broadcastin's "Playlist" reporting stations added single last week, despite feelings by some programmers that radio should hold off on airplay until Olympics. Also added at many stations last week was Ray, Goodman & Brown's "That Special Lady" (Polydor). Scott Shannon, program director at WQAC-FM Morningside, Md. (Washington), was first major-market contemporary programmer to add single.

Setting it straight. Bobby Christian, program director at WXXM-FM Pittsburgh, was misquoted in "Playback" on Jan. 21, 1980. In referring to single, Desire (RSO) by Andy Gibb, he actually said: "We will not be a major station early on that record."

First five. These are the top five records in airplay on contemporary radio stations in the U.S., as reported by "Playlist." (1) Rock With You by Michael Jackson on Epic. (2) Crazy Little Thing Called Love by Queen on Elektra. (3) Longer by Dan Fogelberg on Epic. (4) Yes I'm Ready by Teri Desario and H. W. Kassey on TK. (5) Do That To Me by Captain & Tennille on Casablanca.
Prime time access is no time to just play games.

There is a huge adult audience in your market that's tired of just watching rolling dice, spinning wheels, and boxes filled with celebrities. They will want to see this Oscar winner in his own weekly show. The sophisticated Pink Panther. He's not just kidding around anymore.

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are still four months away, but already IAM is pushing its members to voice their opposition to broadcasts in other ways. Most recently, the IAM newsletter urged all members to write NBC concerning its airing of the program, Power, a fictionalized account of the rise to power of Teamster boss Jimmy Hoffa.

Kalaski, in a letter to Fred Silverman, NBC president, said: "It has long been a complaint of mine that the television networks have largely ignored the American trade union movement both in their news coverage and in their entertainment broadcasting. But the direction of the focus that your network has placed on its recent coverage of unions is misinformed, misguided and vicious."

Kalaski added that the unions are ready for a "meaningful dialogue" with the television industry "to help realize the full potential of this crucial medium of our society." But, he warned, "If that fails, we also stand ready to responsibly act to ensure that the medium is not abused and that American workers, consumers—indeed the large majority of American citizens—have parity on television with other elements of our society."

Kalaski's message to NBC has spread and has received support through similar letters sent by the American Federation of State, County and Municipal Employees, and the Bakery, Confectionery and Tobacco Workers International Union.

Fall back. Unable to get commercial stations it wanted in Dallas and Honolulu, Mobil Oil put its current Edward and Mrs. Simpson mini-series on noncommercial KERA-TV and KHET-TV in those markets. But Mobil sources emphasize that stations neither carry Mobil's commercials nor are paid for taking series. Word from KERA is that Edward episodes are run without breaks, but with usual "made possible by" credit at end.

NCAA play-off action. Games that NBC-TV does not telescast during next month's National Collegiate Basketball Championship will be available live to other stations through NCAA Productions, Shawnee Mission, Kan. NBC-TV, which has held rights to the playoffs since 1969, will cover semifinals and final (March 22,24), all four regional finals (March 15,18) and selected second round games (March 8,9). That will leave as many as 25 other games in the 48-leaf competitions that begins March 6. Contact: Dennis Oyler or Jim Shaffer, NCAA Productions, (913) 384-3220.

Pays to advertise. National advertising campaign begun last October by Public Broadcasting Service has proved effective. Preliminary findings from PBS study show programs advertised in TV Guide had average prime-time audience 29% greater than average for programs not included in campaign.

Love match. UA-Columbia Satellite Services Corp. has obtained exclusive rights to matches of Women's Tennis Association, providing for minimum of six tournaments per season for three years. Cost of rights was not disclosed. Coverage is expected to include Wells Fargo Classic, Volvo Classic and BMW tournament. UA-Columbia Satellite Network serves about five million homes in 47 states with its programming.

Milestone. Showtime Entertainment, nation's second-largest pay-cable service (after Home Box Office) has signed its millionth subscriber. Customer is from Pasadena (Tex.) Cablevision, receives free year of Showtime and 19-inch color TV.

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Reallocation of TV spectrum called key to more networks

FCC network study report says commission could aid new program services by shifting all stations to UHF or limiting V affiliations; use of cable and pay also pushed to provide diversity

While various methods of program delivery, such as cable, pay television and multipoint distribution hold promise for the advent of more television networks, and while video recorders and public broadcasting provide viewers with choices in programming, the FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies is a "severe" barrier to the development of more networks on the air.

This is the conclusion of a consultant to the FCC's network inquiry special staff, which last week released several preliminary reports on the prospects for additional networks.

The network inquiry staff has been mandated to conduct a full-scale examination of commercial program distribution practices in television broadcasting. It has been examining television network relations with affiliates, advertisers and program suppliers, in addition to distribution and factors influencing profitability of television stations.

Last October, the inquiry staff released the first of its reports on the network-affiliate relationship, FCC jurisdiction over networks and existing FCC networking rules (Broadcasting, Oct. 22, 1979). This latest series deals with the prospects for additional networks.

One report, by Thomas Schuessler, professor of law, University of Arizona, relates the FCC's spectrum management policies to the number of television networks. The report concludes that two decisions limited the entrance of new networks in the top 100 markets.

Those decisions were the FCC's adoption of a "intermixed" UHF and VHF assignment plan, "which greatly reduced the number of technically comparable assignments made to each market," and the decision to base the plan on the principle of localism, "thereby greatly reducing the total number of assignments which could be made to each market."

The report offers what it considers "structural solutions." The first is a shift to an all-UHF system — which Professor Schuessler considers the "optimum solution." This shift, the report notes, equalizes technical assignments and would free the VHF allocation for other services. The shift, however, would not be without costs. Those costs, the report says, are the "obvious political problems resulting from imposing increased competition upon existing VHF license holders in intermixed markets, and the UHF would experience technological disadvantages associated with converting VHF operations to UHF."

The costs could be minimized, the report says, by providing a sufficiently long transition time so that depreciated VHF equipment could be replaced with UHF equipment. Additionally, the report says that if Congress adopts a substantial spectrum use fee the cost of conversion could be eased by "simply permitting VHF licensees to credit their transition costs against their spectrum fees."

A significant effect of all-UHF allocation — that of withdrawing service from a large number of viewers not served by UHF because of propagation characteristics — could be remedied, the report says, by "employing greater transmission power, constructing taller antennas and utilizing booster and/or translator stations."

Another approach advanced to spur additional networks is a limitation on the number of VHF stations with which each network could affiliate so that "there would remain an equal number of VHF stations for affiliation with a fourth network." The report concluded, however, that this approach would not "adequately deal" with the problem because "the problem of technical comparability by simply spreading it around does not necessarily create a situation where new entry would make a real difference from the large capital investment required.

And more seriously, the report notes that "it fails to deal with the problem of nonoperating UHF stations in presently intermixed markets."

The report concludes that even if the UHF handicap is overcome by technological improvements and commission action, there would be limits on the numbers of stations to be accommodated in the top 100 markets.

By contrast, the report concludes, cable television offers a solution to both the technical and limitations problems. But until cable penetration levels are comparable to those presently achieved by the over-the-air networks, "cable remains only a potential solution to the present structural limitations on the development of additional networks."

Another report, prepared by L.A. Powe Jr., professor of law, University of Texas, entitled "FCC Determinations on Networking Issues in Multiple Ownership Proceedings," is just that. It is a detailed account of commission deliberations and decisions that have had an impact on station ownership and networking.

The report begins by describing the evolution of the current television ownership patterns of the three national networks. This is followed by a brief description of the current rules affecting station ownership and networking, and the status of the FCC's legal authority to promulgate such rules.

The conclusion is that since the Chain Broadcasting Report of 1941, the FCC's first look at the role of national networks, the FCC has debated the issue of networking and station ownership without coming to a serious or consistent conclusion. The report says: "While in the debates over networking and ownership no one has stated that a network would come into existence without owning a group of stations, it has been apparent that ownership of stations without more is probably not enough."

The report added that while no one has said so, the debate "has assumed that ownership of stations is necessary but not sufficient."

The report concludes that the commission's practice for years has been to think of networks as a closed class of ABC, CBS and NBC, "rather than any specific types of vertically integrated units."

Powe urges the FCC to adopt a definition of network to show for the existence of more than the three entities and says that the FCC should speak with "confidence" in "planning for a future where more networks will or will not be possible."

A third report issued last week focuses on the prospects for additional networks employing different methods of program delivery or financing, including subscription television, multipoint distribution service and cable television.

According to the FCC, these three
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Starting on the 20th of May, these programs will run on the 60 days preceding the Summer Olympics, with each program available for 3 runs per day.

Offered on an exclusive market basis with no cash outlay, this series has already been purchased in 60% of the U.S. including these major markets: WNEW-New York, KTTV—Los Angeles, WGN-Chicago, WPHL-Philadelphia, KXAS-Dallas, WTCN-Minneapolis/St. Paul, WFLA-Tampa/St. Petersburg, WTTG-Washington, D.C., KING-Seattle.

Don't you want to be in the running?

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delivery systems were chosen for study because they have been carrying increasing amounts of programing in direct competition with the broadcasting networks. In each case, the report says, commission policies could help or hinder the ability to become fully competitive with existing networks.

The report offers few predictions, however, about the future. With MDS, for example, it notes that the service "is a sufficiently new and undeveloped industry that its future growth and direction can only be guessed at." The report provides a history and current status of commission regulations of MDS, the equipment used, statistics on the industry and available studies examining the prospects for MDS.

The report concludes that MDS is "a service with many potential uses, of which pay TV is but one."

But it says that although MDS may continue to supply outlying areas of a cable system, "once an area has been cabled, virtually no one expects MDS to ultimately prevail as a pay delivery system."

The competition between MDS delivered pay service and pay STV may, in the short term, be much closer, depending from market to market on coverage area, and, in many instances, who gets there first."

At present, the report adds, among pay TV subscribers, MDS has approximately a 4.1% share, with approximately 3.4% for STV and more than 90% for cable. The report estimates that MDS has almost a quarter of a million pay subscribers.

Subscription TV, meanwhile, which began a trial experiment in the early 1960's, now has eight operating stations. And as with MDS, predictions are difficult to make. "How the industry, or the majority of the industry, actually will develop is, of course, not yet knowable," the report says. "The kinds and degree of vertical integration, as well as crossownership, may well determine the likelihood of new networks forming or being joined."

What will be important, the report notes, is the effect of FCC regulation on STV and on its competition. This is especially true now, it says, because of the speed with which STV can enter a market. "Whether STV is ultimately proved to be no more than a stalking horse or market softener for cable, or whether quick penetration will delay or defer cable, the log jam of applications at the commission, and the length of time required for obtaining approval certainly affects both STV's short- and long-term prospects," it says.

But an analysis of the situation is difficult. "The limited experience to date is intriguing but hardly dispositive. The hoped-for penetration rate of 10% has not been achieved, but at least one operator, ON TV in Los Angeles, is well on its way."

The cable report describes the history and structure of the cable industry and examines the extent to which multiple system owners have acquired cable franchises. In addition, there is an examination of the pay services offered to cable subscribers and the extent to which pay TV programers have acquired ownership interests in cable systems.

The study also looks at key developments in the cable industry, including: (1) the competitive advantages large MSO's may have in acquiring new franchises and the barriers to entry raised against new firms; (2) competition among program producers, packagers and distributors and cable system operators and the extent to which they will have access to cable audiences; (3) superstations and copyright liability, program liability, advertising rates, satellite resale, common carrier authorizations and tariffs, and (4) state/local regulation and cable competition with the commercial networks; state/local authority to regulate pay cable, and federal pre-emption of areas states have traditionally regulated.

The final two reports deal with program distribution, scheduling and production in the public television system and the status of home videocassette recorders and videodisk systems.

Discussing public television, that report begins: "At its inception public television, unlike commercial television, lacked the capacity for simultaneous networking, had no reliable source of income to be used for national program production, no common economic purpose and no centralized structure." Because of the lack of centralization or money for national productions, most production efforts were "crude" and "unable to attract large audiences."

As public television began to expand, increased spending came through funds provided by the Ford Foundation and others. When a Carnegie Commission report articulated a role for public broadcasting in 1967, the Public Broadcasting Act was adopted, establishing the Corporation for Public Broadcasting. However, the act did not provide the amounts of money recommended by the Carnegie Commission as necessary for the full development of a national system. (The Public Broadcasting Service was formed to run the interconnection between CPB and outside funding.)

A partnership agreement between CPB and PBS was eventually worked out, where PBS was reorganized into "an organization completely controlled by the noncommercial licensees and, except for the funding of the interconnection,
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became self-supporting through membership dues."

However, as systems and audiences grew, decisions concerning new programs were increasingly in the hands of a "multiplicity of outside funders." In 1975, when public broadcasting began to plan and implement satellite interconnection for public television, making simultaneous distribution of a number of programs available, little was seen at the end of the tunnel.

The report concludes that "many feel that the 'tyranny of the long-line' will make it impossible for the stations to aggregate program production funds in one or more central programming agencies responsible to the stations. Multiple program services may create a complex distribution and programming mechanism controlled from a number of different points—PBS, regional networks, CPB, consortia of independent producers and stations and the like—with each point in the system having sufficient funds for the programming, with funding and acquisitions decisions made according to the needs of the users and producers outside funders."

With the advent of satellite distribution and more funds, the report adds, it will become more likely that CPB and PBS will be given the extra measure of power they need to be able to act efficiently and, it hoped, responsibly, as the central determinants of the system's national presence.

Home video equipment—as opposed to new additional networks for program distribution—provides the viewer with a choice for other programming to his liking, allowing him to be, the report says, "free of real-time television broadcast scheduling and [becoming] the program director."

Thus far the report concludes, the courts have authorized private, in-home recording and copying of copyrighted broadcast audiovisual works. The report states, however, that the court decision allowing home video equipment "reserves for another day questions raised by tape duplication, tape swapping, or copying from media such as cable television or pay television."

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**Stung.** Representative John Murphy (D-N.Y.)... a member of the House Communications Subcommittee, was named in the FBI "sting" operation that implicated eight members of Congress on bribery charges (see page 88). Sources report that Murphy met last year with a Philadelphia lawyer and FBI undercover agents for talks on how to get two "clients" of the agents into the country. After the conversation, a briefcase containing $50,000 was offered to Murphy, but he reportedly said his attorney would take it. Murphy issued a statement last week denying the charges. He said he had been approached "by some persons on behalf of Middle East interests" but "a routine background check disclosed to me that these persons were fraudulent." He added that the events in question took place within recent weeks and he had cut off further talks with the men several weeks ago.

In a separate incident, the FBI disclosed last week that it was investigating actions of Senator Howard Cannon (D-Nev.), chairman of the Commerce Committee, the parent committee of the Communications Subcommittee. The FBI suspects that Cannon may have been rewarded with land in Nevada by an organized crime figure in return for his action on a trucking deregulation bill. Cannon issued a statement denying any wrongdoing.

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**Metromedia wants deregulation for some satellite distributors**

It asks FCC to exempt from common carrier status companies that offer superstation programing, leaving them exposed to copyright

Metromedia Inc. has told the FCC that it should not subject distributors of superstation programing to common carrier regulation. But it was not that Metromedia is attempting to protect such systems. For if they are not common carriers, Metromedia said, they would be subject to copyright payment.

Metromedia, which has long been concerned about the activities of satellite-based systems that pick up programs from television stations and distribute them to cable systems around the country, expressed its views in a proceeding examining the FCC's regulation of competitive common carriers. One question involved is whether the commission may "forbear" from regulating such carriers.

Metromedia said the commission is barred by law from "completely" abandoning the regulation of "actual carriers." But, it added, the agency is now regulating some entities, "such as Southern Satellite Systems," which distributes the programing of Ted Turner's superstation WBS (TV) Atlanta, "which are not, in fact, common carriers." And those systems, Metromedia said, "can and should be totally deregulated."

Metromedia said the "prerequisite" to common carrier status is that customers transmit material of their own choosing.

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**Minority message**

New technologies will be the key to programing to small and diverse audiences, Ferris tells black media audience

Solutions to minority stereotyping in television programing "must be based on a full awareness of the cold economic realities of the media business," FCC Chairman Charles D. Ferris told the Media Forum, a black media organization, in Los Angeles last Monday. Ferris said that alternative networks and expansion of the television distribution chain hold the key to minority programing and program diversity.

Ferris documented the "black experience" in films and early radio and television programing, citing characters in the 1915 silent film "Birth of a Nation," "Gone With the Wind" and "Amos 'n Andy." He said in the last decade "we have seen the networks' fruitful efforts to reflect the changing roles of blacks and minorities [Roots and The Autobiography of Miss Jane Pittman]. One result has been more roles for blacks and other minorities, although still few meaningful ones."

In response to current television programing, Ferris said, the U.S. Commission on Civil Rights and other groups have urged the FCC to play an "active role in helping to remove demeaning characterizations of minorities and women from the air."

Admitting that this is an important task, Ferris said "now we do it as important as setting about the task ... that full and just share can be obtained without sacrificing those that are more important to each citizen, especially minorities—the freedom from government censorship." Ferris told the group it was not alone in its dissatisfaction with the network programing. "A recent survey done for PBS found that less than a third of all television programs are satisfied with the diversity of commercial television programing," he said.

Ferris believes the "metamorphosis" of radio provides a lesson for television in this regard. "The [radio] industry's attitudes toward blacks, Latinos, and other minorities did not emerge until competition forced radio stations to seek a smaller share of the market on a more localized basis," he said.

He concluded that "to this end, perhaps the FCC's greatest contribution can be made by removing the barriers to the expansion of the electronic distribution chain and to the creation of new television networks, whether by cable, by satellite or by pay TV."

Ferris added that "increasing the number of television pathways to the home lowers the expected percentage—the normal share—of the viewing market critical to be considered a success in the industry. As the experience of radio has demonstrated, if this share threshold is lowered enough, the specialized tastes of many unsatisfied and underserved groups—all minorities in a true sense—will become sufficiently important that there is an attractive incentive to attract producers to respond directly to them."

The FCC chairman ended his speech with a warning to Hollywood—"you in Hollywood can be timid, and protectionist, and find your industry 10 years from now increasingly irrelevant and still plagued by massive underemployment. Or you can be open to new concepts, pursuing new electronic media ventures with the boldness of the early studio heads. I wish you in the program production community wisdom in your choice."
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And "superstation distributors," like Southern Satellite Systems, ASN Inc., United Video Inc. and others, "contract for satellite transmission capacity and then use that capacity to distribute program material which they select." Their customers, Metromedia said, do not pick the programming.

Thus, Metromedia said, the FCC is legally bound to remove the "mantle 'common carrier' " from the superstation distributors. That action would "materially advance the commission's deregulation objective." Metromedia said, adding, "Superstation distributors would be free to pursue their activities in the marketplace without the burden of commission regulation." But at the same time, Metromedia said, those distributors would be left outside the copyright liability exemption that applies to common carriers.

"This undoubtedly will cause some disruption of their activities until they can adjust to marketplace activities," Metromedia said. "However, it is clear that the superstation distributors have been unintended beneficiaries of the exemption [in the law]."

Family viewing still on its way back to the FCC

Appeals court rejects plaintiffs' request for reconsideration

Hollywood producers, writers and actors have suffered another setback in the family viewing suit they filed against the networks, the National Association of Broadcasters and the FCC. The U.S. Court of Appeals in San Francisco has denied their petition for rehearing by the full 12-member court of a three-judge panel's decision in the case.

The panel in November vacated the decision of U.S. District Judge Warren J. Ferguson in November 1976 that agreed with the plaintiffs' complaint. The Hollywood group alleged that the commission had violated the First Amendment and the Administrative Procedure Act and that the networks and the NAB violated the First Amendment by conspiring with the FCC to adopt the family viewing concept and enforce it against licensees. Under the concept, broadcasters were to limit the first two hours of prime time to viewing suitable for the entire family.

The appeals court, in vacating Ferguson's decision, ordered the case sent back for consideration by the commission (BROADCASTING, Nov. 19, 1979). And none of the circuit's 12 judges appeared to find fault with that decision: None requested a vote on the suggestion for rehearing by the full court.

Tandem Productions Inc., the East and West chapters of the Writers Guild of America, the Directors Guild of America, and the Screen Actors Guild still have the option of seeking Supreme Court review of the case. Their attorneys last week said no decision had yet been made on what the next step in the litigation would be.

SMPE: full speed ahead on digital

Engineers set up working group that is to develop standards; Toronto conference is success in devoting itself to one topic

Two days before the Society of Motion Picture and Television Engineers 14th annual television conference officially began in Toronto on Feb. 1, the biggest news had already been made.

The SMPTE working group on digital video standards, responding to initiatives by its European members, formed a new task force "to investigate the possibility of establishing a worldwide component digital television standard."

Although the scope of the task force is confined to investigation and recommendation, the implications of its formation are far-sighted and far-reaching. The action was premised on the belief that the days of analog are numbered (although no one expects total digitization before five to 10 years) and that the switch from analog to digital will afford the industry a chance to hack its way out of the PAL-SECAM-NTSC standards jungle and into the wide open spaces of a universal digital television format.

The key to developing a universal standard is the component encoding of the video signal. Encoding the composite signal of a NTSC camera, for example, creates a digital signal unlike a digitized PAL or SECAM signal and incompatible with non-NTSC equipment. The idea of component encoding is to digitize the signal before the peculiarities of each of the different systems come into play. As Rolland Zavada, vice president of engineering for SMPTE, put it: "When you split the signal into components, you begin to bridge the gap."

When the organizers of the conference held their first planning session, they realized that it would take a hot subject to attract television engineers to Toronto in the dead of winter. They found it in digital video technology.

Two days of technical sessions were devoted to the subject. The exhibit floor was restricted to companies willing to show only products relating to the all-digital theme.

By the time that the final count was taken, SMPTE had surpassed its own. Over 1,000 people registered for the conference, a record for the annual event and a good 200 more than it had expected based on the number of pre-registrants.

Conference Chairman Maurice French said that when the meeting was planned, he had to convince others that the digital subject could carry a whole conference, but as conference time approached, it became increasingly obvious that SMPTE was "hitting it just right," and by the time the registrants booked their rooms at the Sheraton-Centre on Jan. 31, digital had become the "hottest topic" in television engineering.

At a press briefing before the conference, Joseph Flaherty, vice president of engineering at CBS and financial vice president of the SMPTE, said that the SMPTE's television conference was "the most important technical conference in North America" and added that this year's meeting put SMPTE on the "cutting edge of digital technology."

By the conference's end, nobody could refute Flaherty's claims. The technical sessions, covering all manner of digital video issues from teletext to fiber optics, were well attended. On occasion the movie theater where the papers were delivered filled to standing room only, and the overflow was guided to another theater next door where it witnessed the speeches on closed-circuit, large-screen television.

The working group on digital technology standards that spun off the task force will go forward with its work toward establishing a composite digital television standard for NTSC countries. According to Robert Hopkins of RCA, who heads the working group, the group is in the third phase of work on the composite standard. He said that a draft has already been written and that only the field tests remain to be performed and evaluated. "The draft is complete," he said, "except for the changes that might be necessary after tests are completed."

Whether a composite digital signal will come to pass now that focus has shifted to a possible component standard depends, Zavada said, on whether a composite standard "is still timely" after it has been finalized.

The task force met on the last day of the conference and elected Frank Davidoff, a CBS engineer and old SMPTE hand, to the chairmanship. Davidoff said "that one of the important considerations that we will have to try to resolve is that of expanding the television signal bandwidth.
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*Advertising Age*
requirement of having become the development complete takeover of follow into digital. He said possible. He would and "quality headroom" should as ment are not broadcasters and Lowry, more bandwidth from limiting effect state creation of video users limit becoming quality."

According to Connolly, another SMPTE digital committee also made news at the conference. William Connolly, another CBS engineer and head of the study group on digital recording, announced that his group would be sending out 1,100 questionnaires in an attempt to learn exactly what qualities video engineers are looking for in digital recorders.

The inevitability of the digitizing of video was—at least by the end of the conference—an accepted fact of life, Davidoff, in the second technical paper of the conference, described the route video would take in moving from analog to digital. He said the first and current phase, has been characterized by the introduction into the studio of digital "black boxes" capable of performing functions that analog devices couldn't. The second phase will be marked by digital devices replacing analog devices, and the third phase will follow the introduction of the digital videotape recorder and feature the digital editing system described at the first phase of analog. The last phase, he said, is a complete takeover by digital—the all-digital studio.

Davidoff said the impetus for the transformation will come with the development of the digital videotape recorder. "The videotape recorder has become the center of the broadcaster's universe," he said.

According to an SMPTE spokesman, the number of exhibitors—16 in 30 booths—was slightly below the number of last year's conference, but, he added, "we turned down a lot that didn't meet the requirement of having a product that relates to the program."

The exhibitors who were there did not include all the digital equipment manufacturers, but they did represent a cross-section of current digital equipment and services.

Digital Video Systems showed a number of different digital devices including its DPS-1 time base corrector. RCA demonstrated its TK-47 automatic camera system. Micro Consultants Inc. was demonstrating its DPE-5000 digital special effects device, which is now capable of handling five separate video signals. (The latter said that ABC will be using one of the five-input models at the winter Olympics.)

The New York Institute of Technology Computer Graphics Laboratory was offering computer graphics services. According to a spokesman, the Graphics Arts System has been used to produce 25 commercials as well as titles and logos.

Among the few pieces of new equipment at the show was the NEC FS-16 frame synchronizer and processing amplifier. According to Richard Deinhert, the device will be ready for delivery shortly after the National Association of Broadcasters convention in mid-April. Deinhert said its size is one of its best features; it is only 2.6 inches high, 22 inches deep and can fit into a standard rack.

TeleMation's Composer II titling system was also set up for full demonstration. Dave Spindle, who manned the controls, said that the titling computer now stores 120 lettering fonts and 10 additional "utility fonts."

Robert O'Connor, a CBS engineer who doubles as head of the Electronic Industries Association subcommittee on teletext, presented an update on the subcommittee's work and said that the work would lead to a petition for rule-making at the FCC in mid-April, proposing national teletext standards.

According to O'Connor, the field tests being conducted by CBS at the network's KMOX-TV St. Louis for the subcommittee have been completed and additional, similar tests are planned for the network's Los Angeles station, KNXT. O'Connor said that the teletext signal held up well in the "rolling countryside" around St. Louis and the object of the Los Angeles tests is to determine whether the teletext signal can survive the "rugged terrain" there. (According to a spokesman for CBS, tests begun in mid-December involving teletext signals sent out over the network loop are continuing.)

The CBS tests are being conducted with slightly modified versions of the British Ceefax/Oracle system and the French Antiope system. Both of these systems as well as the Canadian Telidon system were compared in a paper written by several members of the Canadian Department of Communications Research and presented by J.R. Storey. The case for another system being talked about these days was presented by David Silliman of the Public Broadcasting Service. He described the closed captioning system—a limited form of teletext—that was developed by PBS, ABC-TV and NBC-TV and that will be implemented on March 15 by the National Captioning Institute.

Despite the discussions of teletext in terms of data bit rates and graphic resolution, it was generally agreed that the technical questions concerning teletext are well on their way to being answered. It was Walter Ciciora's paper that raised the crucial question of whether teletext as a service will be accepted in the United States.

There is a paucity of analysis of the user's point of view, Ciciora said. And, he added, "This is unfortunate since design tradeoffs should be guided by consumer considerations."

Because of the broadband capability of cable, the transmission of textual matter to the television set is felt by some to be a job for cable. But Ciciora refused to go along with this view. He said that in cable "too many entrepreneurial spirits will spring up and the market will be fragmented. Most if not all fragments will be too small to enjoy the economies of scale. Technical compromises will have to be made to keep costs low, and very limited and unexciting services will result." On the other hand, he said, teletext can become an "important and growing part of American television."

Ciciora urged that proponents of teletext "consider carefully the nature of consumers. "Failure to accommodate the consumer will likely result in disaster."

"To most people," Ciciora said, "television implies entertainment. Probably no one has yet purchased a television system displays and technical papers on the future of this information distribution service are hot topic at SMPTE meeting

One of the applications of digital technology that has drawn a good deal of attention over the last year is teletext, a means of broadcasting pages of textual information in the vertical blanking interval of regular programming to television receivers equipped with special decoders.

This increasing interest permeated the annual television conference of the Society of Motion Picture and Television Engineers in Toronto. Five papers, consuming the bulk of one of the four half-day sessions, were devoted to the subject and on the exhibit floor, restricted by SMPTE to just 16 vendors, representatives of French and Canadian teletext systems and their wares took up more space than most.

The technical papers produced a snapshot of the current state of the technology and one—by Walter Ciciora of Zenith Radio Corp.—went well beyond the discussion of the technical aspects to the question of whether teletext can be a viable consumer product.

Teletext takes the spotlight
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receiver with the specific goal of obtaining information or being educated. The prospective purchaser walks on to the sales floor with entertainment in mind. Features which appeal to this criteria will claim attention."

One of the features he felt could attract the attention of a portion of the consumer market is closed captioning. He said that the National Captioning Institute's growth will "be carefully watched" and should another more comprehensive teletext service come into being, "it will share that growth." He said that two captioning services will not be mutually exclusive and predicted that "captioning will be broadcast in [two] forms simultaneously.

Cicester said teletext should have a special appeal to the sports fan who could use the service to check on the progress of other games and lists of statistics, the delight of sports teachers.

Other services that Cicester felt teletext could provide are public service messages, television listings, travel schedules, election night statistics and traffic and weather information.

He suggested use of teletext as an educational tool. He said that a one-hour videodisk or videotape can store more than one-and-a-half million pages of teletext. "By digitally numbering each frame and controlling frame access under software control, a patient teaching mechanism can be provided."

Once the teletext system and service are ready for market, Cicester cited two areas that would determine ultimate success: cost of entry and the time and effort needed to use it. The cost of entry problem can be solved in part by starting the service with "the lowest-form-of-life" decoder. He warned, however, that such a decoder should be replaceable later with more sophisticated models.

Another problem related to the time and effort admonition is access time or the time it takes for a page to appear after it has been requested: "Americans are typically impatient. The waiting time is a critical factor." He said this problem can be solved by utilizing more vertical blanking time, and by repeating high-demand pages more often in the teletext transmission cycle.

Another method of reducing the access time is with a multi-page memory. Such a memory would permit the user to store a number of pages in the decoder and thus have them available for immediate call-up. The user would no longer be at the mercy of the transmission cycle that sends just one page at a time.

Understanding the value of multi-page storage, Antiope Videotex Systems, the U.S. marketing entity for the French Antiope system, demonstrated a 72-page memory at its exhibit. The memory did exactly what it was designed to do, but was far from being a practical element in any teletext system. The memory, built by the Compagnie Continentale de Signalisation, was the size of a small black and white television set and costs, according to one of the exhibit's staffers, $10,000.

Pierre Gaujard, president of AVS, admitted that the memory in its present state was impractical, but not the concept.

"The Antiope system, which telephone company leases for its 30 top-member MGO's, and its board of directors as well as its own top management, National Cable Television Association sponsored three-day conference to study technical, marketing and regulatory issues arising out of blossoming of what it generically terms videotex. List of speakers, whom NCTA gathered from around world, included many top names in business. Although attendance at conference was by invitation only, Chris Weaver, NCTA's vice president of science and technology, said fruits of conference would be distilled into book for public dissemination.

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Pierre Gaujard, president of AVS, admitted that the memory in its present state was impractical, but not the concept. Gaujard said within two or three years a multi-page memory would be reality. How many pages it would have to store to make the system practical is a question that Gaujard said could be answered only by market study.

The Antiope people were also demonstrating a hard copy printer, another item they hoped would enhance their system. The $2,000 device creates a negative image of what appears on the television screen through a process called thermal printing—the image is electrically burned into the five-inch-wide, aluminum-coated paper.

Across the center aisle from the Antiope display was the Telidon exhibit. Telidon, developed by the Canadian Department of Communications and the Ontario Educational Communications Authority, was demonstrated in two different modes—teletext and viewdata (hard wire).

The teletext signal was being transmitted by OEA's CICA-TV (ch. 19). According to Tom Horne, an OEA spokesman, the station was sending out 35 pages of text to 55 decoder-equipped receivers on lines 15 and 16 of the vertical blanking interval, as part of an initial trial test.
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Newhouse widens its base in cable

Newhouse Broadcasting, on its way out of the television business, shot up in the rankings of cable MSO’s with its purchase of Daniels Properties Inc. for an announced price of $90 to $100 million.

Newhouse will, upon closing, turn over control of the 15 systems in the Daniels' parent operating franchises, will be purchased by Daniels Properties within the neighborhood of $90 to $100 million.

Newhouse, like Newhouse, is a privately owned company, one of several operating arms of Daniels & Associates. The parent firm will retain systems serving 80,000 subscribers through other cable entities and, according to President John Saeman, will use the proceeds of the sale to foster the growth of several unbuilt systems. Daniels & Associates also is one of the leading brokerage and investment banking firms in the industry.

The deal is directly linked to the proposed sale of Newhouse's five television stations to Times Mirror Inc. for $82.4 million (BROADCASTING, Dec. 11, 1978).

Newhouse is entitled to a tax certificate in the sale of the stations since it is selling the TV's to further an FCC policy—the break-up of newspaper-television crossownership situations. Newhouse's parent corporation owns newspapers in each of the cities in which it owns television. The tax certificate will allow Newhouse to defer the capital gains tax on the sale of the stations on the condition it reinvests the proceeds of the sale in some type of communications company or property within 18 months.

Newhouse's reinvestment will be the 15 systems of Daniels Properties.

Prospects for the FCC approval of the transfer application and, by extension, the tax certificate are presently looking good. Federal Court of Appeals, working on the application said that he has "already written a preliminary draft" and that he expects action on the application some time in March. He added that two petitions to deny, filed by public interest groups, have been withdrawn. It's been an acquisitive time for the company. Newhouse Publications, the parent, announced last week that it had reached an agreement in principle with RCA to purchase its Random House publishing subsidiary for a price in the $65 million-$70 million range.

It is not quite clear why Newhouse, which owns in addition to its broadcast properties NewChannels, a major MSO with 185,000 subscribers, chose to operate the Daniels systems through MetroVision instead of through NewChannels. (MetroVision is owned by five stockholders: Newhouse, which owns over half the stock; Henry Harris, president; Thurber M. Foreman, Richard C. Hickman and Craig Magner. What percentage of the stock each holds is a closely guarded secret.)

One reason advanced by both Harris and Robert Miron, vice president of Newhouse, is to form a stronger foundation for MetroVision's franchising efforts. According to Harris, when MetroVision applies for a franchise the city council acknowledges that the company has the necessary money and experience, but they are sometimes put off by the fact that MetroVision doesn't yet have a functioning cable system. (It does hold franchises for suburbs of Chicago, Detroit, New Orleans and Cincinnati.)

Harris also added that the prospect of operating such a company allows MetroVision to hire more engineers and "more people to help with the franchising." He said the company's staff is approaching 30 and that he has "more hiring to do."

Saeman said there was a number of reasons why his company decided to spin off the cable systems. First, to diversify, and second, to allow it to focus on its newspaper operations. Newhouse is the parent company of The Times-Picayune (New Orleans), The San Diego Union-Tribune, and The Denver Post.

Sign of the times. TV Guide will introduce its first Cable/Pay-TV edition in the New Mexico El Paso, Tex., area in what is said unofficially to be an experiment that could lead to similar spin-off editions in many other markets. "We're going to see how it does," one TV Guide source said, "and then take it from there."

Current Albuquerque, N.M., and El Paso editions of TV Guide are being replaced by a New Mexico edition and the New Mexico Cable/Pay edition, effective with the Feb. 23 issue. They will be sold side by side—at the same 40-cent newsstand prices—and the same advertising will appear in both, at no change in current TV Guide advertising rates.

The Cable/Pay edition will cover the area from Durango, Colo., to El Paso, where there are an estimated 181,200 cable subscribers among almost 600,000 TV homes. The regular New Mexico TV Guide will carry programming for 18 off-air signals while the Cable/Pay edition will list programming from 33 different sources including Showtime, two feeds of Home Box Office, Madison Square Garden, Calliope, Entertainment and Sports Network, Nickelodeon, superstations in Atlanta, Chicago and Oakland, Calif., and four Los Angeles independent stations.

The Cable/Pay edition will also have special editorial features for cable and pay cable subscribers including a three-page pay TV Guide section, network and pay TV movies, an "Update" column for cable/pay cable viewers, a separate letters column and a nightly grid of programs. It will be identified on the cover with a slash line—"Cable/Pay Edition"—running diagonally through the TV Guide logotype.

TV Guide officials saw the new edition as another step on a road TV Guide has been following for several years, offering cable program information in what they said is now a total of about 50 of the magazine's 101 regional editions.
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Week's worth of earnings reports from stocks on Broadcasting's index

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<td>-1.9%</td>
<td>$9.22</td>
<td>$610,875</td>
<td>$53,800</td>
<td>7.25</td>
</tr>
</tbody>
</table>

* Does not include extraordinary item (representing prior years' investment tax credits on motion picture production costs) of $1,977,000, or 30 cents per share.

The 15 systems bought by Newhouse include 115,107 subscribers (39,117 total pay), most of whom are part of two system clusters around Lincoln, Neb., and Waco, Tex.

Things cool down between NAB and RAB over 'red hot' campaign

Former will furnish $17,000 for the promotional effort; funds will come from Radio Month budget

The National Association of Broadcasters has worked out with the Radio Advertising Bureau an agreement under which NAB will fund approximately $17,000 of RAB's "Radio It's Hot" campaign.

NAB's participation in the campaign is the result of eight months of negotiation. The dispute centered on the question of whether the NAB would contribute an outright grant or pay the bills for parts of the campaign in which it was a participant.

Arnold Lerner, chairman of NAB's Radio Advertising Bureau, agreed to fund approximately $8,000 of the campaign. The reprints will carry a credit line, saying they are courtesy of the NAB.

Second, NAB will pay the cost of distributing 200-300 campaign-designed radio sets.

Miles David, in a memo to the RAB board, said: "We're grateful to them for this cooperation and we know it was their desire to find an appropriate means of contributing."

The funds that NAB is contributing are essentially its funds for its National Radio Month campaign. Hobberman said this year's Radio Month will consist of the joint effort with RAB.

Cable creeps up on 20% penetration

Arbitor reports medium reached 1.8 million more homes in 1979; TV households add 1.9 million

Cable penetration of U.S. TV households increased by almost two percentage points in 1979, reaching approximately 18.7%, according to the Arbitron Television Census for 1979, conducted last November.

Arbitron figures showed cable penetration reached that level by adding 1.8 mil-
NEW
FROM
OSMOND TELEVISION

NATPE
Suite 1116

An informative, instructional, and entertaining half-hour strip that will Snickle Tickle early morning ho-hums into ha-has and hee-hees. It’s available for barter. 130/130

For information Contact:
David Sifford  615/373-0819
Arthur O’Connor  404/252-1199
Robert Chenoff  212/935-6484
Beverlie Brewer  615/373-0819
million homes during the year to a total of 14.2 million, while U.S. TV households increased almost 1.9 million to a total of 75.8 million. The 1978 penetration figure—12.4 million cable homes out of 73.9 million TV homes—was 16.8%.

Arbitron said the 10 markets with the largest number of cable households are New York, 930,800; Los Angeles, 617,500; San Francisco, 559,500; Philadelphia, 480,700; Pittsburgh, 400,200; San Diego, 255,500; Wilkes Barre-Scranton, Pa., 234,700; Seattle, 230,800; Cleveland, 210,600 and Boston, 208,200.

Arbitron placed the number of UHF television homes last November at 71.6 million, up 2.3 million from the previous year. UHF households now represent 95% of all TV homes in the U.S. with the highest penetration at 99% each in Chicago, Fresno, Calif.; Huntsville-Decatur, Florence, Ala.; New York; Lima, Ohio; Peoria, Ill.; Springfield, Mass., and Tuscaloosa, Ala.

The Arbitron census estimates that U.S. TV households having color sets totaled 64.4 million, an increase of 2.8 million over 1978. The figure represents 85% of all U.S. TV homes. Zanesville, Ohio, led all markets with color-set penetration of 95%, followed by Beaumont-Port Arthur, Tex., 94%; Dubuque, Iowa, and Reno, 93%, and Anchorage, Las Vegas and Palm Springs, 92%.

**Proposed**

- **KMEO-AM-FM** Phoenix, Ariz.: Sold by B&D Broadcasting Inc. to Scripps-Howard Broadcasting for $4 million. Seller is owned by Gail Beauchamp (50%) and Bruce M. Dodge and wife, Joan (50% held jointly). They have no other broadcast interests. Buyer is publicly traded, Cincinnati-based group owner of two AM's, one FM and six TV's. E.W. Scripps Co., parent of Scripps-Howard newspapers, holds more than 70% of broadcast group's stock. Jack Howard is chairman of Scripps-Howard Broadcasting and Donald Perris is president. Group recently sold with AM-Baltimore, where it is acquiring WITH-FM (BROADCASTING, Jan. 7). KMEO is 1 kw daytimer on 740 kHz. KMEO(AM) is on 96.9 mhz with 3 kw and antenna 1,560 feet above average terrain.

- **WWOM(FM)** Albany, N.Y.: Sold by Metroland Broadcasting Corp. to Liberty Communications Inc. for $800,000. Seller is owned by Joseph J. Reilly (22.2%), Orville J. Sather (25.5%), Thomas P. Moore (22.2%), Matthew H. Mataraso (11.1%), Augustine M. Cawley (11.1%), and William A. Bernardo (11.1%). They have no other broadcast interests. Buyer is owned by William J. Selwood Jr. (51%) and Pioneer Investment Corp. (49%). Pioneer is New York investment capital firm owned by Neil McConnell (51%), James Niven (35%), R. Scott Asen (10%). Selwood is director of commercial operations at KYW-TV Philadelphia, Pa. He will resign to manage new acquisition. WWOM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

- **WXLM(FM)** Savannah, Ga.: Sold by WXLM Inc. to Bay Communications for $735,000. Seller is owned by Leonard Morton who has no other broadcast interests. Buyer is owned by WLOX Broadcasting Co. which in turn is owned by James Love III (30%); sisters Mary Love McMillan and Jo Love Live (30% each), and John Hash (10%). James Love is consultant with N.Y. research and data analyst firm and, with sisters, owns Jackson, Miss., cemetery. Hash is president of WLOX Broadcasting which is licensee of WLOX-AM-TV Biloxi, Miss. WLOX Inc. also owns 55% of WXXI(AM) and 50.1% of WYTX(FM), both Jackson, Miss. WXLM is on 97.3 mhz with 100 kw and antenna 500 feet above average terrain.

- **KDOM-AM-FM** Windom, Minn.: Sold by Cottonwood Broadcasting Inc. to Windom Radio Corp. for $636,300. Seller is owned by Barbara Schneider and husband, Larry (50% each), who have no other broadcast interest. Buyer is owned by Brian Olson (90%) and Richard Bieuer (10%). Olson owns KOQC-AM-FM Webster City and 50% of KOWI-FM Clarinda, both Iowa. He also has 20% interest in new FM application in Montevideo, Minn., and 20% interest in Webster City Cablevision. Bieuer is general manager of KOQC-AM-FM with no other broadcast interests. KDOM(AM) is daytimer on 1580 kHz with 250 w. KDOM(FM) is on 94.3 mhz with 3 kw and antenna 310 feet above average terrain.

- **KELP(AM)** Floydada, Tex.: Sold by Radio Nine to MBFA Communications Corp. for $512,343. Seller is owned by Petty D. Johnson who has no other broadcast interests. Buyer is Lubbock, Tex., nonprofit religious organization. Tom Gilbreath is president. KELP is on 900 khz with 250 w day.

- **WKSX(FM)** Pulaski, Tenn.: Sold by Richland Broadcasting to Pulaski Broadcasting for $481,000. Seller is owned by George M. Martin (40%), Dee Leo Hoover (40%), and Alma S. Meyers (20%). They have no other broadcast interests. Buyer is subsidiary of Pulaski
Publishing Co., newspaper publisher, which is owned by S.H. Lake (55%), his wife, Geraldine (15%), Rupert Phillips (20%) and Donald McNeil (10%). S.H. Lake is president. He and his wife also own The Carthage Courrier, Carthage, Tenn. Phillips owns three Arkansas newspapers. McNeil is manager of Tennessee Press Associated, trade association. They have no other broadcast interests. WKSR is on 1420 khz with 1 kw full time.

- WNJK-AM-FM Arecibo, P.R.: Sold by Manuel Cabrera to A.E.C. Holding Co. for $400,000. Cabrera has no other broadcast interests. Buyer is owned equally by Carmen Phipps and Pablo Lierandi. Phipps is Arecibo physician. Lierandi owns Arecibo movie theater. They have no other broadcast interests. WNJK(AM) is on 1230 khz with 1 kw day and 250 w night. WNJK-FM is on 106.5 mhz with 19.5 kw and antenna 270 feet above average terrain.

- WQMV(FM) Vicksburg, Miss.: Sold by WQMV Radio Co. to Omni Media Corp. for $275,000. Seller is owned by Raymond E. Underwood who has no other broadcast interests. Buyer is owned by Ronald E. Hale and Glenn D. Mobley (50% each), who also own WQLV(FM) Vicksburg. Hale is general manager and 28% owner of WHTY-TV Meridian, Miss. He is also 50% owner of car rental agency in Meridian. Mobley owns men’s retail clothing shop and has one-third interest in real estate development company, both Muscle Shoals, Ala. WQMV(FM) is on 98.7 mhz with 56 kw and antenna 310 feet above average terrain.

- WTTX-AM-FM Appomattox, Va.: Sold by WTTX Radio Inc. to H.T.B. Inc. for $250,000. Seller is owned by Ted J. Gray Jr., who also owns WXEDE-AM-FM Altavista, Va., and WHRI(AM) Rock Hill, S.C. He recently sold WKNB(AM)-WRBK(FM) New Bern, N.C. (BROADCASTING, Oct. 22, 1979). Buyer is owned by Phyllis B. Giles (50%), husband, Roy (47%), son, Terry (1%), and Bluebell K. Reece (2%). Phyllis Giles is in wholesale distribution business, Roy Giles is sales executive, Reece is investor and Terry Giles is student. All live in West Palm Beach, Fla. They have no other broadcast interests. WTTX(AM) is daytime timer with 1 kw on 1280 khz. WTTX(FM) is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin & Associates.

- KODA-FM Houston: Sold by Taft Broadcasting Corp. to Westinghouse Broadcasting Co. for $5 million plus $700,000 for consultation agreement with Paul E. Taft who with family owns seller (BROADCASTING, Feb. 4). Tafts also own 85% of WNBW-AM Houston, N.H., and 41% of KMZK(AM) Fort Worth. Westinghouse Broadcasting owns seven AM’s, three FM’s and five VHF-TV’s. It has also bought WRET-TV Charlotte, N.C., from Ted Turner for $20 million, subject to FCC approval (BROADCASTING, May 21, 1979). It is subsidiary of Westinghouse Electric Co. KODA-FM is on 99.1 mhz with 97 kw and antenna 790 feet above average terrain.

- WYLD-AM-FM New Orleans: Sold by Peterson Broadcasting Corp. to Inter-Urban Broadcasting Co. for $2,250,000. Seller is owned by Jon C. Peterson, who has no other broadcast interests. Buyer is principally owned by Thomas P. Lewis, Chicago banker and businessman, who also owns majority interest in WLIST(AM) Gary, Ind. WYLD(AM) is on 940 khz with 10 kw day and 250 w night. WYLD-FM is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain.

- WXQI(FM) Daytona Beach, Fla.: Sold by Walter-Weeks Broadcasting to Patten Communications Corp. for $850,000 plus $300,000 for consultancy agreement. Seller is owned by James Walter and Robert M. Weeks who also own WFMI(AM) Daytona Beach and WSPB-AM-FM Sarasota. They have recently sold WNOI(AM) West Palm Beach-WNO-FM Palm Beach, Fla. (BROADCASTING, May 14, 1979) and WNTN(AM)-WLYW(FM) Tallahassee, Fla. (BROADCASTING, Feb. 5, 1979). Buyer is owned by Myron Patten and 24 others who also own WOWW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WRIHM(AM)-WJOX(FM) Jacksboro, Tenn.; WKLH(AM)-KLQF(FM) Clinton, Iowa., and WLYL(FM) Sun Prairie, Wis. Group has also purchased, KVAR(AM) Vancouver, Wash. (BROADCASTING, Nov. 12, 1979).

- WXQQ is on 101.9 mhz with 100 kw and antenna 230 feet above average terrain.

- Delaware Telesevice Co., Dover, Del.: Sold by Rau Radio Stations Inc. to General Television Inc. for approximately $5 million. Seller is principally owned by Henry Rau, group owner of six AM’s and six FM’s. He also owns cable franchise for Anne Arundel county, Md. Buyer is subsidiary of Storer Broadcasting Co., group broadcast and cable owner with cable systems in 16 states serving more than 360,000 subscribers. It also owns seven TV’s and one FM. Bill Michaels is chairman. Delaware Telesevice operates systems in Camden, Smyrna, Wyoming and Dover Air Force Base, Delaware, serving over 10,000 subscribers.

- Cable Television of Illinois, Fairbury, Ill.: Sold by Roy Bliss to Centel Communications for approximately $1.5 million. Bliss has no other cable interests. Buyer is owned by Central Telephone & Utilities, Chicago, publicly traded utilities company. Robert Reuss is chairman. Its other cable interests include franchises in Winfield, Aurora, Elgin, Sandwich, Montgomery, Oswego, Yorkville, North Aurora and South Elgin, all Illinois, and Houston. Centel is seeking franchises in Chicago metropolitan area as well. Cable Television of Illinois has 64 miles of plant, serving 3,500 subscribers.
As compiled by BROADCASTING Jan. 28 through Feb. 1 and based on filings, authorizations and other FCC actions.


New Stations

AM application

- Aiea, Hawaii—Stanley David Cook seeks 1200 kHz, 1 kw-D 250 w-M. Address: 98-127 Kaahumanu St., Aiea, Hi 96701. Estimated cost: $25,000. First quarter operating cost $40,400, first quarter operating cost $45,378, revenue $48,776. Format: Contemporary. Principals: Jeffrey Martin and wife (50% joint). Michael Martin (brother of Jeff) 50%. All three are employed at KSXO(AM) Redding, Calif., which is owned 90% by Jeff and Michael’s parents, John and Lucille Martin. Jeffrey owns remaining 10% of KSXO(AM). They have no other broadcast interests. Ann. Jan. 23.

- Burney, Calif.—Merit Broadcasting Corp. seeks 106.1 mhz, 50 kw. HAAT: 1461 ft. Address: 181 Andrique St., Suite 107, Sonoma, Calif. 95476. Estimated construction cost $277,000, revenue $58,000. Format: Cross-country. Principals: J. Nevin Smith, MD (70%) and Ross Shelton (30%). Smith is Sonoma physician. Shelton is Sussex County Court broadcast engineering consultant. They have AM application pending for Placerville, Calif. Ann. Jan. 23.


- Buffalo, N.Y.—Bison City TV 49 seeks ch. 49. ERP 220 kw vis., 224 kw aur., HAAT 850 ft.; ant. height above ground 955 ft. Address: 7730 Forsyth, St. Louis, Mo. Estimated construction cost $2,315,000, first-quarter operating cost $755,250, revenue $2,324,000. Legal counsel Lovett, Ford & Henneyessey, Wash., D.C.; consulting engineer James M. Hill, D.C.; principals: A limited partnership, applicant is composed of one general partner: Bison City Television 49 Inc. who will own 28% of applicant; Jack Underseiner, who will own 17 1/2% and additional limited partners will own 71%. Harold Proctor is president and 10% owner of general partner. Ann. Jan. 30.


- Rome, N.Y.—Promedia Communications Inc. seeks 102.5 mhz, 50 kw, HAAT: 835 ft. Address: Muck Road, Rome, N.Y. Estimated construction cost $123,801; first quarter operating cost $23,145; revenue $100,000. Format: Mixtures. Principals: Carl Ellenberg, wife Norma, Maria Rich (29% each), and two others. Carl is mayor of Rome, N.Y. Norma is sales manager for WRNY(AM) Rome; and Rich is program director of same. WRNY is owned by Promedia. Ann. Jan. 30.

TV applications

- Lakeland, Fla.—Ch. 32, Inc. seeks ch. 32; ERP 2000 kw vis., 250 kw aur., HAAT 260 ft.; ant. height above ground 296 ft. Address: 29 Via Navarro, Greenacres, Calif. 94904. Estimated construction cost $664,800; first-quarter operating cost $57,373; revenue $150,000. Legal counsel Lauren Colby, Frederick, Md.; consulting engineer Harold Munn, Coldwater, Mich.; principals: Frederick Button and wife Marilyn (32% each) and seven others. Button was supervisor with Bay Area Rapid Transit District, Oakland, Calif. through 1979. Marilyn is housewife. They have no other broadcast interests. Ann. Jan. 30.


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- Lake Tahoe Telecasters Inc. seeks ch. 3; ERP 208 kw vis., 28.8 kw aur., HAAT 260 ft.; ant. height above ground 296 ft. Address: 29 Via Navarro, Greenacres, Calif. 94904. Estimated construction cost $664,800; first-quarter operating cost $57,373; revenue $150,000. Legal counsel Lauren Colby, Frederick, Md.; consulting engineer Harold Munn, Coldwater, Mich.; principals: Frederick Button and wife Marilyn (32% each) and seven others. Button was supervisor with Bay Area Rapid Transit District, Oakland, Calif. through 1979. Marilyn is housewife. They have no other broadcast interests. Ann. Jan. 30.

- Lakeland, Fla.—Ch. 32, Inc. seeks ch. 32; ERP 2000 kw vis., 250 kw aur., HAAT 260 ft.; ant. height above ground 296 ft. Address: 29 Via Navarro, Greenacres, Calif. 94904. Estimated construction cost $664,800; first-quarter operating cost $57,373; revenue $150,000. Legal counsel Lauren Colby, Frederick, Md.; consulting engineer Harold Munn, Coldwater, Mich.; principals: Frederick Button and wife Marilyn (32% each) and seven others. Button was supervisor with Bay Area Rapid Transit District, Oakland, Calif. through 1979. Marilyn is housewife. They have no other broadcast interests. Ann. Jan. 30.


- Buffalo, N.Y.—Bison City TV 49 seeks ch. 49. ERP 220 kw vis., 224 kw aur., HAAT 850 ft.; ant. height above ground 955 ft. Address: 7730 Forsyth, St. Louis, Mo. Estimated construction cost $2,315,000, first-quarter operating cost $755,250, revenue $2,324,000. Legal counsel Lovett, Ford & Henneyessey, Wash., D.C.; consulting engineer James M. Hill, D.C.; principals: A limited partnership, applicant is composed of one general partner: Bison City Television 49 Inc. who will own 28% of applicant; Jack Underseiner, who will own 17 1/2% and additional limited partners will own 71%. Harold Proctor is president and 10% owner of general partner. Ann. Jan. 30.
Starring:
Archie
Betty
Veronica
Jughead
Reggie
Sabrina
Aunt Hilda

100 half hour episodes available for 5 day-a-week strip
Third successful year in syndication - 55 station line up
Barter for ITT Continental Baking and Mattel Toys

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Northern Michigan listeners still prefer... WWAM/WKJF-FM

49% Total audience share, 12+

DAILY PART SHARES*

<table>
<thead>
<tr>
<th>Time</th>
<th>WWAM/WKJF-FM</th>
<th>Closest Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 AM-10 AM</td>
<td>48.1%</td>
<td>46.5%</td>
</tr>
<tr>
<td>10 AM-3 PM</td>
<td>37.5%</td>
<td>37.5%</td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td>37.5%</td>
<td>37.5%</td>
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</tbody>
</table>

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM: 46.3% Closest Competition: 14.8%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM: 49.5% Closest Competition: 18.6%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM: 49% Closest Competition: 17.8%

*Survey conducted by professional research services, Temple, Arizona (formerly National Radio Co. Research), licensing hours (7 AM-9 PM) Monday through Friday, Feb. 20-Mar. 9, 1978...four county survey area (Wexford, Missaukee, Osceola and N. E. Lake)...1504 calls attempted with 744 completed calls, a 51% completion factor.

WWAM/WKJF-FM
CBS RADIO FOR NORTHERN MICHIGAN
Buckley Radio Sales, Inc., National Representatives

Ownership Changes

Applications

- KMEO-AM-FM Phoenix, Ariz. (AM: 740 kHz; FM: 99.5 MHz) - Seeks assignment of license from B & D Broadcasting Inc. to Scripps-Howard Bldg for $4 million. Seller: Gail Beauchamp (30%); and Bruce M. Dodge and wife Joan (50% held jointly). They have no other broadcast interests. Buyer: Publicly traded group owner of 2 AM’s, 1 FM and 6 TV’s. Mostly owned subsidiary (70%) of E. W. Scripps Co., Cincinnati, Ohio newspaper publisher. Jack Howard is chairman. Donald Perits is president. They have sold subject to FCC approval with (AM) (See BROADCASTING, Jan. 7). Ann. Jan. 30.

- WCLM(FM) Savannah, Ga. (FM: 97.3 MHz) - Seeks assignment of license from WXLM Inc. to Bay Communications for $735,000. Seller: Leonard Mor ton (100%) who has no other broadcast interests. Buyer: WLOX Broadcasting Co. (100%), owned by James Love III (30%), John Hask, (10%); Mary Love McMillen (30%); Jo Love Little (30%); WLOX Broadcasting is licensee of WLOX-AM-TV Biloxi, Miss., and 50.1% owner of WWTX-FM and 55% WKKX-AM both Jackson, Miss. Love, Little and McMillen own (one-third each) Jackson, Miss., cemetary. Love is consul tant to Reinhheimer and Nordberg, N.Y.C. research and data analyst firm. Hash is president of WLOX Broadcasting.

- KTGA(FM) Fort Dodge, Iowa (FM: 92.1 MHz) - Seeks assignment of license from WCLM Inc. to Smithway Communications Corp. for $50,000 plus assumption of liabilities. Seller: James E. Boardman who has no other broadcast interests. Buyer: Harold Smith, Jim Wann, Russell Hilkens (22.2% each); Shannon Reed (33.4%). Smiths and Hilkens own Smithway Motor Express (one-third each), Fort Dodge truck line and Smithway, Inc. (one-third each) a vehicle leasing company. Reed is veteran broadcaster. They have no other broadcast interests. Ann. Jan. 30.

- KDOM-AM-FM Windom, Minn. (AM: 1580 kHz; FM: 94.3 MHz) - Seeks assignment of license from Cottonwood Broadcasting Inc. to Windom Radio Corp. for $536,300. Seller: Barbara Schneider and husband Larry (50% each). They have no other broadcast interests. Buyer: Glenn Olson (90%); Richard Bieuer (10%). Olson is veteran broadcaster who owns KGOW-AM-FM Webster City, and 50% of KGOW-FM Clarinda, both Iowa. He also has 20% interest in new FM application in Moville, Minn. and 20% interest in Webster City Television. Bieuer is general manager KGOW-AM-FM Windom.

- WQMV(FM) Vicksburg, Miss. (FM: 98.7 MHz) - Seeks assignment of license from WQMV Radio Co. to Omnimedia Corp. for $225,000. Seller: Raymond E. Underwood of Vicksburg who has no other broadcast interests. Buyer: Ronald E. Hale and Glenn D. Mobeley (50% each). Hale is general manager and WHTV(AM) MERIDIAN, Miss., licensed to Threadgill (22.2%);
In Tucson, Blair is now helping KAIR-AM and KJYK-FM beat the competition to the punch.

Tucson is one of the fastest-growing cities in the United States. Consistently ranked as one of the strongest beautiful music markets in the country, two very smart stations have managed to become its exclusive sources for that sound. They are KAIR-AM and KJYK-FM.

KAIR is "The Power Beautiful Music Station" in the market and has been since 1968. KJYK is the most powerful radio station in southern Arizona.

The latest Arbitron says that the stations, ranked 1 and 3, are the best combination punch in the market, together delivering a 19 share.*

To make sure their story packs even more punch with advertisers, both KAIR and KJYK have named Blair Radio their national sales rep. Blair's got what it takes to help them keep winning - sheer aggressiveness and the skill and resources to back it up.

Blair, KAIR, and KJYK. Together, we're making things happen in radio.

*Source: Oct./Nov 1979 Arbitron. Persons 12+, Mon-Sun, 6 a.m. to midnight, metro audience estimates subject to qualifications available on request.
The most experienced recruiting expertise available to the broadcast industry

With more than twelve years experience in the broadcast industry, Carl Youngs and Mike Walker have assisted Radio and Television organizations of all sizes in recruiting management personnel.

For a confidential discussion of your General Management, Sales, News, Programming, Engineering or Financial hiring needs call: Mike Walker at (312) 394-9330.

Youngs, Walker & Company
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Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

| Commercial AM | 4,528 | 3 | 28 | 4,559 | 93 | 4,652 |
| Commercial FM | 3,106 | 2 | 47 | 3,155 | 25 | 3,331 |
| Educational FM | 1,011 | 0 | 77 | 1,083 | 97 | 1,125 |
| Total Radio | 8,645 | 5 | 102 | 8,752 | 358 | 9,108 |

| Commercial TV | VHF | 514 | 1 | 2 | 517 | 8 | 525 |
| | UHF | 221 | 0 | 8 | 229 | 60 | 289 |
| Educational TV | VHF | 99 | 1 | 5 | 105 | 5 | 110 |
| | UHF | 154 | 2 | 8 | 162 | 16 | 186 |
| Total TV | 988 | 4 | 21 | 1,013 | 77 | 1,090 |
| FM Transmitters | TV Stations | 175 | 0 | 0 | 175 | 0 | 175 |
| | VHF | 1,223 | 0 | 0 | 1,223 | 388 | 1,611 |
| | UHF | 2,487 | 0 | 0 | 2,487 | 213 | 2,680 |

*Special temporary authorization*

**Includes off-air licenses**

Facilities Changes

AM application

- WJIK-AM-Camp Lejeune, N.C.—Seeks MP (BP-2120) to redesignate remove control/SL, 950 kHz; Ch. TL to 1060 ft. To Redieture of Ch. 24 and Pump Creek, Pine Creek Rd. Ann. Jan. 31.

FM applications

- WTCI-FM Hartford, Conn.—Seeks CP to incr. ERP: 20.2 kw (H&V); Ann. Jan. 31.
Sign on Scooby-Doo, now in syndication for the first time. Already, stations in all of the top 5 markets have signed to put him on!

Here's the scoop: Exclusively through the DFS Program Exchange, 110 half-hour Scooby-Doo programs will be available for Monday through Friday daytime use, beginning in September of 1980.

These are just a few of the outstanding stations which have signed on: WPIX-New York, KCOP-Los Angeles, WGN-Chicago, WTAF-Philadelphia, KTVU-San Francisco, WSBK-Boston, WKBD-Detroit, WDC-A-Washington.

Scooby-Doo is offered under a 100% trade arrangement, with no cash outlay. Without putting up a penny, you get a 5-year exclusive run in your market. Be the one in your market to put on this top-rated children's program.

Come on and see us at the NATPE Conference in the San Francisco Hilton (Suite G 1839), February 16-21, 1980.
In Contest

FCC decisions

San Francisco, Calif.—FCC has dismissed petition by Grayson Enterprises, Inc. seeking reconsideration of its decision to permit operation of a low-power FM station in the city. Grayson's petition was dismissed because it was not filed in a timely manner.


Booneville, Ark.—Charles Massey requests amendment of FM Table of Assignments to assign Ch. 222A to Booneville. Action Jan. 31.


Colorado Springs, Colo.—Kurt Grow requests amendment of FM Table of Assignments to assign Ch. 292A to Fountain. Action Jan. 31.

Grand Junction, Colo.—Richard Maynard requests amendment of FM Table of Assignments to assign Ch. 260 to Fruita. Action Jan. 31.

Jacksonville, Fla.—Eagle Enterprises denied request to amend FM Table of Assignments to assign Ch. 282A to San Augustine, Fla. Action Jan. 14.

St. Petersburg, Fla.—Hubbard Bdcg. Inc. requests amendment of TV Table of Assignments to assign Ch. 59 for educational use at Port Pierce, Florida. Action Jan. 14.

Avilla, Ind.—The Harts Corporation requests amendment of FM Table of Assignments to assign Ch. 272A to Avilla. Action Jan. 31.

Jacksonville, Ind.—Hendricks Cutter requests amendment of FM Table of Assignments to assign Ch. 269A to Greenville, Ill. Action Jan. 31.

Hiawatha, Kan.—Kanza Bdcrs requests amendment of FM Table of Assignments to assign Ch. 221A to Seneca, Kan. Action Jan. 31.

Ulysses, Kan.—Grant County Bdcg Co. requests amendment of FM Table of Assignments to assign Ch. 294 to Hogoton. Action Jan. 31.


Paintsville, Ky.—Hometown Television Inc. requests amendment of FM Table of Assignments to assign Ch. 60 in lieu of Ch. 51 at Paintsville, Ky., and assign Ch. 51 to Paintsville, Ky. Action Jan. 31.

Auburn, Me.—WRXV Inc. requests amendment of FM Table of Assignments to assign Ch. 238 to Lewiston, Me. assign 239A and 239B in lieu of 239A and 239B at Ellsworth, Me. Action Jan. 31.

Piedmont, Mo.—Wayne County Bdcg. requests amendment of FM Table of Assignments to assign Ch. 285A to Piedmont, Mo. Action Jan. 31.

St. Joseph, Mo.—Stereo 105 Inc. requests amendment of FM Table of Assignments to assign Ch. 323A in lieu of 288A at Winfield, Kan., and assign Ch. 287 to Wichita, Kan. Action Jan. 31.

Helena, Mont.—KCAP-Bdcrs. Inc. requests amendment of FM Table of Assignments to assign Ch. 266 to Helena. Action Jan. 31.

Laurel Hill, N.C.—David and Sabrina Rayle request amendment of TV Table of Assignments to assign Ch. 46 to Laurel Hill, N.C. Action Jan. 31.

Grand Forks, N.D.—Bemidji Radio, Inc. requests amendment of FM Table of Assignments to assign Ch. 275 to Bemidji, Minn. Action Jan. 31.

Sand Springs, Okla.—Music Sound Radio Inc. requests amendment of FM Table of Assignments to assign Ch. 315A in lieu of 272A at Pawhuska, Okla., and assign Ch. 272A to Sand Springs. Action Jan. 31.


Orem, Utah—Morris Jones requests amendment of FM Table of Assignments to assign Ch. 298 in lieu of 296A at Orem, Utah. Action Jan. 31.

Alamosa and Glenwood Springs, Colo., and Vernal and Price, Utah.—In response to petition by Western Slope Communications, Inc., deleted Ch. 3 from Alamosa, Colo., and reassigned it to Glenwood Springs, Colo., and Vernal, Utah. Assigned Ch. 6 to Price, Utah, and substituted Ch. 6 for Ch. 3 at Vernal, Utah, effective March 10. Action Jan. 22.

Snowmass Village, Colo.—In response to petition by Snowmass Village Broadcasting requesting that Ch. 221 be assigned to Snowmass Village, Colo. as its first FM assignment; comments due March 24, replies April 14. Action Jan. 22.

Decatur and Farmer City, Ill.—In response to petition by Decatur Christian Radio proposing assignment of 98.3 mhz to Decatur, Ill., as its third FM assignment; an opposition and counterproposal from Farmer City Broadcasting requesting that 98.3 mhz be assigned to Farmer City as its first FM assignment; and an alternative proposal from Town and Country Broadcasting requesting that 98.3 mhz be assigned to Decatur, assigned Channel 93.3 mhz to Decatur as its third FM assignment and 98.3 mhz to Farmer City as its first FM assignment. Action Jan. 21.

Boyle, La.—In response to petition by Robert Allen, proposed assigning 98.3 mhz to Boyle, La. as its first FM assignment; comments due March 24, replies April 14. Action Jan. 22.

Etna and James, Minn.—In response to petition by Richard Rogers, proposed deleting 100.9 mhz from Blue Earth, Minn. where it is occupied and unassigned for and reassigning it to St. James, Minn. Action Jan. 23. Comments due March 24, by Boyle City. Action Jan. 22.

Centralia, Mo.—In response to a petition by Kenneth W. Kuenzie and Ronald R. Wenneker, proposed assigning 92.1 mhz to Centralia, Mo. as its first FM assignment; comments due March 24, replies April 14. Action Jan. 22.

Mt. Vernon, Ohio.—In response to petition by Bellevue Community Broadcasting, proposed assigning 98.3 mhz at Mt. Vernon, Ohio as its second FM assignment; comments due March 24, replies April 14. Action Jan. 22.

Ravenswood, W.Va.—In response to petition by Rex Osborne proposing the assignment of 102.3 mhz or 103.5 mhz at Ravenswood, W.Va., proposed conflicts with pending proposal for assignment of same
We've got a fortune for you. At NATPE.
San Francisco Hilton, Room 1010
Translators

Applications
- Capitol City, Calif.—Santa Clara County Board of Ed. seeks CP for new UHF translator on ch. 25 (TPO: 100w, HAAT: 30 ft.) to rebroadcast directly KTEH San Jose, Calif. Ann. Jan. 30.

Satellites
- There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,533 with 1,293 pending applications and 2,260 operational.

Applications for fixed earth stations
- WZ52 Frederia, N.Y.—KWR Systems Inc. (S-A: 8005; 4.6 meters).
- KZ28-KZ31-KZ32 Kansas City, Mo.—American Cablevision of Kansas City Inc. (S-A: 8008B; 5.0 meters).
- KZ29 El Paso, Tex.—Teleprompter Corp. (Hughes-SR-A-501-5C; 5.0 meters).
- KZ20 Tacoma, Wash.—Teleprompter Corp. (Andrew ESA-S-54-HP; 5.0 meters).
- KZ23 Phoenix, Ariz.—JAC Communications (Fl. Worth Tower; 5.0 meters).
- KZ34 Bagley, Minn.—Bagley Cable TV (AFC-PR-164; 5.0 meters).
- WZ53 Abington, Ill.—Abington Cablevision Co. (S-A: 8005; 4.6 meters).
- WZ55 Sayerville, N.J.—Cross Country Cable Ltd. (S-A: 5.0 meters).
- WZ56 Warren, N.J.—Cross Country Cable Ltd. (S-A: 5.0 meters).
- WZ57 E. Machias, Me.—Northeast Cablevision (Fl. Worth Tower; 7.0 meters).
- WZ58 Eastport, Me.—Northeast Cablevision (Fl. Worth Tower; 7.0 meters).

Cable
- The following service registrations have been filed: Chatahoochee Cable Communications Inc. for Cobb and Cherokee, both Georgia (GA0144, 240) add signal.
- Summit Cable Services of Winston-Salem for Forsyth and Winston-Salem, both North Carolina (NC044, 031) add signal.
- Dickinson Pacific Cable Systems for Westminster, Huntington Beach and Fountain Valley, all California (CA0750, 132) add signal.
- Cablevision for Randallstown, Catonsville, Pikesville, Woodlawn, Arbutus, Lakewood, Eldersburg, Baltimore, Lutherville, Timonium, Reisterstown, Owings Mills, Towson, Parkville, Perry Hall, Middle River, Rosedale, Essex and Dundalk, all Maryland (MD0080-0100) add signal.
- Gulf Coast Television for Naples, Marco Island and Collier, all Florida (FL003, 048) add signal.
- Sandspur Cable Television for Sand Springs, Okla. (OK004) add signal.
- Ind Co. TV Cable Inc. for Moorefield, Sulphur Rock, Quail Valley, Gap Road and Independence, all Arkansas (AR0153-7) add signal.
- Spirit Lake Cable TV Inc. for Spirit Lake, Iowa (IA0049) add signal.
- Cable Systems of Pointe Coupee Inc. for New Roads and Pointe Coupee, both Louisiana (LA0174,5) new system.
- Tarrant Cable Communications Inc. for Richland Hills, Tex. (TX0591) new system.
- Greater Eastham Cablevision Inc. for Easthampton, Mass. (MA0107) new system.
- Calhoun Antenna Service Inc. for Calhoun City, Tenn. and Vanlaman, all Mississippi (MS0131, 1215) new system.
- Madison Cablevision Inc. for McDowell, Burke and Drenel, all North Carolina. (NC0220, 119, 5) new system.
- St. Albans Cablevision Inc. for St. Albans, Vt. (VT0128) new system.
- Cowlitz Cablevision Co. for Kalama, Woodland and Woodland, all Washington (WA0030,5,4) new system.
- Texas Cablevision Inc. for Hooks and Dekalb, both Texas (TX0593,4) new system.
- Coweta Cablevision for Coweta, Okla. (OK0185) new system.
- New Albany Cable TV Co. et al for New Albany, Ind. (IN0219) new system.
- American Cablevision Co. for Lewiston and New Porce, both Indiana, Clarkston, Aspin and Asotin, all Washington (IN0006, 75, 211, WA0110, 10, 9) add signal.
- Rockport Cablevision for Rockport, Ind. (IN0210) add signal.
- MBS Cable TV Inc. for Wintersville, Richmond, Cross Creek and Wayne, all Ohio (OH0478, 50, 79, 563) add signal.
- Warner Amex Cablevision Inc. for Portorico, Miss. (MS0668) add signal.
- Cox Cable TV for St. Clair, Fraser and Grosse Poinie Shores, all Michigan (MI0417,8,9) new system.
- Freeport Cablevision for Freeport, Ill. (IL0131) add system.
- Mountain View Enterprise Inc. for Tiger, Mountain City, Clayton, Warwoman, Kingwood, Five Points, Highway LXXVI West and Rabun, all Georgia (GA0223,183,2,265,185,256,184) new system.
- Calhoun Antenna Service Inc. for Calhoun, Miss. (MS0501) new system.
- Vronis Cable Co. for Breckenridge, Mo. (MO0195) add signal.
- Six Star Cablevision Inc. for Oceola, Mich. (MI0420) new system.
- Nu-View TV Inc. for Madison, Marshall and Sangerfield, all N.Y. (NY0825-38) new system.

Other
- FCC last week transmitted its Fiscal Year 1981 Budget Estimates to Congress. FY 1981 Budget requests an appropriation of $77,142,000, or 4 percent increase of $590,000 over FCC’s FY 1980 appropriation (after taking into consideration FCC’s pending FY 1980 pay raise supplemenal request). Requested $590,000, or 4 percent increase represents additional amount required by FCC to fully fund leased office space during FY 1981.
ICM Television Marketing invites you to Suite 3970–71 NATPE

IN LOS ANGELES:
JOSEPH GOLDFARB,
President
213-550-4000

IN NEW YORK:
TEDDY ABRAMOWITZ,
Executive Vice President
HOWARD MENDELMAN,
Executive Vice President
212-556-5600

AN MJA SERVICES COMPANY
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address/Publications</th>
<th>Phone</th>
<th>Secondary Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Research Corp.</td>
<td>Professional Computer Aided, Potomac, P.</td>
<td>Telephone Consulting</td>
<td>5390 Cherokee Avenue, Alexandria, Virginia 22314</td>
<td>(703) 642-4164</td>
</tr>
<tr>
<td>Edward F. Lorentz &amp; Associates</td>
<td>Consulting Engineers</td>
<td>1334 G St., N.W., Suite 500 Washington, D.C., 20005</td>
<td>(202) 223-6700</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>A.D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>1140 Nineteenth St., N.W., Washington, D.C., 20015</td>
<td>(202) 232-7830</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Cohen and Dipell, P.C.</td>
<td>Consulting Engineers</td>
<td>1018 18th St., N.W., Suite 703 Washington, D.C., 20005</td>
<td>(202) 783-0111</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Carl T. Jones Assoc.</td>
<td>Consulting Engineers</td>
<td>7901 Yarnwood Court, Springfield, VA 22153</td>
<td>(703) 589-7704</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>Consulting Engineers</td>
<td>1115 11th St., N.W., Suite 606 Washington, D.C., 20005</td>
<td>(202) 296-2722</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Engineers</td>
<td>INWOOD POST OFFICE BOX 7004 Dallas, Texas 75209</td>
<td>(214) 631-8360</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Steel, Andrus &amp; Associates</td>
<td>Consulting Engineers</td>
<td>David L. Scott, Jr., MPE R.D. 1, Box 266, Brunswick, Md 21816</td>
<td>(410) 327-4725</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Hammert &amp; Edison, Inc.</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television Box 68, International Airport San Francisco, California 94128</td>
<td>(415) 342-5308</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>Consulting Engineers</td>
<td>9233 Ward Parkway, Suite 265 Kansas City, Missouri 64114</td>
<td>(816) 444-7010</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Engineers</td>
<td>8200 Snowville Road Cleveland, Ohio 44141</td>
<td>216-526-4368</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Vir James</td>
<td>Consulting Engineers</td>
<td>343 Colorado Blvd., Suite 100 Denver, Colorado 80206</td>
<td>(303) 323-5362</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>E. Harold Munn, Jr. &amp; Associates, Inc.</td>
<td>Broadcast Engineering Consultants</td>
<td>Box 220 Coldwater, Michigan 49036</td>
<td>(517) 278-7339</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>Consulting Engineers</td>
<td>Potomac, Maryland 20854</td>
<td>301-299-3900</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Hatfield &amp; Dawson</td>
<td>Consulting Engineers</td>
<td>3525 Stone Way, Seattle, Washington 98103</td>
<td>(206) 633-2885</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Midwest Engineering Associates</td>
<td>Consulting Engineers</td>
<td>6334 A &amp; N University Peoria, Illinois 61614</td>
<td>(309) 692-4233</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>C. P. Crossno &amp; Associates</td>
<td>Consulting Engineers</td>
<td>P.O. Box 18312 Dallas, Texas 75218</td>
<td>(214) 321-9100</td>
<td>Member AFCC</td>
</tr>
<tr>
<td>Radio Engineering Co.</td>
<td>Consulting Engineers</td>
<td>Box 4399 HJ 1, Santa Ynez, CA 93460</td>
<td>(805) 889-5533</td>
<td>Member AFCC</td>
</tr>
</tbody>
</table>

### Services

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
</tr>
<tr>
<td>Cambridge Crystals</td>
<td>Precision Frequency Measuring Service</td>
</tr>
<tr>
<td>Downtown Copy Center</td>
<td>Fcc Commercial Contractor AM-FM-TV &amp; NIBA lists-tariff updates-search services-mailing lists, C.B., Amateur, etc.</td>
</tr>
<tr>
<td>Dataworld Inc</td>
<td>AM &amp; FM TV Directors Allocation Studies</td>
</tr>
</tbody>
</table>

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**Notes:**
- The document provides a list of professional card details, including names, companies, addresses, and contact information.
- Services listed include radio monitoring, consulting, engineering, and copying center services.
- Contact numbers and additional details are provided for each service or company entry.
HELP WANTED MANAGEMENT

Corporate Vice President—Marketing & Sales
Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resumes and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

HELP WANTED SALES

Sunbelt opportunity for a proven professional radio salesperson. You’ll be in the thick of work in the sun-baked Southwest, an aggressive SW-Contemporary Country station has an immediate opening. Phone Homer Mann, GSM, WCCL-Jackson, MS 801—982-0385. EOE.

If you can sell—KDLX KVLR Radio is looking for a motivated salesperson. Radio sales experience is desirable, but not necessary. Salary plus carry is provided. Send resume to Manager, KDLMKVLR Radio, PO Box 746, Detroit Lakes, MN 56501. An EOE.

Immediate permanent openings Southern CaliforniA AM/FM stations, medium markets. General Manager with strong sales background. 2 sales managers, experienced programmers. $35,000 upward, others 20,000 up. Equal Opportunity Employers. Resumes to Ray Kanoel, Broadcast Consultant, 2222 Ave. of the Stars (No. 2102). Los Angeles, CA 90067.

Local Sales Manager: Jennings style to lead and manage 4 person sales staff plus carry short list. High Power FM in Midwest. $15,000 plus negotiable override. Chance for underappreciated small market manager to move up, but you better be a retail pro. EOE/M.F. Box B-37.

Looking for top Sales Manager for General Manager position in major market AM & FM combination with good opportunities. Box B-65.

General Sales Manager, take a career step, lead our station sales team. Can be number 2 man on way up. Agency experience and strong retail sales experience. Person selected will carry strong list and be pro. Top money for top person! Benefits, profit sharing, only apply if you’re the best and absolutely confident about your sales and management ability. Rush detailed resume, history to Box B-81.

General Manager needed for southeastern regional rep firm. Aggressive leader with college degree and three years experience or equivalent as radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, PO Box 12000, Raleigh, NC 27605 EOE. M.F.

We’re looking for an experienced, successful sales manager for a new station. If you’re doing well in your present sales position and anxious to move ahead, you may be the candidate we are seeking. Must be a proven leader and have demonstrated success. Send resumes to: Sales Manager, Harrodsburg Square No. 616, Lexington, KY 40503.

Indiana AM/FM looking for sales manager. Aggressive expanding small market station. Salary, incentive, fringe. Send resume and references to Box B-103.

General Manager Midwest (FM) Small market, strong sales background, longterm position for family individual willing to get involved in community. Possible buy in after year of proven performance. Box B-123.

Development Director for new community-based, state-wide public radio station. Send resume, writing sample to Keith Thompson, Granite State Public Radio, 77 N. Main, Concord NH 03301. EOE.

HELP WANTED ANNUCER

Responsive Small Market AM/FM station, seeking a news/talk type morning show announcer. Send resume and air samples to Box B-55.

Class C FM in Central Texas needs experienced sales person. Other radio skills helpful. Brownwood is a small, medium market with healthy economy. Looking for a dynamic, enthusiastic, self-starter. Send resume to the General Manager, KNRR Radio, 506 Dunede Road, Winter Haven, FL 33880. EOE.

Suburban New York: Ad Salesperson needed to air pro with the potential to be the kind of pro that knows how to pull People, Promotion, and Production together. Tell me how you would run it. Exp. Only. Resumes to Box B-85.

Broadcasting Feb 11 1980 133

Growing broadcast group located in the Sunbelt seeking experienced sales person. Excellent benefits. EOE. Contact: Marilyn S. Game, PO Box 529, Laurinburg, NC 28352, 819—276-2911.

WMBI-AM, Naples, Florida, the "new station in town" possessing a devastating MOR automated package is looking for a proven, respected ratio salesperson to head a team of sales professionals. All accounts are yours and only proven sales professionals will be considered. A brand new facility, fun atmosphere and sunshine a real plus. Send resume to General Manager, WMBI-AM, 550 Manatee Road, Naples, FL 33942. EOE.

Beautiful Northern California community of 20,000. 1 station market, needs accretive sales person. Active account list. Salary/Commission. Box B-97.


Ready to move into sales management? Indiana small market AM/FM has position open for young aggressive sales manager with five or more years radio sales experience. You can be part of our expansion process. We're on the move. References and resume to Box B-119.

HELP WANTED ANNUCER

Major New England Beautiful Musical Station invites tapes, resumes, and salary requirements from experienced professional announcers. Send to: Tony Rizzo, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. No phone calls. EOE.


Morning Personality Adult Contemporary/Country format. Tapes, resume and salary requirement to WWIN, PO Drawer K, Georgetown, SC 29440.

Contact: DJ—Sale Person: Must know country music and be able to sell it, on the air and on the street. Tape and resume to Bili Walls, General Manager—WDAR, Box 811, Darlington, SC 29532.


50,000 Watt equivalent FM Adult Contemporary, one hour from Washington/Baltimore needs music director who's in tune with 25-45 age group, live morning show, be able interface with computer, need resume, references. If looks good will ask for tapes. Box B-63.

WWL-FM seeks the best musical announcer for air and production. Send tape and resume to Ann Ogden, WWL-FM, New Orleans, LA 70178.

 advert

1st Ticket. Mellow, able to communicate with adults. Maintenance helpful, but not required. East Coast. Reply now, Box B-87.

Announcer and/or Combo News/Jock needed immediately for Contemporary/AM station with established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and news; sample of news writing. Salary plus excellent benefits. Contact Bob Caskey, PO Box KOKG, Monterey, CA 93940, 408—394-9000, EOE.

Class C FM in Central Texas needs experienced sales person. Other radio skills helpful. Brownwood is a small, medium market with healthy economy. Looking for a dynamic, enthusiastic, self-starter. Send resume to the General Manager, KNRR Radio, 506 Dunede Road, Winter Haven, FL 33880. EOE.
HELP WANTED ANANNOUNCES CONTINUED

New England small market automated AM/FM requires copy writing/newsproduction talent. License and experience required. Contact Dean Gaffka at WSMQ, PO Box 1220, Sanford, ME 04070 207-324-7271, EOE.

Morning DJ, 500 watt fulltime station in southwest market of 100,000 population. Must be bright, alive, humorous, and a real "entertainer." Station is program- mable to top 40, production capability, and solid references. Send resume and tape (no calls please) to Brian Lang, Program Director, WRGI-FM, 950 Manatee Road, Naples, FL 33942. EOE.

HELP WANTED TECHNICAL

With two or three years experience under your belt, you're ready for advancement! Maybe you'd like to become a part of one of the country's highly acclaimed radio operations. If you're ready to move up—contact Richard Womack—KWIX Radio, Moberly, MO 681-236U. EOE.

Engineer/Technician Wanted. First Phone, for studio and transmitter maintenance. Pays 590/ month. Very good area. AM-FM station KKDR, Box 4227, Mesa, AZ 85201. Equal Opportunity Employer.

Maintenance Engineer: Wanted immediately for radio network. Must be experienced with all types of lap top consoles, digital control systems and related broadcast equipment. Remote work, microwave and satellite experience helpful, but not a must. Send resume and references to William E. Wilson, CP, WYFI Audio Network, 220 East 42nd Street, New York, NY 10017. Call 212-682-0400.

Chief Engineer: immediate opening—Gulf Coast area AM-FM. Studio and transmitter maintenance necessary. Send resume, references and salary requirement to EOE Box B-36.

First Class Engineer for chief at NE Pennslyvania directional AM. Good opportunity for the right person. Immediate opening. Send resume to Command Broadcasting Group, PO Box 511, Beacon, NY 12508. EOE.

Broadcast Chief Engineer: full charge chief for operations. 1 AM-1 FM at a day time station. First phone directional experience required. Call between 8:30 AM-5:30 PM, Mon-Fri. 606-581-7100. Equal Opportunity Employer.

Small southern market AM-FM seeks chief engineer with maintenance experience. Must be non-directional AM, 50K watt stereo FM, computer automation and remote control systems. Call Ray Arthur at 304-235-8360.

Chief Engineer for directional 5K, new improved facility in central New Jersey. Fast growth potential. Must have strong performance in studio maintenance and requires history with DA's and high power AM. The right person must know pro's and FCC rules and regulations. We're a quality AM, wanting a person who can handle responsibility and take pride in their work. Salary commensurate with ability. Contact Mr. Wilson at 606-924-3842.

WRGI-FM, Naples, Florida has the sun, fun and number one ratings to offer an experienced chief engineer a good life. Must have background in FM maintenance, AM directional systems, automation, and FCC regulations. Compensation includes salary, Blue Cross, mileage and remote fees. Resume to Roger Bald, General Manager, WRGI-FM, 950 Manatee Road, Naples, FL 33942.

HELP WANTED NEWS

Wanted: Anchor/Reporter for small market radio station with a major market attitude toward news. Strong writing and delivery a must. Good salary and comprehensive benefits package. Resume to Gary Wescott, News Director, WSPT Radio, PO Box 247, Stevens Point, WI 54481. EOE M/F.

Morning drive newscaster needed to fill vacancy in our staff of three. Air work and street reporting. Daytime, evening, and travel. Experiences, references and reel to reel to demo with first reply to: WTRC, c/o Curt Miller, Box 698, Elkhart, IN 46515. Position open now. EOE.

Your small market experience grows toward big time at medium market local news leader. Must love digging, lots of audio, strength on air. WLLH, Lowell, MA 01853.

KEWI Radio is expanding its news staff. Applicants must possess excellent writing skills and the ability to communicate. If you want to associate yourself with a competent and aggressive news staff in a medium-sized capitol city, contact Mike Manns, News Director 913-272-2122. KEWI is an equal opportunity employer.

1 News Director/1 Newsperson—WWYZ. Hartford has immediate openings for candidates with sound journalism and leadership qualities. Forward resume, tape and salary requirements to program director, Box 3322, Hartford, CT 06130. Equal Opportunity Employer. Women and minorities are encouraged to apply.

Faculty position in broadcast journalism. Supervise reporting, writing, producing, broadcasting news programs and conduct classroom sessions. Advise students. MA required. Extensive experience in radio news or radio and television news with solid record of accomplishment and excellent recommendations required. Teaching experience, interest in academic research, doctorate desirable. Position open August 1, 1980. EOE. Send resume and references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211. Deadline: April 1, 1980.

News Person with ability to become news director needed at SW suburban AM. News writing and news digging a must. Tape and resume to Gary James, PO Box 210, Ware, MA 01087. Applicant must have commercial radio experience. EOE.

WGHS News, Norfolk-area, is looking for an on-air news rewrite. Must have experience in gathering writing and reporting abilities. Experience a must. Minorities encouraged to apply. Send T&M's to Carl Holland, News Director, Box 8347, Hampton, VA 23670. EOE M/F.

Energetic newsperson for entry level position. Some experience desirable. Women and minorities encouraged to apply. Send tapes, resumes to Andy Grossman, News Director, WCDI/WCDO. Box 385, LaPorte, IN 46350. EOE Employer.

Florida small market, news director needed immediately for top rated FM and MOR AM in sun drenched Florida. Experience, professional news voice, excellent writing skills and desire to hustle are required. Top rates, plus the way unit play-by-play sports experience increases your value. EOE. Resume to Box B-72.

Assistant news-sports director for well equipped quality operation. WMST Radio, Mt. Sterling, KY 40353.

WANTED: Aggressive, hard working, professional sounding newscaster for largest news staff on Long Island. Must take direction, write fast, and work well under pressure. Must have good production operation. Send tape and resume to WQGB Radio, PO Box 130, Merrick, NY 11566. EOE.

Immediate opening for a reporter with small market experience ready to move into a medium market in Iowa. Tape and resume to Jim Roberts, Box 177, Sioux City, IA 51102. EOE.

Top rated—Medium market news and information leader in Midwest looking for experienced morning news anchor. Successful applicants should be experienced reporters with the quality of air delivery necessary to build upon news leadership. Send resume with complete references and salary history. EOE. Box B-95.

Full time news director. 500 watt fulltime station in midwest market of 100,000 population. Must have experience and energy. Will be given full authority over building news dept within concept of stations AC programing. Box B-109.

WAZY/Z96 seeks News Director with strong delivery, writing talent, and organizational skills. WAZY is Adult Contemporary; Z96 is Top Forty, number one rated. If you're willing to hustle, send tape, resume and references to Jeffrey Jay Weber, Operations Manager, WAZY/Z96, Box 1410, Lafayette, IN 47902, EOE.

Need Asst News Director to help supervise large news staff and deliver bright, people-interest stories on our 50,000-watt adult contemporary format. Big bucks for top person. Send audition tape, mini-doc samples, and references to Arthur Non, Program Director, WOXY, Box 600, Cincinnati, OH 45414. EOE-MF.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Production, Creative with tape and humor. Contempo FM 100, 555 West Benjamin Holt, Stockton, CA 95207.

Music Director for KEWI. Topkea, Kansas. Person must have experience in music selection for Top 40/Adult Contemporary Radio. A very short air shift is required. Salary is excellent. Previous person held position for 3 years. Contact J. R. Grieveley, Program Director, 913-272-2122. KEWI is an equal opportunity employer.

Personality, Production essential for immediate opening. A/C North Central PA AM looking for good voice and experience. Send resume (no calls) and tape to Bone. Winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

KDKO Denver—needs super talented person to do production and air spot. KDKO is a unit of Sterling Broadcasting, a division of Sterling Recreation Organization. Salary open, KDKO is an E.O.E. Call General Manager, Rod Louden, 303-794-4211.

One of Northern California's top beautiful music stations is looking for a creative production director. If you've ever longed to be in your own mind and produce your own production and voicing, then give us a call. Charles Hancock, KZST, Santa Rosa, CA 707-528-4343. EOE M/F.

SITUATIONS WANTED MANGEMENT

Experienced General Manager of profitable 100kw FM and Class IV AM in medium market seeks comparable position in major market to a major market due to sale of stations. Over five years manager for same owner where developed FM into dominate, number one rated market. Excellent track record of increased profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and finance. Has large staff on campus. B.A Business Administration. Box A-158.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box A-192.

General Manager: Top broadcaster wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box B-26.

General Manager, top fifty market, 10 years experience, seeks midwest opportunity. Two years local sales in top 10 market. Very good people skills, track record of good sales. Call today, start making money tomorrow! 703-405-3307.

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

General Manager: 28 years radio, last 17 as general manager of Medium A & B market background. Successful track record. Motivator, organizer, programmer, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box B-16.

Turn your station around! Triple (at least) your bitting overnight! New, unique format commands large, active audience and high-ticket advertisers! Broadcast veteran with sales/management/operations/programming background. Very successful in GM or consultant. Call or write today, start making money tomorrow! 703-370-0659 anytime or Box B-33.
SITUATIONS WANTED MANAGEMENT CONTINUED

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


Aggressive young eight year pro, sales oriented, with旺盛背景, seeks first G.M. post in small market university town. Box B-91.

Experienced management available for Texas television or radio. Budgets, sales, marketing and quotas. Box B-59.

SITUATIONS WANTED SALES

Management and Sales—Small or Medium market. If station is experiencing sales problems I can put station on the map. If station puts signal into other towns or cities that would be a plus! Good references. 814-928-4313.

SITUATIONS WANTED ANOUNCERS

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts station. Phone: Keith, 414-768-6206, evenings.

Experienced DJ, light board, good news can follow directions, ready to go anywhere. Box A-153.


Creative production, copywriting, announcing. Tight board, quick wit, and lots of enthusiasm. I'm 23, male, and just waiting to do three jobs for the price of one! Available immediately. Box B-42.

Wanted—Employer willing to hire a good sounding black male DJ with 1st ticket. Call Dave Clements at 609-386-4079.

Female, aggressive, super personality, dedi-cated, Relocate immediately. Tape resume available. Write or call, 1st ticket. John Sackheim, 2850 N. Lake Shore Drive. Chicago, IL 60657, 312-327-2065.

Talented AOR, MOR, FM type personality. Good voice, and delivery. Not quite a begin-ner. Daniel Sanders, 50 Cedar Laneway No. 4, Boston, MA 02108. 617-523-4012 after 5:30 pm.


College grad, have experience but out of radio awhile, anxious to return. Prefer Southeast; Southeast; MOR, adult contemporary. Bruce, 512-452-8536.

Experienced announcer with communications de-gree, good voice, background in programming, strong music and sports for major, medium market adult con-temporary or top 40 station in Florida or Southeast. Call Ron 305-271-0689.


Unique and creative production, DJ music director, 3rd ticket, Looking NY, NJ, Con, PA but will con-sider other offers. Glenn Stuart 212-592-1633.

Looking for baseball play-play position for a minor league or major league team. Small college, high school, and legion experience. I'm an award-win-ning sports director/announcer who wants to move up. Will relocate. B-70.


Small market morning drive personality ready to move up. Four years experience Box B-71.


Dedicated broadcastor with 4 years experience looking. Call 513-631-6457 nights. Will relocate.

Enthusiastic, reliable DJ plus sportscaster & PBP. BA, 3rd Endorsed, Call Art Salisch, 212-528-1445 after 6 p.m., or write: 149-600 25th Street, Rosedale, NY 11422.

Second class ticket, reliable and cooperative. Any shift. Available now. Box B-104.

SITUATIONS WANTED TECHNICAL

I offer superb engineering for the small market based on 30 years experience designing and building. Automation of special interest. Box B-76.

Chief, 7 years (14 total). Degree, AES, SBE. Direc-tionals, high power FM, simultransmitter construc-tion. Audio specialty. Supervise staff/hands on. Prefer East, academic setting. Box B-100.


Ambitious Broadcasting Graduate with First Phone and radio-rock level-engineering position. Hardworking, Reliable, Has some experience. Good references. Willing to relo-cate. Andrew Sackheim 813-447-7050.

Five years experience as chief, plus good on-air talent. Prefer stable position in Southeast. Box B-111.

Field Engineering—10 years diversified experience. Will travel—also emergency service. Call Bruce Schiller at Bass Electronics 500-558-5255, anytime.

Knowledgeable, experienced, young sportscaster with exciting play by play, can do news or run tight board. Box B-73.

Need Professional Help? Check me out! Newsroom veteran. Excles in gathering, writing, inter-viewing, assigning, anchoring. Employer will provide excellent references. Box B-84.


Recent Journalism graduate seeks entry level position in news: writing, reporting, on-air. Will relo-cate. Contact M. Bailey, 91 E. Bth. A, Columbus, OH 43201.

Male, 22, ready and willing to pay dues, seeks entry level TV/Radio reporting job in any market. B.A. com-munications, minor journalism. 8 mos. work experi-ences/advertining. Will gladly relocate now! Box B-86.

ABC and AP trained journalism grad interested in news. seeks first TV/Radio job with on-air potential. Box B-94.

Newswoman, four years medium market experience seeks reporter/anchor position in Massachusetts/New Hampshire. Seeking delivery, writing, production skills. Responsible, committed, cooperative. 617—465-2183.

Female, 32, experienced all phases radio news. will relocate. 804—482-3542.

Dependable news reporter tired of being one-man department; seeks move to larger market. 3 yrs. Ohio small market experience. Midwest markets preferred. Box B-101.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS


Mature, professional with 5 years experience seeks opportunity to program small market station. (30,000+) For resume & ideas, call Matt Hudson 507-281-1010.

12 year veteran with 8 years in some major market. College degree. Excellent as talent and programman. Promotional minded. Strong production. 412—831-1855.

Sunbelt only: 14 yr. experience all areas. First, family man. Minimum is $16,000. Desire position with oppor-tunities. Contemporary or country, small medium market only. Relocation expenses part of package. Reply to Box B-92.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager: Group owned ABC station in northeast, head up local/regional sales depart-ments, good salary, incentive, great fringe benefits. E.O.E. Employer Box B-41.

General Manager for station in major southwest net-work group operation. Send basic information, will dis-cuss. Must have one Heavy emphasis on assuming total responsibilities. E.O.E. Box B-52.

HELP WANTED SALES

Television Sales: WDZN-TV, 211, ABC, Dayton. Top 50 market. Looking for sales professional. Major account list. Great sales track record a must. Make 1980 your best year. Send resume to: Mr. John Stodd-ard, Office/Personnel Manager, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/FH.
HELP WANTED SALES
CONTINUED

Enjoy a bright future with Virginia's fastest growing station. Great commission on established list of high paying clients. Must have 2 years sales experience. No floaters. E.O.E. Box B-90.

Sales manager for southern ABC-TV affiliate in small market in South Bend. Sunbelt opportunity. We have exceptional opportunity with outstanding station. You must have strong background in on-street selling and be well versed in developing aggressive strategies to maximize billings in every month and daypart. EOE. M/F: Box B-108.

Top Forty market station in southeast has opening for sales representative—experience required. An equal opportunity employer. M/F: Box B-66.

Account Executive needed to take over active list. Prior broadcast and sales experience required. Located in 41st market. Young UHF-affiliate offers tremendous growth opportunity for the right individual. Contact Mark Chapmar, WPTF-TV, PO Box 1511, Raleigh, NC 27602. 919-832-8311.

General Sales Manager: A golden opportunity Network affiliate in top 100 market. Located in top ten Sunbelt growth market. The aggressor in the market. Requires experienced person with local and national TV sales background. Will move sales manager who will provide leadership for an aggressive sales force. You gotta be good—because our sales people are sharp. An equal opportunity employer. Box B-122.

HELP WANTED TECHNICAL

Maintenance Engineer wanted for Louisiana TV station. Must have 3 or more years maintenance experience in broadcast equipment. All studio maintenance, little or no operations required and good working conditions. Work only with state of the art equipment in new, built-from-the-ground-up facility. Must have good background in instruments. A fully equipped van is provided for the extensive travel to member campuses throughout the state. First Class FCC license, minimum two years experience with and skill in maintenance of TV electronic equipment, including microwave radio systems, TV monitors and switchers. Submit resume and salary requirements to James Potter, Indiana Higher Education Telecommunication System, 46223, EFOA/AIIA.


Tired of snow? PTL has openings in these areas: Video Tape, Audio, and Satellite Engineering. Minimum qualifications: 1st class license, 2 years broadcast experience, plus modest maintenance experience. Must be able to work second or third shifts. Ionate your resume to Dick Swank, Chief Engineer, KFLY-TV, Texoma Broadcasting Inc., is EEO/MF/CFM.

No Snow Here: Maintenance Engineer to maintain TR-70, TC-100, PC-70, TH-100 and other miscellaneous studio equipment. Please contact Tim Rounds, WBBH-TV/20, 3719 Central Av, Fort Myers, FL 33901; Phone: 813-936-0195. EOE.

Engineer: To work with latest State-Of-The-Art broadcast equipment, in a well equipped studio. Must have experience in a similar position. Salary commensurate with experience. EOE. Send resume and salary requirements to Box A-168.

Video Engineer wanted by Video Tape Associates. Applicants should have an excellent sense of color and be a perfectionist for quality. Also you must have the capability of performing total setup of color cameras and medium level maintenance experience. Studio and remote work will be required. EOE. Contact for information and appointments at the following address: Rossin Promotions, 2351 W 34th Street, Ft. Lauderdale, FL 33311; Phone: 305-587-5417.

Maintenance Engineer: To work with latest State-Of-The-Art broadcast equipment in modern facility in the southeast. Experience in all areas of engineering with minimum of five years experience in maintaining Quay VTR's, color control, videocassette, UHF transmitters. First Class FCC License required. Excellent fringe benefits. EOE. Send resume and salary requirements to Box A-168.

Southeast VHF station needs studio maintenance technician with experience or college degree in photography and studio techniques. Must have experience with cameras and cards. FCC 1st Class License. Digital expertise helpful. Reply to PO Box 367, Columbia, SC 29022 or call D. Brown at 803-799-1010. EOE.

Remote Engineer: To share operations and maintenance duties. Must be good troubleshooter. CEI and IVC cameras, Sony 1" Ampex quad. New Life Communications, 424 W Minnesota. Willmar MN 56201.

Field Engineer: Responsible for maintenance of optimum operation of the IHETS statewide telecommunications network except for those services provided by the local TV company. Will provide consultation and other technical services for member institutions. A fully equipped van is provided for the extensive travel to member campuses throughout the state. First Class FCC license, minimum two years experience with and skill in maintenance of TV electronic equipment, including microwave radio systems, TV monitors and switchers. Submit resume and salary requirements to James Potter, Indiana Higher Education Telecommunication System, 46223, EFOA/AIIA.


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HELP WANTED NEWS
CONTINUED

Meteorologist for top rated Midwest Network Affili- ate. Responsible for environmental reporting and Weekend weather casts. Equal opportunity employer. Send resume and salary requirements to Box B-106.

News Anchor: Looking for a solid journalist who can communicate one-on-one with the audience. Must have excellent on-camera and off-camera skills. Good news sense. Will have working with aggressive staff in a market medium market net- affiliate. Minimum 2 years on-air! An Equal Opportunity Employer. Send resumes to Box B-80.

TV News Anchor/Reporter—Need experienced person for midwest group-owned TV station. Excellent benefits. Minimum 5 years experience. Women urged to apply. Send full resume and support material. Box B-110.

News Producer for local TV station. Writing & news production experience in top 50 market preferred. Send resume and/or tape to Personnel Office, 3 Con- stitution Plaza, Hartford, CT 06115. We are an equal opportunity employer.

Chief Photographer: We need good administrator who can set example for strong staff of fourteen. We shoot film and ENG. Minimum: two years college or equivalent plus four years experience. Send resume to: Ann Underwood, Administrative Assistant, KWTW, PO Box 14159, Oklahoma City, OK 73113. Equal Opportunity Employer.

News director experienced in making small market news look big. Exceptional opportunity for person skilled in television production. Developing small market news and packaging it professionally. If you have successful track record, we have outstanding opportunity at ABC- TV affiliate in the South. EOE. M/F. Box B-120.

ENG Photographer: All ENG shops seek top-notch photographer with a good eye and plenty of hustle. Must be able to edit. No beginners. Send resume and references to: Kirk Winklet, News Director, WOTL-TV, Box 715, Toledo, OH 43695. Will ask for 3" tape later. An Equal Opportunity Employer.

HELP WANTED PROGRAMING,
PRODUCTION & OTHERS

Producer/Manager: Iowa PTV network. Requires strong directing and producing skills. Demonstrated success in studio, remote, post-production editing, and film. Contact: John White, Iowa Public Broadcast- ing Network, PO Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Individual with radio or television traffic experience needed for expanding television traffic department. Knowledge of computer systems helpful, but not mandatory. Excellent salary and benefits with Group Broadcaster acquiring first inde- pendent television station in market. An Equal Opportunity Employer. Reply to Box B-14.

Top 35 market, Network affiliate seeking ex- perienced Producer/Writer to handle weekend News/Commercial and Public Affairs production. Ex- perience with ENG/EP shooting and editing pre- ferred. Two years experience preferred. An equal oppor- tunity employer. Send tape and resume to Production Manager, WTVN-TV, PO Box 718, Columbus, OH 43216. No Phone Calls.

Production people: camera, projection, audio, switcher experience with group owned ABC affili- ate in South. An Equal Opportunity Employer. M/F. Salary requirements and resume to Box B-9.

Producer, knowledgeable, experienced and familiar with all producing techniques; capable of extensive travel in the Southeast. Excellent technical and inter- personal skills required. Send resume to Michael D. McKinnon, McKinnon Productions, Kill-TV, PO Box 6666, Corpus Christi, TX 78411. E.O.E.

Producer/Writer: We are seeking a self-starting highly motivated TV Producer/Director for the Production Department. Three (3) years of experience in directing, writing, and public affairs pro- gramming preferred. A college degree or equivalent experience required. Send resume and salary range to: SPTV, WDTN TV2, PO Box 741, Dayton OH 45401. An Equal Opportunity Employer M/F.

Prime time magazine in the top ten markets is look- ing for two top people. One field producer who can tell great stories, and one ENG photographer/editor with an eye for beautiful pictures. If you have experience with features that stand out, and care about quality, we'd like to hear from you. E.O.E. Box B-28.

Hands on Director needed at Southern ABC affiliate. Must have previous experience as Director. Will be responsible for production and news directing. An Equal Opportunity Employer. M/F. Resume and salary requirements to Box B-2.

Assistant Promotion Manager for NBC Owned Station. Experience necessary On-air production, print advertising, sales promotion. Send tape and resume to: Greg Stenlin, Promotion Manager, WKY- TV, 1403 E 6th Street, Cleveland, OH 44114. All replies confident. EEO.

Program Operations Coordinator: The Ap- palachian Community Service Network is seeking a Program Operations Coordinator to participate in pro- gram selection and broadcast supervision for a regional telecommunications network. In addition to program review and acquisition activities, the in- dividual will assist in supervising other staff members responsible for traffic, continuity promotion, and daily operation of the network. The position requires a MA degree in Communications or a related field and three years experience in educational or public television programming operations, or the equivalent combina- tion of education and experience. Please send resume and salary history before February 22 to: Marsh Green, Campus Employment, 350 Service Building, Lexington, KY 40506. University of Kentucky Equal Opportunity M/F.

Cinematographer/Videographer for top rated Pultizer Broadcast Group Station ideal candidate must have demonstrated knowledge and experience in television production, including ENG and 3/4 inch cassette editing as well as 16mm filming and editing. Day to day responsibility to Public Affairs and Promo- tion Department. Candidate should respond in writ- ing with resume to: Ken Trinkle, KETV Television, 27th & Douglas, Omaha, NE 68131. An Equal Opportunity Employer.

Senior Producer—WMUL-TV, serving Huntington-Charleston area, 41st market. Will head production team, supervising producers and directors, directing some specials. Strong experience in major studio, remote and ENG production. College degree or equivalent. 518,000-20,000. Contact Bill Haley, General Manager, WMUL-TV, Third Avenue, Hun- tington, WV 25701. EOE.

Production Manager—Fittles market network affili- ate. Responsible for production staff, sales and pro- duction promotion. Candidate must have program director in administration. Must have directing back- ground and high potential for promotion within com- pany. An equal opportunity employer. Send resume and salary history to Box B-88.

SITUATIONS WANTED MANAGEMENT

General Manager: Nine years as VP-GM top 25 market, wishes to relocate in Northwest/West.Out- standing track record in building station identity and profitability increased net worth of my station by 432% in 4 years. Will consider station manager position in right situation and location. Reply in confidence to Box B-50.

SITUATIONS WANTED TECHNICAL

Do you need a Chief Engineer who understands studio and transmitter equipment, production and people. If so, write Box B-1.

TV-FM-AM Field Engineering Service installa- tion-maintenance-system design-survey and critique- intemode, stereo and FM. Has both terrestrial and intemode experience. Send resume to Michael D. McKinnon, McKinnon Productions, Kill-TV, PO Box 6666, Corpus Christi, TX 78411. E.O.E.


For Fast Action Use BROADCASTING's Classified Advertising

SITUATIONS WANTED NEWS

Black Anchor or Reporter. B.A. Loyola University. Communications-Journalism. 8-years experience, $30,000 salary Box A-177.

Small or medium market sports position. Five years experience in radio, including play-by-play. One year television experience. Call 513-256-0542.


Young woman seeks entry level reporting. Two years college FM news. BBA. Good appearance and writing skills. Will relocate. Tape, Laura Bruce, day 516-294-4182, eve 516-775-1555.

Associate Producer top 30 market five years ex- perience BS/Journalism seeks news/producer posi- tion. Skills—writing ENG and film editing, sports pro- duction, and Chyron. Box B-89.

Ambitious sharp male ... with three years of radio wishes to acquire a position in TV or sports news. Col- lege degree. Experience in ENG and editing. Currently doing play-by-play and sports reporting for cable. Will relocate. Call Keith at 615-588-8428.


Veteran newsman seeks job writing television news. Will offer best references, resume, and newswriting samples. Reply Box B-114.


Experienced Television Journalist presently employed, looking for bigger challenge in top-35 market. Good General Assignment Reporter, but I specialize in blockbuster investigative reporting. 9 years journalistic experience. Box B-115.

SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS

Promotion Manager looking for new challenge. Ex- perienced in all aspects of promotion for top 30 markets. Solid management ability plus national pro- gram promotion. 5 years television experience. Resume and references upon request. Box B-77.


First Phone with experience seeks position in pro- duction/on-air positions. Relocation no problem. Contact Richard Cohen at 212-671-1262.

For Fast Action Use BROADCASTING's Classified Advertising

Broadcasting Feb 11 1980 137
HELP WANTED TECHNICAL

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

SITUATIONS WANTED MANAGEMENT

Mature General Manager of large CATV System middle Atlantic states, 25,000 Basic subscribers, 8,000 Pay subscribers. Interested in relocating for growth opportunity in Florida or south East, will consider other areas. Successful background in achieving maximum profits. Excellent business, personal and financial references. Box B-103.

ALLIED FIELDS

HELP WANTED SALES

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on list of business controls. Exclusive U.S., regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year, relocation possible. First year potential $75,000+ with continuing renewable income. Rush confidential detailed resume, with reference, in first letter to Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED ANNOUNCERS

Live disco-deejay to run teen disco at large Maryland ocean front amusement park from mid-May through Labor Day will be on duty at least five (5) evenings per week. Reply in writing only with resume and availability to: J. Finner, Heineken, Finner & Assoc., PO Box 1318, Salisbury, MD 21801.

HELP WANTED TECHNICAL


HELP WANTED PROGRAMING, PRODUCTIONS, OTHERS

The Media Associates, We're expanding our radio division. Top flight research analyst needed with strong radio background. Work with some of radio's leading stations. Send letter of application with resume to: President, 165 Empire Central Place, Suite 105, Dallas, TX 75247.

HELP WANTED INSTRUCTION

Instructor/Assistant Professor to teach courses in Broadcast Sales, Broadcast Management, and Economics of station and network operations. Master's degree, business or related field required. Salary negotiable. Send resume to Chairman, Broadcast Sales Search Committee, Room 377, Newhouse School of Public Communications, Syracuse University, System, SY NY 13210. Deadline for applications, March 15, 1980. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

Mass Communication. Search extended for Asst or Assoc. Prof. of Communication. Responsible for teaching undergrad and grad courses which may include writing for print and non-print media. television production, and direction. May also coordinate TV activities of WVU-FM-RO, in Mass Communication and/or work experience in management of TV operations, preferably in business and teaching experience industrial. M.A. degree and extensive related work experience will be considered. Salary competitive and contingent upon training and experience. Send letter of application, resume, 3 letters of references, to: Search Committee, School of Communication, Clarion State College, Clarion, PA 16214. An Affirmative Action/Equal Opportunity Employer.

Director, School of Journalism: Louisiana State University Leesville, LA. The School of Journalism offers an undergraduate as well as master's level programs in the field of advertising, broadcasting, and news-editorial. The Ph.D. degree and a record of scholarly publications is preferred. However, substantial professional and administrative experience is essential. The applicant must have the ability to communicate with groups both internal and external to the University. Salary: Commensurate with similar positions at major universities. Rank: Associate or Full Professor. Starting Date: July 1, 1980. Louisiana State University and Baton Rouge, LA is one of the major educational institutions in the state of Louisiana with a student body in excess of 25,000 and a faculty of over 1,000. TV, radio and newspaper credits are in 1978 and now has more than 1600 alumni. A letter of application (or nomination), vita, and names and addresses of two references should be sent, not later than March 15, 1980 to: Dr Huel D. Perkins, Chairman, Journalism Search Committee, College of Arts and Sciences, Louisiana State University, Baton Rouge. Louisiana. State University is an equal opportunity employer.

Television Faculty: Instructor/Assistant Professor, tenured track, contingent upon funding, to start September, 1980. Professional background in production, writing and/or broadcast news for growing department with award-winning, on-going production/station management workshop. Good mix of academic and professional experience required, appropriate terminal degree. Salary competitive. EOE/AA/HH/TT/Equal Opportunity Employer. Send resume and references to: Ron Rabin, Chairman, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1390 Elmwood Avenue, Buffalo, NY 14222 by March 15, 1980.

SITUATION WANTED INSTRUCTION

14 years engineering, production, announcing, news, M.S., teaching experience. Want teaching/station manager/administrator position. Box B-118.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 11th Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant Cash For TV Equipment: Urgently need transmitting equipment, VTRs, color, video studio equipment. Call toll free 800—241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404—324-1271.)

Paul Schafer wants to buy 5 and 10kw AM transmitters. Call Schafer International 714—454-1154 or write 5800 Soledad Mn Rd., La Jolla, CA 92037.


Need replacement parts for G.E. U.H.F. 30 kw or 50 kw amplifier section. Box B-87.

Need 2 to 3 kw FM transmitter, 92.7 MHz in good condition. Also, 150" tower used tower 602—942-2127.

FOR SALE EQUIPMENT

FOR SALE EQUIPMENT CONTINUED


1 KW FM Visual with Collins 3102-1 excellent, excellent condition, on air. M. Cooper 215-379-6858.


Ampex AVR-2 Videotape recorders: Three fully loaded, newly vNTRs (two with editors), equipped with dropout comp., Autochromo/velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, plus three spare heads. Contact Rod Hall at 213-577-5400.

SMC 30-60 automation, net join and logging. Beautiful condition, $1,000, 318-281-1383.

Two G.E. 50 kw AM transmitters. Plenty of new spares including mod. transformer, one Continental 50 kw air cooled dummy antenna, one Continental 5 and 10 kw AM transmitter, clean. All items in our stock International, 5946 Oaks Dr., Dallas, TX 75248. 214-360-3600.

1,000 KW Power Plant (One Million Watts): Perfect for standby generator or full time TV station (as small town). Diesel fueled. Like-new condition. $150,000. Bill Kitchen, Quality Media Corporation. 800-241-7978.

Ikegami HL77A. Excellent condition. Asking $32,500 or best offer. Ms. Moss 301-998-0512.

Hitachi SK-BO: $17,000 or best offer. Excellent condition. Must sell quickly. 615-383-4916.

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, 9004-B Gumming, Dallas, TX 75227.

Phantastic Phunline — 400 introductory topical one-liners... $2.00! 1343-B Stratford Drive, Kent, OH 44240.

"Comic Relief!" Just for laughs. Bi-weekly Free sample. Whitle Creative Services, 20061 Elkhart, Detroit, MI 48226.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (or 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. 168 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

RADIO PROGRAMMING

Bill's Car Care. RemARKable, concise, Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

INSTRUCTION

Free booklets on job assistance, 1st Class FCC license and DJ-Nescaster training. A.T.S. 152 W. 42nd St., N.Y.C. Phone 212-221-3700. Vets benefits included.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school, 81 N Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Ft. DeRerick, VA 22401, 703-373-1441.


San Francisco, FCC license, 6 weeks 3/10/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St. SF 94105 415-392-0194.


Situations Wanted Management

RADIO GENERAL MANAGER "Too Successful"

Presnel stations sold for four million capital gain as result of gross increase of one million in two years with cash flow up proportionately in one of most competitive over radio markets.

Seeking corporate or station management position in radio or allied field as new owners have own executive. Previous experience includes other similar successful radio management positions, some in different geographic areas, consulting work in proper acquisitions, bookkeeping, newspaper, agency and other business and broadcast areas. Detailed knowledge of all aspects of radio.

Still employed but available almost immediately. Resume, references on request. Call (505) 621-9259, or write: Dick McKee, 5305 Knight Road NE, Albuquerque, NM 87109.

Situations Wanted Announcers

Four years in college and they all tell me I have no experience. Heck, my major was talking up records! Are you ready for a job with a tight budget, heavy production, and a 3rd encourager, who can communicate? Then I'm your guy. I do some great P.R., am experienced in news, and am ready — are you? Box B-65.

Energetic Announcer

four years experience in country, MOR, Rock would like to relocate in medium sized market in the Virginias or Carolinas. Box B-68.

Situations Wanted Technical

TECHNICAL DIRECTOR

of multi station group desires position as TD or chief engineer of major market facility. Seven years with current employer. Highly experienced. Seeking permanent position with progressive and responsible organization. Box B-47.
Situations

**MAJOR MARKET RD.**

**PROGRAM DIRECTOR**

**COMMUNITY PROGRAMMING**
Help Wanted Programming, Production, Others

**DIRECTOR**
COMMUNITY PROGRAMMING
American Television & Communications Corporation will soon be the largest cable television operator in the nation. Among our many access and local programming operations are Reading, PA, Birmingham, AL, Portland, ME, Durham, NC, and Manhattan, NY.

We are currently seeking talented individuals with combined experience in video production, programming and community relations to staff and manage our new expanding studios around the country. Successful candidates will have responsibilities for daily operations of CATV studios, including production and program scheduling.

While CATV experience is desired, primary qualifications for this position include a BA or MA degree in communications or media related field, video production and programming experience, and demonstrated ability to organize, train and motivate community groups for programming projects.

Our company offers a competitive salary and benefits program, and exceptional opportunities for career development. If you want to be part of ATC's growth and can contribute to the development of this exciting medium, send resume, salary history and geographical preference to:

Human Resources Dept. - C
AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
20 Inverness Place East
Englewood, CO 80112

**TELEVISION**
Help Wanted Programming, Production, Others

**ASSOCIATE PRODUCER**
WCVB-TV seeks creative, organized professional to research, write, and produce segments for monthly prime time, one hour news magazine. Must have several years of television, film and video tape field production experience and familiarity with video tape editing. Strong writing and other journalism skills are essential. Must be able to develop original reporting of significant issues, to produce quality television on deadlines, and to work as part of a team.

Additionally, a strong, organized, creative individual is needed to conceptualize, develop, and produce segments for a daily live, studio show. Must have previous TV experience with flair for fresh ideas and current topics. Individual must be able to handle heavy work load effectively and deal with pressure and deadlines.

If interested and qualified please send resume (no telephone calls please) to Boston Broadcasters, Inc., Personnel Department, A02380, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

**CABLE**
Help Wanted Programming, Production, Others

**ASSISTANT DIRECTOR CURRENT AFFAIRS PBS**
We are currently seeking a program director in our current affairs/programming office. Position requires B.A. degree or equivalent in journalism or communications and a minimum of four years experience in journalism, news/current affairs/science television production. Two or more years experience in public television or stations preferred. Excellent writing skills required. For consideration, please submit resume, names of (3) professional references and salary requirement to: Carol Dickert-Scherr, PBS, 475 L'Enfant Plaza, SW, Washington, D.C. 20024.

**DIRECTOR**
WCVB-TV, Channel 5 in Boston seeks a Director with extensive knowledge of major market studios, post, and remote production and standard and minicam operations, with the ability to relate to and motivate talent for discussion and dramatic production. 3 years of major market television production experience required.

If interested, and qualified please send resume (no telephone calls please) to Boston Broadcasters, Inc., Personnel Dept., A02380, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

**HELP WANTED TECHNICAL**

**TELEVISION TECHNICIAN**
Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1G class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212

E.O.E. M/F

**CAREER OPPORTUNITIES IN FLORIDA**

**ENGINEERING SUPERVISOR:** "Hands on" position for someone experienced in design, installation and maintenance of analog and digital systems, cameras, 2" and 1" VTR's and time code editors. Prior supervisory and software experience desired.

**CREATIVE EDITOR:** Experience with time code editing systems, audio, camera setup and color corrected film transfer desired. Will consider film editor with some tape background.

We are the largest retail/commercial production facility in the country and offer a pleasant environment with skilled, professional staff. Company-paid insurance, profit-sharing and cash bonus programs. Salary commensurate with your abilities. Resume and salary requirements to Oliver Peters, General Manager, Communications 21/2 Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202

Program Producer needed for PM Magazine. Must have previous entertainment-oriented program experience, a creative flair and work extremely well with people. No beginners! If you are currently producing in a smaller market or number 2 in a larger one, let us hear from you. We are a group owned, equal opportunity employer. Send resumes and related material to Mary Alice Tiernay: Employee Relations Director, WISN-TV; Box 402; Milwaukee, WI 53201. No phone calls please.

Broadcasting Feb 11 1980 140
Build Your Future In Broadcast Engineering

If you are independent, enjoy travel, and can solve technical problems in state-of-the-art broadcast equipment, RCA has the opportunity of a lifetime for you. RCA Broadcast Systems TECH ALERT is looking for people with in-depth technical knowledge of broadcast equipment. TV cameras, video tape recorders, transmitters, etc. While we prefer an engineering degree and experience with RCA equipment, technical excellence is what really counts. You will travel to customer locations to check newly installed RCA systems, resolve problems, and train customers in the operation and maintenance of RCA broadcast equipment.

Relocation is not necessary, but extensive travel at company expense is required. This position offers high visibility, excellent advancement potential, and compensation that reflects the importance we place on finding the right person. For complete details and prompt consideration, please send your resume to:

JOHN HENDRICKSON
RCA Broadcast Systems, Dept. B
Bldg 3-2
Camden, NJ 08102

An Equal Opportunity Employer.
Help Wanted Technical
Continued

Engineering Director
for four-station UHF network in New Jersey. Send resume and salary requirements to: Gordon McInnes, 1573 Parkside Avenue, Trenton, NJ 08638.

Help Wanted Management

Local TV Sales Manager
Our need can be your opportunity! We're a well-established independent UHF station in the top 50 seeking a local sales manager with strong "independent" experience. The person with the right qualifications will step into a bright future with room for much personal growth and financial rewards. EEO
Reply to Box B-67

Help Wanted Sales

KHOU-TV
CBS in Houston
has an opening for an experienced Traffic Manager with a strong emphasis on inventory control. Responsibilities include supervision of the Traffic/Operations department, the BIAS computer system, and assisting the Sales Service Director.
Send resume and salary history to: Dan Meadows, Sales Service Director, KHOU-TV, P.O. Box 11, Houston, Texas 77001. An Equal Opportunity Employer MA

Situations Wanted Programming, Production, Others

PROMOTION MANAGER
Looking for a new challenge. Experienced in all promotion dept. operations for top 30 stations. Solid management ability plus development of national program promotion, 5 years television experience. Resume and references upon request. Box B-77.

ALLIED FIELDS
Help Wanted Technical

SATELLITE EARTH STATIONS
DIRECTOR OF ENGINEERING & TECHNICIANS
Satellink of America, a new common carrier specializing in satellite transmission for television and radio broadcasters is accepting applications from qualified professionals to fill positions in Washington, D.C., the New York City area and Los Angeles. A Director of Engineering, Earth Station Managers and Field Technicians for Satellink's new air transportable earth stations are needed. Travel required for some positions. FCC 1st or 2nd class license and television or radio station experience desired. Salary commensurate with qualifications. Send resume and salary requirements to Gary J. Worth, President:
SATELLINK OF AMERICA, INC.
2001 N. 27th Street
Arlington, VA 22207
Equal Opportunity Employer

ALLIED FIELDS
Help Wanted Sales

SALES ENGINEER AREA MANAGER
AM & FM transmitters, RF equipment, Rockwell International, Collins Broadcast Products, Dallas, Texas, has a unique opportunity for a Sales Engineer with 5 or more years of experience in international sales in broadcasting for AM and FM equipment.
The individual we seek must have either a BSEE or equivalent sales experience in analyzing, promoting and selling broadcasting equipment. Must be fluent in Spanish and willing to travel frequently to Latin America. This position commands a high salary plus attractive commission plan in addition to a full range of company-paid benefits, including pension and savings programs.
We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.
If you meet the high standards we require and are ready to enter into a rewarding career, please submit your resume to:

Professional Staffing 2003
Collins Transmission
Systems Division
Rockwell International
M/S 433-100, ccu 465
P.O. Box 10462
Dallas, Texas 75207

Rockwell International
...

where science gets down to business

Broadcasting Feb 11 1980
142
AM/FM TRANSMITTER DESIGN ENGINEER

Rapidly-expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM analog and digital transmitter technology. Salary open commensurate with qualifications. Reply in strict confidence to Box A-156.

Consultants

You'll Never Get a Job With a Tape Like That!

Your audition tape is critical! If it doesn't make it, you won't. We know!

We're THE PROGRAM DIRECTORS - a team of SUCCESSFUL programers with major market experience and industry-wide recognition in every contemporary radio format. We know what program directors listen for. LET US LISTEN FIRST!

Your audition tape will receive complete personal attention. We'll provide you with a written detailed critique and evaluation plus recommendations on how best to showcase your talents.

THE PROGRAM DIRECTORS report within two (2) weeks of receipt of your tape (7"/3"/3") or cassette.

All tapes returned. Evaluation fee: $30.00.

THE PROGRAM DIRECTORS
The Warwick
Suite 1810
17th & Locust Sts.
Philadelphia, Pa. 19103
(215) 985-4337

Miscellaneous

FREE CATALOG

FREE CATALOG BROADCASTING 1980-1981

FREE CATALOG BROADCASTING 1980-1981

Free Film

MODERN TV

The leading distance. We have the most

FREE FILMS? CABLE TELEVISION ACTION LINE

PUBLIC NOTICE

CABLE TV CONSULTANT DESIRED: The City
of Tucson plans to retain a consultant to aid in
the City's franchising/licensing process. The consul-
tant's work will include the drafting of a cable com-
munications Request for Proposals. Request for Proposals will be in writing, evaluation of those proposals and recommendation of award to the governing body. The consultant may also be requested to provide additional services as needed throughout the licensing process. No consulting firm (including associates, employees, subcontractors or their immediate families) will be considered which is itself engaged in, or is financially affiliated with (stock ownership, or other equity interest) any company engaged in the construction, operation or sale of cable communications systems, or in the manufacture or sale of cable communications equipment, independent contractor relationships with cable communica-
tions companies or manufacturers of cable com-
munications equipment must be disclosed on the City's application forms.

Consultants interested in being considered for the above project must submit a letter of interest to the Office of the City Attorney, P.O. Box 27120, Tucson, Arizona 85728 by February 19, 1980. The City will respond to the letters of interest by mailing to each interested consultant application forms which must then be submitted by March 5, 1980.

The Village of Rockville Centre, located in Nassau County, New York, invites applications for a cable television franchise. Applications must be pre-
pared and submitted in accordance with a "Request for Proposals" available from the undersigned. Ap-
plications will be accepted until May 1, 1980, and all applications received will be available for inspection during normal business hours at the Village Hall, Col-
lege Park, Rockville Centre, New York 11570.

Tony DiBella, Chairman

Rockville Centre Cable Television Advisory Committee

College Place

Rockville Centre, New York 11570

5-16-766-0300

PUBLIC NOTICE

APPLICATIONS FOR CABLE TELEVISION LICENSE

ATTLEBORO, MASSACHUSETTS

The City of Attleboro, Massachusetts will accept applications for a cable television license pursuant to the regulations for the Massachusetts Community Antennas Television Commission. Applications may be filed at the address below until June 1, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the City of Attleboro. A copy of the application will be included with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the City Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed. Gendic J. Keane, Mayor

City Hall

25 Park Street

Attleboro, Massachusetts 02703

Public Notice

The Board of Director's Finance Committee of National Public Radio will meet on Wednesday, February 15, 1980, in Washington, D.C. The meeting will be held from 9 a.m. to 3 p.m. in the four conference room at National Public Radio, 2255 M Street, N.W., Washington, D.C.

The primary items of business will be a review of NPR's FY 1979 audit and a review of NPR's first draft FY 1981 planning budget.

The Board of Director's Finance Committee of National Public Radio will meet on Wednesday, February 27, 1980, in Washington, D.C. at One Washington Circle, 1 Washington Circle, N.W., Washington, D.C. The meeting will be from 8 a.m. to 4:30 p.m.

The purpose of the meeting is to consider proposals to revise membership criteria. For further information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel, 8 (202) 785-5369.

PUBLIC NOTICE

Help Wanted Technical
Continued

Public Notice Continued
For Sale Stations Continued

STATIONS

| NW Small AM | $215K | $62K |
| S Small AM  | $375K | 29%  |
| S Medium AM | $575K | $167K |
| CA Medium AM| $2300K Cash |
| NE Suburban AM| $400K Terms |
| MW Metro AM | $550K | $150K |

CONTACT

| Larry St. John | (206) 485-1066 |
| Dan Rouse       | (214) 387-2303 |
| Bill Whiteley   | (214) 387-2303 |
| Ray Stanfield   | (213) 363-5764 |
| Art Simmers     | (617) 848-4893 |
| Ed Roskelley    | (214) 387-2303 |

To receive offerings of stations within the areas of your interest,
write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

SELECT MEDIA BROKERS

| SC Daytime AM | 150K Small |
| FL Fulltime AM| 350K Medium |
| GA Fulltime AM| 375K Medium |
| PA Daytime AM | 400K Medium |
| SC Daytime AM | 440K Medium |
| FL Daytime AM | 165K Small |
| AZ Fulltime AM| 360K Small |
| VA Daytime AM | 180K Small |
| GA Daytime AM | 385K Small |
| NC Daytime AM | 165K Small |
| NY Daytime AM | 450K Small |
| NC Fulltime FM| 750K Medium |
| NV Daytime AM | 800K Metro |
| AL Fulltime AM| 150K Small |

Southern station available—30K down.
912-883-4917
PO Box 5, Albany GA 31702

HOURS

- Class C in Colorado. $590,000. Terms.
- Daytimer, NW Georgia City. $360,000.
- $4,000,000 cash. Powerful AM/FM.
- Utah powerful daytimer. $480,000.
- North Carolina daytimer. Big town $400,000.
- AM/FM near North Florida resort city. $340,000.
- Super "Powerhouse" AM with FM in Eastern Texas. $750,000.
- Dynamic Fulltimer covering half of Alaska population. $1,800,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. $850,000.
- Fulltimer. Coastal city in Southeast. $500,000.
- Daytimer. Northeast Texas. $660,000.
- Powerful educational FM in Wichita. $350,000.
- AM/FM Fulltimer. Class B Big Town in Maryland. $840,000.
- FM covering large Tennessee city. $600,000.
- Fulltimer in large North Carolina city. $1,500,000.
- Ethnic station in large Michigan city. $1,200,000.
- Fulltimer large metro area Georgia. $925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. $195,000.
- South Alaska. Includes Real Estate. $200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. $2,000,000. Terms.
- FM in Western Oklahoma. $280,000.
- Fulltimer. N.W. Coald. $400,000.
- Fulltimer. Dominant. Metro. TX. $1,200,000.
- Daytimer. Million + Pop. in coverage area. $1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. $250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. $390,000. Terms.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
815-756-7835 24 HOURS
For Sale Stations Continued

THE HOLT CORPORATION
APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

MILTON O. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
“Specializing In Sunbelt Broadcast Properties”
5050 Poplar Pkwy. Suite 161
Memphis, Tenn. 38157
901-767-7980

3K FM—For Sale
Small to medium market. Cash or terms available.
Box B-69

Advertisers:

Please note that due to the holiday Monday, February 18, the copy deadline for the February 25 issue of BROADCASTING is Friday, February 15.

Inside ABC
American Broadcasting Company’s Rise to Power
by Sterling “Red” Quinlan

Here’s the complete story of the American Broadcasting Company’s spectacular climb to leadership after more than 25 years of continual third place network position. Sterling “Red” Quinlan, former Vice President and General Manager of ABC’s Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author’s own experiences, INSIDE ABC offers a unique look into the executive suites of the broadcast industry. 320 pages, bibliography, index. $12.95

BROADCASTING’S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: $2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 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.
THE END OF THE 6 O'CLOCK RUSH.

Jefferson Data Systems introduces Electronic News Processing, from wire service monitoring and tile referencing, to text editing, back timing, re-editing and program composition.

To find out how you can spend your time producing news programs instead of paper, call 704/374-3631 collet. Or write to Jefferson Data Systems, Executive Plaza, 501 Archdale Drv., Charlotte, N.C. 28210.

Jefferson Data Systems
For broadcasters, by broadcasters
Media

Randall E. Smith, general sales manager of Taft Broadcasting's WQAT-TV Kansas City, Mo., named general manager of Taft's WQAT-TV Philadelphia.

David Dodds, VP-general manager of WLHY-TV Lancaster, Pa., joins WQAL-TV there as general manager. He succeeds Harry J. Shaub Jr., who becomes consultant after 30 years with station.

Lemuel Schofeld, general manager of Ziff-Davis Broadcasting's WROC-TV Rochester, N.Y., named VP of Ziff-Davis.

Elizabeth M. Schirmer, VP of Television Wisconsin Inc., licensee of WROC-TV Madison, Wis., named VP of parent company, Evening Telegram Co. of Superior, Wis., which owns five television stations and one AM and FM.

Jane D. Coleman, director, program analysis, East Coast, CBS-TV, New York, joins WINS(AM) there as assistant general manager.

Bob Lunningham, general sales manager, KROID(AM)-KLAQ(FM) El Paso, Tex., named general manager of KROID.

Truman Conley, former sales manager for WHOO-AM-FM Orlando, Fla., named VP-general manager of co-owned WWSA(AM)-WCHY(FM) Savannah, Ga.

Eric Moore, special projects director, Broadcast Enterprises National, Philadelphia, named station manager of company's WCIN(AM) Cincinnati.

Alvin J. Lee, from American Express Co. where he was involved in consumer marketing, joins Viacom International, New York, as director, corporate development.

Charles King, director of ABC American Entertainment Radio Network, named to new post of director of affiliate acquisition, ABC Radio Network.

Jay Campbell, with Modern Talking Picture Service, New York, named director of its Modern Satellite Cable Network, and will head marketing and programming of cable programs via satellite.

Madison Hodges, former manager of non-commercial KLRE-FM Little Rock, Ark., joins non-commercial WXRU-FM Richmond, Va., as general manager.

Malcolm B. Wall, interim chief executive officer of Southern Educational Communications Association, Columbia, S.C., joins Louisiana Public Broadcasting, Baton Rouge, as director of broadcasting.

Fred Symes, business manager for WCVB-TV Boston, joins New Jersey Public Television, Trenton, N.J., as director of management and fiscal affairs.

Daniel H. Smith, who retired in 1976 as senior VP of Capital Cities Communications, named interim manager of Vermont Educational Television in Winookski.

Thomas J. Tilton, president of Metromedia Television, New York, named eighth member of newly created Television Industry Rating Policy Committee of Television Bureau of Advertising (BROADCASTING, Jan. 28, et seq.).

Janis Purdile, from Xerox Corp. in Rochester, N.Y., joins WROC-TV there as business manager.

John D. Backe, president of CBS Inc., elected to board of trustees of the Salk Institute for Biological Studies.

New officers, Hawaiian Association of Broadcasters: Tom Elkins, KUH(AM) Kahului, president; Dick Schaller, KHON-TV Honolulu, VP; Bob Bowen, KHVH(AM) Honolulu, secretary, and Don Metzger, KGW(AM) Honolulu, treasurer. Robert Wilson, former manager of KUH(AM) Honolulu was elected to newly created position of chairman.

Advertising

Kurt Willinger, senior VP and creative director of Compton Advertising, New York, appointed executive VP. Mark A. Miller, account supervisor with VDB/Compton, Amsterdam, and Gordon Sleeper, account supervisor, New York, named VP's.

Robert W. Hinson, senior VP, director of media operations, SSC&B, New York, joins Rosenfield, Sirowitz & Lawon there as executive VP-director of media services, and member of management committee.

William W. Young, VP-management supervisor, Kenyon & Eckhardt, New York, elected senior VP.

Percy Orthwein II, VP-account supervisor on Natural Light beer account, D'Arcy-MacManus & Masius, St. Louis, elected senior VP-management supervisor.

Beatriz Lothrop, account supervisor, Frank Perry, art director, and Gerald Scorse, associate creative supervisor, J. Walter Thompson, New York, named VP's.

Jeffrey Levine and Edward Murphy, account supervisors, Grey Advertising, New York, named VP's.

Christine McCarthy, account supervisor, Benton & Bowles, New York, named VP.

Vivian Young, associate research director, Needham, Harper & Steers, New York, elected VP.

Eugene Duncan, senior VP, Kenrick Advertising, St. Louis, named executive VP.

Edward Finlay and Sheldon Kewer, associates VP's, Vitt Media International, New York, elected VP's and senior associates.

Richard Buschiglio, network programming manager, BBDO, New York, joins McCann-Erickson there as director of network programming.

Bob Burden, national merchandising manager, British Leyland, New York, joins Doyle Dane Bernbach there as management supervisor in charge of Porsche-Audi account.

Bill Schenkel, VP-management supervisor, BBDO, New York, joins John F. Murray Advertising there in same capacity. Frank Lavey, VP-marketing, Schering-Plough, joins...
JFM as VP-senior account supervisor. George Mahrig, VP-associate media director, Ketchum, MacLeod & Grove, joins JFM as VP-director of media planning. Ed Greene, former executive producer for Young & Rubicam, joins JFM's broadcast production staff. David Levine, from Creamer, and Sandy Cohen, from DKG Advertising, join JFM's creative department.

Joseph Callaway III, television director with Jan Gardner & Associates, Memphis, elected VP, responsible for all broadcast production.

Mark Samuels, account supervisor, J.M. Korn & Son, Philadelphia, named VP.

Joan Fox, controller, and Peter Swerdlow, copywriter, Ogilvy & Mather, New York, elected VP's.

Mary Gerwig, media planner, Doyle Dane Bernbach, New York, joins Tatam-Laird & Kudner in Chicago as senior media planner.

Bob Janssen, assistant account executive, named account executive.

Alain Zutter, from Wells, Rich, Greene, Los Angeles, joins Backer & Spielvogel, New York, as media supervisor.

Edward Newton, account manager for Maritz Motivation Co. in St. Louis, and Craig Kayser, market representative for Smith-Corona, San Francisco, join Keller-Crescent Co., Evansville, Ind., as account executives.

Anita Lyuk Voss, media buyer for The Group Advertising, Albany, N.Y., joins Lyuk Advertising, Albany, N.Y., as media director.

Diamul White, VP-account supervisor for Pro Trade in New York, named VP-general manager of Video Time there, new division of Air Time. Video Time will examine implications of new electronic media for advertisers.

David Hoffman, with Air Time in New York, named project director. Iris Zupnick, also with Air Time, named assistant analyst.

Les Elhinhon, account executive, Blair Televisiion, New York, named assistant sales manager of Blair's ABC/red sales team.

Greg Miozynski, on sales team of Petry Television in Chicago, named group sales manager.


Mariann DeLuca, research manager, KRO Radio Sales, New York, appointed research and marketing director, Torber Radio, New York.

Henry Gonzalez, account executive, WFAA-TV Dallas, joins Katz American Television's Dallas sales staff.


Joe Archer, manager of Detroit office of Christal Co., joins WWWW there as general sales manager.

John Laton, local sales manager, WBNF-FM Boston, named general sales manager. Walter Mayo, account executive, WRB-FM there, joins WBCN in same capacity.

Philip Dick, sales research supervisor, WJIL-FM Detroit, named sales research manager.

Jess Chalker, from Chicago office of Petry Television, joins WBT(WTV) Charlotte, N.C., as national sales manager.

Gay Eason Veezy, account executive with WREC-AM/WXRT(FM) Memphis, joins WRG-AM Memphis in same capacity.

Michael Damsky, regional advertising director, Lieberman Enterprises, Chicago, joins WYFX(FM) there as account executive.

Jeff Scarpell, account executive, WMPX(FM) Grand Rapids, Mich., joins WCMC(AM)-WMEW(FM) Fort Wayne, Ind., as national/regional sales manager.

Sam Baltzer, regional sales manager, WAB(AM) Patchogue, N.Y., assumes additional duties as national sales manager.

Terry Harding, from Data Comm, Jefferson City, Mo., and Bob Jordan, director of administration for Missouri state treasurer's office, join Missouri Network, Centertown, as account executives.

John Potter, program director, WTVN (AM) Columbus, Ohio, joins sales department there.

Programming


Robert Markell, VP-creative services, CBS Entertainment, New York, named VP-mini-series. Denise Arnold, with daytime programs department of CBS Entertainment in Los Angeles, named executive, children's programs.

Aubrey (Bud) Groskopf, executive VP and chief operating officer of National Telefilm Associates, Los Angeles, elected president.


Joan Hertzig, sales representative for Viacom Enterprises in pay television syndication sales, and barter marketing of Viacom specials and series, named sales executive, licensing and merchandising.

Appointments at Home Box Office: Stan Thomas, assistant to chairman, N.J. Nicholas, named director of national accounts in sales planning and development department, New York. Johnny Crabtree, coordinator of new product sales, designated manager of HBO's hotel/motel sales program. John Redpath, chief counsel, programming, named assistant general counsel. Leslie Jackson, general counsel, programming, named chief counsel, programming. John Waller, financial analyst for Time Inc., joins HBO as regional manager in Mid-Atlantic region. Gae McGregor, manager of creative services, appointed director of affiliate communications' and creative services. Dee Leikowitz, network writer/producer, appointed manager of affiliate broadcast promotion. Jeff Krolik, with HBO's affiliate communications staff, promoted to assistant VP to regional operations.

Charles Keys, president of Keys TV Sales, distribution company, and earlier with ITC Entertainment as Western division manager, rejoins ITC as Western division sales manager.

Susan Denison, director of marketing, Showtime Entertainment, New York, named VP, marketing and public relations.

Don Colapinto, who formerly owned company that syndicated feature films, joins Worldvision Enterprises as account executive-Western division, based at company's Beverly

Dropping in on McCaffrey. Sixteen members of Congress were on hand for the 10th annual Dinner With McCaffrey from Washington's Shoreham hotel. The two-and-one-half hour program, a yearly tradition for WMAL(AM) Washington Senior Consultant Joseph McCaffrey, was sponsored by the Credit Union National Association. Among the guests and hosts (l-r): Senator Walter Huddleston (D-Ky), House Speaker Tip O'Neill (D-Mass.), WMAL News Director Len Deibert, Producer Robin Vierburchen and McCaffrey.
Bonnie Shubb, systems analyst, Drake-Chenault Enterprises, Canoga Park, Calif., named VP-operations.


John Kahn, president and owner of marketing firm, Markahn, joins Peters Productions, San Diego, as Eastern regional manager-TV. He will market company’s Total Image Concepts.

Patty Barrington, from public relations staff of Seagram World in San Diego, joins Peters Productions as account executive-Midwest for commercial division. Wendi Kirkpatrick, art director, KPHO-TV Phoenix, and Patty Bongo, also from KPHO-TV, join Peters Productions as art director and assistant art director, respectively.

Bob Elliot, program director, WCLS(AM) Baton Rouge, joins Burkhart/Abrams/Michaels/Douglas and Associates, Atlanta.


Kenneth Kagen, director of programming and research, Ziff-Davis Broadcasting, New York, named VP.

Richard Hungate, assistant program director and music director, WMMR(FM) Philadelphia, joins www(AM) Detroit as program director.

Haig Mackey, producer-director, noncommercial KQED-TV San Francisco, joins KQED-TV there as producer of documentaries and specials.

B.J. Rabb, formerly with WBCS-AM-FM Milwaukee, and Joe Thompson, from WITI-TV Milwaukee, join WCGV(AM) there as co-hosts of interview-talk show. Tom Luenders, who formerly owned consulting company which emphasized utilization of electronic media, named executive producer of program.

Ted Cramer, program director of Taft Broadcasting’s WDAF(AM) Kansas City, Mo., named to same position with co-owned WYSH(AM) Columbus, Ohio. Neil (Moon) Mullina, music director, WDAF, succeeds Cramer.

Joelle Norwood, assistant producer of Panorama on WTTG(TV) Washington, named associate producer.


Dave Game, weekend anchor and reporter, WAFN-TV Huntsville, Ala., joins WTVN-TV Nashville as general assignment reporter.

Dale Hoffman, producer and anchor with KBOI-TV Boise, Idaho, and Marc Elliott, weekend anchor and reporter, WPMI-TV Youngstown, Ohio, named 6 and 11 p.m. weekday co-anchors on WPMI-TV.

Dennis Bounds, weekend anchor, reporter and weekly magazine host, WVTM(AM) Orlando, Fla., joins WAVE-TV Memphis as weekend anchor and weekday reporter. Bill Peterson, weather reporter, WAVE-TV Eau Claire, Wis., joins WTCN-TV as weekend meteorologist.

Mark David McGrath, formerly with KFWB(AM) Cape Girardeau, Mo., joins news staff of WHO-TV Des Moines.

John Brooks, news editor with KFWB(AM) Los Angeles, named reporter.


Kenneth Welch, former news producer with WHBO-TV Memphis, joins WTVN-TV there as producer of 6 and 10 p.m. news.

Prenella Neely-Mosley, news producer and assignment chief, WRET-TV Charlotte, N.C., joins WMAR-TV Baltimore as weekend producer and news desk assistant. Michael Jones, news photographer-editor, WJTV Harrisburg, Pa., joins WMAR-TV as film photographer for news staff.

Promotion and PR

Susan Denison, in charge of advertising, promotion and public relations for Showtime, New York, named VP-marketing and public relations.

Saundra Willis, manager, press and publicity, KMBC(TV) Los Angeles, named manager press, publicity and community relations.

Andrea Duggan, administrative assistant to director of advertising and promotion, WNEC-TV Boston, named publicity coordinator.

Jean Anwyll, manager of consumer products publicity for Polaroid Corp., Cambridge, Mass., joins McKinney/Public Relations, Philadelphia, as VP, with management responsibilities in client service. She will also direct broadcast PR activities nationally.

Cathie Mann, host of talk show on WDIV(TV) Detroit, joins Rogers & Cowan, Los Angeles-based public relations firm, as account executive in entertainment department.

Anne Coleman, director of advertising and marketing for WAVE-TV Louisville, Ky., elected treasurer of Broadcasters Promotion Association.

News and Public Affairs

S. Peter Neumann, news producer, Kool-TV Phoenix, named news director for WEar-TV Pensacola, Fla.

Peter Kent, correspondent for Canadian Broadcasting Corp. in Johannesburg, joins NBC News as correspondent there.


Ted Marville, news director, KYNO-AM-FM Fresno, Calif., joins KIOY(AM) there in same capacity.

Bob Campbell, special segment producer for WTHR(TV) Indianapolis, named executive producer, responsible for content of all newscasts. Loretta Mouzon, news producer, WTVN-TV Columbus, Ohio, joins WTHR as 11 p.m. news producer. Paul Winge, sports reporter for WTHR, named special segment producer and reporter.

Terrence J. Connelly, executive producer of early news at WMAG-TV Chicago, joins Taft Broadcasting, Cincinnati, as manager of news for Taft’s seven television stations.

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Broadcasting Feb 11 1980

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International

Mike Hollingsworth, editor of Southern Television’s Day by Day, London, named editor of ATV Today current affairs program on one of Britain’s commercial stations.

Dave Harwood, senior film editor at Independent Television News in Britain, named supervising editor of film and ENG. Ron Nelmes, facilities shift supervisor, named manager, central facilities. Geoffrey O’Brien, floor manager with ITN, named assistant manager, production services.

Clive Hallett, controller of personnel at Rank Film Laboratories, London, appointed chairman of Film Laboratory Employers, which represents film processing laboratories in England.

Peter Katadotis, executive producer with National Film Board of Canada, Montreal, named director of English production.

Ronald Skelton, divisional manager, Plessey Co., London, joins Neve Electronic Holdings there as group manufacturing director.

Mike Scott, deputy controller of programs for Granada Television, London, named controller.

Reggie Bosanquet, former newscaster with Independent Television News, joins BBC’s current affairs program. Nationwide.

Friends

Bo Pike, videotape room supervisor for KMBC-TV Kansas City, Mo., retires after 32 years with station.

Jack Cowart, director of engineering, WQXR-TV Miami, named VP. Lucy Kaspar, on operations crew, named studio supervisor.

James Franklin, assistant chief engineer, WDRQ(FM) Detroit, joins WPXN(AM)-WPXY(FM) Rochester, N.Y., as chief engineer.

Jim Budka, former partner in Chicago Radio Sports Remotes, joins WOTG-TV St. Petersburg, Fla., as switcher.

Bo Pike, videotape room supervisor for KMBC-TV Kansas City, Mo., retires after 32 years with station.

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Jim Budka, former partner in Chicago Radio Sports Remotes, joins WOTG-TV St. Petersburg, Fla., as switcher.

Deaths

Jack Bailey, 72, host of Queen for a Day series from 1944 to 1964, died of cancer Feb. 1 in Santa Monica, Calif., hospital. After program went off air in 1960’s, he appeared on several television programs including Gunsmoke and Ironside. Earlier in his career, he was announcer for radio shows Ozzie and Harriet, Duffy’s Tavern and Meet the Miasin.

Jim Lanter (airname Jim La Fawn), 33-year-old program director for KZLA-AM-FM Los Angeles, died of heart attack suffered at his office Jan. 31. He had arrhythmic condition since his service in Vietnam war. He joined KZLA (then KFPL) in 1977 as air personality and was named program director last October. He is survived by his wife, Donna, son Shea and daughter Sasha.

Kenneth Samuel, 29, general sales manager for WR-FM Detroit, died of cardiac and respiratory failure Jan. 29 at Harper hospital in Detroit. He joined WR-FM in 1976. Before that, he was account executive for KPOL(AM) Los Angeles. Survivors include his mother and two sisters, all of Los Angeles.

Carl N. Klausen, 52, VP-general manager of WMC-AM-FM Rice Lake, Wis., hanged himself Feb. 2 at station. He had been named VP-general manager last month, and had been with station 26 years as announcer, program director, sales manager and station manager. Survivors include his wife, Nina, two sons and three daughters.

Edward (Bud) Linnott, 56, sales manager at WJMC-AM-FM Detroit, Ill., died of heart attack Jan. 19 there. He had been with station nine years. Earlier, he was sales manager at WIR-FM Cedar Falls, Iowa. Survivors include his wife, one daughter and two sons.
<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed, Feb 6</th>
<th>Closing Wed, Jan 30</th>
<th>Net Change in Week</th>
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<th>P/E Ratio (000,000)</th>
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<td>Capitol Cities</td>
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<td>Taft</td>
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Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Omaha, NAB-National Broadcasting (bid price & volume, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months 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 by price less than 1.25 cents.
You could be wasting a lot of money making overnight decisions.

Overnight Service A $17.00*

Overnight Service B $14.00*

Express Mail $13.90*

Priority Mail $2.83

Delivers in 2-3 days for one-third or less than the cost of overnight services.

Take a 2-pound package. If you sent it Priority Mail between New York and Los Angeles, you'd pay only $2.83. Overnight services would cost you anywhere from $8.65 to $17.00 or more.

Priority Mail has the jump on overnight services in still another way.

It goes anywhere in the U.S., with delivery direct to the addressee.

Priority Mail also provides a full choice of options such as insurance, COD, return receipts, restricted delivery.

Of course, if you really need delivery overnight, there's Express Mail Next Day Service at 1600 Express Mail Post Offices. But if your package isn't in a great rush, ask for Priority Mail at the Post Office. It delivers in two to three days for one-third or less the price of overnight services.

Priority Mail

*Prices effective October 1, 1979 and include pickup.
Burchill: building up a lifesaver for RKO

If the phone rings at 1 A.M., answer it. That's one object lesson to be gleaned from Tom Burchill's catalogue of the steps that led to his post at the helm of the new-born RKO Radio Network.

Burchill's wee-hour call was from Dwight Case, RKO General's division president for radio. Case knew Burchill was attempting to go into business for himself by negotiating the purchase of the radio side of the rep partnership he was in, Bolton/Burchill Ltd. He offered Burchill a chance to "put a big show with a lot of resources" if only he'd stop "trying to build an empire with a couple of subway tokens and a library card."

Burchill gave up his plans for independence, and accepted Case's offer to be general manager of RKO Radio Sales, where Burchill presided over the doubling of the unit's sales volume in two years. Following that successful performance, Burchill was tapped to run RKO's ambitious new project, the young-adult-oriented RKO Radio Network, which began broadcasting last October and started 24-hour service via satellite on Feb. 1.

RKO has a lot riding on the project: The FCC decision last month to deprive RKO of three of its TV licenses (BROADCASTING, Jan. 28), if sustained on appeal, could end up stripping the General Tire & Rubber subsidiary of everything—13 more stations—but the network. Burchill makes it no secret that such a possibility, once considered remote by many observers, was part of the impetus for RKO's start of a network.

And while the whole matter was pending, the "FCC difficulties," says Burchill, "tied up our ability to go out and buy more stations . . . or trade up from a smaller to a larger market." This made it impossible for RKO "to expand and grow in a broadcast way, as most other broadcast companies can." The solution, as RKO saw it, was to "build a new network.

"Expansion and growth," aren't simply business concerns of Burchill, who is looking to bring the network's affiliate count up to 250 by the end of 1981 from its present 65. Those factors are mirrored in his personal life: He's spending 15-20 hours a week working toward an MBA from Columbia University. Graduate school, he felt, was an unfulfilled goal in a career that took him from undergraduate school to the Navy and then marriage and work; now he's "broadening horizons."

"I love the broadening aspect, he says, but quickly adds, "I hate the work involved. I do think I'm more of a workaholic these days than ever before," remarks Burchill, who finds the job of starting up a new network "so totally absorbing that there is no rush to get home, and yet the next morning there is a rush to get to work.

"Thankfully, I have a wonderful wife," he says, ruefully acknowledging the strain such a schedule as his puts on a family. "When people ask me how I spend my spare time these days, I tell them I try to be with my family."

Burchill attributes a great deal to Dwight Case, not only calling him "the man singularly behind and responsible for the network," but also saying "no other person has had such a large single influence on my business life and the way in which I do business or practice the science or art of management."

A significant element of that management philosophy is what Burchill calls an "incredible environment of autonomy" that Case has fostered. Burchill says his managers set their own goals, making each individual "feel a part of the creative process." That's resulted, he claims, in a "real surrounding of exhilaration," a "feeling-good atmosphere."

According to Burchill, autonomy is part of a necessary recognition "that radio is incredibly entrepreneurial and marketing-oriented." The entrepreneurial nature of this network venture becomes clear in Burchill's discussion of its goals.

"By keeping profits out of the hands of a co. that has an excess of 10% of all [radio] network revenues in a very short period of time," Burchill maintains. And the network radio business, he stresses, is growing at an average annual rate of 17%, as good a growth figure as network television.

Burchill counts American Home Products, Kellogg's, Kraft, Campbell and Anheuser-Busch, among the advertisers already supporting his network. "RKO's marketing effort, he says, won't concentrate on generating new broadcast advertisers, but rather on bringing those already in television to radio. "Our principal task is to go after the heavy TV spenders and show them that there are new avenues of reaching audiences with radio."

Attracting advertisers is, of course, only one part of a network's activity; affiliates must also be won. Programming for "the kind of stations following the population bubble as it gets older" is half of what the RKO Radio Network is offering stations. In this area, Burchill and his associates are programing to "address the needs of music radio," with a 25-34 demographic "the bell's eye of our target."

Burchill also puts a heavy emphasis on the "management resources" that RKO is making available to its affiliates. Stations, he says, unsure of what changes the '80's will bring, are looking for an "insurance policy" in the increasingly competitive world of radio. And that's produced "a very favorable re-approach" on the part of stations to RKO's overtures.

Speaking of the stylish, modern (and not inexpensive) studios that RKO has created from the floor up for this new wing of its business, Burchill calls them "visible and attractive signs of RKO's long-term commitment to being in network radio."

And Burchill intends the performance of his new command to match his past successes. "Believe me, there is a very high return investment planned for this radio network within RKO's total financial picture."
The place to start

Mobil Oil Co. and its high-visibility vice president for public affairs, Herbert Schmertz, are back in the news with another dispute over rejected television commercials. The network O&O’s refused a Mobil spot defending the company’s profits (BROADCASTING, Feb. 4). The Post-Newsweek Stations canceled Mobil’s six-part miniseries, Edward and Mrs. Simpson, which contains Mobil messages defending free enterprise (BROADCASTING, Jan. 28). Schmertz is once again charging broadcasters with censorship.

The networks and Post-Newsweek acted in accord with their well-established policy that prohibits the expression of opinions on controversial subjects in advertising messages. They say such matters deserve the broader treatment that program-length presentation can provide.

There are other broadcasters who think otherwise. WNEW-TV New York, KTVY-TV Los Angeles and WILA-TV Washington carried the spot that the O&O’s turned down, a statement, delivered by a middle-aged spokesman, that Mobil’s profits, as a percentage of return on investment, were less than those of ABC, CBS and NBC. Some 50 stations remain in the ad hoc network put together for the Mobil miniseries. The commercials in it are elaborate productions involving animation, live dancers and mimics, with voices-over reciting fables asserting the virtues of the profit system.

A sampling of the Mobil messages leads to the conclusion that they are harmless exercises in corporate PR. Indeed if the fables give any offense, it will be for insulting intelligence by their vacuity. The guess here is that the stations taking Mobil’s business are also taking little risk of demands for time to reply.

Still no one expects three years ago that a Texaco commercial claiming efficiencies to be derived from the company’s complementary operations would trigger an FCC fairness doctrine ruling that forced WTOP-TV Washington to broadcast 30 one-minute arguments for oil company divestiture. WTOP, now WDMV-TV, was then a Post-Newsweek station. An experience like that is enough to make policy against advertising that states a point of view.

The truth is, of course, that the fairness doctrine has conditioned many broadcasters to avoid controversy. As long as it is on the books, it, not ABC, CBS, NBC or Post-Newsweek, is Herbert Schmertz’s real problem.

Sleeper

An overweight batch of reports from consultants to the FCC’s network study staff was trundled last week into a world that wasn’t really waiting for them. They tell more than anyone needs to know about the history and status of subscription television, cable television, multipoint distribution services, home video devices, programming on noncommercial television and FCC multiple ownership policy but less than everyone wants to know about the future of those ventures and conditions.

As term papers, the reports would probably deserve better than passing grades in the average university. What will they do for the taxpayers who are providing the $1.6 million that the FCC will have squandered by the end of this fiscal year on this pointless exercise? Good question.

The safe prediction is that no commissioner will ever read the mass of irrelevant information that the network staff is under orders to produce—except perhaps one report that stood out last week from the others. Professor Thomas L. Schuessler, of the University of Arizona law school, assigned to study the effect of the FCC’s spectrum management on the number of television networks, brought a zinger in. The television system established by the FCC’s 1952 Sixth Report ought to be unscrambled, Professor Schuessler says, and remade into an all-UHF system.

Broadcasters who were around in 1952 are sure to think this is where they came in.

As Professor Schuessler notes, in his highly selective history of television allocations and assignments, an all-UHF system was among the configurations seriously considered but discarded in the 1952 Sixth Report and was reconsidered after UHF fell upon hard times in the early growth period of television. The professor suggests that a craven FCC kept the VHF service to placate the pioneers who put 108 stations on the air while new television grants were frozen preceding the issuance of the 1952 design of the ultimate system. He de-emphasizes the public’s stake in an abandonment of VHF at the time. Seventeen million owners of VHF-only television sets would have declared war on a UHF conversion.

Professor Schuessler scents a faint public interest that might be asserted now if the VHF service were ended. He notes that a construction of service areas from V to U “poses the threat of withdrawing service from a relatively large number of viewers.” He adds, without citing technical or economic evidence: “However, by employing greater transmission power, constructing taller antennas and utilizing booster and/or translator stations, this problem could be minimized or eliminated.” A mere waving of the wand.

If the composition of the FCC were more mature, less concern would be precipitated by a work like Schuessler’s. But in the same week that his report was coming out, FCC Chairman Charles D. Ferris was trying to dazzle a predominantly black audience in Los Angeles with visions of new stations dropping like plums out of the eighth floor at 19th and M Streets back in Washington. “We can also create new UHF and VHF stations by shoehorning in additional stations at less than the present mileage separation requirements,” the chairman said, “and by making greater use of translators and other low-power television operations.” If Ferris gets wind of the Schuessler report, nothing in television will be safe.

In 1952 the asserted purpose of the Sixth Report was to provide a public service. Is that standard to be abandoned too?
Weiss Global Enterprises has the formula for delivering audiences at prices that make sense in today's market. Let us fill your needs with our product at a cost that will increase your profits.

Come see us at NATPE '80. Suite 1715, San Francisco Hilton (main building)
IF YOU DON'T HAVE 'SQUEEZOOM' YOU DON'T HAVE SWITCHING!

Vital has put it 'all together' for you!

VITAL INDUSTRIES, INC.
A HIGH TECHNOLOGY COMPANY

VIX-114 VIDEO SWITCHER
- 12 to 24 Inputs and 4 to 10 bus systems
- Multiple keys on each Mix/Effect
- Auto Transition Control programmable in frames
- Interface for Editor and Computer control
- RGB or Encoded Shadow Chroma Key
- Varikey for Soft, Hard, or See-thru keys
- Digital controlled
- Many more advanced features fully described in the 114 Series brochure

PSAS
Production Switching Automation System

- Controls the VIX-114 Series Switching Systems and SqueezZoom with 32 microprocessor systems
- Autolearn or Endpoint Plotting within time restrictions
- Unlimited floppy disk storage with 1875 events per diskette
- Editor Interfaseable
- Output controls for character generators, frame stores, camera shot box, and other TV devices
- Human engineered control panel fits in switcher control panel

SQUEEZOOM is...
- Frame Syncrizer
- Frame Freezer
- Video Compressor
- Electronic Zoom
- Very special Optical type effects
- Avoid FCC violations with Blanking correction
- Up to 4 channels on one screen
- Ask to see Demo Tape

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GORDON PETERS Southwest
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Arlington, Texas 76010
Phone 817/497-0057

ECK KING Southeast
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