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My Little Margie—126 Half Hours
Waterfront—78 Half Hours
And Other Product That May Fill Your Needs
The Week in Brief

TOP OF THE WEEK

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

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

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

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

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

AT LARGE

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

BUSINESS

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

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

TECHNOLOGY

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

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

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

PROGRAMMING

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

JOURNALISM

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

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

PROFILE

LOOSE REINS, TIGHT GRIP □ Peter Kizer's management style is to hire strong teams for each of the Evening News Association's stations and then let them operate independently. But the vice president of ENA's broadcast division stays near enough to be sure the standards they set are high. PAGE 89.
KETV professionalism is... telling the story of mentally retarded Ray Loomis and his drive to help the mentally retarded help themselves. Establishing a self-advocacy program called Project II, Ray Loomis wanted to tell the world "we are people first."

Through the efforts of KETV's Bettie Shapiro-Denny and Carol Schrader, Ray's story was told with a KETV documentary and a series of special news reports.

KETV honored Ray with the prestigious Jefferson award. And the Association of Retarded Citizens honored KETV with the prized national media award.

Ray Loomis died a few months ago. But because of KETV, he died knowing that, at last, people were listening.

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

List grows

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

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

'Interstellar commerce?'

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

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

News loses

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

Lookers on

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

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

Passing of a pact

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

Consequences of abrogation for U.S. broadcasters are not yet clear. But FCC officials said impact on pending proceedings—including proposals to break down clear channels (NARBA now provides substantial protection for clear) and increase power of Class IV stations—would have to be assessed.
Rug Doctor □ Nineteen-week campaign for rug steam cleaning device begins March 10 in more than 30 markets including Houston and St. Louis. Spots will be placed in day and fringe times. Agency: Vantage Advertising, San Leandro, Calif. Target: total adults.

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


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


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


General Mills □ Six-week campaign for fruit roll-ups begins March 31 in about eight markets including St. Louis. Spots will be placed in day and prime times.
Out in front with the biggest movies for 1980!

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Helter Skelter (Part II)
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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
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The Royal Hunt of the Sun
Little Big Man
Love at First Bite
The Revengers
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**Romance push.** Harlequin Enterprises, Don Mills, Canada, is launching $2.3 million advertising campaign today (March 3), exclusively in network television to promote its Harlequin book line of romantic fiction. Campaign will continue until mid-August on ABC-TV and CBS-TV in prime time, daytime and fringe periods. Three 30-second commercials, created by Compton Advertising, New York, focus on appeal of Harlequin romances to women in Japan, Spain and France. Company spokesman said 1980 network TV budget is twice as much as expenditures for similar effort last year. Commercials were filmed abroad by Bill Fertik & Co., Inc., New York.

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


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

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**RADIO AND TV**

**Atlantic-Richfield** Six-week radio and three-week TV campaigns begin May 12 in 22 markets and June 2 in 16 markets respectively, for service stations. TV spots will run during fringe and prime times. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 18 plus.
SOME DAY ALL TALK SHOWS MAY BE LIKE TONI'S.
BUT UNTIL THE OTHERS CATCH UP,
YOU CAN HAVE THE ORIGINAL!

THE TONI TENNILLE SHOW
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When Multimedia's WLWT-TV built a new tower in Cincinnati, the company's management invited the local public television station to put its antenna atop the new tower, too. As a result, more homes in the area are receiving NBC and PBS programming loud and clear. In fact, more than 300,000 people — from New Market, Ohio, to New Castle, Kentucky, to New Salem, Indiana — are getting a new look at Johnny Carson and the Cookie Monster.

At Kline Iron & Steel, we're honored to have been chosen to design and build the new tower, and we're justifiably proud of the friendships we've made at Channel 5. Since 1950, we've made a lot of friends in broadcasting. And, in the process, Kline Iron & Steel has become the number one company in the world in the design, fabrication and erection of tall towers.

So, if there's a new tower in your plans, give us a call. Because no matter how high you're going, you'll find that a Kline tower stands head and shoulders above the rest.
Where Things Stand

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

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

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

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

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

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (Broadcasting, Jan. 3, 1979). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcasting Bureau priorities.

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

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

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

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

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

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

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

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as 6 channels of programming via satellite direct to homes equipped with small-diameter rooftop antennas (Broadcasting, Aug. 6, 1979). Comsat planners hope to have system operational by 1983 and details ready for filing at FCC this
month. FCC meanwhile, has been conducting inquiry on Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress, as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present charter. On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif) Communications Subcommittee will hold hearings some time this month to determine if legislation in this area is necessary.

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

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

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (Broadcasting, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on grounds that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (Broadcasting, Dec. 24, 1979).

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

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

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

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

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

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and are expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 22, 1979).

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


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

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

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

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and phonorecording manufacturers (BROADCASTING, March 1, 1975) was defeated as H.R. 237 by Representative George Danielson (D-Minn.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Commerce, Technology and Transportation, to which hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

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

Shield legislation. Supreme Court's ruling in Standard Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are now suspected of crimes) and jailing of New York Times reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 28, 1979). After Standard Daily decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Phillip Crane (R-Ill.) has introduced bill limiting use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of Standard Daily (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking toward development of new television receivers. (BROADCASTING, Feb. 20, 1979). Commission has adopted yet another noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to $610,000 on project (BROADCASTING, Jan. 25). The force released first in series of reports that will seek to determine problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979).

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

WARC. President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which was included in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: AM band was extended from 1605 to 1705 kHz, shortwave frequencies included by about 500 kHz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-880 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).
"Can you name the hosts of all the game show strips available for access or early fringe?"

"Are you kidding?"

"Can you name ten?"

"Of course not!"

"How about five?"

"Well, not really."

"All right. Can you name one?"

"You bet your life I can!"

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• indicates new or revised listing

This week
March 2-4 — Ohio Cable Television Association annual convention Sheraton-Columbus hotel, Columbus.
March 3 — Deadline for entries in competition for National Broadcast Editorial Association's Award for Excellence Information: Susan Veitch, WCBT-TV, 51 West 52nd Street, New York 10019
March 4 — Association of National Advertisers television workshop, Plaza hotel, New York.
March 4 — Association of Broadcasters "Salute to Congress" dinner and White House briefing Hyatt Regency, Washington, D.C.
March 4 — Colorado Broadcasters Association Denver Advertising Federation advanced sales seminar Writers' Manor, Denver.
March 4 — Hearings on H.R. 5430, legislation introduced by Representative Ronald Motl (D-Ohio) requiring broadcasters to make financial statements available to public.
March 5 — International Radio and Television Society anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of Metromedia inc. Waldorf-Astoria, New York.
March 5 — Association of National Advertisers media workshop, Plaza hotel, New York.
March 5 — National Association of Broadcasters workshop on "Dollars and Sense Law—Using Contracts to Solve Business Problems", Hyatt Regency O'Hare, Chicago.
March 5 — Radio Advertising Bureau sales success clinic, Pittsburgh Hyatt House, Pittsburgh.
March 6 — Radio Advertising Bureau sales success clinic, Hyatt Regency Dearborn, Detroit.
March 8 — Panel discussion of American Women in Radio and Television on "You Can Own Your Own Radio and Television Station" Summit Hotel, New York, 9:30 a.m. Speakers: Alex B. Shaw, radio consultant, New York; Bruce Houston, media broker; C. L. Richards, Co.; Falls Church, Va.; Allan Griffin, VP, Bank of New York.

Also in March
March 10 — Washington Association of Broadcasters annual meeting, Red Lion Inn, Seattle.
March 10-29 — Region 2 conference of International Telecommunications Union for medium frequency broadcasting Buenos Aires.
March 11 — Television Bureau of Advertising regional sales seminar, Seatac Red Lion Inn, Seattle.
March 12 — Hollywood Academy of Television Arts and Sciences luncheon Speaker: Frederick Pierce, president, ABC Television, Century Plaza hotel, Los Angeles.
March 12 — Hearings on H.R. 6228, legislation on cross-ownership introduced by Representative Allan Swift (D-Wash).
March 12-16 — American Association of Advertising Agencies Southeast/Southwest councils' joint annual meeting, Frenchman's Reef, St. Thomas.
March 13 — Television Bureau of Advertising regional sales seminar, St. Francis Drake, San Francisco.
March 14 — Deadline for entries in annual Radio-Television News Directors Association awards.
March 14-15 — 11th annual Country Radio Seminar answers to the questions of the 80's Hyatt Regency, Nashville. Keynote speaker: Paul Harvey
March 15-17 — Kentucky CATV Association spring convention Hyatt Regency, Lexington.
March 16-18 — First Amendment Congress sponsored by 12 organizations including National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists Sigma Delta Chi, Williamsburg, Va.
March 16-20 — National Public Radio annual conference, Crown Center hotel, Kansas City, Mo.
March 17-18 — Society of Cable Television Engineers addressable technology seminar and live system demonstration Holiday Inn, San Jose, Calif.
March 18 — Radio Advertising Bureau sales success clinic, Seatac Red Lion Inn, Seattle.
March 18 — New York Cable Television Association annual legislative meeting, Empire State Plaza, Albany.
March 20-21 — Georgia Cable Television Association annual meeting, Atlanta Sheraton Information: George Paschell, Cablevision of Augusta, Box 3574, Augusta, Ga. 30904.
March 21-23 — Intercolligate Broadcasting System annual convention, Sheraton Centre, New York Information: Jeff Tellis, (914) 556-6710.
March 24-25 — Society of Cable Television Engineers mid-Atlantic technical meeting and workshop, Hyatt House, Richmond, Va.


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

April 1 — Deadline for entries in competition for Community Service Awards of National Broadcast Association for Community Affairs. Information: Tom Roland, WNEW Radio and TV, 720 Boush Street, Norwalk, Va. 23510, (804) 448-2600.


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

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

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

April 8-12 — Satellite 80, international satellite conference, The Regency Denver.

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

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

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

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

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


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

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


Errata

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

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

April 9—New England Cable Television Association spring meeting, Sheraton-Wayfarer, Bedford, N.H.
April 9-11—American Forces Radio and Television Service world-wide joint workshop, Sportsman's Lodge, Los Angeles.
April 10-11—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings, Marriott hotel, New Orleans.
April 10-13—Broadcast Education Association annual convention. Convention Center, Las Vegas.
April 11-12—Maryland-Delaware Cable Television Association spring meeting. Gateway West, Ocean City, Md.
April 13—Association of Maximum Service Teletectors annual membership meeting. Las Vegas Convention Center.
April 13-15—Illinois-Indiana Cable TV Association annual convention, Ramada Inn Convention Center, Champaign, Ill.
April 13-18—National Association of Broadcasters annual convention. Las Vegas Convention Center.
April 15—Pioneer breakfast sponsored by Broadcast Pioneers during National Association of Broadcasters convention. Las Vegas Convention Center.
April 15—Radio Advertising Bureau sales success clinic, Sheraton Inn International Airport, New Orleans.
April 17—Radio Advertising Bureau sales success clinic. Le Baron hotel, Dallas.
April 18-20—Carolina UPIC Broadcasters annual meeting, Ramada Inn, Wrightsville Beach, N.C. Information: Bill Adler (704) 334-4691.

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Speaker: Elton H. Rule, president, ABC Inc.
April 28-30—Pennsylvania Association of Broadcasters spring convention. Canoe Caribe hotel, Cancun, Mexico.
April 28-29—Society of Cable Television Engineers meeting and workshop. Sheraton Inn, Memphis.
April 30—Peabody Awards luncheon sponsored by Broadcast Pioneers. Hotel Pierre, New York

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

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

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Broadcasting Mar 3 1980
Is this really necessary?

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

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

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

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

Thurston backer

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

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

Quello correspondence

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

Together with the other Hispanic stockholders of this corporation, I ask the following questions:

1. What are the qualifications for the position that applicants such as Aguayo possess in comparison to Quello's?
2. To what extent do applicants like Aguayo have knowledge of commercial broadcasting, practical as well as formal, in comparison to Quello?

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

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

Survival of the fittest

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

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

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

David H. Solinske, broadcast engineer, Chicago.

The world loves a clown

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

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

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

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

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

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

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

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


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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

During the 13 days of Olympics coverage (Feb. 12-24), ABC devoted 34 3/4 hours of prime time, over 80% of its schedule, to the games. For that period, it averaged a 23.3 rating—versus NBC's 19.4 and CBS's 17.7. There were 15 days during the Arbitron sweeps in which no Olympics coverage appeared. During that time, CBS led with a 20.7 rating—to ABC's 20.1 and NBC's 18.7.

According to William Rubens, NBC's vice-president for research, "I would describe the effects of the winter Olympics as fleeting." It is unlikely, he said, that local stations will experience any sales increase as a result of the unusual February results.

Local CBS and NBC affiliates especially, he noted, will probably break out the Olympics when showing the February numbers to advertisers.

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

Breaking out the Olympics, Rubens noted, ABC was 12% below its performance a year earlier.

In defending its February record, ABC noted that the Lake Placid games logged an 11% rating increase over the 1976 games from Innsbruck, Austria, and a 22% increase in households.

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

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

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

Other than the games, however, ABC

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

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

Wearn—who coupled his remarks with a stout defense of the NAB's code mechanisms—went on to say that: "Because I believe that the more government makes the decisions for us, the more our independence becomes dependence. The more things government does for us the less we do for ourselves—and for others. The more that government regulation expands, the more self-regulation and self-reliance shrink. I believe independence, service and self-reliance are American qualities worth preserving and fighting for."
showed some areas of enhanced power—especially on Sunday night. Its new series *Tenspeed and Brown Shoe* continued offering formidable opposition to CBS's traditionally powerful block of comedies. *Tenspeed* (9 p.m. NYT) aired twice during the month, reaching 24.9/35 share on Feb. 3 and 25.4/35 Feb. 10 and holding even with its principal foe, CBS's *Archie Bunker's Place*.

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

As the month drew to a close, CBS's $6-million miniseries, *Scrapules*, appeared destined to win the concluding nights for that network. Part one on Monday, Feb. 25 averaged a 21.6 rating, and the Tuesday show averaged 25.4. Wednesday night's *M*A*S*H* averaged 23.9. The final chapter of the three-part miniseries did not air until Thursday and was not counted in the February numbers for either ratings service.

Against regular programming, CBS continued to dominate Friday nights with its *Incredible Hulk-Dukes of Hazzard-Dallas* lineup and managed to remain virtually even with ABC against the Olympics. Twice during the Olympics, however, CBS lost Sunday night. Monday nights also generally held for the network.

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

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

In the last full week of the season, two Tuesday (Feb. 19) specials were swamped in the ABC-NBC tidal rush—*Liza and Goldie Together* (10.8/15) and *Ladies and Gentlemen—Bob Newhart* (9.9/15). The network also showed two news specials on Wednesday nights, and one of them, *The Trouble with Women* (Feb. 20), had the distinction of being the least watched prime-time show of the month (7.8/12).

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

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

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

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

Taking advantage of 1977 by-law allowing chairman to serve two terms, Douglas Dittrick, president of Douglas Communications, was re-elected chairman of National Cable Television Association in Sarasota, Fla., last week at first of four annual board meetings. Elected vice chairman—and, by tradition, likely successor to Dittrick—was Allen Gilliland, president of Gill Cable Inc., San Jose, Calif. Elected treasurer was John Saemans, president and chief executive officer of Daniels & Associates, and secretary was Jerry Lindauer, senior vice president, new market development, T-I Communications. Proposed budget, totalling nearly $2.5 million, 25% increase over current budget, was approved by board after three hours of discussion, but without significant amendment. Included; $5,000 grant for Walter Kaitz Foundation, created to instruct citizens on legislative process and how it affects communications industry; allocation for consulting contract with public relations firm, Marston-Rothenberg Public Affairs Inc., and funds for hiring three new staffers, one each for public affairs, research and engineering departments. Senator Ernest Hollings (D-S.C) addressed meeting and Brenda Fox, new general counsel (see story, page 26), met board.

FCC last week rejected petitions opposing tariff revision filed by Western Union, allowing new dedicated transponder service to go into effect today. These petitioners included three major television networks—who wanted new service, but not across-board rate hike also included in tariff revision. Although all provisions of revisions will go into effect, certain charges, which FCC feels might be excessive, will be included in FCC's ongoing investigation into Western Union's original tariff. (According to FCC staff, that investigation is being held in abeyance until rulemaking on competition among common carriers is complete.)

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

National Association of Spanish Broadcasters last week disclosed extent of effort on part of Hispanic-American community to persuade President Carter to nominate Hispanic to FCC seat now held by James H. Quello. His term expires June 30, but he is seeking reap-
Ten of 11 broadcasters in “Stock index” (page 87) were losers in week ended Feb. 27, with networks leading rout. ABC went from $33.875 to $31.875, CBS fell from $47.25 to $45.25 and NBC declined from $40 to $38.

Also, following announcement of earnings drop that took Wall Street by surprise (see page 40). Investor fear of possible “profitless prosperity” due to industry’s cost escalation is cited as reason for general decline. Still, by week’s end networks gained on bargain basement prices, CBS reaching $47.25 by mid-afternoon Friday.

Energy Action, Washington, and Citizen-Labor Energy Coalition, New York, two consumer groups, have mailed letters to 30 TV stations that carried “Edward and Mrs. Simpson” syndicated miniseries demanding equal time for what they said were “overtly political” advertisements telecast within program for Mobil Oil Corp. (Broadcasting, Jan. 28). Series was carried by 50 stations but spokesman for Energy Action said group did not have full list at time letters were mailed. Group plans to be in touch with remaining outlets. Mobil spokesman said Energy Action is “trying to intimidate television stations” and said organization “seems less interested in gaining access themselves than in frustrating access of others.”

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

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

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

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

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

Zeifang left the spot in January to head a communication branch in the Washington office of a Cleveland law firm, Baker & Hostetler. NAB's president, Vincent Wasilewski, and general manager, John Summers, have been carrying the lobbying torch since Zeifang's departure.

Word had it that the NAB wanted someone who could run the government affairs office with a strong administrative arm, as well as carry out aggressive Hill activities.

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

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

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

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

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

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

In other committee actions:
- The NAB has decided to send a list of questions on communications issues to all the presidential candidates. Subjects covered will be radio deregulation, equal time rules, and direct-to-home broadcasting.
- It decided that Donald Thurston, former joint board chairman, and president of Berkshire Broadcasting Co., North Adams, Mass., will accompany George Bartlett, NAB's vice president for engineering, to the Region 2 conference on AM broadcasting in Buenos Aires this month. NAB has said it would like complete engineering data before a position on 9 kHz spacing, a Region 2 agenda item, is taken. It has sent a letter to the 22 Latin American countries participating in the conference stating this position.
- Two new committees will be named: "How to Communicate with Your Association Better" and a committee on new video technology.
- There was also some discussion on implementation of the Futures Committee report, which was presented to the board for approval at the January meeting in Palm Springs, Calif. The report advocated a realigning of NAB's internal structure, so that there would be clear management roles instituted. Some members of the committee felt that once the report was approved, it would be implemented, and expressed disappointment that the actual staff appointments still have not been effected.

Schanzer: young old hand signs back on with the NAB

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

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

Schanzer, a 34-year-old Columbia Law School graduate, worked for the NAB as a legislative counsel between 1973 and 1975. He then left to manage Senator H. John Heinz's (R-Pa.) 1976 election campaign. He joined NBC following the election.

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

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

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

Brenda Fox leaves NAB to become NCTA's general counsel

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

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

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

But both he and Bob Ross, NCTA's senior vice president for law and government relations, admit that there is a sign of maturity on the part of both industries.
It's very clear... our Merv is here to stay.

The traffic among talk/variety show hosts has become quite brisk of late.
Perhaps there has never been a time when there was less stability in this category of programming.
But amid all the uncertainty, one fact remains clear: “The Merv Griffin Show” is stronger than ever.
In fact, from sign-on to sign-off, the program is a decisive first—Number One in markets, homes, total persons, adults, men, and women.
Which should surprise no one. For Mr. Griffin is, among other things, one of the medium’s brightest showmen and one of its foremost innovators.
It’s Merv’s show that introduced the “theme” idea. It’s Merv’s show (and only his) that has regular originations in Hollywood, New York, Las Vegas and Atlantic City.
And it’s Merv’s show that first brought the excitement of such places as Monaco, Israel and Venice to talk/variety viewers.
Coming up: Remotes from Lake Tahoe and Marbella, Spain.
Talk/variety show hosts come and go. Indeed, the exception to that rule is quite rare.
But then, Merv is a rare and exceptional guy.

METROMEDIA PRODUCERS CORPORATION
485 Lexington Avenue, New York 10017. (212) 682-9100

Source: Nov. 1979 NSI Syndicated Report
which makes such an appointment acceptable.

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

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

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

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

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

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

—Ann Elder

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

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

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

And while the FCC is not ready to go along with NAB’s suggestion at this time, it did feel that the concern was valid enough to instruct the staff to come back with a report of its own.

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

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

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

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

In another action, the FCC granted a waiver of its crossownership rules to WALB-TV Inc., licensee of WALB-TV Albany, Ga. WALB was one of the 16 “egregious” cases ordered to divest of either a broadcast or newspaper property by June 1. WALB-TV, along with Ansin Broadcasting Co. and Owasso Broadcasting Co., asked the commission to reconsider its Oct. 25, 1979, denial of their previous waiver request (“Broadcasting,” Jan. 7).

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

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

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

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

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

Getting the word in Washington. The 25th annual conference of State Association Presidents and Executives convened in Washington last week. Among the highlights of their meetings, addresses Friday morning by Senator Harrison Schmitt (R-N.M.) and White House Press Secretary Jody Powell. Schmitt assured the delegates that “there will be broadcast legislation soon.” Questioned about what he thought of the FCC’s recent efforts to deregulate the industry through higher equal employment opportunity requirements—while at the same time proposing radio deregulation—Schmitt answered: “the FCC would rather not have a broadcast bill at all. But it’s time for the Congress to take action whether or not the FCC tries to undercite it.” Powell was asked two broadcast-related questions, one by a Michigan delegate who wanted to know whether he would support the renomination of FCC Commissioner James H. Quello. Powell said that “a press secretary does not get involved in the nomination process” but that the remarks would be passed along. A Utah broadcaster asked if the White House would support radio deregulation. Said Powell: “I don’t know.”
ABC salutes the great athletes who made the ’80 Winter Olympic Games the most unforgettable of all!

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

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FCC makes firm move to adding FM’s

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

The FCC has instituted a rulemaking to open the spectrum to additional FM’s. If it is adopted, there will be two new classes of stations, as well as rules that would allow existing classes of stations to operate in areas where they are now restricted. The bureau estimated that a “substantial” number of stations could be added.

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

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

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

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

The staff of the Broadcast Bureau, which presented the item at last Thursday’s open commission meeting, said NTIA’s other proposals on directional FM antennas and terrain shielding involve numerous technical problems, and therefore did not recommend that the commission act on that proposal at this time. The staff added that the creation of new FM stations made possible by the proposed rulemaking would be delayed by such a technical proceeding as NTIA proposed. The bureau, however, did say it would ask NTIA for supporting data.

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

Chairman Charles Ferris said: “This is a good item and moves towards our goal of furthering diversity in the marketplace.”

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

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

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

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

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

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

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

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

Others handing out the honors were Edwin Newman of NBC News, Mike Wallace of CBS News’s 60 Minutes, independent producer Frederick Wiseman and Tony Batten of noncommercial WETA-TV Washington. Batten called for more progress in bringing minorities into the news business in behind-the-scenes decision-making roles. He cited some examples of progress but said, for example, that an unnamed major public television station has regressed, having gone from 10 black producers in 1969 to only four in 1979, despite substantial budget increases at the station.

1978-1979 duPont-Columbia winners follow:

Awards

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

Citations

KQED-TV San Francisco, Joan Churchill and Nicholas Broomfield □ Tattooed Thars.
KTCA-TV/KCTV TV St. Paul □ Power Play.
KYW(AM) Philadelphia □ Three Mile Island: Seven Days of Fear.
KYW-TV Philadelphia □ For investigative reporting.
WCCO-TV Minneapolis □ A Death in the Family.
WHO-TV Dayton, Ohio and Martha Dunsky □ Epitaph for Mon.
WNET-TV New York and Mariposa Film Group, San Francisco □ Word Is Out.
Dorothy Tod and the Vermont Council on the Humanities and Public Issues □ What If You Couldn’t Read.

CBS News □ 1968.
CBS News □ Sunday Morning.
A VERY JOYOUS
20th ANNIVERSARY GREETING
TO
WMAL'S HARDEN & WEAVER.

GENTLEMEN, YOU'VE GOT IT ALL!

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

We're all in this together now

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

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

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

That's a long way to go. I was impressed—or perhaps "de-impressed" is a better word—by the Arbitron television census [Broadcasting, Feb. 18] that shows cable at 18% penetration. The interesting thing was that the total television universe, the over-the-air TV universe, is growing at an absolute rate higher than cable. If the absolute rate of regular television homes keeps growing faster than you do, I can't see how you'll ever catch up.

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

Where is cable now?

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

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

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

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

What caused that sudden rise?

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

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

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

Yes. I think we have to prove ourselves in the
"Broadcast Electronics' Control 16 not only made automation affordable for us... but also indispensable!"

Jim Moll—Station Manager

Mr. John Burtle
Director—Automation Products
Broadcast Electronics, Inc.
P. O. Box 3606
Quincy, Illinois 62301

Dear John:

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

As for the operation of the system, your brochures do not tell half the story. The system has the clearest on-air sound of any I've heard. The ease of operation is a big plus, too. The system really does cover operator mistakes without letting the entire audience know about it.

As you know, one of our prime concerns prior to the purchase of our system was the kind of service we could expect during and after initial set-up. To say the least, we are extremely pleased we went with Broadcast Electronics. Your staff is cooperative and very patient and willing to help out no matter what the hour.

John, I have worked with automation systems of all kinds over the past several years. I would not hesitate to recommend the Control 16 automation system for any broadcasting application. The Control 16 not only made automation affordable for our operation but also—indispensable!

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

Sincerely,

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

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

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

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

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

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

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

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

That is not cable television.

What is cable television?

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

If a big part of cable systems in the future are these ancillary services, and the telephone company gets into the same business and has the same services, as
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After all, if you keep our trademark on your mind, the least we can do is give you the shirt off our back.

""
part of the regular telephone, is there a
danger that they'll become one and the
same? That the cable business will no
longer be an entertainment medium, but a
utility?
No. Essential to the definition of something as a
utility is that it has to be a necessity, and it has
to be a monopoly. And I don't think that is
what is happening today. I think we're
talking about choice services, optional services,
and we're talking about services that can be
offered by numerous means—you can have
burglar alarms over the telephone line, you can
have burglar alarms using RF; you can have
more than one MDS, cable or DBS.
And so I don't think we're going toward a
utility. I think one of the big challenges for
government will be, again, not to fall into the
trap of thinking people into predefined boxes.

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

What are they promising in the franchise
contests? How many channels?
It varies. For instance, the most recently
awarded major franchise, Warner's in
Pittsburgh, is 78 channels of capacity. They're
actually going to have three loops, as I
understand it; two loops into the home and an
institutional loop. I don't know how many
channels are being put down that, but the
Qube model alone says 30 channels
But we've got to be careful that we don't say
a 78-channel capacity means 78 different
programs on there. There is the capacity to offer
78 different programs. I think those programs
are coming along, and there certainly is the
stimulation to develop those, and one is driving
the other. But we don't want to be caught
behind an 8-ball where a new program
comes on and you don't have the capacity
to carry it, which we're facing in many of our 12-
channel systems.

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

Which broadcasters do you anticipate
being the most greatly affected by cable?
None! And I don't say that for show. I think
there has been a very serious flaw in
broadcasters' planning as to the role of cable
television in their future. And that is, they are
assuming the status quo.
I think broadcasters do not give themselves
enough credit. I think they're smarter than that,
and I think they are going to begin to respond,
and they already have begun to respond
competitively, and to offer new services,
designed to attract audience that might
otherwise go to cable.
My favorite example of the fact that
broadcasters are not going to sit on the sidelines
and watch their empire dissolve is Chattanooga,
Tenn. It's a shift town, with a lot of shift
workers coming home in the early hours of
the morning, but none of the TV stations there
went all night. Then they built a cable system
and brought in channel 17 in Atlanta, which
goes 24 hours a day. The shift workers had
something to watch. One of the local
broadcasters then said: "Uh oh, I've got to
compete," so he went 24 hours a day. Now the
people have two channels they can watch,
whereas before they had zero.
That's one angle.
The other angle is that if you look at the
Nielsen studies, particularly the ones done for
Young & Rubicam, they say that the
significance of cable is that it is bringing more
viewers to the set. Not that it's stealing
viewers from existing programs. This was backed up in
the economic inquiry, as well.

You know, Les Brown of the New York

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

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

What is NCTA's—and cable's—biggest
problem?
I think our biggest problem is Washington
breaking out of the old boxes, being viewed in
the old terms, and stuffed into some regulatory
cubbyhole.

Is that going on in the Communications
Act rewrite activity? Is there an ongoing
proceeding that concerns you a lot?
Well, yes. The Communications Act and the
rulemaking that has come out of the FCC's
economic inquiry are clearly the two paramount
issues that we're concerned about.

What do they mean to you and con?

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

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

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

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

What about the networks?
Well, CBS is entering into supplying cable, and

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

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

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Source: Arbitron, Adults 18+, 6:00AM-12:00MN, Monday- Sunday, Milwaukee Total Survey Area, AQH Listening Estimates, October/November 1979.
diversity, even, is time diversity, and if the rules
do not allow us to offer consumers the kind of
time diversity that they want, then the rules
slow down or retard that engine which forms
the basis for the other kinds of programing.
So I think that’s the real impact of the rules,
that retransmitted broadcast signals are the guts
of a television cable system, and that holding
back on those signals has an effect down the line
of holding back other services, and that’s why
those rules ought to be changed.

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

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

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

But the industry has progressed to this
point without that.

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

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

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

Take a look at what’s happening in Reading,
Pa., with what they’re doing hooking the
schools together with the older folks, so there’s
dialogue among the generations. And take a
look at what’s happening in Columbus with
Qube — providing 10 channels of community
programing and thousands of people are coming
through the studio, with an opportunity to
express themselves, whether it be a high school
marching band or a choir. I don’t want to lead
you to believe, however, and I know you don’t,
that all cable systems run whiz-bang local
programing outlets. But I think that’s going to
change, and I think it’s going to change for a
very simple reason. We talked about it earlier:
programing. As cable awakens to advertising,
and advertisers awaken to cable, there is now a
national outlet via satellite for advertising. But
there really isn’t, except for those pre-existing
local channels, a local outlet, and I think that
the desire to create space for advertising is going
to stimulate local programing. We are going to
want to give the local Chevy dealer or the local
pizza parlor a place to advertise, and, therefore,
we will create the programing that will go
around that.

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

Yes.

Will it make money?

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

If that happens, will the Cable News Net-
work be carried by all cable systems?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

And it’s a 180-degree change in direction, it’s a revolution. I’m not saying it’s universal, but I’m saying the people who are out there on the cutting edge have made this distinction, and that’s why they’re on the cutting edge.
CBS makeover will mean some ups and downs, says Backe

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

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

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

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

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

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

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

Jankowski didn't strenuously object to one analyst's assumption that 14% industry growth on the network level could yield 16% growth for CBS revenues. Such growth would be sufficiently "healthy" to cover any cost pressures over the next 12 months, Jankowski said. And he thinks the increase in ratings that CBS has been experiencing should translate, when selling starts for the fourth quarter, into an additional two share points of the network revenue pie for CBS.

In discussing broadcasting results for last year, Jankowski noted that the CBS policy of "constantly trying to watch the way we spend" showed that it was possible to achieve "ratings success without frivolous spending." He indicated that low-cost programing options the network would be considering included news series such as the Universe project that's been given a go-ahead. However, in the news field, it was suggested CBS will be inclined to expand its evening news as opposed to starting an 11:30 p.m. broadcast. "We haven't come to ABC's conclusion on
announces the acquisition of

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

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

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

Backe stressed two principal areas in discussing CBS's plans for participation in new technologies. The new CBS Video Enterprises unit of CBS Records will be operating in a field that is a natural one for the company, he said, and in an industry that CBS expects to have a $4 billion-to-$5 billion potential by 1990.

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

Beyond the well publicized involvement of the CBS/Broadcast Group in over-the-air teletext through its experiments at KMOX-TV St. Louis, Backe said the CBS/Publishing Group is experimenting with interactive viewdata systems, seeking to be a provider of information software.

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

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**Changing Hands**

**PROPOSED**

- **WTU-TV Augusta, Ga.:** Sold by Augusta Telecasters to WATU Television Inc. for $5 million ("In Brief," Feb. 25). Seller is owned by J. Thomas Jones (55%) and Francis Robertson (45%). They have no other broadcast interests. Buyer is owned by WSBT-AM/TV and WDBJ-TV Roanoke, Va. Also owned by parent are cable systems in Hagerstown, Md., and Carl Springs, Fla. Schurz is chairman of parent, and Warren Wheeler Jr. is president. WATU-TV is NBC affiliate on ch. 26 with 263 kw visual, 29.5 kw aural and antenna 1603 ft. above average terrain.

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

- **KFOG(FM) San Francisco: Noncontrolling interest sold by country music singer Charley Pride to Jim Long for $1.1 million. Pride is selling 412,500 shares of nonvoting class A stock (71% of his class A holdings) in Cardinal Broadcasting, licensee. Pride will retain 23% of total Class A stock and will retain 49.998% of station's class B voting stock. Long, former president of TM Productions and TM Programming, Dallas, will own 36% of total Class A stock, but has no voting interest in station, which was spun off to Cardinal Broadcasting by General Electric Broadcasting Co. for $3 million as result of General Electric-Cox merger (BROADCASTING, April 23, 1979). Other controlling stockholders of KFOG are former professional football player (San Francisco 49ers and Detroit Lions) Gene Washington (24.00%); broadcaster L.A. (Sonny) Buxton (24%), and San Francisco stockbroker Dick Schutte (2%). Long and Pride are equal partners in KEYN-AM-FM Wichita, Kan. Long owns 25.1% of KSSM(FM) Little Rock, Ark. KFOG is on 104.5 mhz with 7.9 kw and antenna 1,454 feet above average terrain.

- **WWNS(Am)-WMC(FM) Statesboro, Ga.:** Sold by C.H. Grider, W.C. Woodall Jr., James Orndorff (30% each) and J. Barton Lanahan (10%) to Nathan Hirsch and Dell Pressey (50% each) for $790,000. Grider owns WWNS(WMO(AM) Winder, Ga., and 21% of WPPA(AM) Pensacola, Fla. Woodall owns WDD-W(AM-AM-FM) Dawson, 51% of W8BK(AM) Blakely and 25% of WGRA(AM) Cairo, all Georgia; 50% of WGS(AM) Greenwood, S.C., and 50.2% of WPPA(AM) Pensacola, Fla. Orndorff and Lanahan have no other broadcast interests. Hirsch is currently operations manager of WWNS-WMC.**
Pressey owns TV sales and repair shop in Statesboro. They have no other broadcast interests. WWSN(AM) is on 1240 kHz with 1 kw day and 250 w night. WMCD(AM) is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

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

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

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

KTVB(AM) Boise, Idaho: Sold to KTVB Inc. to King Broadcasting for $14 million. Seller is owned by Georgia G. Davidsohn and family, who have no other broadcast interests. Buyer is principally owned by Dorothy S. Bullitt and her daughters, Harriett Bullitt and Priscilla B. Collins; Ancil Payne is president. It also owns KYA-AM-FM San Francisco; WRTH(AM) Wood River (25%); KHQ(AM) Spokane; WRGM(AM) Boise; KAYC(AM)-KSTK(AM) Seattle and KREM-AM-FM-TV Spokane, Wash. KTVB is NBC affiliate on ch. 7 with 166 kw visual, 26.9 kw aural and antenna 2,560 feet above average terrain.

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

WFMB(AM) Springfield, Ill.: Sold to Capital Broadcasting Co. to Springfield Advertising Co. for $1,275,000. Seller is owned by Harold J. Hoskin, R. W. Deffenbaugh, W. E. Wingert and J. W. Johnson (25% each). They also own 1.66% interest in ch. 55 WBHW(TV) Springfield. Wingert owns an additional 11.66% interest in WBHW as individual. Buyer is owned by Eastern Broadcasting Corp., owned by Roger A. Neuhoff and family. Eastern also owns WCVS(AM) Springfield; WHUT(AM)-WHLP(AM) Anderson, Ind., and 80% of WRS(AM)-WQK(AM) State College, Pa. WFMB is on 104.5 mhz with 20 kw and antenna 245 feet above average terrain.

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

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

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

O&M's vision of the media future

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

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Broadcasting Mar 3 1980 43
changing conditions.

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

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

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

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

But network audience shares will decline, O&M predicts, particularly in prime time, resulting in a 20-share point loss by 1990. It envisions the networks' role will change—from that of programers to stations to one of program suppliers, competing with film studios, production companies and independent producers.

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

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

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

The presentation offers a number of suggestions to help advertisers and agencies cope with the emerging, personalized media; define prospects on the basis of media usage patterns as well as demographics, geography and psychographics; gain experience and seek opportunities in the new technologies; encourage audience measurement services and market researchers to gather data on all the new video activities; experiment with and prepare for more fragmented media plans; encourage all new media to accept advertising; consider regionalized, localized and personalized copy, and gain test experience with radio, which may prove highly efficient, compared to other media opportunities.

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How Oak grew from the acorns of STV

Everitt A. Carter, chairman of Oak Industries, described the prospects for his company in glowing terms to a packed luncheon crowd last Wednesday at the New York Society of Security Analysts. Last year's earnings, he said, advanced 103% to $11.2 million, $2.71 a share, on a 46% revenue rise to $281.3 million. Fourth-quarter revenues and profits, $79.2 million and $3.35 million, respectively, were the best of any quarter in Oak's history. And despite these improvements, Carter decried the impact of an accounting regulation for provision of stock appreciation rights that he said cut 1979 net $1.1 million and per share by 28 cents.

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

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JAMES V. SHILLINGFORD
Pres., Ope. Mgr., WWBP/WWBP, Lawrenceburg, Virginia
For "exemplifying professional excellence in broadcasting"

KATHY SHOEMAKER
Community Affairs Dipt., 980 AM, Oak Ridge, Tennessee
For encouraging the community's awareness of benefits of self-help movement

MARNELL F. SHOEMAKER
Dipt., Corporate Relations 980 AM, Oak Ridge, Tennessee
For improving broadcasting's image in the eyes of the public

VINCENT T. WASILEWSKI AWARD
For Improving Broadcasting's Image In The Eyes Of The Public

WILSON C. WEARN
President and Chief Executive Officer
Multimedia, Inc.
Greenville, South Carolina
For a distinguished career that has been stamped with a high standard of professionalism and a personal dedication to excellence. Mr. Wearn, a former chairman of the National Association of Broadcasters' joint radio and television boards, has given unsparingly of himself to encourage broadcasters to achieve their highest potential. He formed the company that became the broadcast division of Multimedia, Inc. His commitment to his community is marked by strong civic involvement and by courageous editorials sometimes espousing unpopular, but just, causes.

ABE LINCOLN AWARDS / Fort Worth, Texas 76150
community. However, "the New Oak," which has "bet our corporate life on STV," is now starting to attract the favorable attention of Wall Street, according to Carter.

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

Carter expects 1980 to be another record year for Oak, "barring total catastrophe" in the general economy, although he didn't care to forecast the coming year's results. He drew his optimism in part from an order backlog that now stands at $111 million.

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

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

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

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His place in history secure, President Carter's dedication to the One who controls history has been demonstrated by his holding high the banner of human rights, by his conscientious efforts as a peacemaker, and by his continuing dedication to the cause of Jesus Christ. We honor ourselves by saluting this Christian gentleman.
WGBH engineers talk about the Ikegami HK-312
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HELP WANTED ANNOUNCERS CONTINUED

Immediate opening for versatile disc jockey Contact Blair Eubanks, Radio Station WPGQ, Macon, GA 31201, 4000.00, WQ 740 kHz, immediately. . . . 919 - 796-611, Equal Opportunity Employer.

Regional FM looking for strong PD. Production a must. Great pay and benefits. Tape and resume to G.M., Box 213, Geneva, NY 14456.


Chief Engineer, Full charge for operation and maintenance of 6K FM noncommercial University radio facility. Facility is First Class and we offer the large experience in development and maintenance of off-air production equipment for radio and television laboratories. Responsibilities include technical assistance to faculty and staff of instructional services in maintenance of AV system. Position begins July 1, 1980. Send resume to Dr. Charles Evans, Dean, College of Arts and Sciences, University of Evansville, PO Box 329, Evansville, IN 47702. Deadline: April 4, 1980. EOAA/EOE.

Chief Engineer, KUTK/KEZM-FM Yakima, Washington. 5-AM, FM, Stereo, Class A. Good equipment, good work conditions. Engineering only, no board work. Present Chief retiring, talk to him yourself, 500-249-2200, Box 2309, Yakima, WA 98907. Equal Opportunity Employer.

Group chief needed. New station acquisitions have necessitated the search for a group chief engineer. Experience is the key word, we don't need or want a panicker under pressure. All properties have a chief now. We are looking for an equal opportunity employer. Good salary and stability. Please reply with employment history, resume and references to Box C-5.

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

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

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

Chief Engineer, for operation of community-based public radio station and for construction and operation of new VHF-TV translators in Ketchikan, Alaska. Applicant must have 3-5 years experience in VHF-Teen radio/television, FCC license, at least 3 years engineering experience in FM broadcasting and a working knowledge of VHF-TV facilities, and a desire to settle in a small community with good schools, low crime rate, etc. Send resume and references to: Bruce Theroust General Manager, KRBD FM, 2415 Hemlock Street, No. 1007, Ketchikan, AK 99901. Rainbird Community Broadcasting Corporation is an equal opportunity affirmative action employer. Applications accepted through March 31, 1980.

Chief Engineer—For operation/maintenance 1 kw AM single directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Box 70, Burton, TX 75501. Equal Opportunity Employer.

"I need you yesterday" We're growing faster than engineers but we are looking for a good, experienced, reliable, able, well adjusted engineer. AM, full-time, 2500 watts. Send STL, all information. Automated FM. Salary range, $15,000. Total background information with references first reply to Box C-57.
Executive Producer: for All Talk, 50,000 watt, network affiliate in top 5 market. Responsible for scheduling guests and program themes for main dayparts. Experienced applicants only. All replies in confidence. Equal Opportunity Employer. Send resume and salary history to Box C-76.

Radio
Broadcast Operations/News Producer $55,18 per hour and excellent fringe benefits. Previous experience in sales or sales support. Six years' experience necessary. Good communication skills and license desirable. Inquire Personnel Office, Arizona Western College, PO Box 929, Yuma, AZ 85364. Equal Opportunity Employer.

Central New York
medium-large requires copy/production manager. Creative copy, show production with public service awareness, copy, & current affairs. Call or write. See resume and audition to Rick Thomas, G.M., WFBL, PO Box 1390, Eastwood Station, Syracuse, NY 13206, EOE.

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

SITUATIONS WANTED MANAGEMENT

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

Mature General Manager with strong sales and programming background. Successful record in achieving maximum profits with AM/FM and CATV. Will consider strong positive investment opportunity interested in relocating to Florida or sunbelt, consider other areas. Excellent business, personal and financial references, Box B-185.

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

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

Experienced Engineer wants to get into mid-management—was college trained in finance and some accounting—perfectionist—experienced in all phases of broadcasting and FCC rules. Prefer Florida, Georgia, or Alabama. Reply to M.S. c/o 27 Riverside Terrace, Quincy, IL 62901 or call 217-225-1448 after 7:30 PM. (C.S.T.)

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

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

Manager: Experienced all formats, latest with beautiful music FM. Sales and Promotion conscious executive. Currently employed with No. 1 station in major market. Moves toward force relocation. Phone 904-785-6409.

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

SITUATIONS WANTED SALES

Successful Co-op Coordinator seeks challenge of establishing and maintaining co-op network for Radio/TV Sales. Requires 2 years experience. Now selling co-op exclusively for one of the nation's most dominant radio stations. Box C-14.

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

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

SITUATIONS WANTED ANNONCERS

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

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

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

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

Natural voice produced by 6 years airwork in AOR, MOR, production. Radio professional. Will produce results for your southeast operation call Marc 404-252-7079.

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

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

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

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

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


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

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

15 years experience, seeking on air and production, will consider Wisconsin. Any format. Call Aaron 414-782-1182.

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

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

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


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

SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS

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

Need Professional Help? Check me out! Newsroom veteran. Excels in gathering, writing, interviewing, editing, and pasting copy writer. Will provide excellent references. Box B-84.

Award-winning sportscaster—employs—seeks sports talk/TVPB. All offers considered. Degree (Journ). Top references, credentials. Box B-148.

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


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


Recent college graduate seeks full-time position as sport/news sportscaster. Have 4 years professional experience in Top 15 market. Willing to relocate with salary negotiable. Tim Mole, 184 Barbara Lane, Malleton, GA 30059, 404-941-7983.

Versatility in Sports—Six years P-B-P color, announcer, talk host, etc.—seven years Major League Baseball/Soccer RR. Communications degree Pacific Northwest preferred. Radio or TV. Call 206-784-6822.


Evenings, Weekend, Radio newscaster; 1st class license, for Southeast Wisconsin, trained, some experience. 414—545-8558.

Newstalk Lady: From reporter to co-anchor talk pro- ducer to communicator; I'm ready to move to either coast. Call Peggy 712-347-6885 afternoons.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Stop! Why look further? I'm a creative pro with 6-1/2 years experience. Super production, excellent copy, tight board and more. Seeking production and/or air shift. Prefer west coast or Florida. Will relocate. Any area. Words can only say so much. For air check with production and copy samples, call 814—383-1905, E.O.E. (Equal Opportunity Employee).

Experienced audio in broadcasting, desires divisional controller or senior audit position. Desires eastern coast, British accent, looking to produce public affairs or magazine show. Box C-71.

Good P.D., strong on administration and commercial production, seeks larger market. Prefer air-off position, but will negotiate. Also prefer MOR or adult contemporary formats. Will offer best resume, references. A highly-experienced pro awaits your response, to Box C-95.

TELEVISION

HELP WANTED MANAGEMENT

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

**Pops without noise**

*Tom Keller, Director of Engineering:*

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

**2 IRE, but a complaint**

*Ken Hori, Senior Engineer for Advanced Development:*

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

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

**Washouts and dropouts**

*Bill Fairweather, Video Control Engineer:*

"During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be read on the monitor.

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

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

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

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

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NAB’s latest proposal for deregulation

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

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

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

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

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

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

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

Reagan movie triggers equal-time requirement

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

Executives of WGTU(TV) Traverse City, Mich., weren't sure, back in January, whether running a 1957 Ronald Reagan movie would subject the station to an equal-time demand by his competitors for the Republican presidential nomination. After throwing caution to the winds, they found soon enough that it did. Senator Howard Baker (R-Tenn.) now has an offer of 32 minutes of free time on the station.

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

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

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

Washington/Watch

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

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

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

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

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

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

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

New ALJ for the FCC

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

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

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

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

Quello defends self over New Jersey flap

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

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

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

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

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

He said in the memo that the statements “were taken out of context”—apparently “for the express purpose of embarrassing me”—and he denied “any insensitivity to the needs of the people of New Jersey,” particularly in connection with their desires for additional television service in the state.

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

However, the television issue has revolved principally around the demands by citizens and officials for what would be New Jersey’s first in-state VHF television service.

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

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

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

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Tall problem

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

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

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

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

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

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

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

The Port Authority's concern is for the 1.5 million people who visit the second tower's observation deck each year—a money-making venture for the Port Authority—and for workers who would occupy the floors immediately below. The tower on which the antenna mast stands would not be affected.

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

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

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

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

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

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

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

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

Total cost of the antenna and related gear, plus new transmitters, was estimated at $32 million. TV stations reportedly pay $60,000 each in rental at the Empire State building. Broadcasters said rent is expected to approach $100,000 a year at WTC.

GE re-enters U.S. transmitter market

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

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

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

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

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

Currently, those goods include a com-
Microdyne, AFC make a marriage

Earth station maker, manufacturer of antennas decide to get together

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

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

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

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

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

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

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

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

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

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

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

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

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

GE's line of "F" series VHF transmitters are available in both high- and low-band at a wide range of power levels: 250 w, 3 kw, 6 kw (low-band only), 5 kw (high-band only), 16 kw, and 30 kw. The 6 kw low-band transmitter (TTC-6000F/L) and the 16 kw high-band unit (TTC-16000F/H) will be exhibited at NAB.

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

Page also pointed out that the exciters incorporated into all the transmitters have built-in processing amplifiers and sync pulse regenerators and that the integrated logic circuits that control the transmitter can be bypassed manually for easy repair. Although CGE has been manufacturing directional TV antennas for the Canadian broadcaster, Page foresees little market action for them in the U.S. since directional antennas are little used in the U.S.
Looking skyward. Communications Technology Management, new enterprise of Bob Schmidt, former president of National Cable Television Association, is moving ahead with plans to provide nonentertainment services to cablecasters. First step is construction of $750,000 earth station alongside C-SPAN's antenna in suburban Washington. Earth station will include two antennas and joint-use arrangement worked out with C-SPAN for use of its antenna. Schmidt said CTM will have access simultaneously to all three domestic satellite systems. And since all three antennas will be steerable, Schmidt said, CTM will have complete flexibility. Schmidt was vague about what services CTM would be offering over the earth station—he is saving details for NCTA convention next May—but did say he is negotiating with Cable News Network and "broadcasting organizations" for use-sharing arrangement. He also didn't want to say who would be getting the earth station contract. C-SPAN's was supplied by Scientific-Atlanta.

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

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

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

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

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

Bye-bye birdsies. In scenario that closely resembled that for loss of RCA's Satcom III last December (BROADCASTING, Dec. 27, 1979), National Space Development Agency of Japan lost its Ayaime 2 experimental communications satellite. Twenty-five-million-dollar bird was launched on Friday, Feb. 22, but when kick motor that was to have boosted spacecraft into geostationary orbit (22,300 miles above equator) was fired three days later, ground stations lost contact with it and haven't been able to relocate it. Chain of events was same for Satcom III, which RCA only recently gave up as irretrievable, filing $77-million insurance claim. North American Air Defense Command, which has been passively searching for Satcom III since its disappearance, has been asked by Japanese government to do same for Ayaime 2.

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

Australia opts for Ceefax

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

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

In Australia, two of the leading commercial stations in Sydney, TCN-9 and ATN-7, were among the first to set up teletext services. Both stations have complete computer and software set-ups sold by V.G. Electronics in Britain. Peter Mothersole of VG said there are currently only 1,000 teletext television sets in the country, but he predicts the number will soon increase sharply with the government approval.

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

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

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

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

The companies anticipate closing the deal, still subject to approvals by their stockholders and the Securities and Exchange Commission, in late March or early April.
Providing the world with coverage of the XIII Winter Olympics provided ABC with problems, from bears biting cables to sub-zero temperatures to satisfying various countries' demands for programming.

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

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

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

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

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

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

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

There was also one other factor that would contribute to the need for the services of a Dr. Kerr: Over a 13-day period, ABC, which had agreed to provide the entire world with coverage of all events, would offer 52 3/4 hours of programming, meaning round-the-clock work by a lot of personnel, with a never-ending flow of tape to edit. For those who could get free from work, however, if tickets to events weren’t available—and they often weren’t—there were few diversions in Lake Placid other than overpriced meals and drinks. And to further complicate matters, the flu found its way to the broadcast center and missed the shuttle bus home. There were, in short, more than a few cases of cabin fever, and as the games got under way, it seemed as if not many tears would be shed over the extinguishing of the Olympic flame.

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

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

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

Eschelbacher was one of a small group

Cold facts. An ABC camera crew on Whiteface mountain; an equipment-moving helicopter hovering above the slopes.
who, over a period of years, became intimately familiar with Lake Placid. Included in this group were Marvin Bader, director of special projects for ABC Sports, and Julius Barnathan, president of ABC broadcast operations and engineering.

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

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

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

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

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

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

The broadcast center, which will now become a garage at an adjacent airfield, was built by the Lake Placid Olympic Organizing Committee for the games, and was only an empty shell when ABC and the world broadcasters moved in. The LPOOC put in the electricity, and the broadcasters put in everything else.

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

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

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

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

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

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

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

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

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

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

One worry, the responsibility for which was outside the broadcast center, was power failures. In one week before the games, there were four power outages, and power went down for 12 minutes one morning during the Olympics, blacking out biathlon coverage.

Because of the way the coverage was arranged, when one venue went down, all of them went down as well. On the morning the power failed, Eric Heiden, who was to set an Olympic record with five gold medals, was preparing to skate. ABC rushed over two ENG crews to capture the action, and while the American coverage was barely interrupted, European coverage suffered from the power outage.

For hours after the power failure, European TV stations reported that the live transmissions were fine, but they were not able to replay material. There were similar problems with speed skating at one point, with European stations unable to record the events for later showing.

The broadcast center was also overflowing with TV sets. The Canadians, who negotiated for the world broadcasters, brought in 560 14-inch color sets, 146 of which were at the center, the rest spread out at the various venues.

For the Canadians, cabling the center—which started in October, and was completed the day before the Olympics
began—was like cabling a fair-sized community, with 675 drops.

Jimmy the Greek could probably pick up a few pointers from Price Weisman.

For the fourth time, Weisman produced ABC's “Up Close and Personal” Olympic profiles, giving viewers inside information on top contenders from around the world. But with limited production time, and hundreds of potential competitors to choose from, Weisman’s selections conceivably could have all come up snake eyes.

Weisman was lucky. With 48 profiles in the can, Weisman’s pieces, as in past Olympics, were regular features throughout the games, a number of which were right on the money with their predictions.

The process started 13 months before the Olympics, with Weisman, ABC’s vice president for program production, Chuck Howard, and Olympic researcher David Downs drawing up a list of athletes who would probably figure prominently in the games. The target was for 50 profiles, but the East Germans were not available for interviews, reducing the final number to 48.

Of these, Weisman produced and directed 46; a Russian batherlee was ill on the scheduled shooting day and Soviet TV did the filming for Weisman at a later date, while ABC News filmed a Japanese figure skater. In the end, only one athlete who was profiled—an American bobsledder—didn’t qualify for the Olympics, and one man—Odvar Braa, a Norwegian cross-country skier—refused to be interviewed.

The shooting started in May, after last winter’s competition ended. Traveling with a cameraman and a sound person, Weisman averaged one-and-a-half to two days of shooting for each profile—up from the one-day average for the 1976 winter games.

Weisman did not set a specific length for profiles, relying instead on the subject, and the interest he or she may generate, to determine the time of the piece. Weisman said he tried to create a framework in which otherwise unknown elements of an athlete’s personality would emerge.

In the end, Weisman said he hopes the pieces answered the same kinds of questions that viewers at home asked, giving a sense of what a person is really like. “It is critically important to our coverage,” he said, “because to go without it leaves out something fundamental.”

Part of the reason for the enormous amount of equipment ABC brought in for the Olympic Games was that it agreed to provide the world with a picture of all the events.

Approximately two-thirds of the equipment was used for worldwide coverage, which included coverage seen in American homes, while the rest was used specifically for unilateral, or “Americanized,” coverage.

All day long, feeds of events were recorded at the broadcast center. Pictures sent overseas were sent with voice, which was done either on location, where booths were erected for each country to do individualized reports, or the voice was added at the broadcast center or in the studios at home.

As might be expected, there was at least some difference of opinion on the way to cover certain events. The Europeans, for example, are more comfortable with side shots of the ski jump, while ABC also included shots from the front and back of the jump.

There were also complaints from time to time that ABC was not providing a truly “clean” feed, meaning no bias in the coverage. For example, when an American figure skater was waiting for the judges’ scores, commentator Dick Button was seen interviewing the skater. There were complaints, since Button is not well known outside the United States, and his interviews were not being carried in other countries. ABC wanted the interviews, and a compromise, of sorts, was reached: Button did his interviews, but stayed off camera. This did not appease a lot of Europeans, since the microphone was still in the picture, and the skater was speaking, but no voice was being heard on European TV. Throughout Europe, viewers called

Putting it all together. Technicians kept a careful eye on all of the center's equipment, including the master control panels (top), tape machines (left) and the Grass Valley Group 440 routing switcher and Quantel 5000 Plus (right). Joe DeBonis, engineer in charge of ABC Sports' Olympic coverage (l), with Julius Barnathan, president of ABC broadcast operation and engineering, work out details in the broadcast center (bottom).
stations wanting to know what was wrong with the audio.

To work out such problems, a world broadcasters meeting was held each day, with representatives from ABC, Canada's CTV, Japan's NHK, and the EBU/OIRT, representing western and eastern Europe.

At one meeting, procedures involving accreditation were discussed, as ENG crews were being denied access to some arenas because they had the wrong color passes; coverage of the figure skating was talked over, with questions raised about the broadcast rights to music supplied by the Lake Placid Olympic Organizing Committee; and a request came from EBU/OIRT that marks for figure skating be held on the screen until the announcer had finished reading the scores.

Lou Volpicelli, who represented ABC at the meetings, thinks the process worked well to solve problems, as well as to head off new ones. "We don't pretend to be omniscient," he said, adding that the friendships made at the Lake Placid Olympics will help smooth out the rough spots at future games.

Volpicelli said he was very aware of the barriers foreign broadcasters had to face, and ABC did all it could to accommodate them. One major concern, for example, was that events be broadcast at the expected time, since satellite time is so expensive.

Sending the signals out was in fact a complicated process, with the satellites just one link in the process. ABC had perhaps the easiest time in that regard, with land lines to New York, and the signals sent from there.

For the rest of the world, three land line circuits went to New York City, coordinated by EBU/OIRT. Japanese TV, NHK, had one signal for its transmissions, with only the opening ceremonies. Broadcast in Japan at 4 a.m., going live. In New York, NHK coordinated with Home Box Office to relay its signals to Jamestown, N.Y. Joe Colson, technical coordinator for CTV, was giving high marks to AT&T and New York Telephone for what he described as excellent circuits. But Colson was not overjoyed with all aspects of the telephone situation, although his gripe was not with the phone company. To have one phone installed at the broadcast center cost $4400.40, the bulk of which went to the LPOOC, for reasons unknown.

ABC provided the world with coverage of the Lake Placid Olympics, but even with the free-of-charge feed, most of the world almost stayed away.

For the first time in Olympic history, there wasn't a true "host." While ABC provided a picture, and tried to assist other networks in coordinating their coverage, ABC did not have the role of an organizer, which left burdens on foreign broadcasters that almost proved too great to overcome.

No one faulted ABC for the problems of foreign networks; the structure of American broadcasting, with its competing networks, is such that a host broadcaster, which would work out all details for the rest of the world, is not really feasible.

As such, foreign broadcasters found themselves with all sorts of questions that were not easily answered. And for the first time, mostly because of the cost of transmitting, some European countries—including Czechoslovakia and Poland—didn't cover the games.

In fact, because of difficult negotiations with the LPOOC, all of Europe almost missed seeing the games.

According to Jarle Hoeyaasæter, who represented the European Broadcasting Union and the Eastern European nations at world broadcasters meetings, the EBU/OIRT was "on the edge" of not being able to transmit the games.

Hoeyaasæter said there were three major roadblocks that contributed to the situation: (A) The cost of the broadcast rights is escalating, and many European countries have just about reached their limit; (B) expensive facilities had to be erected, and then torn down; and (C) communications-wise, it was not an easy area to get signals out of.

During the games, representatives from Yugoslavia, where the next winter games will be held, met with broadcasters to ascertain exactly what facilities would be needed. Each country makes specific requests and Yugoslavia, acting as the host, will make all the arrangements. This will include everything from studio space to land line connections, which the foreign nations had to contract for independently at Lake Placid.

Hoeyaasæter, a Norwegian, said that with arrangements already made for the Moscow Olympics this summer, he believed that EBU/OIRT would not change its plans. But he further predicted that if the situation at the 1984 summer Olympics in Los Angeles is similar to that in Lake Placid, the European broadcasters would not be on hand.

Joe Colson, of Canada's CTV, said the world broadcasters would not accept the same sort of situation in 1984, and he directed a good deal of the blame for the problems at the LPOOC. "They were a laugh from day one," he said.

Colson complained that it was impossible to determine how much money was actually being spent, since there were new charges every day, with new problems arising.

CTV had a particularly large responsibility, as it coordinated the sending of signals worldwide. Approximately 60 people—representing CTV, the LPOOC and the world broadcasters—began meeting in December 1976 to work out plans. Most of the meetings were in New York City or Lake Placid, although some were in Europe. As the games got closer, the
meetings were more frequent.

But the coordination process proved difficult because with 37 European countries participating, authority had to be granted by each to spend money on specific items. This was turning out to be cumbersome process, with little progress being made, and one year ago CTV finally got the authority to spend money on behalf of the world’s broadcasters.

The Canadians were in a better position than EBU/OIRT to put everything together, given their familiarity with the United States, and the close proximity. But it was still a monumental job, and the Canadians insist that a host broadcaster, providing all the necessary services, will be absolutely essential in future Olympics.

Johnny Esaw, vice president for sports at CTV, said there would be “bitter opposition” from Canadian and European broadcasters if there were not a true host for the 1984 summer Olympics in Los Angeles, which ABC will also televise. Colson thinks that ABC isn’t equipped to be a host, simply because of the structure of American television. The Europeans, he said, are used to a system where things are done on a cooperative basis, and although ABC tried to accommodate the world, it simply was not in a position to do so. “We’ll insist before we sign notes that someone provide us with the basic requirements: a world picture and international sound delivered to our master control. We also want space to operate,” Colson said. “We won’t design a building and pay it by the square foot.” (They had to pay $33 a square foot in Lake Placid.)

The Japanese were also unhappy about the lack of a host, but did not seem nearly as upset as the Canadians or Europeans. Toshioki Tanaka, of NHK, said: “We’re happy so far, except for some circuit trouble and the blackout. In principal, ABC isn’t the host, but they’re trying very hard. Our operation is going very well.”

The faces in the ABC control room at Lake Placid were familiar. Roone Arledge, president of ABC Sports, was executive producer of the coverage, while Jim McKay, long-time ABC commentator, was host.

There were also familiar faces at the events: Frank Gifford, Chris Schenkel, Al Michaels, Bill Flemming.

But covering these Olympics was tricky; for the first few days, the stories concerning problems at Lake Placid, such as the faulty transportation system, grabbed as much attention as the events. The calls to ABC concerning its coverage were mixed: some viewers were incensed that ABC was ignoring the problems, while others complained that the network was paying too much attention to the problems, and not enough to the games. One ABC spokesman remarked that that must mean they were doing their job well.

Press reports about the coverage were also hot and cold, but the ratings showed that the viewing public was very much interested in the coverage. For the first week, the Olympics gave ABC a 2.5-point win in the prime-time ratings, pulling ABC back into a tie with CBS for the season.

For that week, the games accounted for two-thirds of ABC’s “programming—29 of 44 half-hours—and produced a 22.6 average rating and 33 share.

With the cost per commercial minute $135,000 for the Olympic games, ABC had 25 major advertisers committing at least $800,000 worth of advertising time each.

But if advertisers were pleased with the first week’s results, they were no doubt happier when the next batch of figures was revealed.

For 20½ hours of prime-time coverage the second week, ending Feb. 24, ABC, averaged a 24.5 share and a 38 rating. This was up from 21.2/33 for the second week of the 1976 Innsbruck Olympics—a jump of 16% in both rating and share. In addition, the Saturday (Feb. 23.) telecast, with a 28.9/47, had the highest rating of any winter Olympics ever televised.

Over the two weeks of prime-time coverage, ABC averaged a 23.7/37—an 11% increase in rating and a 12% increase in share over the Innsbruck coverage. Figures show that 38 million viewers per average minute watched these Olympics, compared with 31 million per average minute for Innsbruck, and ABC research estimates that 170 million people nationwide watched some or all of the coverage.

One of the most popular pastimes at the Olympic games was trading and selling pins, small charms with logos of companies or teams, some with flags of various nations, and some with the Olympic rings. One of the hardest pins to find was that of the Taiwan team, which was barred from participating in events under its own flag and went home. But by far the most popular pins were those with the ABC logo, different varieties of which sur-

**Bet to show.** Paramount Studios’ pay TV division will make 16 black-oriented films available to Black Entertainment Television, cable satellite programmer that began transmitting two hours weekly of programming—mostly movies—on Jan. 25.

**Riding on TV.** Television stations in 85 cities have signed to carry finals of Houston Livestock Show Rodeo from Astrodome as one-hour special during period between Thursday (March 6) and March 17. Program was taped by Blair Pro-Rodeo Enterprises, division of John Blair & Co., and marks beginning of second year of production of professional rodeos for telecast. Latest rodeo special will be sponsored by Toyota, Adolph Coors Co., Levi Strauss & Co., Firestone Tire and Rubber Co., and Curtis Mathes Co. (TV set manufacturer). Blair Pro-Rodeo produced and distributed three programs in 1979 and plans to double output in 1980.

**Attention: writers.** Writers Guild of America East Foundation is offering eight fellowships in screen and television writing, each with a stipend of $3,500. Applications and details may be obtained from foundation at 555 West 57th Street, New York, 10019.

**Syndicator’s note.** KTLA TV Los Angeles has signed 10-year renewal for Levy-Gardner-Laven Productions’ “The Rifleman,” assuring former ABC-TV show of 27 years of continuous showings, according to Dick Colbert of Colbert Television Sales. Program is now seen in 30 markets, but Los Angeles has distinction of having show longest.

In. Three new shows will be joining CBS-TV prime-time line-up: The Tim Conway Show, one-hour comedy-variety series, will debut Saturday, March 22, 8-9 p.m. NYT, replacing The Chisumolms. Conway is Dummy Productions project, Joe Hamilton, executive producer. Flo, a spin-off of Warner Bros.’ Alice, will premiere Monday, March 24, 8-30 p.m. replacing House Calls. Ron Landry, Tom Biener and George Geiger are supervising producers. Universal Television’s The Contender will debut Thursday, April 3, in special 90-minute episode at 10-11:30, replacing Knots Landing. Jon Epstein is executive producer. Chisumas, House Calls and Knots Landing have not been canceled by CBS, however.

**Four in a row.** Hallmark Cards Inc. has committed to its fourth Hallmark Hall of Fame presentation on CBS-TV for 1980-81 season. Norman Rosemont Productions, in association with Marble Arch Productions, will produce Charles Dickens’s “Tale of Two Cities.” It will be Hallmark’s 137th production and begin 30th year of series.

**And from Columbia Pictures Television...** Production has been temporarily shut down on six-hour NBC-TV miniseries, Beulah Land, after Feb. 19 heart attack of director, Virgil Vogel, on location in Natchez, Miss. David Gerber is executive producer. Columbia has also announced that The Quiz Kids, half-hour weekly children’s show, will go into production March 1 at WNBC-TV Boston for RKO Television Stations.
faced as the games wore on. Early in the schedule, an ABC pin could be bought for a few dollars; as the days passed, and worried collectors faced the prospect of going home without a full complement of souvenirs, the price of the ABC memorabilia escalated, until reports filtered down to the broadcast center that the asking price on Main Street was up around $100. What the speculators were really after, though, were NBC/Moscow pins, few of which were in evidence. The talk on the street was that if the U.S. boycotted the Moscow Olympics, and NBC decided not to televise the games, the NBC/Moscow pin would be perhaps the best bargaining chip for traders at future Olympics.

On Monday, Feb. 25, the day after the Olympics ended, a number of tractor trailers moved alongside the broadcast center, and the task of removing the equipment began.

For ABC, there was no problem figuring out what to do with the hardware: A large portion of it will be on its way to Detroit and New York, sites of the upcoming political conventions. What isn't needed there will go to the stations, and the Grass Valley switcher will be returned to the factory for modifications.

Most of those not needed to move the equipment headed home, leaving Lake Placid looking, as one ABC employee described it, "drear[y], with no one around." "There was a kind of sadness when it was over," he added. "It was a real letdown."

But the planning for the next Olympics in Sarajevo, Yugoslavia, and Los Angeles has already started, and the sadness will soon once again be frenzy. "1984 seems so far away," this same person said. "And suddenly it will be here."

PlayBack

New in "spoken word." Gert Bunchez & Associates, St. Louis, Mo., is offering new five- and three-day-a-week short radio programs to advertisers and stations. They are: A Moment In Sports with Andre Baruch, featuring memorabilia of sports greats; Baruch Department of Hysterical History, with Baruch and wife, Bea Wain, highlighting history with humor; Gardening Tips with Bob Thomson, host of gardening program on 200 public TV stations; Critic At Large with Frank Hunter, featuring movie reviews by entertainment editor of St. Louis Globe-Democrat; Earning Money Without a Job with Jay Levinson, who wrote book by same title; Time to Think with D. Paul Reilly, discussing success motivation, and Fashionable Fraud with Joe Chalmles, featuring Runyonesque comments on horse racing. Offers in near future from Bunchez & Associates will include series of weekly, hour-long Spanish "novellas," or soap operas.

Spring-time promotion. Six months of preparation will end March 12 and 13 when KWA-AM/FM San Francisco holds its second annual "World's Largest Indoor Garage Sale." That weekend 225 nonprofit organizations will set up booths in Fort Mason's pier 2 and keep all proceeds from items sold. Last year's sale drew 25,000 people and netted $170,000 for 200 organizations, among them, Heart Association, Easter Seals, March of Dimes, local YMCA's, churches and high school athletic programs. Kwa promotion director, Sharon Rosenbush, says station solicits participants through mail campaign and series of PSA's and booth-space is awarded on first-come, first-served basis. During sale, station provides free parking and shuttle bus service to pier.

New consultant. Tracks Inc., Nashville-based music publishing and production company, has formed consulting and syndication division entitled Proud Country Services include formal guidance, weekly music conference and regular critiques of client stations' on-air sound. Heading Proud Country is Don Keith, program director at WBRAM/Madison (Nashville), Tenn, who has been programming in various formats for 11 years and who describes company's system as emphasizing uptempo, traditional country music and personalities. Located in Nashville's music row area, company hopes to, "get releases sooner, solve record service problems and give even smallest stations voice in Nashville."

Tracks Inc. is owned by Jaco Inc., which also owns WJRE and WOK-AM/FM Birmingham, Ala.

First five. These are the top five records in airplay on contemporary radio stations in the U.S., as reported by Playlist. (1) Longer by Dan Fogelberg on Epic. (2) Crazy Little Thing Called Love by Queen on Elektra. (3) Working My Way Back To You by the Spinners on Atlantic. (4) Another Brick in the Wall by Pink Floyd on Columbia. (5) On the Radio by Donna Summer on Casablanca.

The weekly Broadcasting Playlist charting the top 100 records in contemporary American airplay, is available to subscribers for $12 annually to cover first-class postage and handling. 1735 De Sales Street, NW, Washington, DC 20036.
broadcast students and collegiate broadcasters. All members may participate in the society's programs, but only regular members will elect its board of directors and determine programs and policies.

Dick Purton of CKLW-AM-FM Windsor, Ont., is the society's vice president; Brant Miller of WLS(AM) Chicago, its secretary and David Lawrence of WDAF(AM) Kansas City, Mo., its treasurer. Members of the SRPP board of directors, which is not yet complete, are Jerry Bishop, KGIL-AM-FM San Fernando, Calif., and Bill Morse, of KMBZ(AM), Morgan (no other name), of KCMI(AM), and Dick Wilson and Jay Cooper of KYYS(FM) all Kansas City, Mo. Fogel may be contacted at (816) 555-3500 for further information.

ACT on health

With Congress threatening to shut down the Federal Trade Commission's children's advertising inquiry, renewed attention has been focused on the issue recently. And the subject will undoubtedly receive a further airing March 19-20 when Action for Children's Television sponsors its eighth national symposium, this one on children's TV and health.

The conference, "Children and Television: the Health Connection," will be held at the Shoreham Americana hotel in Washington and will be designed as a response to a report by the surgeon general calling for a renewed national commitment to disease prevention and health promotion.

The keynote address will be given the first morning by Surgeon General Julius Richmond. A panel discussion focusing on the potential of alternative technology will follow in the afternoon. Featured on the panel will be Richard Salant, NBC vice chairman; William Reed, senior vice president of the Public Broadcasting Service, and Sheila Mahony, executive director of the Carnegie Commission on the Future of Public Broadcasting.

A second session on day one, "Strategies for Change," will explore self-regulation, dialogue with broadcasters and legal action. Featured on the panel will be Michael Klevman, chairman of the National Association of Broadcasters Television Code Board; Nancy Forbord, president of the Washington Association for Television and Children, and the Rev. Everett Parker, director of the Office of Communication, United Church of Christ.

The special needs of children and adolescents will be looked at on the second day, with talks by Professor Aimee Dorr of the Annenberg School of Communications, University of Southern California, and Thomas Cotile, lecturer at the Harvard Medical School.

A morning panel on day two, featuring Norman Lear, among others, will take up, "How TV Can Talk to Young People About Health."

Additional speakers at the conference will include FCC Commissioner Tyrone Brown and Secretary of Education Shirley Hufstedler.

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59
Networks and even local stations up their coverage efforts as the political pace quickens

Imagine, if you will, a tight camera shot of Senator Howard Baker in earnest conversation with another man as they walk along in the open air. Then imagine the camera drawing back for a long shot to reveal the two men walking down a muddy path, not alone, but tightly ringed by a score of correspondents and television cameramen—their lenses only a foot or two from the faces of the men they are taping—and by radio reporters holding microphones to pick up the conversation—which concerns, as it happens, the manner in which the small plant in Concord, N.H., is visiting processes tree trunks into cut, split and bundled firewood.

Or imagine a private plane landing at a postage-stamp-sized airfield in northern New England to disgorge Senator Edward M. Kennedy and his aides—as a fleet of six or seven other aircraft prepare to descend. One of the planes carries Secret Service protection. But the rest are filled with print and broadcast correspondents, cameramen and producers. On the ground, they pile into buses to follow and report on Kennedy as he makes six or seven campaign stops before relatively small audiences in the area.

There are other incidents that illustrate the same point. But they demonstrate as well as any that campaigning in the primaries is a movable media feast.

It’s true, as an Austrian television journalist observing the quadrennial ritual in New Hampshire a couple of weeks ago remarked, that the candidates were establishing personal contact with the voters in the state. “It’s a grassroots thing,” said Hugo Portische, of Austrian Television, who was in the country gathering material for a documentary on the mood of America as it enters the 1980’s. “It’s unlike general elections [he has observed in the U.S.], where you get the feeling the candidate is remote, isolated, where the candidate seems to be the fruit of the media. Here, you see them pressing the flesh.” But behind most voters shaking hands with a candidate, it seems, are several cameras recording the event for possible use on the evening news.

And if not for a network newscast, then for the local news, which, in a primary election contest, is about as important for the candidate.

Campaign 1980

It may be too much to say that the media overwhelmed the event in New Hampshire. But it’s probably not too much to say that they seem to have tried.

Never mind that the Iowa caucuses and the Democratic caucuses in Maine had already attracted considerable national attention, thereby dulling New Hampshire’s claim to the first significant political event of the presidential season. As NBC news executive Gordon Manning pointed out, in the lounge of the Sheraton Wayfarer Inn in Manchester, N.H., the unofficial headquarters of most of the media people covering the event, New Hampshire “is still the first state primary election in which people voted directly for a candidate.” More than that, as CBS News correspondent Bill Plante said a day earlier in the same place, “the candidates set the agenda.” The intense effort of the seven Republican and three Democratic presidential hopefuls, then, defined the effort of the media. And it was intense.

The networks, which began setting up shop in Manchester early in February, had imported a total of close to 500 people by primary night—correspondents, anchor-men, camerapeople, newsmen, technicians, secretaries, public relations types and the like. They worked out of the functional equivalent of news bureaus—CBS’s and NBC’s in the Wayfarer, and ABC’s in a Howard Johnson’s motel—from which taped pieces were transmitted by telephone line to New York.

By the weekend preceding the vote, the networks had built studio sets where they originated their news and election night broadcasts. (NBC was particularly proud of its set, on the second floor of the town hall of Bedford, a town adjoining Manchester. The 70-year-old building, to New Yorkers’ eyes, had just the New England-like quality—with its broad-beamed flooring and grange tables, even a wood-burning stove in a kitchen—that made it appropriate for broadcasting the results of the New Hampshire primary. Why, the ground floor of the town hall even served as a polling place, which provided a dandy backdrop for a Tom Brokaw standupper on the Today show on primary morning, CBS’s and ABC’s sets, NBC representatives sniffed, could have been located anywhere. And, in fact, they are moved from election site to election site.)

Then, too, there were the stations—and not only the local ones. For New Hampshire demonstrated a growing phenomenon in broadcast journalism—the aggressiveness of stations in going far beyond their market area to cover a story. KDFW-TV Dallas and KRBC-TV Houston sent crews to New Hampshire some 10 days in advance of the primary. WFIA-TV Dallas and KXAS-TV Fort Worth followed

Baker. The Tennessee senator crooks a beckoning finger while on the campaign trail, in Londonderry, N.H.

Kennedy. The Massachusetts senator and his media cadre enter a high school in Manchester, where he addressed the student body.
with crews of their own a week later. Even KNX(TV) Los Angeles was on hand for a quick visit.

The Texas stations were interested primarily in George Bush of Houston and former Texas governor John Connally. (WFAB-TV even sent a separate crew to tail Connally when he left New Hampshire after the League of Women Voters debate on Feb. 20, to make fund-raising visits to Chicago and Jacksonville, Fla.) And KNX-TV Los Angeles has been following the campaigns of California's present and former governors, Edmund G. (Jerry) Brown and Ronald Reagan. But all seemed determined to take more of a national and less of a provincial approach to the story; their cameras ranged beyond the faces of the men whose presence was the principal justification for their trip.

For the Boston stations, the New Hampshire primary was practically a local event—they include southern New Hampshire in their market. But it was an event made particularly compelling because of Kennedy's presence.

WCVB-TV, under the direction of Jim Thistle, vice president for news, went after the story with particular zest. It operated out of the Manchester Queen City Motor Inn for two weeks before the primary, feeding pieces by microwave to Boston. And by election night, it had some 60 people in the studio and in the editing, news and control rooms in the motel, as well as at remote locations around the state. Total cost for WCVB-TV: an estimated $55,000.

WBZ-TV made a lesser but still substantial effort. A Manchester crew that Ken Tucci, a field producer, said ranged up to 30 members by election night, operated out of two rooms on the 15th floor of Hampshire Plaza in Manchester. It, too, fed stories to Boston by microwave.

But WNACT-TV, which, according to the station's assistant news director, Jack Fitzgerald, got started late in its planning, tried to make do with very little. (Fitzgerald attributed the delay in part to the uncertainty as to whether or when the RKO General station's license would be transferred to New England Television. Now, of course, there is uncertainty as to whether RKO even has a license it can transfer [Broadcasting, Jan. 28]). Two crews and two correspondents, plus field producers and an editor, operated out of one small room in the Wayfarer—it was used both as an editing room and a studio. By election night, two more correspondents and crews had arrived as reinforcements. And to feed pieces to Boston, WNACT-TV relied on the generosity of CBS, with which it is affiliated, in sharing its telephone line.

If in their lavishly financed, head-to-head competition, ego satisfaction and financial gain for the company are the goals of the network news divisions—each of which, incidentally, is headed by a man facing his first presidential election in his new job, ABC's Roone Arledge, CBS's Bill Leonard and NBC's Bill Small—they are also the goals of the stations in their effort to provide extensive coverage of the New Hampshire primary and those that follow. Going national is a way for a station to distinguish itself from the others in the market. "We're head to head with WFBA," said Bill Brown, one of KDFW-TV's reporters who covered the New Hampshire primary. "We're challenging them for number one." (New Hampshire was not the high-water mark in travel for KDFW-TV. It had a team in Pakistan. But then, of course, WFBA-TV had had one in Cambodia.)

And New Hampshire won't be the last primary covered by out-of-state stations. Brown said KDFW-TV is likely to cover the primaries in South Carolina, Florida, Illinois and California. And Thistle said that after the Massachusetts primary, this week, WCVB-TV will send two crews to Florida—one to Tampa, the other to Miami—then dispatch one to Chicago for the Illinois primary and another to New York City to cover the contest in that state.

Besides the broadcast contingent of course, there were battalions of print journalists, representing the local and national press. (For some of those correspondents, by the way, the networks made life a little easier on election night. Each had set up a press room, equipped with typewriters and worktables, and monitors to watch the election results as provided by the networks. CBS even installed computer terminals that presented National Election Service figures—raw votes and percentages—as they became available, and CBS News estimates.)

One result of such an infestation of journalists was that Manchester—and particularly the Wayfarer—became the kind of place journalism groups would flock to, if there were such a groupy strain. Media stars were as common as dirt in the Wayfarer's lounge and dining room. At dinner one night, NBC's David Brinkley and Bob Jamieson were at a table that, in the course of an hour or so was visited by syndicated columnist Joseph Kraft, the Boston Globe's Martin Nolan and ABC's Jim Wooten.

Sitting at another table was the Washington Post's David Broder. Columnists Jack Germond and Jules Witcover were in and out of the bar. So was CBS's Plante. Columnist Mary McGrory stopped by one afternoon for lunch while following Kennedy. NBC's John Chancellor and Tom Brokaw and CBS's Walter Cronkite showed up late in the week, to prepare for their coverage of the primary election. Theodore White, who was researching his next "Making of the President" book and who did commentary Tuesday night for NBC, which plans to turn White's book into a documentary, was also on view. It seems there could not have been enough problems needing analysis to go around.

(What, by the way, is White's view of the media's impact on the electoral pro-
cess? Since it's something he has written about, White responds in a few, rapid-fire sentences: "There is no media. There is a series of screening committees. It starts with the Washington press corps screening for the nominating committees, which are the three big networks. They decide whom they will cover. So eliminate Dale Andersen, too. But he's fighting back. The networks are offering five or six people. It's all they can offer, because of the limits of space and time. There's no malice involved . . ."

The sheer weight and brilliance of the media representativeness on hand inevitably drew attention from . . . the media. The Boston Globe assigned a reporter to do a story on the "media madness." The presence and role of the print and broadcast journalists were themes in color stories in a number of newspapers. NBC's Linda Ellerbee added another dimension in a piece she did for the Nightly News on Tuesday on the media covering the media. But the most bizarre expression of that phenomenon occurred in that clearing in the woods in Canaan, as a handful of reporters and cameramen awaited the arrival of the Baker motorcade. One was from Japan's Asahi Television, a commercial network, and its members proved a fascinating subject for a crew from ABC's Close-Up division, which is preparing a documentary on the presidential electoral system, including the media's role in it. So the ABC crew turned its minicam on the Japanese—whose cameraman, in turn, focused his Ikegami on them.

The Japanese were not the only foreign press at the Candia site. A Canadian television crew was on hand, as was one from Italy's RAI, normally based in New York. And those crews were only an indication of the considerable interest on the part of other nations in the presidential election contest now under way. "In Europe," Austrian Television's Portische said, "people want to know what kind of America it is. America has lost leadership through Vietnam and Watergate. Maybe its leadership is gone. We're trying to find out whether America is inward or outward looking."

Portische was speaking, on Feb. 22, on a balcony overlooking a gymnasium of the Greek Orthodox church in Manchester, where a crowd of several hundred Greek Americans were awaiting the arrival of Rosalynn Carter and her party at an early evening reception. (Previously, she had been at Irish-American and French-American receptions in the city.) Among the press following Mrs. Carter and at the moment climbing the stairs to the balcony area reserved for the media were a group of 32 Washington or United Nations correspondents from 20 foreign countries who had bought space on a Foreign Press Centers tour of the New Hampshire primary arranged by the U.S. Information Agency. It was a tour organized along traditional lines—with a tour guide, tour bus and fixed schedule.

"We are looking at the campaign," said the guide, Mary E. Shen, "at the background. Carter is today. Tomorrow, it's Kennedy. Then Baker, then the debate [Saturday night]. We're also doing Brown and Reagan. We have three days, and we're trying to get a little of each candidate. Last night was Anderson."

The television crews covering New Hampshire used essentially the same kind of equipment with which they had covered the primary there four years ago. But there was a difference. There was no reliance on film, and the crews were more comfortable with the electronic newsgathering equipment with which they went into the field than they were in 1976. As a result, they enjoyed greater flexibility; they could operate under late deadlines.

But there were still the same kind of complaints heard about the coverage. The 22-minute evening news show did not allow more than about two minutes for most stories. And the issues are not simple. How, for instance, can a reporter who follows a candidate who in the course of a day makes two or three significant statements manage to encapsulate the news in a 90-second or two-minute spot? Plante, who first traveled to New Hampshire in 1968, with George Romney, draws on his previous journalistic experience: "It's like composing a lead for wire service story."

Each network's morning programs, though, do provide a kind of safety valve when the pressure builds for time to do a story in reasonable length. Plante had four-and-a-half minutes on the CBS Morning News, on Feb. 21, to report on the League of Women Voters' "Presidential Forum," held the previous night. Of course, the forum, in which seven candidates expressed views on a variety of subjects in over 90 minutes. Nevertheless, Plante said: "Each candidate was asked on something he said. All you can hope to present are the interesting highlights."

In observing that the candidates "set the agenda," CBS's Plante was not only explaining the reason for the media's enormous appetite for news of the New Hampshire primary, he was also justifying the media's major effort in covering the Iowa caucuses in January and the Maine Democratic caucuses in February—events that in the past were largely ignored by the media.

And because they started chasing candidates earlier than usual, some correspondents and producers talked of feeling "burned out," even before what in the past had been the first major electoral contest, the New Hampshire primary. "I've been covering Reagan with Jerry Bowen of the Los Angeles office since the first of January," said Plante. "I get the sense that it's been under way forever, and here it is—New Hampshire."

Some of the press had been at it even longer. Coverage of Kennedy, for instance, has been intense since his formal announcement of candidacy last Nov. 7. Indeed,
networks and newspapers had been assigning reporters and crews to Kennedy since early in September, when he signaled his intention to run by announcing that his wife and mother had approved such a move. And the strain of keeping pace with Kennedy—who has been campaigning hard, with frequent stops—seemed evident as reporters, producers and cameramen following him flopped in a room set aside for the press in a Ramada Inn in Concord, N.H., on Feb. 20.

Kennedy had spoken at 1 p.m. at the Franklin Pierce Law Center, and, since his appointments for the rest of the afternoon were private, the press had plenty of time to file stories and relax. As it happened, although the speech, on energy, was billed by Kennedy aids as "major," the national press found nothing particularly new in it, and none of the networks asked their crews for a piece. (The local stations carried pictures, however.) So the time was filled with dozing, or with catching a late lunch or drink in the hotel bar, or with ruminating over the work of the past few months. As journalists will, they made it seem like work.

Ellen McKeefe, a field producer for NBC in mid-30's, wearing jeans and a down vest, got off the phone after filling her news desk in on the Kennedy speech and, in conversation with a visiting reporter, spoke the obvious: "I'm exhausted. I've been on the run since Oct. 22—except for a week, when I went to Panama to cover the shah." And it wasn't simply the daily grind that was wearying. "He's [Kennedy's] capricious, he's spoiled, he changes his mind, which requires changes in our plans. And the press now is flying planes to keep up with him." The Kennedy chartered jet was given up weeks ago, not only because of lack of funds but because large jets are not suited for campaigning in northern New England, with its short distances between stops and small airfields. And McKeefe said that a Kennedy campaign trip can mean "seven or nine planes" in the air, including the candidate's. (The print press calls its plane "Air Pulitzer").

There is, moreover, a sense of futility as well as of the macabre in covering Kennedy. His chances of success in his quest seem remote, at best; yet he is the only candidate to whom the networks have assigned two crews. If it were anyone but Kennedy, the networks would be comfortable with one crew. But the extra one, as those following Kennedy delicately puts it, is "just in case."

Massive as the networks' effort to cover the 1980 presidential campaign is, politics—to the frustration of the network correspondents covering it—is not the major story on the evening news programs. Foreign affairs is. Lester M. Crystal, NBC News's senior executive producer for political coverage and special programs, who visited the NBC operation in Manchester for a few days, two weeks ago, observed, "Who would have thought that a week before the New Hampshire primary, politics would be in the second half of the [Nightly News] show? Iran, Afghanistan, the U.S. 'official' pullout of the summer Olympics—those issues dominated."

NBC News correspondent Jamieson made a similar point. "Kennedy's announcement of candidacy wasn't the lead on the Nightly News," he said. "The hostages situation was. So there's probably been less politics in the news than four years ago. We're conscious of that," he added. "... so we try to do a better job every-time we come up to bat." He thought the political reporters' problem in getting on the air would ease—though not necessarily because of an improvement in the international situation. Because the primary campaign is now well under way, with one or more primaries on tap every week for the next several weeks, he said "there will be more pressure to get politics on the air."

Of course, the Republican brouhaha in a Nashua high school gym on the Saturday before the primary demonstrated that a political story that packs sufficient drama and emotion can compete with any other for attention. Initially, the debate the Nashua Telegraph was sponsoring between Ronald Reagan and George Bush did not seem like the stuff of which major stories are made. The networks never considered carrying the event live. Not only was it sweeps month, but live coverage would have subjected the networks to equal time demands by the five candidates who were not included. Besides, who really cared? As it turned out, two local radio stations—WSMN(AM) and WOTW(AM)—thought their listeners might. They carried it live. "It turned out to be a pretty good story," said WSMN's Dale Lon-

The broadcasters were not unprepared for what proved to be a major event in the Republican contest. Not only was a television platform in a corner of the hall crowded with cameras, lights and swarms of sweating, showing correspondents and technicians. But each of the networks had several cameras in and outside the gym, and they recorded, in all the raucous splendor, the events surrounding the squabble over who should have been allowed to debate and whose fault it was that four candidates not invited by the Telegraph were excluded.

The story began unfolding before television viewers during NBC's fortuitously scheduled Prime Time Saturday, which began at 10 p.m., less than an hour after the close of the debate. NBC managed to put together a piece of some four minutes. And later that night and on news programs throughout Sunday and even Monday morning, the networks and stations carried additional pieces on the event. It was a story in which Ronald Reagan appeared to cast himself in one of his favorite movie roles—that of the good guy fighting against injustice—and George Bush, as the heavy—the guy who would not cooperate in opening the debate to the other candidates. Representatives John Anderson and Philip Crane and Senators Baker and Bob Dole.

Of course, Reagan had help. Jon Breen, the editor of The Telegraph, who served as moderator, had attempted to stop Reagan from making a statement giving his ver-
sion of why the four candidates standing mute behind them were not going to participate. "Turn Mr. Reagan's microphone off," Breen thundered. To which Reagan responded by grabbing the mike and fairly shouting, "I'm paying for this microphone, Mr. Breen," as the crowd roared its approval. Of course, Reagan was paying for the mike; he paid some $3,500 to defray expenses to get around a Federal Elections Commission roadblock to the debate ("In Brief," Feb. 25).

Reagan was also helped by the four excluded candidates, who played important supporting roles. They had marched off the platform and right into the high school cafeteria, where reporters and cameras were waiting to record their heated and bitter remarks. Their appearance helped round out the story and give it its real punch.

All in all, the debate in the Nashua high school was in marked contrast to the "Presidential Forum" the League of Women Voters presented three nights earlier, in a high school auditorium in Manchester. Then, all seven Republican candidates were present, and on their best behavior. Each answered questions put to him, and responded to answers of the others. The forum, carried live by Public Broadcasting Service and on a delayed basis by the three commercial networks, was very neat, very tidy and, some thought, rather bloodless.

The league officials had admonished the audience, "No applause," and everyone in the audience obeyed. In Nashua, the cheers and boos of the partisans in the crowd were more in the tradition of American politics.

Nor was bloodlessness necessary a trade-off for a full discussion of the issues. Joe Kraft, one of the three journalists who served as interrogators, after the forum expressed disappointment over the results. He felt the structure—which did not provide for follow-up questions—had allowed the candidates to ignore consistency in their answers if consistency proved awkward.

Nevertheless, the forum, like the donnybrook in Nashua, contributed something to the voters' view of the candidates, perhaps even of the issues. Indeed, those doing polling for Reagan said after the primary that the League event had proved pivotal in their candidate's effort.

New Hampshire has now been returned to the natives, as the print and broadcast journalists turn their attention to Massachusetts and Vermont today, and to four Southern states in the next two weeks. The work may be exhausting and frustrating for the journalists. And the reflective among them may wonder about a system in which they are expected to deal with issues in 90-second or two-minute bites or cover a candidate for President of the United States as he seeks votes from a handful of citizens outnumbered by the journalists accompanying him. But there are the compensations. As one of the pack observed in New Hampshire, "The election of a President is always the best story."

Worldwide, countrywide. Broadcast journalists from the full breadth of the United States—and from overseas—came to cover the New Hampshire primary. (Top) A crew from Japan's commercial Asahi Television Network. (Bottom, left to right) Kathy Douglas, political editor for KNXT from Los Angeles; Bill Brown, reporter for KSWW from Dallas; Gail Harris, who anchored coverage for WJZ-TV Boston.
Judge shoots down suit over 'Guns'

CBS granted summary dismissal of $300-million complaint filed by Michigan hunters against 1975 documentary

A federal district judge last week dismissed a $300-million libel and slander suit filed against CBS for the 1975 television documentary on hunting, The Guns of Autumn, one of the most controversial that CBS News has produced.

The suit, filed by the Michigan United Conservation Clubs, claimed the documentary embarrassed a million or so Michigan hunters and held them up to ridicule (Broadcasting, Oct. 27, 1975). But Judge Noel Fox of U.S. district court in Grand Rapids, Mich., granted a CBS motion for summary judgment and dismissed the suit last week, holding that there are too many Michigan hunters to claim that the broadcast "can be reasonably understood as referring to the plaintiffs." He said they failed to prove they were referred to.

The documentary showed, among other things, a Michigan hunter shooting a bear. The entire broadcast stirred so much controversy, even before it was shown, that CBS News produced a sequel, Echoes of the Guns of Autumn, that dealt with pressures imposed on CBS to get the broadcast canceled, elicited views of hunters, offered an antigen forces a chance to present their views—and CBS News Producer Irwin Drasnin a chance to defend the broadcast.

CBS said at the time that Guns had drawn a bigger mail response than anything else CBS News had done since Edward R. Murrow's 1954 program on Senator Joseph McCarthy. Before Guns was broadcast, on Sept. 5, 1975, CBS received more than 19,000 letters and telegrams—most of them criticizing the program. Advertisers dropped out until only Block Drug remained in the broadcast. For the sequel, broadcast Sept. 28, 1975, only Geritol signed up.

The same medicine

A potential new "protection" for corporations against television newsmen is emerging from an ongoing dispute between the Illinois Power Co. and CBS News over a 60 Minutes segment on the power company.

When 60 Minutes cameras went in to interview Illinois Power executives, the power company had its own cameras on hand to record the interviews simultaneously. Now it's using its own tapes to support its claim that its position was misrepresented on the 60 Minutes piece. The CBS piece was broadcast last Nov. 25 and dealt with alleged mismanagement of Illinois Power's first nuclear power plant, under construction at Clinton, Ill.

The utility company has inserted portions of its own tape into the 60 Minutes tape to make its points and thus has created its own "program," called "60 Minutes: Our Reply." The company has sent copies to hundreds of utility and other companies around the country, urging them to show it to local leaders.

Company officials say they've had "a lot of calls from people at other utility companies saying, 'I wish we'd thought of that.'"

It's considered likely that many of them will, next time.

For its part, CBS News says Illinois Power's "reply" is itself misleading or irrelevant. It attached a five-page letter documenting the 60 Minutes position. It did acknowledge two inaccuracies in the broadcast and corrected them on the Jan. 27 60 Minutes. Illinois Power meanwhile has answered the CBS News letter, again maintaining that its position was misrepresented—and claiming that one of the two corrections 60 Minutes broadcast was itself wrong.

Israel banishes newsmen

Israel authorities have revoked the journalistic accreditation of CBS correspondent Dan Raviv following a report he filed saying that Israel had exploded a nuclear bomb in cooperation with South Africa. The authorities said Raviv had violated military censorship.

According to CBS Tel Aviv bureau manager Charles Wolfson, any story concerning the military or national security must be approved by the military censor. He said this normally involves submitting the scripts and possibly pictures of any reports to the censor's office.

Wolfson would not comment on how Raviv's report was sent out, although other reports indicate that Raviv flew to Rome and filed the report from there. It appeared on the CBS Evening News on Thursday, Feb. 22. Raviv is now out of Israel, and Wolfson did not know if he would be returning.

News Beat

Limiting searches. House Subcommittee on Constitutional Rights has approved legislation restricting power of authorities who are seeking evidence against persons suspected of crimes to conduct surprise searches of premises of others. Bill is in response to 1978 Supreme Court Stanford Daily decision, and is broader than Senate version, which applies only to journalists and other writers. Both bills now face action by full Judiciary Committees. Senate bill would require police to get subpoena, which can be challenged in court, before searching writer's files. House version, in addition to requiring subpoena, adds section covering unannounced searches of innocent persons.

On the rise. Number of female anchors and co-anchors on television news programs is moving upward. Television News Research Inc., New York, said 92 women served in these capacities on network affiliated TV stations in 65 major U.S. markets in fall of 1979, as compared with 77 in fall of 1978. Of 77 anchors or co-anchors in 1978, only 32 remained at same job, according to TNR study.

Ready to sprout. Georgia Radio News Service will commence April 1 under aegis of Meredith Corp.'s Broadcasting Group. Headquarters will be at Meredith's warehouses in Atlanta with project responsibility of John Lauer, vice president and general manager of WGST and affiliated WCHCB there. Day-to-day operations will be handled by Network Manager Paul C. Stone, 14-year veteran of radio networks in Georgia and Florida. Lauer said initial line-up of 40 affiliates is expected. Service will offer news and sports programs, features, weather reports and nighttime programming.

Best. Three winners in television category were announced last week for George Polk Memorial Awards for 1979, administered by Long Island University's Brooklyn Center. The winners are Ed Bradley of CBS News for television reporting from abroad (Cambodia); W ntv-tv Washington for national television reporting (investigation into discharge of asbestos from hair dryers); and Jack Willis and Saul Landau of New Time Films for documentary on health hazards from atomic test site in Nevada.

First Amendment Insurance. American Newspaper Publishers Association members are being offered insurance to help defray legal costs incurred in defending or prosecuting First Amendment rights, under plan first broached nearly a year ago (Broadcasting April 30, 1979). Coverage of up to $1 million is being provided by Mutual Insurance Co. Ltd. of Bermuda to ANPA members insured under Mutual's group life policy. It is available for protection of radio and television stations owned by ANPA members if they also buy it for their newspapers. Policy, designed to assure that even small news organizations can undertake litigations and actions before Congress where First Amendment is concerned, covers such matters as questions of prior restraint, dissemination of information, access, newsroom searches and statutory limits on publications of certain First Amendment matters.
For the Record

As compiled by Broadcasting Feb. 18 through Feb. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications, A.L.J.—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—auxiliary, CH.—critical hours, CP.—construction permit, D.—day, DA.—directional antenna, Doc.—Document, ERP—effective radiated power, HAAT—height of antenna above average terrain, kHz—kilohertz, m—meters, MEOV—maximum expected operation value, mm—megahertz, mod.—modulation, N.—night, P.S.A.—preservice service authority, S.A.—Scientific Atlanta, SH.—specified hours, SL.—studio location, trans.—transmitter, TPO—transmitter power output, U.—unlimited hours, vis.—visual, w.—watts, —noncommercial.

New Stations

AM applications

**Frost,** W.Va.—Pocahontas Comm. Cooperative seeks 1370 kHz, 1 kw. D. Address: Box 86 Marlening W. Va. 24954. Estimated construction costs $211,000; first year operating cost $50,000; revenue $211,000. Format: educational. Principal: Omar Bowyer is president of this non-profit organization devoted to educational purposes. Ann. Feb. 7.

FM applications

**Blythe,** Calif.—Esuela de la Roza Unida seeks 88.5 mhz., 0.1 kw, HAAT: N/A ft. Address: P.O. 910 Blythe 92225. Estimated construction cost $7,300; first year operating cost $3,500; revenue $12,000. Format: educational. Principal: Applicant runs elementary and secondary school in Blythe. Alfred Figueroa is president. Ann. Feb. 7.

**Covelot,** Calif.—Round Valley Inter-Tribal Radio Project seeks 90.7 mhz. 74 kw, HAAT: 3287 ft. Address: P.O. 727 Covelo 95428. Estimated construction cost $342,107; first year operating cost $90,000; revenue $466,000. Format: educational. Principal: Covelo Indian Community Project has established the above mentioned radio project. It is non-profit educational project. Margaret Bredlove is chairwoman of board. Ann. Feb. 7.

TV applications

**Florence,** Ala.—Channel 26 Inc. seeks ch. 26; ERP 1076 kw vis., 215 kw aur. HAAT 931 ft.; alt. height above ground 856 ft. Address: 1162 Mt. Auburn Rd., Bon 3848 Evansville, Ind. 47736. Estimated construction cost $330,000; first year operating cost $270,000; revenue $450,000. Legal counsel Wilner & Scheiner, Wash. D.C., consulting engineer Smith & Powienienko, Wash. D.C. Principals: South Central Broadcasting Corp. (100%) which is owned principally by John Engelbrecht, South Central is licensee of WTVK (TV)/ WEXZ (FM) Knoxville, Tenn. and 1500 AM-FM Evansville, Ind., and owns 49% of WIZE (FM) Nashville, Tenn., with application pending to purchase remaining 51%. It is also applicant for new TV in Evansville, Ind. Ann. Feb. 20.

**Little Rock,** Ark.—Gemini Broadcasting Co. seeks ch. 16, ERP 2404 kw vis., 24.0 kw aur. HAAT 1557 ft.; alt. height above ground 1070 ft. Address: 3445 Peachtree Rd. Suite 840 Atlanta, Ga. 30326. Estimated construction cost $2,988,000; first year operating cost $2,015,000; revenue $3,135,981. Legal counsel B. Gagune, Wash. D.C. consulting engineers Silliman, Mofrer, Kowalski, Arlington, Va. Principals: Supernovia Television Corp. (40%); George Fritzinger (20%). Supernovia Television is owned wholly by National Health Enterprises Inc., publicly traded health care and ancillary services corp. of which Robert Palafaro is chairman. Fritzinger is chairman of Supernovia Television which has 80% interest in applications for CP's for ch. 62 Syracuse and ch. 49 Buffalo. He is also president and 5% owner of WQTV (TV) Boston and has 3% interest in Universal Subscription Television Inc. Boston Subscription TV permittee. He also has 20% interest in applicant for new TV in Vallejo, Calif. Feb. 15.

**Daytona Beach,** Fla.—Comark TV Inc. seeks ch. 26; ERP 698 kw vis., 69.8 kw aur. HAAT 585 ft.; alt. height above ground 605 ft. Address: Southwhick Industrial Park Box 267 Southwick, Mass. 01077. Estimated construction cost $1,478,370; first year operating cost $1,831,750; revenue $2,265,132. Legal counsel Stein, Halpirt & Milhail, Wash. D.C. consulting engineer J. Richard, Feeding Hills, Mass. Principals: Richard Fiore, St., David Smith. Leroy Wallace (one-third each). Three are partners in Comark Communications Inc., a Southwich/Westfield, Mass., transmission system company. They own 51% of the company and Smith have 27.3% and 27.5% respectively in applicant for new TV in Albany N.Y. Smith is 48% owner of Commercial Radio Institute Inc. (100%) which is licensee of WWBT (TV) ch. 22 Pittsburgh, Pa. and applicant for new TV (ch. 28) in Columbus, Ohio. Commercial owns 39.2% of WQTV (TV) Baltimore but it will sell it pending FCC approval. Commercial also has 39.1% interest in three pending applications for new TV's in Buffalo (ch. 49), Indianapolis (ch. 59) and St. Petersburg, Fla. (ch. 38). Smith's father Julian is president; director and 21.8% owner of Commercial Radio Institute; president, director and 49% owner of pending TV applications that Commercial has 39.1% interest in and of WBBF (TV) Baltimore. Ann. Feb. 20.

**New Bedford,** Mass.—Metropolitan Inc. seeks ch. 28; ERP 1,242 kw vis., 124.2 kw aur., HAAT: 544 ft.; alt. height above ground 1057 ft. Address: P.O. 412 County St., New Bedford, Mass. Estimated construction cost $1,935,000; first quarter operating cost $400,000; revenue $2,400,000. Legal counsel Robb and Kuhns, N.Y., consulting engineer Harold Munn, Coldwater, Mich. Principals: Dr. Franklin Graham (82%); Judith Graham (10%); Robert Aarau (4%); Scott Rob (4%). Graham is administrator for the board of Churches of the City of New York, and interchurch ecumenical agency. Wife Judith is Stamford, Conn., social worker. Aarau is vice president of NBC television networks. Affiliates, N.Y. Rob is NBC affiliate. Robb has only other broadcast interest—less than 10% ownership of Harvard, which is seeking assignment of license of WKND-AM Windsor, Conn.Filed Jan. 31.

**Portland,** Me.—CBS Family Telecasters seeks ch. 51; ERP 205 kw vis., 20.5 kw aur., HAAT: 245 ft.; alt. height above ground 1057 ft. Address: P.O. 93692 Riveria Dr. Grand Forks, N.D. 58201. Estimated construction cost $619,800; first quarter operating cost $54,000; revenue $150,000. Legal counsel Lauren A. Colby consulting engineer Harold E. Munn, Coldwater, Mich. Principals: Leon Crosby (8%) and three others. Crosby is broadcaster who owns KEMO TV San Francisco, with interests in CP's for new TV's in Richard, Tex., and Ventura, Calif. Ann. Feb. 20.

**Pembina,** N.D.—Satellite Television Service Inc. seeks ch. 12; ERP 316 kw vis., 31.6 kw aur., HAAT: 225 ft.; alt. height above ground 856 ft. Address: P.O. 13th Ave. South Fargo, N.D. 58103. Estimated construction cost $565,000; first year operating cost $602,000; revenue $600,000. Legal counsel Wilkinson, Cragon & Bakh, Wash. D.C. consulting engineer Lloyd Erickson, Principals: John Boter (80%); J.L. Wood and Robert Alpston (10%) each. Boister is Fargo realtor. Alpiston is Grand Forks, N.D. attorney and Wood is a U.S. Customs broker based in Pembina. They have no other broadcast interests. Filed Nov. 29, 1979.


AM Action

**Harvey,** N.D.—Shamrock Communications Inc. Granted 5140 kHz, 500 w-D. Address: PO Box 543, Cando, N.D. 58234. Estimated construction costs $81,720; first year operating cost $63,720; revenue $100,000. Format: MOR. Principals: D. Thomas McKinnon and William C. Smith (49%-each). McKinnon owns own furniture and floor covering stores at Cando and Eskenstein, both North Dakota. Harrington Commercial Radio, Inc. operates under WQTV (TV) ch. 408 Brookline, Mass. 73536. Estimated construction cost $350,000; first year operating cost $270,000; revenue $450,000. Legal counsel Wilner & Scheiner, Wash. D.C., consulting engineer Smith & Powienienko, Wash. D.C. Principals: South Central Broadcasting Corp. (100%) which is owned principally by John Engelbrecht, South Central is licensee of WTVK (TV)/ WEXZ (FM) Knoxville, Tenn. and 1500 AM-FM Evansville, Ind., and owns 49% of WIZE (FM) Nashville, Tenn., with application pending to purchase remaining 51%. It is also applicant for new TV in Evansville, Ind. Ann. Feb. 20.

FM Actions

**Winchendon,** Mass.—ALJ Walter Miller granted Norbanke Corporation 97.5 mhz. 3 kw, HAAT 300 ft. PO. address: 15 Thacher St., Brookline, Mass.


**Ownership Changes**

**Applications**

*KCCCL(AM) Paris, Ark. (AM: 1460 kHz, 500 w—D)—Seeks assignment of license from Logan County Broadcasting to Diamond State Broadcasting Co. for $514,000; Seller: Wayside Broadcasters. Action Apr. 25.**

*WZAL(AM) Jackson, Ga. (1540 kHz, 1 kw—D)—Seeks assignment of license from Tarkan Broadcasting Co. Inc. to Dave-Moor Communications, Inc., for $225,000. Seller: Dakota Tarkenton and wife Mary Ree (75%—25% respectively) who also own WJGQ(AM) Jackson; Buyer: Richard Moore (40%); James DeVan and wife Karen (30% each). Moore is correspondent with Georgia Network Inc., Atlanta. All interested parties are also employed with Georgia Network, James as executive vice president and general manager and Karen as bookkeeper. They have no other broadcasting interests. Action Feb. 20.

*WNWS(AM) WMCDF-McCord State, Ga. (AM: 1240 kHz, 1 kw—D, 250 w-N; FM: 100-1 m, 3 kw)—Seeks transfer of control of Radio Statesboro Inc. from C. H. Grider; WC. Woodall Jr., James Ondromoff and J. B. Ricketts. Also before FCC) to Nathan Hirsch and Delil Pressley (none before: 100% after). Consideration: $750,000. Principals: Grider, Woodall and make (30% each); Hirsch (10%); under WIMO(AM) Winder, Ga. and 21 WFFPA(AM) Pensacola, Fla. Woodall owns WWDW-AM-FM Jax. (51% WBBK(AM) Blake; WGR(AM) Cairo, Ga. and WGSW(AM) Greenwood, S.C. and 50% WFFPA(AM) Pensacola; Fla. Lanahan has no other broadcast interests. Buyers are equal partners. Hirsch has been with states since 1970 and is currently operations manager. Pressley owns TV sales and repair shop in Statesboro. They have no other broadcast interests. Action Feb. 20.

**FM Applications**


*WAXO(AM) Lewisburg, Tenn.—Seeks mod. of CP (BP-20409, as mod.) to change TL to: 0.6 mi. SE Bypass, Springdale Rd., Lewisburg. Tenn. Action Feb. 20.

*WAYM(AM) Chippewa Falls, Wis.—Seeks CP to change TL to: SW corner of County highways ‘P’ & ‘O’, Chippewa Falls, Wis.; make changes in ant. sys. Action Feb. 6.

**FM Consolidations**

*WDAI(AM) Fargo, N.D.—Seeks CP to increase ERP to 5 kw (H&V). Action Feb. 20.


*KIJO-FM Omaha, Neb.—Seeks CP to increase ERP 50 kw; HAAT: 600'; make changes in ant. sys. Action Feb. 6.

*KBRX-FM O’Neill, Neb.—Seeks CP to change frequency to 102.9 MHz; change TL to 4.5 mi. ESE of O’Neill; change to 10.75 kw; make changes in ant. sys.; ERP: 100 kw (H&V); HAAT: 434 (H&V). Action Feb. 6.


*WGIT(AM) Homigoteau, R.I.—Seeks CP to utilize present mast trans., & ant. for full 15 khz; any: request for waiver of 73.2551(16) of FCC’s ‘contingent on ARN-7921231AE. Action Feb. 6.

*KOOVIFM Cooper Cove, Tex.—Seeks CP to decrease ERP to 1 kw (H&V); increase HAAT to 422 (11 & H&V). Action Feb. 6.

*KNUS(AM) Dallas, Tex.—Seeks mod. of CP (BPH-7932232AD) to change ERP: 97.76 kw (H&V); change HAAT: 1985 (H&V); change SL/R to: 5712 Ross, Dallas; change trans. and ant. system. Action Feb. 6.

*WFFV(AM) Front Royal, Va.—Seeks CP to change SL/R to: route 11, south of interchange 133, Route 81, 1 mile N of intersection 133, intersection of I-66 and SL; change transmitter at: Wayside Inn, Middleburg, Va. Action Feb. 6.

**Facilities Changes**

**Procedural Rulings**

*Fort Bragg, Calif. FM Proceeding: (BC Docs. 80-62-63)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Broadcast C. Corp., Inc., for license to Fort Bragg Broadcasting Co. for CP for 95.3 MHz at Fort Bragg, Calif., to determine whether Fort Bragg is financially qualified; and with respect to its ascertainment efforts, including whether, viewed in light of its current status and elder, and whether its study contained demographic breakdown of Fort Bragg which would enable it to identify market groups which would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 6.

*Bridgeport, Conn. TV Proceeding: (BC Docs. 80-78-79)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Bridgeways Communications Corp. and Hi-Television Corp., for CP for channel 13 in Bridgeport, Conn., to determine, with respect to Bridgeways: whether a trans. site is available; whether cost estimate for first year of operation is accurate; whether the matter is to be heard; what other hearings need to be held; whether Bridgeways is financially qualified; and whether it has complied with provisions of Question and Answer 9 of Annex 7 of Act to Consolidate Action Feb. 6.

*French Lick, Ind. FM Proceeding: (BC Docs. 80-82-83)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Hoosier Hills Broadcasting Corp. and William W. Broadcasting Co. for CP for 100.1 MHz at French Lick, Ind., to determine with respect to Hoosier Hills, whether it is financially qualified; whether it interviewed leaders of recreation, labor, women, students, etc., prior to filing; and whether it has complied with Question 15 of Prime; with respect to Willtronics, whether it interviewed leaders of public service, health and welfare, elderly and agriculture; which proposal would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 6.

*Boulder City, Nev.—FM Proceeding: (BC Docs. 80-76-77)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Garrett, Andrews & Letizia, Inc. and Ferraro & Company, for CP for channel 30 in Boulder City, Nev., to determine which proposal would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 6.

*Oklahoma, Okla. TV Proceeding: (BC Docs. 80-80-81)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of David Livingstone Missionary Foundation and Alden Communication Corp. for CP for ch. 47 Tulsa, Okla., to determine with respect to Livingstone whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications. To determine with respect to Alden whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications. To determine with respect to Alden whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications. To determine with respect to Alden whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications.

*Texas, Tex. TV Proceeding: (BC Docs. 80-80-81)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of David Livingstone Missionary Foundation and Alden Communication Corp. for CP for ch. 47 Tulsa, Okla., to determine with respect to Livingstone whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications. To determine with respect to Alden whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications. To determine with respect to Alden whether its proposed program policy will provide broadcast time for those that do not share same perceptions as applicant, and if not, to determine effects thereof upon its basic qualifications.
Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

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*SPECIAL temporary authorization

**Includes off-air licenses

other primary TV service to such areas and populations; which proposal would best provide a fair, efficient and equitable distribution of television service; which proposal would, on a comparative basis, best serve the public interest, and which application should be granted. Action Feb. 8.

- Sulphur Springs, Tex. FM Proceeding: (BC Docs. 80-60-61) - Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Gilli Industries, Inc. and Gilli Broadcasting Company for CP for 95.9 mHz to determine which proposal, on comparative basis, would better serve the public interest, and which application should be granted. Action Feb. 8.

FCC Decision

- KGO-TV San Francisco - Renewal Proceeding: FCC has renewed license of KGO-TV, licensed to American Broadcasting Companies, Inc. over objections of Gilli Industries, Inc., former licensee of KNTV(TV), San Jose, Calif. Gilli alleged that ABC was using anticompetitive conduct by instituting policy restricting availability of non-network programming to KNTV thus harming station economically and diminishing its ability to operate in public interest. FCC concluded that Gilli's allegations on KGO-TV's territorial exclusivity policy, as applied to KNTV raised no substantial and material question warranting denial of KGO-TV's renewal, since record indicated that KGO-TV and ABC were in compliance with all aspects of FCC rules pertaining to exclusivity in purchasing non-network programming. Action Feb. 13.

Allocations

- KWAC(AM) Bakersfield, Calif. - Requests amendment FM Table of Assignments to assign ch. 268 or in the alternative ch. 261A to Greybull, WY. Ann. Feb. 20.
- Wray, Colo. - Requests amendment FM Table of Assignments to assign ch. 262 or in the alternative ch. 261A to Greybull, WY. Ann. Feb. 20.
- KDRZ(AM) Wray, Colo. - Requests amendment FM Table of Assignments to assign ch. 252A to Wray, Colorado.
- KTOE(AM) Mankato, Minn. - Requests amendment FM Table of Assignments to assign ch. 244A to North Mankato, Minn. Ann. Feb. 20.

Applications


Translators

- There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth Station Actions

- The following earth station applications have been granted as of Feb. 19:
  - Warner Amex Cable Communications Inc.—Paris, Ark. (KX37)
  - Warner Amex Cable Communications Inc.—Avenal, Calif. (KX42)
  - Warner Amex Cable Communications Inc. —Wenmem, Ore. (KX55)
  - Sam's Town Hotel and Gambling Hall—Las Vegas. (KX43)
  - S&S T.V. Cable Co. Inc.—Covington, La. (KY65)
  - Gateway Cablevision Inc.—Belfield, S.D. (KX67)
  - Cablevision—Fairbury, Neb. (KY95)
  - Cablevision—Baker, Neb. (KY96)
  - Warner Amex Cable Communications Inc.—Ely, Minn. (KY97)
  - Cable TV of Harlowton—Harlowton, Mont. (KY98)
  - Warner Amex Cable Communications Inc.—Athol, Mass. (WY84)
  - Warner Amex Cable Communications Inc.—Sandy Valley, Ohio. (WY99)
  - Warner Amex Cable Communications Inc.—Parsons, Tenn. (WX45)
  - Warner Amex Cable Communications Inc.—Williamsburg, Va. (WX58)
  - Warner Amex Cable Communications Inc.—Brentford, Pa. (WX64)

Grants

- Warner Amex Cable Communications Inc.—Warren, Pa. (WY69)
- Warner Amex Cable Communications Inc.—Northport, Pa. (WY70)
- Suburban Communications Inc.—Phoenixville, Pa. (WY75)
- Lebanon Valley Cable TV Co. Inc.—Lebanon, Pa. (WY76)
- Fenwick County Cable Television—Jamestown, Tenn. (WZ23)
- Deerfield Cable System Inc.—Deerfield, Mass. (WZ25)
- Lee County TV Cable—Beattyville, Ky. (WZ26)
- Anna-Jonesboro Cable TV Inc.—Anna, Ill. (WZ27)
- Enco CATV Inc.—Manchester, N.H. (WZ29)
- Tele-Media Co. of Western Ohio—Greenviile, Ohio. (WZ30)
- GS Communications Inc.—Rock Grove, Pa. (WZ31)
- Lock City Cable TV Inc.—Lockport, N.Y. (WZ32)
- Good Vue CATV Inc.—West Noyack, N.Y. (WZ33)
- American Television and Communications Corp.—Jackson, Miss. (WZ34)
- Western Ohio Cablevision Inc.—Bryan, Ohio. (WZ35)

Call Letters

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Call Letters

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**Radio Sales**

**Help Wanted**

**KSKD**

- **Radio Sales Manager**
  - AM/FM
  - Experienced in radio sales background to keep resume
  - AM/FM
  - KSKD
  - 1980
  - Send resume to Terry McHenry, 615 W. Main St., Dayton, OH 45402.

**Religious radio**

- **Seeking experienced**
  - on-air salesperson
  - FM
  - Ray Prichard, WKAO, 501 S. Main St., Dayton, OH 45402.

**Radio Sales**

- **WANTED**
  - Experienced radio salesperson
  - 5 years radio sales experience
  - May be located near beautiful Great Lake area of Oklahoma, 35 miles from Tulsa.
  - New owners offer excellent opportunity for advancement to management.

**Immediate Opening**

- For radio personality with complete knowledge of station.
- Send resume to Robb Goud, Box 1167, Paradise, CA 95969.

**General Manager**

- **Seeking experienced**
  - AM/FM
  - Excellent opportunity

**Radio Sales**

- **Salary -**
  - Excellent opportunity
  - May be located near beautiful Great Lake area of Oklahoma, 35 miles from Tulsa.
  - New owners offer excellent opportunity for advancement to management.

**Sales Manager**

- **Station** in New Hampshire
  - Call Dick Lange, 413-781-5200.

**Radio Sales**

- **Salary -**
  - Excellent opportunity
  - May be located near beautiful Great Lake area of Oklahoma, 35 miles from Tulsa.
  - New owners offer excellent opportunity for advancement to management.

**Sales Manager**

- **Station** in New Jersey
  - Call Dick Lange, 413-781-5200.

**Radio Sales**

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**Sales Manager**

- **Station** in New Hampshire
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**Sales Manager**

- **Station** in New Hampshire
  - Call Dick Lange, 413-781-5200.
HELP WANTED MANAGEMENT CONTINUED

Joint Position: Director of KESD FM-TV/Associate Executive Director of South Dakota Office of Public Broadcasting, Brookings, SD, Direct all operations of KESD FM-TV/Associate Executive Director of South Dakota Office of Public Broadcasting. Qualifications: Advanced degree in Journalism, Mass Communications, or a related field; experience in administration, management, and supervision; ability to work with a small staff; knowledge of Radio and Television. Requirements: Broad experience in administration, management, and supervision desired and will be given preference. Ph.D. and university teaching experience preferred. Beginning date: March 15, 1980, or until suitable applicant selected. Salary: $28,000, negotiable according to experience. Send resume to: Search Committee, KESD FM-TV, Pugsley Center, South Dakota State University, Brookings, SD 57007. SDSU is an Equal Opportunity/Affirmative Action Employer FM.

Director, Radio & Television Services; Indiana University /Affirmative Action. Contact: Chairperson, KBEU /Affirmative Action. Contact: Director, Radio & Television Services, Bloomington, Indiana University. Equivalent of $15,303-$20,660. Send resume and salary requirements to Box C-78.

Video Tape Operator/Engineer for Rocky Mountain area. Familiarity with video tape equipment and color television; background in video production. Must have ability to travel. Salary range: $13,879-$18,740. Box C-83.

S.E. Sunbelt Station Has an opening for a maintenance technician. Must have FCC 1st Class License, three years of maintenance experience and strong technical background. Excellent salary and benefit package. Reply to T.V. EOE. Box C-35.

Maintenance Engineer—3 to 5 years experience with a modern, well-equipped northeast large market independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box B-172.

Florida Network affiliate has an opening for a chief engineer that will provide a great amount of self-fulfillment. This is a real opportunity to advance your professional career and do so in a great place to live. Salary open. EOE. Reply to Box B-196.


Engineer for network affiliate VHF TV station. Technical experience necessary and supervisory experience required. Excellent career opportunity with benefit package and salary commensurate with experience. Applications are an equal opportunity employer. Send resume to Box C-38.

Chief Engineer for non-profit station in California. Applications are an equal opportunity employer. Send resume to Box C-35.

Northwestern Michigan: Immediate opening for a hands-on chief. Must be familiar with GE UHF Transmitter and RCA VHF. A network affiliate. Excellent Fringe benefits. Send resume to: Mr. Foster Winter, VP & GM WGTU-TV, 201 E. Front, Traverse City, MI 49684-616—948-2900, EOE. Box C-35.

TV Engineer—Immediate opening with a major market affiliate. Excellent benefits. Salary commensurate with experience. An Equal Opportunity Employer M/F. Send resume to Box C-20.

WTWX-TV is seeking applications for a broadcast control room maintenance technician. We seek an individual who is experienced with the RCA TR 60; TR 70, TCR-100 and 3/4 inch recording and editing equipment. Send resume and salary requirements to: Box C-3434, Ft. Pierce, FL 33450. EOE/M/F.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical experience, FCC 1st Class license, and experience necessary Please send resume to Personnel Department, WJAC-TV, Johnstown, PA, 15901. Equal Opportunity Employer M/F/E/O.

Junior Engineer wanted for a growing network affiliate in the deep south. Send resume along with details of technical experience. Box C-13.

Television Engineer needed. Immediate full-time position in operations/Pearland; Good fringe benefits. Starting salary negotiable. Send letter of application to Chief Engineer, WTRF-TV, 510th-18th Street, Wheeling, WV 26003 by March 7, 1980, An Equal Opportunity Employer.

TV Senior Maintenance Engineer, (3) three years experience with RCA's AVC-100, Transmittor, AVC-100, TV 70-TT, 70-TU, 70-KK, 7044. Also IPTV license required. 75 West Virginia, Christian Broadcasting Network, Box C-20K, PO Box 13538, Portsmouth, VA 23705, EOE.

HELP WANTED NEWS

Meteorologist wanted for Florida television station; excellent opportunity in a major weather market; require at least two years on-air experience; an Equal Opportunity Employer; send resume to Box B-10.

Reporter/Photographer for Northern Illinois news leader; Rockford-Frederick station seeks self-starter with ENG experience. Tape and resume to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.


Sports Director needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Equal Opportunity Employer. Send resume to Box B-206.

Sports Director/Anchor for big ten conference CBS affiliate, to anchor 6 & 11 show. Tapes, resumes, salary requirements, send resume to Tom Mar, News Director, WLIF, Box 18, Lafayette, IN 47902 E.O.E.

Evening Anchor; WHO-TV is looking for a warm, personable, enthusiastic co-anchor with solid journalistic credentials. Send tape & resume to Phil Thomas, WHO-TV, 555 Walnut Street, Des Moines, IA 50309. Phone 515-285-6511.

Number One news station expanding staff, Station in North East is seeking a news reporter with a minimum of 2-years experience. Must have good writing, shooting, editing and live ENG/remote production skills. Group operation with excellent fringe benefits. Send resume to Box C-84.

Assistant News Director (Lansing/Jackson, MI) Two years of strong street reporting and/or assignment background a must. Must be well organized and creative, who knows news and can keep their pulse on the community. Send resume to: Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

Weathercaster/Science Reporter, Meteorologist position in medium market affiliate for immediate opening. Looking for someone who can boil down complex science stories into interesting and understandable terms. Station is often rated one in the overnight time period for top-rated person. Send tape and resume to Ray Depa, News Director, WBHW-TV, Box 67, Freeport, IL 61032. EOE.

Number One news station expanding staff, Station in North East is seeking a news reporter with a minimum of 2-years experience. Must have good writing, shooting, editing and live ENG/remote production skills. Group operation with excellent fringe benefits. Send resume to Box C-84.

Executive News Producer needed to join midwest medium market affiliate with strong commitment to leadership. This is a new position, Market highly competitive for news producers, and we require an individual who can handle multiple live feeds, effectively direct operations and assist in quality control. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMIV, 10741 Mockingbird Drive, Omaha, NE 68127.

Reporter/Assistant Producer for award winning news program, KCCE TV PBS Huntington Beach, California. Combination of reporting, writing, research and producing assignment. Freedom and excellent opportunity to do enterprising investigative reports. Starting salary $14200-$14920/mo. Excellent fringe benefits. Contact Coast Community Colleges, 1370 Ainsworth Ave., Costa Mesa, CA 92626. Offers will be made as of 5:00 pm March 17.

Television News Producer and/or Cameraperson to work in the Washington, D.C. area for 12 weeks starting sometime in March. Must have commercial television news experience. Telephone 813-758-4502.

Growing TV News Operation. We have immediate openings for: Reporters, ENG Camerapeople, ENG Maintenance, Maintenance/Production. At least two years TV news experience required. EOE. Send Resume to: Edwin Hart, News Director, WRCO-TV, 201 East North St., Richmond, IA 50301. Absolutely no telephone calls, please.

Meteorologist— for network affiliate in Southeast. Send resume to Box C-27.

News Director/Co-anchor: small market growing independent is looking for an aggressive self starter with a desire to work. Send resume and salary requirements. Box C-6.

Week-and-Producer/Anchor... top rated CBS affiliate in top 50 market seeks talented journalist and experienced producer. Tape and resume to: John Howell, News Director, WTVB-TV, 720 Boush Street, Norfolk, VA 23510.

Manager, E.H.G. Operations. Responsible for organization and supervision of E.H.G. unit. Also, scheduling of personnel, budgeting and maintenance of microwave vans, and all other news units and associated equipment. This is being established as a news area. Starting salary $9000, plus benefits. Box C-6.

Number One news station expanding staff, Station in North East is seeking a news reporter with a minimum of 2-years experience. Must have good writing, shooting, editing and live ENG production skills. Group operation with excellent fringe benefits. Send resume to Box C-84.

Executive News Producer for midwest CBS affiliate. Need two person in 11 reporter news operation. Tapes, resumes, salary requirements first letter to Tom Moxedon, News Director, WLFI, Box 18, Lafayette, IN 47902 E.O.E.

Executive News Producer needed to join midwest medium market affiliate with strong commitment to leadership. This is a new position, Market highly competitive for news producers, and we require an individual who can handle multiple live feeds, effectively direct operations and assist in quality control. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMIV, 10741 Mockingbird Drive, Omaha, NE 68127.

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Weekend Sports Anchor/Spot News Reporter wanted immediately Looking for creative, imaginative person to do sports features. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

News Director/Anchor— Tremendous opportunity at entry level. Top Equipment, benefits EEO Employment. Box C-61.

Meteorologist for top-rated news department in medium market, Southeast. Two major weathercasts. EOE. Salary, Resume, Box C-84.

Weekend Sports Anchor/Spot News Reporter wanted immediately Looking for creative, imaginative person to do sports features. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

News promotion is where it's at. Need an assistant program manager with experience in news promotion. Must be a good idea person and be able to write and deliver effective news promotions. Salary open E.O.E. Reply to Box B-202.

Production Assistant: For public affairs unit. Strong reporting and writing skills. Good understanding of politics, agriculture and economics. Requirements: Telecommunications Arts Degree and previous experience or closely related curriculums and/or experience. Contact: D.C. Peavy Personnel Officer; Iowa Public Broadcasting Network; PO Box 1758; Des Moines, IA 50306; 515-284-4188. A/EEO Employer.

Producer-Director. Seeking an experienced, creative, professional producer and director to create and produce quality programming for all news promotion. Must have at least five years' professional experience, proven ability to work with clients, and dedication to quality production. Exceptional opportunity with top-rated and best-equipped station in the state. Send tape and resume to Mike Salmen, Production Manager; KAKE-TV, Box 10, Wichita, KS 67201. No phone calls, please. EOE.

Senior Producer/Director for Mississippi Authority for Educational Television. Seeking director for a national series, TV production experience and directorial ability needed along with word/number animation experience. Requirements include knowledge of film/video editing and related field plus four years TV experience. An Equal Opportunity/ Affirmative Action Employer. Women and minorities welcomed. Applications accepted through February 28, 1980. Contact Personnel Manager, ETV, PO Drawer 1101, Jackson, MS 39205. 601-928-6227.
PRODUCTION, OTHERS CONTINUED

WANTED PROGRAMMING PERSONALITIES PRODUCERS
for International Broadcast Service. Must becurrent
market. (Audited by the Audit Bureau of Circulations)
and have minimum 3 years successful experience
in programming. Experience must include:
Radio/TV show development and total management
involving content, writing, producing, directing,
and supervising. Must have excellent writing
ability. Great opportunity. Resume, references,
and letter of introduction to: WBBM, 520 N.
Michigan Ave., Chicago, IL 60611.

One-year term experience in producing radio/TV
commercials. Experience in advertising, sales
administration, or other related fields. Send
resume and salary requirements to: Public
Relations, St. Joseph's Hospital, 9411 S. Cicero,
Chicago, IL 60628.

Ideal candidate for new innovative weekly series designed
to reflect the poetry of life through the celebrations of
ordinary people. Talent/producer role—60 years old or
under. Must be able to find, organize, and direct
people to demonstrate strong story sense through visual
and editing skills. EFP experience required. Some
on-camera work desirable. Send letter of introduction
and resume to: Jim Lewis, Director of Programming, KPTS,
2288, Wichita, KS 67201. KPTS is an Equal Opportu-

nity Employer.

Freelance TV, Producers, Directors, Writ- ers...
in the Philadelphia area. If you can work directly with retail
producers and directors, reasonably priced, on a single
market television commercial, we want to hear from
you. Write now. We'll contact you for your equal
opportunity employment. Send resume to Box C- 7.

Executive Producer/Public Affairs: Responsible for local
and national public affairs programming including
producing and directing, and supervision of five-
member staff. Requires experience in all phases of television production, including at least five years
experience in studio, remote, and ENG production.
Position available immediately. Salary: $225,000.
Send resume (no tapes) to Joanne Magdalenski,
WGTV/TV, Springfield, MA 01110.
Deadline: March 14.

Production Manager: Television station seeking
with heavy local production emphasis looking for a
fully qualified production manager. Must be ex-
perienced. Apply by mail only to KVAL-TV, PO Box
1313, Eugene, OR 97440.

Traffic Manager for NJ Public Network. Responsible for
coordinating scheduling of crews and facilities, library and tape
operations, and other activities in newly created operation.
Salary range up to $24,000. Send resume to:
Michael Mitran, NJPTV, 1573 Parkside Avenue,
Trenton, NJ 08638.

Promotion Manager: Need experienced. Ready to move up to manager at expanding multimedia
network affiliate, to conceive and produce on-air
and print promotion plans and ideas. EOE. Send
resume to Box C-26.

Production Manager: Minimum three years com-
tercial experience with the ability to plan, organize
and supervise. Send resume to: WGTU TV, 201 E.
Front Street, Traverse City, MI 49684 Attn: Jim
Donovan.

Production Cameraperson, experienced in use of
computers, television, and lighting. Must be an
expert in field lighting, and have a critical eye for
creative and technical quality. Prefer person with ex-
perience in video tape acquisition, and also has
the capability to do maintenance, 1st class FCC
license an asset. Must have valid driver's license and
be able to operate field equipment. Salary in
$19,000 range for right person, plus ex-
ceptional employer-paid benefit package. Send
resume and demo tape, if available, to Personnel Manager,
SJTV-AP, 7625-26 E Street, Fresno,
CA 93786. An Affirmative Action, Equal Opportu-
nity Employer.

Producer/Anchor: Top market affiliate seeking an
experienced Producer/Anchor with strong admin-
istrative, news, and commercial skills. Send resume
to Box C-33.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Wishes to relocate to the
east. Proven success in agency station, rep., and
management. Active, correlated, personable. Let's talk it
over, Box B-200.

Currently employed G.M. with excellent record and
interest in opportunities new opportunity. Box B-191.

General Manager. Currently VP-general manager
of group flagship network affiliate. In nine years as VP
I have been instrumental in building our stations to
profitable levels, and now profit by hundreds of thousands of dollars (1.48%) up 45%
this fiscal year alone. Billing 45% of television revenue in market. (Admitted financial statements available at our
request.) Am seeking a new challenge and can produce the same success for the station. I will call you upon receipt of your letter at
which time we can arrange to talk at a time and place mutually convenient. Your inquiry will be held in strict confidence.
Box C-1.

General Manager with outstanding credentials!

Television—26 years; Radio—13 years; Broadcast-
ing Management—20+ years. Now 49. Thoroughly experienced all aspects: co-

unlimited opportunities.

Broadcasting Mar 3 1980
SITUATIONS WANTED NEWS
CONTINUED

News photographer. Experienced with ENG cameras, tape editing, live shots, film cameras, editing processing. 11 years experience, college grad, Call Doug Brandt, 319-364-0347.

Network radio assignment editor—producer looking for move to television. 10 years experience. Box C-21.


Mature Anchor. Although late-comer to television, an at ease communicator. Seeks news/public affairs, talk/variety and/or commercial stint. Harry 915-821-5910, evenings.

1979 Telecommunications graduate. Awarded Certificate of Excellence for Outstanding Achievement in Production based on expertise and dedication. Put this to work for you. Scott Schultz, 10347 Sannois, St. Louis, MO 63141.


The Jack Is Here: College educated ambitious young man, who dips a little in all facets of Broadcasting, who worked as a college D.J., wrote PR's, some editing, camera and porta-pak work, would like to see the light in any aspect of Broadcasting. Call Jeff—212-286-4224.


Producer—major market radio, now ready to move to television public affairs, documentaries as an assistant. Box C-62.

Young, hard working, professional with on-air switching and production director experience in top 20 markets. Seeks produce/management position in company with opportunity to grow. Will relocate. Send for resume. Box C-11.


CABLE
SITUATIONS WANTED MANGEMENT

Mature General Manager of large CATV System middle Atlantic states. 25,000 Basic subscribers, 5,000 Pay subscribers. Interested in relocating to growth opportunity in Florida or south East. Will consider other areas. Successful background in achieving maximum profits, Excellent business, personal and financial references. Box B-103.

ALLIED FIELDS
HELP WANTED SALES

Radio Sales Managers and area reps earn high commissions, selling quality commercial jingles. Banks, shopping centers, car dealers, etc.—over 150 musical selections. Call now 212-687-1490 or CAG, 12 E 44th Street, NYC 10017.

Broadcast Professional with local sales/sales management background to sell proven revenue services to broadcast management, We are industry's leading independent producer of proven local sales techniques. Recent experience in large and small independs and groups. Position requires an entrepreneur able to build staff and expand on existing business. Must have experience in US, 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 salary potential $29,000 with continuing growth in income. Rush confidential detailed resume, with references, in first letter to Herbert Levine, VP/GM, Central Radio-Television Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED INSTRUCTION

Mass Communication, Instructor (full track) position available September 1980. Duties may include teaching broadcast announcing, broadcast writing, radio production, production. Professional announcing and producing experience required. Masters degree required/Ph.D. preferred. FCC, First Class License preferred. Salary to $15,000.40. Minority and women encouraged to apply. Application deadline: April 4, 1980. Send complete credentials to: Dr. Irene Shipman, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity employer.

Assistant Professor: To teach a minimum of three courses each semester. Courses would include basic radio and television production and broadcast writing. Will be expected to pursue research and creative activities, and work with students in out-of-class projects. Doctorate preferred, with a minimum of two or more years experience in broadcast commercial writing. Appointment to begin August 15, 1980. Deadline for applications: April 15, 1980. Letter of application, complete credentials, and names of professional and academic references should be sent to: H. E. Dybvig, Departmental Executive Director, Dept. of Radio-Television, Southern Illinois University, Carbondale IL 62901. SIU is an equal opportunity affirmative action employer.

Director of Training position open at nationally accredited broadcasting station in East Tennessee. Prefer person with degree and at least 5 years experience in broadcasting. Must enjoy teaching and working with young people. Send resume to: Professional Academy of Broadcasting, PO Box 2411, Knoxville, TN 37901.


Faculty Position. Teach studio and field video production, organizing and overseeing production enterprise for local cable system community access programming and administer our video facility. MA/ MFA required; Ph.D. or ABD preferred; but your practical professional experience in this area is extremely important. Tenure track appointment. Rank and salary negotiable. Stari Summer, 1980. Send vita to Professor Donald F. Iturbide, Division of Broadcast Arts, Search Committee, Southern Methodist University, Dallas, TX 75275. An Equal Opportunity/Affirmative Action Employer.

Faculty position in broadcast journalism. Supervise reporting, writing, producing and directing broadcast news programs. Must have classroom experience and be available to teach both 2nd and 3rd quarter classes. Advise students. MA required. Extensive experience in radio news or radio and television news with solid research and writing background. Must be able to travel and participate in periodic weekend/ evening sessions. Send references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211. Deadline: April 1, 1980.

University of Miami seeks an Assistant Professor to join faculty in mass communication. Full time appointment begins in August, 1980. M.F.A. or other appropriate terminal degree. Thorouly knowledgeable of film production and some understanding of electronic media. Academic, rank, Department of Communications, PO Box 248127, University of Miami, Coral Gables, FL 33124. Deadline: November 15.

Position Announcement: Syracuse University faculty opening, Fall, 1980. Instructor/Assistant Professor to teach broadcast journalism, including news gathering, writing, editing and production; other areas depending on qualifications. Academic rank, Department of Communications, School of Syracuse University, Syracuse, NY 13210. Syracuse University is an Affirmative Action/Equal Opportunity Employer.

Broadcasting writer instructor: Small liberal arts college in rural Pennsylvania. Beginning Fall, 1980. Strong background in public affairs writing and production. Responsibilities: Teaching introductory and specialized writing, radio and TV production; Coordinating news, community affairs and promotion for FM and cable facilities. Education: Ph.D preferred, broadcasting/journalism. Applicants may address in confidence to: Prof. Jim Amell, Chairman, Westminster College, New Wilmington, PA 16142.

East Texas State University, Commerce seeks Assistant Professor with commercial broadcasting experience to teach 12 semester hours of Radio-Television Announcing, News Practices, Radio Production. Also some supervision in Radio and TV Production Practicum. Work with NBR radio station and new color TV Studio. MA required, Ph.D. preferred. Salary: Commensurate with education and experience. Send resume, references, and air-check tape before April 15 to: Dr. Curtis Pope, Head, Department of Speech & Drama, East Texas State University, Commerce, TX 75428. East Texas State University is an Equal Opportunity Employer.


Ph.D. Program in mass media, College of Communication Arts and Sciences, Michigan State University. Applications invited for fall term 1980. Assistantship and financial aid available. The degree program is designed for students for university appointments in advertising, journalism, marketing, mass communication, public relations and telecommunications and industry and government positions. Minority and non-minority applicants are invited. Information write Ph.D. Program in the mass media, 324 Union Building, Michigan State University, East Lansing, MI 48824. MSU is an Affirmative Action Equal Opportunity Institution.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Turbine Street, Laredo, TX 78040. Manuel Flores 512-720-3337.


FOR SALE EQUIPMENT


FOR SALE EQUIPMENT CONTINUED

Amplex TA55B UHF Transmitter — 55 kw, Good condition, $150,000.
GETT87 30KW UHF transmitter — Spare Klystrons available Fall $45,000.
GE PE-400 Color Cameras — Pedestals, Racks, like new, ea $14,000.
GE PE-350 Color Cameras — All accessories, good condition, ea $5,200.
GE PE-240 Film Camera — Automatic Gain & Blanking, $8,000.
IVC 500 Color Camera — Lens, cables, encoder, $9,000.
RCA TK-27A Film Camera — Good Condition, TP 15 Available, $12,000.
Eastern CT-500 Projector — Optical and mag sound, $9,000.
Eastern 285 Projector — Reverse, good condition, ea $6,000.
RCA TVM-1 Microwave — 7GHZ, Audio Channel, $1,000.
RCA Hi-Band refurb. heads — RCA Warranty, ea $3,500.
Amplex 1200A VTR’s — Loaded with Options, ea $24,000.
Noreico PC-70 Color Camera — 16X 200M lens, 2 available, ea $18,000.
Noreico Pcp-70 Color Camera — Portable or Studio Use $10,000.
Noreico PC-80 Color Camera — Updated to PC-70, new tubes, $11,000.
New Videotek Monitors — Super quality low price.
New Ampex 400 Colorial Equipment — Fast shipment.
30 Bands of New Equipment — Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McMichaels, Quality Media Corporation, in QA call 434-1234.

Audio Carousels — 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.


Ampex AVR-2 Videotape recorders: Three fully loaded, nearly new VTRs (two with editors), equipped with dropout comp, Autochroma/velocity comp, automatic tracking, and full color monitoring, interfaced to CMX 500 system, plus three spare heads. Contact Rod Hall at 213-577-5400.


Microwave Associates MA2A transmitter, receiver antennas, dishes. 2 watts. 2 Gig. range, one audio channel. Solid state. New Life Communication 612-243-6540.


Ampex HS-100B SLOMo. Excellent condition, used in studio environment, includes spare scap. Box B-192.

Used AM Transmitter 250-1000 watt, RCA BTA-1M, low frequency, clean — good condition. $1,400. 404-287-9555.

Technics SP-10 Turntables — Factory sealed cart, $570. Check with order immediate shipment. Freight collect. ADI, Inc., PO Box 9244, Wisconsin, M 49509.

Automation: IGM 500 with peg clock, 3 SMC carousels, 2 scull 27D, time announce, logger with encoder in three racks. Located in Ohio $5000. Dinkel 314-725-9541.

For sale: Automation system, SMC-D1, 4 rack, 4 stereo reveros, 6 carousels, Time announce. Dead Roll, Encoder, Decoder, Recorder, Playback unit, Display screen, Desk digital programmer, X-Tel-English, logger, Tone filter generators, Remote switches. Used about 3 years. Cost over $40M, asking price will astonish. Ready to load; moving van, (station going live). Dick Moran, 513-372-3531, WSZ1, Xenia, OH.

RCA VTR’s, TR50, CAVEC, DOC, oclotc 5000 hours. TRS, Spare headframes. 801-750-3128.

For sale — 7 SMC 250 RS carousels, SMC EC-2 encoder, 2-16 turntables, 2 ASS-33 telecopes, 3-Revox A-77, 26.13 mhz. 250 watt link transmitter 2 equipment racks. 304—253-7311.


FM circular polarized antenna, RCA-BFC 6 bay with radoms, 98.3 MHz. William J. Clark, KTOC Radio, 622 Hudson, Jonesboro, LA 71215.

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, 5054-S Twinewing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, morel. Total personalis bi-weekly basis, Wire (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Custom, client jingles in one week. PMW, Inc, Box 947, Bryn Mawr, PA 19010. 215—525-9793.

Underwater films available for syndication. 305—945-1352.


RADIO PROGRAMMING

Bill’s Car Care. Remarkable, concise. Daily Easy to sell. Audition, Box 881, Cincinnati, OH 45201.


INSTRUCTION


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the hotel. 61 N. Pineapple Ave., Sarasota, FL 3577, 813—955-6922, 2402 Tidewater Trail, P.O. Box 22401, 703-373-1441.

RADIO

Help Wanted Technical

CHIEF ENGINEER

50,000 watt KOMA Radio in Oklahoma City is looking for an aggressive chief engineer. Must be experienced in directional antenna systems. Send resume to: Woody Woodard, P.O. Box 1520, Oklahoma City, OK, 73101. EOE.

TRANSMITTER TECHNICIAN

KNX, Los Angeles, has an opening for a capable, experienced person to take complete responsibility for KW AM transmitting plant. Please send resumes (no phone calls) to: Erik J. Draken, Director, Technical Operations. CBS Radio, 6121 Sunset Blvd., Los Angeles, CA 90028. M/F applicants from all races desired.

Help Wanted Programming, Production, Others

BROADCASTING TALK HOST/ GOLDEN WEST

Golden West Broadcasters, aware of the importance of "talk" programming for certain days parts, is conducting a nationwide talent search for radio talk show hosts. If you believe in issue-oriented talk and lifestyle-oriented talk, and would like to become a part of the best company in broadcasting, then send a tape and a resume/presentation to: Michael O’Shea, National Program Director

GOLDEN WEST BROADCASTERS

5858 Sunset Blvd, Hollywood, CA 90028

Equal Opportunity Employer M/F

If you are a former KLIF air talent from the McLendon era, please call the station immediately. (214) 747-9311.
**Help Wanted Management**

**GENERAL MANAGER**

**WZZK (FM)**

**BIRMINGHAM, ALABAMA**

Park City Communications has purchased (pending FCC approval) WZZK (FM), a 100,000 watt facility in the growing Birmingham market. We are looking for an aggressive, people-oriented broadcaster who has a strong background in sales management and possesses the ability to recognize and promote quality programming. This broadcaster must have a documented track record as a General Sales Manager and preferably as a General Manager as well.

This position, offers top money, excellent benefits and, most importantly, career advancement. You will join a management team that owns a controlling interest in the company, believes in strong, talented people and quality radio. We currently operate three outstanding radio stations (2 FM, 1 AM) and plan to add more.

If you would like to grow with us, write to Richard A. Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. Please include a complete resume detailing your work experience and outlining your attitudes on sales management, programming, promotion and employee relations. All replies will be held confidential and will be answered.

Park City Communications is an Equal Opportunity Employer M/F.

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**DIRECTOR OF FINANCE**

**PARK CITY COMMUNICATIONS**

**BRIDGEPORT, CONNECTICUT**

Park City Communications, a growing group broadcaster, needs an experienced, people-oriented person to take charge of all areas of the company's financial operations, including preparation of monthly statements, supervision of payables and receivables, formulation of cost and budget controls, analysis of employee benefit and insurance programs, etc.

Job will entail working with management on new acquisitions, financings and the acquisition and installation of a company-wide computer system.

This is a ground floor opportunity to help build and to grow with a company primarily owned by its management team. We pay top money and provide the freedom and environment necessary for personal growth and achievement. You will work with results oriented people in a brand new facility in beautiful Fairfield County, Connecticut.

Please send a detailed resume to Richard Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. All inquiries will be held in confidence and will be answered.

Park City Communications is an Equal Opportunity Employer M/F.

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**Situations Wanted Management**

**GENERAL MANAGER or VP/ASSISTANT GM**

14 year broadcast veteran currently VP/Assistant GM for the number one station in this seven station market. Presently looking to relocate and move up. Married, stable, and live standing in this community. Would like to make us both more money. All markets considered. Write Box C-25.

**EQUITY POSITION PREFERRED**

for General Manager experienced in major and medium markets.

216-731-4342

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**Situations Wanted Announcers**

**Baseball Play by Play/Sportstalk**

Broadcast journalist wants to pitch your pro baseball club/TV, station for position. Attends play-by-play for upcoming season. Can do sportstalk/fore-game and post-game shows. Tapes, resume and recommendations on request. Contact: Jeff Gale, 6450 DeLongre Ave. No. 8, LA, CA 90069 or call collect 213/656-7636.

**HOUSE FOR SALE!**

Successful announcer and family anxious to move to beautiful Pacific Northwest in spring. Creative copywriting and production, a real communicator with programming experience and first phone. Contact Tom Neumann, 1163 S. Wenonah, Oak Park, IL 60304 (312) 383-8022.

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**Situations Wanted News**

**NEWS DIRECTOR**

Major market experience. Excellent track record at top rated established stations. Looking for challenge and advancement. Write Box C-55.

**AWARD WINNING SPORTSCASTER**

Currently working in a northeast medium market, I'm seeking advancement. 14 years radio experience. 7 years in current job. Commentaries, sportstalk, football and basketball play by play plus superb hockey. A polished, stable pro. Willing to relocate for solid opportunity Box C-31.

**Situations Wanted Programming, Production, Others**

**PROGRAM DIRECTOR**

looking for Contemporary or A/C medium or large market challenge. Excellent motivator who understands ratings and the bottom line. 5 years at present position. Box C-72.

**TELEVISION**

Help Wanted Management

**BUSINESS MANAGER**

Group owner seeking experienced television business manager. Station is network affiliated in a growth market. Send resume and compensation requirements. An equal opportunity employer. Box C-75

Help Wanted Technical

**TELEVISION TECHNICIAN**

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to: Chief Engineer WMAR-TV 6400 York Rd. Baltimore, Maryland 21212 E.O.E. M/F -

**PROMISING ENGINEERING OPPORTUNITY**

Washington D.C. – Broadcast management consulting firm seeks well-rounded engineer to inspect and value technical equipment at radio, television, and cable properties. This position requires a good working knowledge of broadcast equipment and systems, some travel, at least four years of engineering experience, and an FCC First Class License. Good salary and growth opportunities exist for a qualified professional who can do accurate, detailed work. Contact Jim Bond at (202) 866-3196.

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Broadcasting Mar 3 1980 78
HELP WANTED NEWS

TELEVISION TECHNICIAN

Temple University has an immediate opening for an engineering technician with 5 years experience in the repair, maintenance and installation of audio and video equipment attached to black and white and color television studios. Successful candidate must have at least 2 years training in a related technical school and possess FCC first class license for repair of FM Stations. We offer a competitive salary and excellent benefits package including tuition remission. Interested applicants submit resume and salary history to: MILDRED DAWKINS.

TEMPLE UNIVERSITY
Rm. 203 Univ Services Bldg.
1601 N. Broad Street
Philadelphia, Pa. 19122
Equal Opportunity Employer

ENGINEERING MANAGEMENT

Our Manager of E.J. has been hired by our New York Office. We need a people oriented, technically capable, person who understands news,田 crews and a lot of equipment. A good position with an NBC owned station. Director of Engineering, WKYC-TV, 1403 E 6th St., Cleveland, Ohio 44114, EOE.

REMOTE MAINTENANCE TECHNICIANS

Rapidly expanding cable television network needs maintenance qualified and experienced remote technicians.

Applicants should have a substantial background in digital technology.

Position will require travel in connection with work assignments on large scale Mobile Production Units.

Competitive salary and benefits package. Send resume and salary history to:

Director, Technical Operations
PO. Box 369
Bristol, CT 06010
An Equal Opportunity Employer

HELP WANTED NEWS

WTNH-TV

Executive Producer
Program Producer
Photographer/Editor/Processor
Film and Tape
Assignments Editor
Co-Anchors/Reporters
Weather Anchor
Tapes & Returns to Personnel Director.

WTNH-TV, PO. Box 1859,
New Haven, Conn. 06510
Equal Opportunity Employer

SITUATIONS WANTED NEWS

SPORTS DIRECTOR
Seasoned professional now available.
Proven No. 1 Network Experience
Box B-132

Situation Wanted Programming, Production, Others

Award winning woman producer, writer, broadcaster.
15 years experience all phases TV production. Currently heads small independent TV production company specializing in public affairs and documentary programming. Creative, dynamic, degreed professional seeks challenging opportunity. N.Y. Metro area only.

ALLIED FIELDS
Help Wanted Management

NEW YORK STATE BROADCASTERS ASSOCIATION

is beginning search for full time executive director. Interested candidates should contact Phil Beuth (Vice President/General Manager WKBN-TV, 7 Broadcast Plaza, Buffalo, NY 14202) with written letter of application.

HELP WANTED SALES

MEDIA BROKER
Growing radio-TV brokerage firm needs associates. Applicants must be sales oriented with five years experience as owner or in sales. Excellent earnings possible to hard worker. M/F, EOE. Resume to, Bill-David Associates, 2508 FairMount St., Colorado Springs, CO 80909.

Radio Programing

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio

VARIETY * DRAMA * COMEDIES * MYSTERIES * SCIENCE FICTION

Included in each series

410 South Main
Jonesboro, Arkansas 72401
501-972-5884

Broadcasting: Mar 3, 1980

79
Public Notice

The City of Cheney, Washington, is accepting cable franchise proposals until April 1, 1980. The population of the city is 7,200, Cheney is the home of Eastern Washington University. The city owns and operates the electrical distribution system which is 85% overhead and 15% underground with approximately 2,500 utility customers. Cable proposals should be mailed to:

City of Cheney
606 Good Street
Cheney, Washington 99004
Attention: Robert Fitch
City Administrator

The City of Two Rivers, Wisconsin (13,208) is accepting proposals from parties interested in making an application for a franchise to operate a Broadband Telecommunications Network within the City until May 2, 1980. Those interested in becoming applicants must obtain a copy of the City's proposal requirements and a copy of the City's Broadband Telecommunications Ordinance which is referred to and incorporated in this solicitation of proposals by reference by submitting the $250.00 filing fee required by the Ordinance to City of Two Rivers c/o City Manager Janet James Grassman, PO. Box 87, Two Rivers, Wisconsin 54241.

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
BROOKLINE, MASSACHUSETTS

The Town of Brookline, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on May 9, 1980. Applications must be filed with the Massachusetts Community Antenna Television Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the Town of Brookline. In order to facilitate consideration of the application an original and seven copies of all submissions should be filed. A copy of the application shall also be filed with the Massachusetts Community Antenna Television Commission.

All applications received will be available for public inspection in the Office of the Town Clerk during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

BOARD OF SELECTMEN
BROOKLINE TOWN HALL
333 Washington Street
Brookline, Massachusetts

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
NEWBURGORT, MASSACHUSETTS

The City of Newburyport will accept applications for a Cable Television License pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Ten copies of each application may be filed at the address below until 3:00 P.M. on May 5, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the City of Newburyport. A copy of the application shall also be filed with the Massachusetts C.A.T.V. 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.

Richard E. Sullivan, Mayor
City Hall
Pleasant Street
Newburyport, Ma. 01950

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
ANDOVER, MA

The town of Andover, Mass. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4 p.m. on May 28, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the town of Andover. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's and City Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen
Town Hall
Andover, MA 01810

PUBLIC NOTICE
The Annual Meeting of the Membership of National Public Radio will be held on Tuesday March 15, 1980, from 3 p.m. to 5:30 p.m. in the Century Room of the Crown Center Hotel, Kansas City, Missouri. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report.

The Board of Directors of National Public Radio will meet in regular session on Thursday, March 20, 1980, in the Century Room of the Crown Center Hotel, One Pershing Road, Kansas City, Missouri from 9:30 a.m. to 5 p.m. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from Board committees on Audit, Compensation, Long-Range Planning, Legislation, Membership, Programming and Technology/Distribution.

For further information concerning these meetings, please contact: Ernest Sanchez, NPR General Counsel at (202) 785-3589.

PUBLIC NOTICE
The Town of Ebridge, in Onondaga County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until May 15, 1980 and all applications received will be available for public inspection during normal business hours at the Town Hall, Route No. 31, Jordan, New York, 13080.

Carol Polmanteer
Town Clerk
Town of Ebridge
PO. Box 568
Jordan, New York 13080

For Sale: NEWBURGORT, MASSACHUSETTS

For Sale: BROADCASTING SCHOOL
in New York City
Phone 212-245-2640 or Write to: PO. Box 23, Radio City Sta., N.Y., N.Y. 10019. Serious buyers only.

GOLDEN OPPORTUNITY
Financial backers needed for a new television in a major market or city. Newly assigned channel is currently available, but will not be for long. Those interested must act now since an application is needed at once on the open channel. Good investment for present television or radio stations desiring to expand. Also, excellent for private or venture capital. Should be worth at least five or six million, or more in five years. I have been in broadcasting management and engineering for thirty years and can head up this proposed operation. Must be willing to meet with me immediately. Please only those financially able need reply Box C-87.

For Sale Stations

TOP 50 SUNBELT MARKET

Studios, offices, control together on 6.4 acres. Cash or terms to 20 years. George A. Freeman, (612) 945-0594.
For Sale Stations Continued

STATIONS

Plains Small AM $305K Cash Peter Stromquist (218) 728-3003
W Small AM $310K Terms Bill Whitley (214) 387-2303
S Small AM $375K 28% Dan Rouse (214) 387-2303
MW Small AM/FM $625K Terms Jim Mackin (312) 323-1545
SE Medium Fulltime $560K $162K Bill Chapman (404) 458-9226
W Metro FM $2300K 29% Ray Stanfield (213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr. N.E., Atlanta, GA 30341

Excellent Sunbelt Radio Stations
From $500,000
To $5,000,000
W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

Ralph E. Meador
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

AM/FM - CATV - TV
Current Inventory
SHERMAN and BROWN ASSOC.
MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355
Gordon Sherman Robert Brown
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131
P.O. Box 1586
Deland, Fla. 32720

AM Station for Sale
Good Middle Georgia location. Previous billings to $120,000 per year. Billing down presently. Only $25,000 down. Interest only for one year. Termination. Box C-73.

SELECT MEDIA BROKERS

SC Daytime AM 150K Small
FL Fulltime AM 390K Medium
PA Daytime AM 400K Medium
SC Daytime AM 440K Medium
FL Daytime AM 165K Small
AZ Fulltime AM 360K Small
VA Daytime AM 180K Small
GA Daytime AM 385K Small
NC Daytime AM 165K Small
NY Daytime AM 450K Small
NC Fulltime AM 750K Medium
NV Daytime AM 800K Metro
AL Fulltime AM 175K Small
IN Daytime AM 125M Major
CO Daytime AM 300K Small

Daytime: NW Alabama: $220,000.
Good population. Terms.
Educational Station in Akron area.
$30,000.
Class C in Colorado: $580,000.
Terms.
Daytime: NW Georgia City: $360,000.
$4,000,000 cash. Powerful AM/FM.
North Carolina daytime. Big town
$400,000.
AM/FM near North Florida resort City:
$340,000.
Super "Powerhouse" FM with AM in
Eastern Texas. $750,000.
Dynamic Fulltime covering half of
Alaska population. $1,600,000.
Two stations in California.
Powerful Daytimer in Eastern central
New Jersey. $650,000.
Fulltimer: Coastal city in Southeast.
$500,000.
Daytimer: Northeast Texas. $660,000.
Powerful educational FM in Wichita.
$350,000.
FM covering large Tennessee city.
$500,000. Terms.
Fulltimer in large North Carolina city.
$1,500,000.
Ethnic station in large Northern city.
$1,800,000.
Fulltimer large metro area Georgia,
$925,000. Terms. Will sacrifice.
Daytimer in East Tennessee small city.
$195,000.
South Alaska. Includes Real Estate.
$200,000. Terms.
Indians. Large metro. $300,000 down.
Good coverage.
FM in Western Oklahoma. $260,000.
Daytimer. Mass.: Large Metro. $680,-
000.
Fulltimer. dominant. Metro. TX.
$1,200,000.
Daytimer. Million + Pop. in coverage area.
$1,000,000. Terms.
1 kw AM in Southern Ga. Real Estate.
$250,000. Good terms.
Southern Arizona. Fulltimer. Good
county population. $390,000. Terms.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Bill-David Associates
Brokers-Consultants
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

Larson/Walker & Company
Brokers, Consultants & Appraisals
213/926-0385
Suite 214
11891 San Vicente Blvd.
Los Angeles, CA. 90049

202/233-1553
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

Broadcasting Mar 3 1980 81
For Sale Stations
Continued

MD.-DEL. RESORT FM
Stereo station. Good year round population; huge summer influx. Excellent potential. Beautiful facility; building and land included. $390,000 cash. Box C-28.

100 kw FM Sunbelt
Priced at 11 X Cash Flow
Attractive Terms Available
Box C-67

R.D. HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS
5944 Luther Lane, Suite 525 • B340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80227
(214) 656-1022 • (303) 771-7675

H.B. La Rue, Media Broker
RADIO, TV, CATV APPRAISAL
West Coast: 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast: 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

100 kw FM
Sunbelt
Priced at 11 X Cash Flow
Attractive Terms Available
Box C-67

R.D. HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS
5944 Luther Lane, Suite 525 • B340 East Princeton Avenue
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(214) 656-1022 • (303) 771-7675

H.B. La Rue, Media Broker
RADIO, TV, CATV APPRAISAL
West Coast: 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast: 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

BROADCASTING’S CLASSIFIED RATES
Payable in advance. Check or money order only. (Billing charge to stations and firms: $2.00.)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No made goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. No telephone orders and/or cancellations will be accepted.

Replies to ads with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, subscriptions, films or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, subscriptions, films and VTRs are not forwarded, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 75c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 60c per word. $10.00 weekly minimum. Blind Box numbers: 92.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $6.00 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 insertion.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books for Broadcasters

T468. THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM by Irv Broughton. Here’s a concise, well-written guide for anyone whose job it is to ask questions: writer, disc jockey, documentary filmmaker, and talk show host. The author covers a wide range of topics from preparing for the interview to selecting a subject and asking the right questions. There are hints and helpful suggestions on how to familiarize yourself with the scope and limitations of technical equipment. This book goes a long way toward establishing the interview as a science as well as an art. 266 pages. 54 illus. $14.95

T469. ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There’s also a section on the history of the concept of all-news radio; where it stands now and where it’s going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. $14.95

T472. THE COMPLETE BROADCAST SALES GUIDE FOR STATIONS, REPS & AD AGENCIES by Jay Hoffler and John McRae. How to sell and buy broadcast advertising. This is a sure-fire guide to selling and buying advertising that works because of its simplicity—it just gives the plain truth about all aspects of broadcast sales, including planning and managing a sales effort, training salesmen, effectively using sales tools and sales aids, writing copy, sales contests, collections, hiring practices, rating services, A-V aids, time-buying, billboards, etc. Carefully evaluates the relationship between station personnel and advertiser, and contains many actual examples of successful promotional materials. 252 pages, 43 illus. $14.95

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) My payment is enclosed.

Name _____________________________

Firm or Call Letters _____________________________

Address _____________________________

City _____________________________ State __________ Zip __________

Broadcasting Mar 3 1980 82
Richard P. Verne, executive VP, NBC Radio Network, named president, post vacant for past 18 months. Kathryn Peigritt, treasurer, Philip Morris U.S.A., New York, joins NBC there as VP corporate planning. Verne was VP-general manager of NBC Radio Network until September 1978, when he was named executive VP. He is in charge of both NBC Radio Network and its newly adult radio network, The Source, as AM and FM-owned stations.

Joseph L. Dorton, president of Torbet Radio, New York, joins Gannett as president of its radio division. He succeeds John Baylas, who has purchased KXMS-AM-FM Santa Maria, Calif. (Broadcasting, Jan. 28). He will be in St. Louis and will report to Alvin Flanagan, president of Gannett Broadcasting Group. Dorton will supervise KSDO-AM-KEZL(FM) San Diego, KSDI-AM-KCFM(FM) St. Louis, KIS-AM-FM Los Angeles, WCZV-AM-FM Detroit, WWWE-AM-WDOK-FM Cleveland and WVOM-AM-WGCF(FM) Chicago. Gannett also has agreement to acquire WYFW(FM) Tampa, Fla. He began his career in 1966 as account executive for KSJL-AM Salt Lake City, owned by Bonneville International. During this career, he has been general manager of Bonneville -International’s KIQO-AM Seattle, president and general manager of Bonneville’s WCLR-AM Chicago, president and general manager of KSJL-AM Fresno, Calif., and in 1978, was named president of Bonneville’s Torbet-Lasker, later Torbet Radio.

Charles Allen Whitehurst, director of broadcast services, Cosmos Broadcasting Corp., Columbia, S.C., named general manager of Cosmos Broadcasting’s WSFA-TV Montgomery, Ala. He succeeds Dixon Lovvorn, who was named general manager of co-owned WSU-TV New Orleans.

Todd Spoeri, director of programming for Storer Cable Communications division of Storer Broadcasting, Miami Beach, named Northeast area VP and general manager of Storer Cable, New Haven, Conn.

Robert Roseno, senior counsel, Motown Industries, Hollywood, named associate director for contracts, ABC-TV West Coast. Ronnie Lazar, manager of organization planning, ABC, New York, named director of corporate staff ing.


Charles Edwards, VP-general manager of KSWITV Tacoma, Wash., elected to board of licensee, Gaylord Broadcasting Co.

Dan McKinnon, president of KSN-AM-FM San Diego, Calif., who announced he will run for U.S. Congress in 41st district of California. Seat is now held by Representative Bob Wilson (R) who is retiring. McKinnon is Republican.

Donald Brown, general manager of WOLFAM Syracuse, N.Y., elected VP Dan Deeb, assistant general manager, elected assistant VP.


Shirli Mix, account executive, KCOY-TV Santa Maria, Calif., named station manager and national sales manager.

Alan Serena, local sales manager, WXZI(AM) Pittsburgh, named station manager.

Rob Edwards, operations supervisor, KBGF(FM) Los Angeles, named director of operations.


Paul Ramsey, station manager of Northwestern College’s noncommercial KTIS-AM-FM Minneapolis-St. Paul, named director of broadcasting for Northwestern College Radio Network, Roseville, Minn. (Minneapolis-St. Paul), which includes nine stations. Dave Kersey, station manager of Northwestern’s noncommercial KFWAM-FM Fargo, N.D., named assistant to Ramsey. Gary Herr, from KFWAM(FM) Morris, Colo., succeeds Kersey. Wayne Pederson, director of program services for network, named station manager of KTIS-AM-FM.

Jeff Seeley, assistant manager of Northwestern’s noncommercial KNWS-AM-FM Waterloo, Iowa, named station manager.

Richard McClure, former president of Northwestern Community Radio, licensee of noncommercial KXAE(FM) Grand Rapids, Minn., joins noncommercial KT00(FM) Juneau, Alaska, as station manager.

Barbara Entman, traffic coordinator, noncommercial W9H8-FM Schenectady, N.Y., named operations director for noncommercial W9I8-FM DeKalb, Ill.

Harvey Dickerson, former Army lieutenant, named VP-controller for Corporation for Public Broadcasting, Washington. He is first person to hold position, which is provided in CPB bylaws, but has never been filled.

Raymond Rajewski, director of business affairs for TafT Broadcast Group, Cincinnati, named VP-business affairs.

Malcolm Wall, interim chief executive officer and director of network programing for Southern Educational Communications Association, Columbia, S.C., joins Louisiana Public Broadcasting, Baton Rouge, as director of broadcasting.

Robert Moss, operations manager of Radio Television Center, Naples, Fla., named manager of Palmer Cablevision there.

Emma Lee Twitchell, director of development, noncommercial WMF-FM Orlando, Fla., named VP-development.

District directors elected for 1980 for Southern California Broadcasters Association: Mal

Fates & Fortunes

Surely in a class by herself.

Sherlee Barish. Executive recruiter. The best there is, because she’s been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672
Horacio Costa, media director, DFS, named media director.

Matthew Meadows, cast executive. worked

James Ouest, of

Peter Television

Bowles

board of Benton & Bowles there as VP-personnel manager.

Kathy Hansen, from McCann-Erickson, Chicago, joins Tatham-Laird & Kudner there as account executive.


Gary Schlaff, media buyer, Ross Roy, Detroit, joins Simons Michelson Zieve, Troy, Mich., in same capacity.

John Heck, senior art director and associate creative director, Weekley & Penny, Houston, named creative director.

James Emmerich, assistant to executive in charge of production for Osmond Television, Orem, Utah, joins Stevings Advertising, Grand Rapids, Mich., as writer-producer.

Bob Miggins, VP-West Coast manager for TeleRep, Los Angeles, joins Petry Television there as VP-director of West Coast operations.

Tom Matheson, account executive in Chicago for CBS-FM National Sales, named sales manager of San Francisco office. Albert Swelinston, account executive, WJJD-FM Chicago, joins CBS-FM National Sales there as account executive.

Audrey Beebe, sales manager. Metro Radio Sales, Atlanta, joins Jack Bolton Associates as Atlanta office manager.

Bob Hosse, spot media buyer, Doyle Dane Bernbach, New York, joins RKO Television Representatives there as account executive.

Kenneth Schlenker, account executive, WRNG(AM) Atlanta, joins RTVR in Atlanta as account executive.

Frank J. McNally, account executive with Savalli/Gates, New York, named to similar post with Spot Time Ltd., New York.

R. Rigby Wilson, local sales manager. WLYH-TV Lancaster, Pa., named general sales manager.

Tim Gilbert, account executive, KTLA-TVs Los Angeles, named local sales manager.

Sherry Black, director of co-op sales, special projects. ABC Radio, New York, named director, national market development.

George Babnick, sales representative for Turner Television Sales Corp. in Chicago, named VP and sales manager for Cable News Network, New York.

Gale Johnson, local sales manager, KING(AM) Seattle, named general sales manager. Dana Horner, account executive, succeeds Johnson.

Lawrence Benson, account executive, KSBY-TV San Luis Obispo, Calif., named local sales manager.


John Glover, development director, United Negro College Fund, Cleveland, assumes additional duties as sales manager of WABQ(AM) there.

Lawrence J. Wert, account supervisor, Leo Burnett U.S.A., Chicago, joins KABC-TV Los Angeles as account executive. Audrey Chan, senior research analyst, KABC-TV, named assistant research director. Cathy Mantocks, with sales service department, assumes Chan's former position.

Patty Reilly, account executive, KRUX(AM) Phoenix, joins WYFR(AM) Chicago in same capacity.


Amaon Landrum, former account executive, WJMD(AM) Washington, joins WONS-AM-FM there in same capacity.

Jim Gross, account executive, WYFR(AM) Chicago, joins KBTZ(AM) San Diego in same capacity.

Gloria Redman, from Arkansas Dairy Council, joins KARN(AM) Little Rock, Ark., as account executive.

Larry Parrish, former production supervisor for United Parcel's Fort Smith, Ark., operating center, joins KFSA(AM) there as account executive.

Kleason (Skip) Holmes, senior research analyst, marketing department of Gannett, Phoenix, named manager of research services.

John C. Ferril, senior VP and member of board of Benton & Bowles, New York, named managing director-Europe. for Benton & Bowles International.

Stanley Beals, director of client services, Bozell & Jacobs, Chicago, named senior VP.

Jeremy Barkann, VP-management supervisor, McCaffrey & McCall, New York, named senior VP-group management supervisor.

Larry Navac, VP-media director, Young & Rubicam. Detroit, joins SMY Inc., Chicago media service. as senior VP-director of media.

Ronald Kuhl, from Botsford Ketchum in San Francisco, joins J. Walter Thompson there as account supervisor on Universal Subscription Television account.

Peter Hale, creative director in Chicago office of Needham, Harper & Steers, elected VP.

James Quest, former senior VP and director of Marschalk Co., joins Posey & Parry, Greenwich, Conn., advertising agency, as president and chief operating officer. Robert Liddell, former senior VP of Compton Advertising, joins Posey & Parry as VP of media and broadcast programming.

Matthew Meadows, from Clorox where he worked on new products, joins Dancer-Fitzgerald-Sample, San Francisco, as senior account executive. Laura Dearborn, associate media director, DFS. named media director.

Horacio Costa, creative director, Cox Advertising. Atlanta, named VP and head of international division. Robert Fruit, senior art director, succeeds Costa.

Donald Murphy, formerly in human resources planning, Continental Corp., New York, joins Benton & Bowles there as VP-personnel manager.

Ethel Winant, VP, talent, and Irv Wilson, VP, special programs. NBC Entertainment, West Coast, have been named respectively. VP, ministries and novels for television and VP, motion pictures for television.

Sam Nover, who has handled National Football League games and events for SportsWorld as freelance commentator for NBC Sports. Pittsburgh, has signed contract with NBC Sports as commentator. Paul Shienfeld, production manager of SportsWorld events originating in Europe, named director of European production for NBC Sports, based in London.

Roy Campanella Jr., son of Hall of Fame baseball player, has been named program executive, motion pictures for television and ministries. CBS Entertainment, Hollywood. Having worked for network in various capacities since 1973. Campanella recently received his MBA from Columbia University on CBS Fellowship grant.


Frank Miller, VP-general manager and executive producer of The Mike Douglas Show, named to same position with The John Davidson Show. Group W's Douglas replacement scheduled to begin this summer. Vince Calandraw and E.S. DiMassa Jr., co-producers of Mike Douglas, named co-producers of John Davidson.

Ann Daniel, manager, dramatic development, ABC Entertainment. Los Angeles, named director. Phyllis Gilic, independent casting director, named manager, comedy program development, ABC Entertainment.

Susan Cuscuta, former producer with KTLA(TVs) Los Angeles, joins Golden West
Television here in program development.

Eugene (Tim) Scott, independent producer and marketing consultant, named chief operating officer of TVL Productions, division of National TV Log, Los Angeles. He will be responsible for developing theatrical motion pictures, program production for network and syndicated markets, cable and pay TV and videocassette and videodisk home entertainment and education markets.

Andrea Sporer, formerly with New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, where she specialized in entertainment law matters, joins Warner Amex Satellite Entertainment Corp. there as VP-business affairs.

Judith Feldman, from entertainment law firm of Franklin, Weinrib, Rudell & Vassallo, and Neil Pennella, from entertainment law firm of Weisbech & Shukat, join Home Box Office, New York, as associate directors of business affairs for film programming.

Vincent Capuzzi, group VP of Association Films, New York, named director of its account service group.

Oliver Peters, manager of production services, Communications 21/Ted Johnson Productions, Jacksonville, Fla., named general manager. Kirby Hamilton, formerly creative services director with WXTV/ Jacksonville, joins Communications 21 as producer-director.

Charles Bregg, director of photography, named camera department supervisor. James Jordan, audiovisual specialist, named audiovisual post-production department supervisor.

Bruce Rider, pay television marketing manager for Columbia Pictures, joins Cincinnati Subscription Television’s new subscription television service, ON TV, as director of programming. Robert Lee Staley, division controller, Beverage Management, Cincinnati, joins ON TV as operations director. Lanny Houllion, brand manager with Procter & Gamble, joins ON TV as director of sales and marketing. Judith Davis, marketing representative for IBM, joins ON TV as sales manager.

Jim Carson, air personality KGQW(AM) Los Angeles, named announcer for Drake-Chenault Enterprises’ adult contemporary syndicated format, Contempo 300.

Joe Klivian, foreign television booker for Warner Bros. Television Distribution in New York, named assistant booking service manager.

M. Peter Downey, senior VP-corporate affairs, Public Broadcasting Service, Washington, named to head independent program administration unit of PBS, which will provide liaison among three national program services, which developer of PTV 2 service, which will focus on specialized and independently produced programs, long-form public affairs coverage and target audience programming. PTV 1, will be prime-time general interest programming, and PTV 3 will provide national educational and children’s programming.

Reginaid Johns, program director, CFTR(AM) Toronto, joins WYBF(FM) Boston in same capacity.

Steve Hall, former director of education for International School of Broadcasting in Dayton, Ohio, joins WAWI(AM) there as program director.

Ross Crystal, reporter and co-host of noon magazine talk show, WBAL-TV Baltimore, joins WTTG(TV) Washington as host of Panorama, daily entertainment, talk and information program.

Bill Carlson, host of Midday and late night talk show on WCCO-TV Minneapolis, named executive producer of Midday.

Melinda Bergen, instructor in communication skills and theory at Temple University, Philadelphia, and at Pennsylvania State, State College, joins WVTI-TV Philadelphia as associate producer of AM/Philadelphia.

Mark Ellis, air personality, KPLZ(FM) Seattle, assumes additional duties as assistant program director.

Ed Woloson, from KLFAM(AM) Houston, joins KENR(AM) there as production manager. Chuck Joseph, from KJAM-FM Houston, joins KENR as announcer.

Don Bleu, morning drive air personality, KMH(AM) Los Angeles, joins KYL(AM) San Francisco as afternoon drive personality.

Stan Major, talk show host, WIZM(AM) Miami, joins WWSI(AM) there in same capacity.

Al Hamilton, air personality and public service director, KEBN(FM) Oklahoma City, named music director.

News and Public Affairs

Frank Scioltino, director of operations, audio services, UPI, New York, named director of UPI Audio Network news, operations and programs.

R. Scott Lynch, assistant news director of Group W’s KDKA-TV Pittsburgh, named news director of co-owned WZTV-Baltimore. Patrick O’Neal, senior writer with office of university relations at University of Maryland, College Park, joins WZTV as editorial director.


Jim Willis, assistant news director, WLUK-TV Green Bay, Wis., joins WOR-TV Buffalo, N.Y., in same capacity. Bob Pfeiffer, news writer, WOR-TV, named assignment editor.

Steve Wasserman, executive news producer for Post-Newsweek’s WPLG(AM) Miami, named to same position with co-owned WTVJ-TV Detroit. Peter Lewine, North county bureau chief for KTVJ(AM) San Diego, joins WDIV as general assignment reporter. Doug Hill, weathercaster, WWRF(AM) Richmond, Va., joins WDIV as weathercaster-reporter.


Randall Pinkston, reporter and co-anchor, W Sav-TV Hartford, Conn., joins WNBC-TV New York as correspondent.

Francesca Vanegas, anchor-reporter, WZTV Boston, joins WTEV(AM) New Bedford, Mass., as anchor and multilingual reporter, to work on 6 and 11 p.m. news.

Sybil Robson, weekend co-anchor, KOLB-TV Springfield, Mo., joins WMFY-TV Greensboro, N.C., as late night co-anchor. Joe Bickett, reporter and sports director, KTVM(AM) Reno, Nev., joins WMFY-TV as reporter based in Winston-Salem, N.C.

Zoe Bashline, reporter, WGL-TV Lancaster, Pa., joins WLNY-TV there in same capacity.

Steve Herman, assistant news director, KERR-AM FM Las Vegas, joins noncommercial KLVR(AM) there as reporter.

Lee Keller, reporter and public affairs director, KGAA(AM) Kirkland, Wash., joins KFYO(AM) Seattle as reporter.

Dennis Turner, former news director of Columbia School of Broadcasting: Represented in 24 Markets in the United States And Canada. Headquaters: 5280 SUNSET & VINE, HOLLYWOOD, CALIFORNIA, 90028, USA. • (213) 469-8321
Margaret O'Brien, reporter, Metro News, Houston, joins KTRK-TV there as assistant producer in news department.

Susan Tracey Stearns, staff librarian, KOMO-TV Seattle, named production assistant in news department.

Betty Zduck, winz(AM) Miami, joins WGBS(AM) there as afternoon news editor and anchor.

Christie Lynn Spell, (from KDKS(AM)-KDsQ(FM)) Denison-Sherman, Tex., joins news and program staff of KBQ(TM) Espanola, Tex.

Cathy Whitman, formerly with KKH-AM-FM San Francisco, named public affairs director for KMPH(FM) there.

Dave Martin, air personality, KEBQ(FM) Oklahoma City, named public service director.

Chris Dudley, public affairs producer and host, noncommercial WSW-FM Beecky, Va., joins noncommercial WMFE-TV Orlando, Fla., as public affairs producer.

Promotion and PR

Jeff Duclos, program publicist, ABC Public Relations, West Coast, named manager, business information there.

Kirk Varner, senior technical director of Dolphin Productions, New York, named manager of advertising and promotion for WCBS-TV there.

Dick Hammer, continuity coordinator, WFLD-TV Chicago, named promotion administrator.

Joanne Strudas, assistant advertising and sales promotion manager, KPIX-TV San Francisco, named promotion director, KFRC(AM) there.

Mary Zuzze, promotion coordinator, WTNH-TV New Haven, Conn., joins WWX-FM-Petersburg, Va., as assistant promotion manager.

Susan Dahlin, account executive, WRYZ-AM-FM Jupiter, Fla., named public relations director.

Jerry Swirling, account supervisor, Ingalls Associates/Public Relations, Boston, named director.

Patricia Theodoros, manager, sales promotion, named associate director.

Allied Fields

Eimer Smalling III, president and chief engineer of Jenel Corp., consulting and engineering firm in New York, transfers to company's new Dallas office.


Technology

Terry F. (Buck) Evans, manager of technical operations, Metrotape West, Hollywood, joins RKO General's KJH-TV there as chief engineer.

Bill Wilson, chief engineer, audio services, UPI, New York, named director of engineering, UPI Audio Network.

Eugene A. Sekulow, VP, corporate and international relations, RCA Corp., New York, named executive VP, corporate affairs succeeding Kenneth W. Bilby, who will continue as executive VP, reporting to RCA Chairman Edgar H. Griffiths, until his retirement next year. Sekulow, with RCA for 20 years, has Ph.D in political science from Johns Hopkins University, and before joining RCA taught that subject at University of Oslo in Norway and at Johns Hopkins. Bilby, who is 61, joined RCA in 1960 and was named executive VP in 1962. Earlier he had been VP for public relations at NBC for six years and staff reporter, assistant city editor and foreign correspondent for now defunct New York Herald Tribune.

Sidney Kohrn, operations manager, satellite communications division, Scientific-Atlanta, Atlanta, named manager of field operations and product support for cable communications division. Marvin Shoemaker, antenna product line manager, named general manager of new antenna products division.

Thomas Irwin, former engineer with WSAY-TV Huntington, W.Va., joins noncommercial WMLT(FM) there as chief engineer of instructional television services.

Stanley Silverman joins Ampex Corp., Redwood City, Calif., in newly created post, director of market planning. He was formerly manager of product marketing for Diablo Systems, Hayward, Calif.

Gene Robinson, manager of Los Angeles district for Anixter-Pruzan, Skokie, Ill., named VP-national accounts for cable industry. Rich Moberg, cable marketing manager for Pruzan division of Anixter-Pruzan, named manager of company's Northeast sales and distribution center. Matt Pionsky, with Anixter-Pruzan in Skokie, named regional VP, responsible for sales and operations in Chicago, St. Louis and Dallas.


George Sheehan, senior district manager, Sony, named Northeast regional manager for Sony Video Products Co., Paramus, N.J.

R.W. Fensterbusch, in technical development for Louisville, Ky., system of Times Mirror Cable Television, named regional engineer.

Gary Deener, with Gardiner Communications Corp., Charlotte, N.C., named general manager of Station WJZ-TV, which provides almost 40 hours of local programming weekly. Also named was William F. Osgood, content manager.

Russell Smith, from MCI Communications, Washington, joins California Microwave, Sunnyvale, Calif., as field implementation manager for small aperture terminal market segment of satellite communications division.

Albert Kocott, manager of systems engineering, Kenner Products, Cincinnati, joins Cincinnati Smurfit Telecommunications' new subscription television service, ON TV, as director of technical operations.

Morrie Betcht, from computer firm in Dallas, joins Data Communications Corp., Memphis, as account executive with broadcast division.

Deaths

Lawrence W. Lowman, 80, VP of CBS Inc. with broad administrative duties at his retirement in 1968 after almost 40 years of service, died Feb. 22 in Stamford (Conn.) hospital after short illness. Lowman was classmate at University of Pennsylvania. He was chairman of CBS, who in 1928 offered him post of assistant secretary and assistant treasurer in Bedfiedl network. In 1932 he was named VP and secretary and after World War II he served as interim as VP in charge of television. In 1948 he was named VP and general executive of CBS Inc. Lowman is survived by his wife, former Eleanor Barry.

Joseph P. Cuff Jr., 48, former radio station representative and program consultant, died Feb. 23 of cancer in San Diego, where he lived. He was president of Eastman Radio national sales rep, from 1965 to 1967, after serving with firm since 1958. He left Eastman to become executive vice president of Drake-Chenault Enterprises, where he served until 1970. Since then he had operated his own company, Cuff & Co., San Diego, specializing in sale of radio research and programming. Survivors include his wife, Joyce, and three daughters and son.

Helen Adams Marston, 86, retired chief of FM radio licensing sector of FCC, Washington, died Feb. 20 of cerebral sclerosis at nursing home in Chevy Chase, Md. During her career, which began in 1918, she worked at Treasury Department and Justice Department. She then became secretary to chairman of old Federal Radio Commission, now FCC. She retired in 1957. There are no immediate survivors.

John Cundiff, 58, general sales manager of WILX-TV Lansing, Mich., died Feb. 19. He had been with WILX-TV since 1972. Before that, he was general sales manager of WIL-TV Philadelphia and also worked for WJIN-TV Lansing. Survivors include his wife, Betty, and two daughters.

John A. Cory, 77, retired Midwest VP-administration for Peters Griffin Woodward, died of cancer Feb. 26 at Johns Hopkins hospital in Baltimore. He joined company (then Free & Peters) in 1942 and retired in 1968. He was born in Chicago but retired to Sarasota, Fla. Survivors include two daughters.

George Pierrot, 82, who traveled around world and made films which were shown on Detroit television from 1949 to 1976, died Feb. 16 at his home in Detroit after long illness. He was also president of Sigma Delta Chi from 1924 to 1925, when he was editor of American Bay magazine in Detroit. Survivors include his wife, Helen, two daughters and two sons.

Barbara A. Bartlett, 56, wife of George Bartlett, VP-engineering, National Association of Broadcasters, Washington, died after long illness Feb. 22 at home. Survivors, besides her husband, include one son and daughter.
Notes: A-Amsterdam Stock Exchange; B-Boston; M-Midwest; N-New York; P-Pacific; O-over the counter (bid price shown, supplied by Shearson, Hayden, Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.
We helped drill more wells in the U.S. than ever before.
During this past year, Amoco Production Company helped drill 2,167 new oil and natural gas wells in this country—more than ever before. And our work has led to the discovery of substantial new reserves of oil and natural gas for America.

We've been a leader in some of the most active drilling areas in the United States in our search for new domestic energy. Areas like the Overthrust Belt in Utah and Wyoming, the Tuscaloosa Trend in Louisiana, and the Gulf of Mexico, where a single well can cost as much as $7.5 million.

We spent 57% more than last year finding and developing oil and natural gas in the U.S.
In 1979 Amoco spent more than $1.5 billion looking for and developing American energy. To give you an idea about what $1.5 billion means: We spent an average of 4 million dollars per day, every day, during 1979. Our $1.5 billion total is 57% more than last year's. In fact, we invested more money in 1979 in this country than we earned worldwide in 1979...nearly 48 million dollars more.

Most of this money was spent in searching for traditional oil and natural gas, but we put a lot of dollars into other forms of energy, too—like oil shale and gasohol. We made 2.8¢ per gallon on the petroleum products we sold in the U.S.
You hear a lot these days about “excessive oil profits.” But when you get right down to it, the amount of money we earn from each gallon of petroleum product sold is only about 2.8¢ per gallon. Earnings are vital to our business. They help us develop new supplies of American energy...and create jobs along the way. But most of the money you spend on gasoline is going right into the pockets of the foreign countries that supply crude oil.

We're paying more for foreign oil than ever before.
Foreign oil prices have risen dramatically in the last 12 months. At Amoco, we paid $3.8 billion for foreign oil last year—$1.5 billion more than we paid in 1978. And the amount of money America spent on foreign oil jumped from $40 billion in 1978 to about $60 billion last year; even though the amount of oil America actually imported remained nearly the same. Right now, America imports nearly half the oil it uses. The only real answer to excessive foreign oil imports—and the damage this causes to America's economy—is to find and develop more American energy.

We want to outdo ourselves in 1980.
Our country's energy problem is still with us. It's a fact that conventional oil and natural gas will remain our country's primary fuels into the next century...but known reserves are being used up. We plan to spend even more in 1980 to drill more wells and make more progress in synthetic fuel development. We are going to do our best to help get you the energy you need.

America runs better on American oil.
Kizer: on the move for the Evening News stations

Business kept Peter Kizer from attending the annual conference of the National Association of Television Program Executives in San Francisco last month. If he had been there, the magnitude of the event, with nearly 4,000 people on hand, would perhaps have been more impressive to him than to most. For Kizer, who with four other program specialists founded NATPE after a great deal of dogged effort in the early 1960's, can recall the group's first convention:

"I remember walking in the door at 9 o'clock, after two and a half years of planning and struggling and trying to get people interested, and I think there were eight people in the room. By the time we got started about 9:30, I think there were about 40 people there. And eventually during that conference we had 55 or 60 people show up, and it was off and running."

Kizer, who subsequently served as NATPE president, is in charge of the Evening News Association's broadcast division, consisting of five television stations and an AM-FM combination. Headquarters is Detroit, where the company publishes The News and operates WWJ-AM-FM. But chances are good that at any given moment he will be in, or en route to or from, Washington; Oklahoma City; Mobile, Ala.; Tucson, Ariz., or Austin, Tex., where ENA has television stations, or New York, where he presides over the Broadcast Rating Council as its chairman. Kizer recently estimated that he makes 100 business trips a year.

He traveled as a youngster, too. Born in Princeton, Ill., he grew up in Des Moines, Iowa, where his father was one of the founders and principals of the Farmers Mutual Insurance Co. When World War II came, his father took a job with the Post Exchange department of the Army and, the son recalls, "got transferred every 15 minutes." The family ended up in Minneapolis, where young Kizer went to high school and then joined the Army Air Force, working the flight lines as an airplane mechanic.

Stationed for a time at Anchorage, he got his first taste of broadcasting with the Armed Forces Radio Service there, working as an announcer. Later, stationed at Baltimore, he parlayed a public service show for the Air Force into a couple of part-time jobs with WTHI (AM) and WBM (AM), doing air work on weekends.

From the Air Force he went to Grinnell College. He also did some preplanning, which accounted for two years at the University of Missouri School of Journalism before returning to Grinnell for his degree.

"I kind of always wanted to get into radio," he says, "and it was obvious that one of the things I needed was a background in journalism. News was an area that broadcasting was always going to need. So that was my goal—to get some journalistic background and go into broadcasting as a journalist."

Actually, he went in as a salesman, starting in local radio and TV sales at WOOD-AM-FM-TV Grand Rapids, Mich. He rose to radio and TV program manager some three years later and held that post until 1968, when he moved to KHOU-TV Houston as director of station operations. From there he went to ABC-owned WXYZ-TV Detroit as program manager, then to the Evening News Association as assistant general manager and subsequently vice president and general manager of WWJ-AM-FM-TV. Kizer's management style is to "hire strong management" for each station, "expect them to integrate themselves and the station into the community" and "let them operate it."

"We don't make any programing or sales decisions or community type decisions for the stations," he says. Each market is different and the stations have to operate differently. The management team at each station make the decisions—they run it, and they're responsible for it."

His own role, he says, is to "keep asking [the station management teams] interesting questions," make sure they're "alert to the new things that are happening in the business," make sure, too, that "the standards they are setting are high enough, and pass along the benefit of experience of other stations in the group."

Though his responsibilities now cut across the spectrum of the business, it is apparent that programing has lost none of its spell. He remembers fondly a program that exposed conditions in a Michigan mental institution and won a Peabody award for WOOD-TV when he was in charge of programing there, and a three-hour prime-time examination of Food and Drug Administration policies while he was at KXOU-TV. He speaks regretfully of the status of programing in TV's early days, when "programing wasn't terribly important in the scheme of things—you could put on just about anything and get away with it." NATPE was formed in an attempt to turn that situation around but, even so, "a lot of times there was a lot of doubt as to whether it was going to make it and whether people were really interested enough in programing to get involved."

Nobody could be happier at NATPE's success.

For recreation, Kizer goes out of doors. He skis and sails but what he really is, says, is a golf fanatic. He has an 11 handicap and plays "maybe more than I ought to admit—at least three times a week in summer."

Peter Alden Kizer is also a 12th-generation descendant of colonist John Alden, which accounts for his middle name and also for the middle name of his children, his brothers and sisters, his nieces and nephews, his father and assorted grandfathers, uncles, aunts and cousins. "All the kids in our family are middle-named Alden," he explains. "All my kids, all my brothers and sisters and all their kids, all my father's brothers and sisters and so forth. I had a brother named John Alden and a sister named Priscilla Alden. It's kind of a tradition that didn't get in the way of anything, so we went ahead with it."

Fouled by fairness

The closing outburst of acrimony among Republican presidential candidates in the New Hampshire primaries was an illustration of federal "reforms" at work. Sooner or later it must dawn on the Congress or, if not there, on the electorate that it is time to repeal the laws that grossly bastardize the political process.

The dispute developed after the Nashua (N.H.) Telegraph elected not to challenge a Federal Election Commission ruling that a projected debate arranged by the paper between George Bush and Ronald Reagan would constitute an illegal political contribution by the publisher. Under recently revised FCC rules (which are still subject to veto in Congress) a news organization may sponsor political debates only if they are "nonpartisan" and do "not promote or advance one candidate over another." The FEC said that a debate featuring only two of the Republican candidates was disqualified.

There is strong doubt here that an FEC restriction of any kind on the staging of political discussion by a news medium would survive constitutional attack in any respectable court. The Telegraph, however, ducked the chance and the costs of a test case by asking the two candidates to bear the expense of their appearance. Bush declined. Reagan was the sole angel. The details of the name calling that the arrangement precipitated are presented elsewhere in this issue.

It is, of course, absurd on the surface for the FEC to assume that a debate may be held without promoting or advancing "one candidate over another." Debates are intended to produce exactly the result that the FEC proscribes.

Beyond that, the FEC's adoption of its version of fairness standards adds to the burdens broadcasters already bear in the FCC's fairness doctrine, not to mention the equal-time provisions of Section 315 of the Communications Act or the "reasonable access" requirements of Section 312(a)(7).

Indeed the FEC's ruling in Nashua would have triggered a Section 315 allocation of equal time for all the Republicans left out, if they had asked for it. With Reagan sponsoring his joint appearance with Bush, the occasion did not qualify for a Section 315 exemption for news events arranged by disinterested parties. As it happened, only two local radio stations carried the debate. If there had been wider broadcast exposure, there is little doubt that the outsiders would have gone knocking on studio doors, and the FCC would have ordered them in.

The election campaigns of 1980 are only beginning, but already they have generated enough confrontations with communications law to promise the wildest legal year in election history. Perhaps by the end of it, everybody will have had enough of legislation and regulation that serves no fruitful purpose except making work for the Washington communications bar.

Freeing enterprise

At about the time of the National Cable Television Association's annual convention in Dallas next May 18-21, the FCC is expected to decide what to do about cable deregulation. There may be members of the FCC with an urge to go to Dallas bearing gifts. That passion ought to be tempered, unless the commission wishes further to distort the market in television programing that it professes a desire to free.

The main issues before the FCC are whether to repeal existing rules that limit cable use of distant broadcast signals and protect local stations' exclusive rights to syndicated programing and whether to adopt a rule requiring cable systems to obtain an originating station's consent before retransmitting its signal outside the station's market. Whatever it elects to do about distant signals and syndicated exclusivity, the FCC ought to adopt the rule of retransmission consent.

Under such a rule, stations could bargain with program suppliers for territorial exclusivity. If a station in, say, Binghamton, N.Y., acquired local rights to a given syndicated show, the syndicator, selling the same show to a satellite-borne station in, say, Atlanta, would eliminate Binghamton from the markets to which the Atlanta station could export it. Thus the Atlanta station would be prevented from consenting to the retransmission of that program by a Binghamton cable system. In time imaginative permutations of the basic arrangement would doubt both come to pass.

If the FCC had adopted retransmission consent when the principle was first proposed in 1968, it would have had no reason to adopt the harsher cable rules that it is now removing. The marketplace would have created a cable-broadcast program exchange based on real-world equities.

It is not too late.

Gentlemen, please

Family feuds, if that term may be used these days without trade mark infringement, can be the worst kind. And they can break out unexpectedly and for no apparent reason.

Aware of all this, we nevertheless were startled by the bluntness of the Television Advertising Bureau's attack on radio's advertising values and by the ardor of the Radio Advertising Bureau's assault on television (Broadcasting, Feb. 25). Actually, RAB's was prepared and given limited distribution first, but was not made generally available until TVB's came out. So it is hard to tell who started this fight. But it seems fair to say that whoever started it, the other joined it.

In this business, hard competition among media is a fundamental rule for success. In that sense, television and radio are fair game for each other as much as newspapers and magazines are fair game for both of them. Television and radio being members of the same family, however—literally living under the same roof in many cases—the ferocity of the squabbling between TVB and RAB does not enhance the stature of the media they represent. The inventive should be reserved for other targets.

"Look what I found, daddy. Can I keep it?"
Teenage Alcoholics

For two 18-year-olds to stand in front of a television audience and openly tell of their personal struggles with alcoholism takes a lot of courage. But that's just what they did during a special two-part series dealing with teenage alcoholism on KMEG-TV's "The Noon Show."

They talked about the progression of their illness and the destructive effects it had on their lives. They spoke of their successful treatment at Sioux City's Gordon Chemical Dependency Unit and offered suggestions to parents who had concerns about their own children.

A counselor from Gordon discussed the widespread incidence of teenage alcoholism, its characteristics and treatment. And 14 mothers in the KMEG-TV studio audience took part by asking questions.

Although the program dealt with a subject many people prefer to believe doesn't exist, we feel that providing a forum for discussing subjects too serious to be ignored is all part of the Fetzer tradition of total community involvement.
First they said you couldn't become the #1 music station in St. Louis in one book. We did. When we came up with a 9.2 share last Apr/May, people said that's all you could possibly do. Only it wasn't...In fact, KWK/WWWK is now up to an 11 share and still growing. Wherever you find Doubleday you'll find a winner. Our KDWB AM & FM in the Twin Cities is a music station leader. And KHOW in Denver has been tops in the market for years...Doubleday does it better!

KHOW AM/FM
Denver

KDWB AM/FM**
Minneapolis/St. Paul

KWK/WWWK**
St. Louis

*Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron, St. Louis Mo, Oct/Nov '79 Subject to Limitations Stated by Arbitron

**KDWB-FM/Richfield, MN—WWWK-FM/Granite City/St. Louis