Setback for AM spectrum expansion:
Region 2 defers decision on 9 khz

BROADCASTING
Mar 24
The newsweekly of broadcasting and allied arts

TONI TENNILLE.
NOT JUST ONE OF THE BOYS.

THE TONI TENNILLE SHOW
Vive la différence!
Available in 60 or 90-minute form.

MCA TV
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It's a go!

YOUR NEW DAY
WITH VIDAL SASSOON

Premieres September 8, 1980

You said "go" and go it is! Thanks to the overwhelming response of the television industry, advertisers and ad agencies, Your New Day comes to television September 8th, 1980. It's a 30-minute Monday through Friday daytime strip show that goes beyond entertainment to educate, stimulate, inform the 18-49 year old female viewer.

Remember that date. September 8th, 1980. And go! Straight to your phone for more information about Your New Day.

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Mr. William Moyes  
Mr. E. Karl  
and  
Mr. Dick Springfield  
cordially invite you to a private meeting  
at our NAB suite at the MGM Grand  
for the purpose of discussing methods of improving  
your market position and strategic planning through  
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Please just call our offices for a convenient appointment.

The Research Group  
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For your appointment, call (805) 541-2838
Now you can add to the line-up of great Movie Portfolios from Paramount from PARAMOUNT TELEVISION DOMESTIC SYNDICATION.
STALAG 17
WHITE CHRISTMAS
One-Eyed Jacks
The Spy Who Came In From The Cold

LOVE STORY
BREAKFAST AT TIFFANY'S
GUNFIGHT AT THE O.K. CORRAL
GOODBYE, COLUMBUS

THE ODD COUPLE
TRUE GRIT
Serpico
PAPER MOON

THE LONGEST YARD
DEATH WISH
THE GREAT GATSBY
MURDER ON THE ORIENT EXPRESS

SEE THE INCOMPARABLE NEW PORTFOLIO IX!
World leader in television switching, signal processing, and distribution systems
The Week in Brief

DON'T MAKE A MOVE □ Kastenmeier asks the FCC to hold up on cable deregulation until the Copyright Royalty Tribunal reviews things as they are. PAGE 25.

SECOND AND 10 □ The U.S. makes no headway in its campaign to persuade western hemisphere nations to accept 9 kHz. The decision is postponed until November 1981. PAGE 25.


RALLYING AROUND THE FTC □ ACT's Washington symposium on children's programming provides an opportunity for supporters of the beleaguered trade commission to sound the bugle. PAGE 26.

FIRST SHALL BE FIRST □ The Williamsburg congress finds journalists, lawyers and others from the media re-emphasizing the need for broadcast equality, courtroom access and a program to educate the public to First Amendment rights. PAGE 30.

FALL PROSPECTS □ Agency and advertiser executives are afforded a Los Angeles preview of what the TV networks plan for fall. Opinions are tentative. PAGE 38.

CBS GETS SERIOUS □ It's part of a new programming strategy that Grant says will make the TV network's sitcoms more appealing to older demographics. PAGE 38.

COUNTRY RADIO IN '80 □ Ratings, taste and format were among the high points of the Nashville seminar. PAGE 42.

DOWN TO WIRE □ ABC-TV squeaks by to win the rating race in the week ended March 16. CBS-TV claims it was hurt by a live Carter telecast. PAGE 50.

CHANGING TIMES □ B&B's Moore urges agencies to establish expertise in the new emerging media. The same AAAA meeting hears researcher Fitzgibbon say that advertising must adjust to changing social values. PAGE 56.

ARF CONCERNS □ The research association tackles the problem of the influence of new media and the escalating costs of all media PAGE 57.

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BITTERNESS AND APPREHENSION □ The appeals court's support of the FCC in the Carter-Mondale "reasonable access" case leaves a bad taste in the mouth of attorneys and networks. It is seen as an invitation to more regulation of TV network practices. PAGE 68.

RKO'S ALTERNATIVE □ Faced with loss of its broadcast holdings, it asks the FCC to let it spin off properties to a completely independent company. PAGE 67.

A BOON TO PAY TV □ It could come indirectly through an FCC plan to allocate more spectrum to MDS. PAGE 69.

IN CAROLINA COACHING TRADITION □ John Johnson is proud of the stability of key players on Southern Broadcasting's team. But that spirit stems from the example he's given the organization he co-founded and has guided for 34 years. PAGE 91.

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"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!"

Buddy Hackett—a name everyone knows. A star you can promote! An uproarious half-hour strip you can play anytime—day or night!

NOW AVAILABLE ON AN ATTRACTIVE BARTER BASIS!
Contact your MCA TV representative. Or call Steve Mathis/Dick Gold (213) 273-9400 or (212) 888-5150.
Closed Circuit
Insider report: behind the scene, before the fact

Double trouble
Channel spacing wasn't only issue causing problems for U.S. last week at western hemisphere conference on AM spectrum planning (see page 25). Some observers saw danger to technical criteria that now protect signals of U.S. clear channel stations. Cuban proposal to give protection only for groundwave service, not for secondary service on which clear channel stations' signals travel at night, is said to have substantial support. And working group that prepared recommendations for conference offered proposal that would deny clear channel stations protection at border they now receive.

U.S. has proposed that, whatever conference does, U.S. clears be protected to border (BROADCASTING, March 10). It wasn't clear how U.S. was doing on that issue.

Losing ground
FCC's Broadcast Facilities Division, which since late last year has been beefed up with dozens additional staffers, has been processing applications for new stations and for changes in existing ones at accelerated rate. But in almost all categories backlogs are increasing. Pending AM applications were down at beginning of 1980 from beginning of 1979, from 389 to 319. But FM, TV and translator applications were up by at least 100 in each category—281 in case of FM.

Dispositions in same period were also up, except for AM, where number dropped from 301 to 257. Dispositions of television applications almost doubled, from 44 to 87, at same time backlog was increasing from 283 to 385. FM dispositions were up from 446 to 471, and translators, from 421 to 612.

Politics
Now that Arnold Lerner, WLLH(AM)-WSH(FM) Lowell, Mass., has announced he won't seek re-election as chairman of National Association of Broadcasters radio board ("Closed Circuit," March 17), seat is up for grabs. Ed Fritts, of Fritts stations, Indianapolis, Miss., radio vice chairman, has officially said he would not stand for re-election to that job but last week said upcoming chairmanship vacancy had "reopened my thought processes."

If Fritts stays out, likely candidate for chairmanship would be Culie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., who ran close race against Fritts for vice chairmanship last year. Another would be Mike Lauer, WOOD-AM-FM Grand Rapids, Mich., said to be favorite of top brass at NAB. In background is prospect that winner would be next joint board chairman, job slated for radio director by customary rotation after incumbent Tom Bolger of Forward Communications, who came out of TV board, ends term in June 1981. (That could be year custom is disrupted; there's support for Bob King of Capiteyes, chairman of TV board, to move up next.)

Star wars
CBS News Correspondent Roger Mudd, passed over as successor to anchorman Walter Cronkite (BROADCASTING, Feb. 18) and currently on leave to decide what to do about it, has hired new agent. He's Ralph Mann of International Creative Management. One theory of associates is that Mudd figures Dan Rather got nod for Cronkite job partly because Rather's agent (Richard Leibner of N.S. Bienstock Inc.) outmaneuvered Mudd's agent, Bill Cooper.

ABC News and NBC News have both been talking to Mudd, who has said he won't decide for week or so whether to go with one of them, or stay with CBS. Betting last week was that he'd go with NBC News.

Untouched
Despite cutbacks ordered in federal budget, FCC's three-week trip to Republic of China next May (BROADCASTING, Feb. 18) is still on, although details are being kept so secret in chairman's office they're unknown to key staffs who must make travel arrangements. Word is that FCC party will number 21, plus spouses of some of five commissioners who will be in party. That other delegation from Congress and executive branch, headed by Henry Geller, director of National Telecommunications and Information Administration, is also still set to go to China in April.

Road show
CBS's top brass, about 50-strong, moves to Washington this week for two-day semiannual AdCom (administration committee) meeting, with agenda ranging from Art Buchwald to General Motors (and Business Roundtable) Chairman Thomas Murphy. It'll also include views of other prominent outsiders as well as CBS group and division heads, mock interviews to teach press relations and real-life Q&A with CBS President John Backe.


Inevitable force
Are there manifestations of discord between FCC and National Telecommunications and Information Administration? Question of who has White House ear has always bugged FCC chairman, and it's no different with Charles D. Ferris and White House adviser, Henry Geller, NTIA boss.

Early in Carter administration, Geller, Ferris and Michael Persichuk, chairman of Federal Trade Commission, ostensibly were playing same kind of ball. Times have changed, with FCC fighting for survival and NTIA under increasing fire. NTIA has half-dozen year-old pleadings languishing at FCC.

Home sat
Comsat continues to talk with number of domestic and foreign manufacturers searching for one that will provide low-cost, one-meter earth stations for its contemplated satellite-to-home television service. Nippon Electric Corp. and Sony have been added to list of suppliers known to be interested in business. Tandy and Scientific-Atlanta were first on list. Talk is of dish in $275 range.

Bi-channeled?
Some government planners see cable eventually divided into at least two regulatory slots: common carrier with channels for lease to other programmers, with cable franchiser himself programing only few channels for such services as pay cable and ancillary services (security, information retrieval, etc.). Notion is that divided regulation will evolve during next decade.

Frontier outposts
Advertising agency interest in new communications technology is growing rapidly. Among major agencies, practice is either to assign media executive to monitor developments in cable TV, pay cable and videocassettes or to form committee to gather information in this sector. Among major agencies known to have established new-media resources are J. Walter Thompson, Young & Rubicam, Grey Advertising, Ogilvy & Mather, Doyle Dane Bernbach, McCann-Erickson, Dancer Fitzgerald Sample and NW Ayer ABH International.

Broadcasting Mar 24 1980 9
There is no document available for reading.
HARRIS ANSWERS
THE AM STEREO CHALLENGE

There is a potential for a major improvement in the quality of AM broadcasting. AM stereo offers the broadcaster a bright new dimension; it also challenges the industry to address the key issues of the future quality of the AM broadcast signal. Harris believes its V-CPM AM Stereo System is the only system that answers all of these challenges.

<table>
<thead>
<tr>
<th>AM STEREO CHALLENGES</th>
<th>HARRIS' ANSWERS</th>
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<tbody>
<tr>
<td>9 KHZ SPACING</td>
<td>Only Harris' V-CPM insures maximum audio fidelity while minimizing adjacent channel interference. The NTIA feels that the V-CPM concept exhibits meritorious properties in this respect.</td>
</tr>
<tr>
<td>STEREO AND MONO COVERAGE</td>
<td>Only Harris' V-CPM maximizes listener coverage, with no reduction in mono coverage, and stereo coverage exceeding 90% of mono.</td>
</tr>
<tr>
<td>RECEIVER COMPATIBILITY</td>
<td>Only Harris' V-CPM is compatible with today's AM receivers and the advanced synchronous receivers now entering the market.</td>
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<tr>
<td>FIELD-PROVEN CAPABILITY</td>
<td>Only Harris' V-CPM has been field tested with unanimously positive results.</td>
</tr>
<tr>
<td>SIGNAL QUALITY</td>
<td>Only the Harris V-CPM system maintains the stereo signal in the same bandwidth as the mono signal. This results in high-fidelity stereo service superior to that of other proposed systems.</td>
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The AM stereo system selected will have an enormous impact on the quality of AM reception, and it is in the public interest that the system maximize the potential for the future of AM broadcasting. Harris has the best proposal for bringing stereo broadcasting to the AM band. As a member of the broadcast community, we ask that you reflect on the issues raised above, and let your voice be heard in the appropriate forum.

For more information contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301. 217/222-8200.

HARRIS
COMMUNICATION AND INFORMATION PROCESSING

Visit the Harris TV and Radio Equipment Display at the 1980 NAB, Las Vegas.
THE LATEST STRING OF PEARL MARKETS SOLD
Agency: United Advertising Companies, Downers Grove, Ill. Target: adults, 18-34.

**Beer In Bottles** Eight-week campaign promoting glass containers begins in June in San Diego, San Antonio, Tex., Greensboro, Winston-Salem and High Point, all North Carolina, St. Louis, Milwaukee, Toledo, Ohio and Syracuse. N.Y. Agency: Howard Swink Advertising, Marion, Ohio. Target: men, 18-49.


**Trewax** Two-week campaign for various wax products begins this week in 10 markets including Phoenix, San Francisco, Seattle, Salt Lake City and Dallas. Agency: S.M. Newmark & Associates, Los Angeles. Target: women, 18-49; adults, 18 plus.

**Crisco** One-week campaign for Crisco solid shortening begins March 31 in various Southern markets including Houston, Atlanta, Birmingham, Ala., Charleston, S.C., Lexington, Va., and Miami-Fort Lauderdale. Agency: Compton Advertising, New York. Target: women, 18-49.

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**Ad Vantage**

**Skewing upward.** Trend toward older demographics in both television and radio spot buys is on upswing, according to Katz Agency, New York. Analysis by Katz of statistics during 1979 shows that 21.3% of radio sales presentations and 24.6% of TV presentations made by representative's salespersons included demographic data on adults, 25 to 54. In radio change was dramatic, rising from only 11.3% in 1976 and moving into first place from fourth in 1978. In television, 25-54 classification climbed to 24.6% of presentations in 1979 from 20.2% in 1978. Still In leadership spot is 18 to 34 which fell slightly to 16.8% from 17.2% in 1978. "The trend is understandable," commented Bill Schrank, vice president, Katz TV/Radio Research. "Right now adults 25-54 account for 46% of the 12-plus population. By 1985 they will represent 50% of the 12-plus population."

**Ogilvy wins.** Ogilvy & Mather topped seven other agencies to land $3-million account of Warner-Amex Satellite Entertainment Corp. Ogilvy is first full-time agency for pay cable programing service. Initially company plans to use trade publications, local print and radio and direct marketing to promote its 24-hour movie channel that is reaching 250,000 paid customers, and Nickelodeon, 18 hours daily of programing for children that reaches 1.5 million homes. Ogilvy was picked before some of competing agencies had chance to make presentations. Others in running: Young & Rubicam; Grey Advertising; Tinker Campbell-Ewald; Hecht, Higgins & Peterson; Benton & Bowles; Scale; McCabe Stoves and Kelchum, New York.

**Advanced preparations.** American Advertising Federation is gearing up for annual convention to be held June 7-11 in Dallas. Agenda is not yet complete, but guest speakers now include David Frost and Federal Trade Commissioner Patricia Bailey. As always, ADDY Awards will be presented, as will Annual Club Achievement Awards. Inside look at home computers is planned, along with major discussion on future trends and developments in advertising and marketing with Stanley Marcus, chairman emeritus of Neiman-Marcus.

**WTRHMMI Ashland, Ky.-WHEZMI Huntington, W. Va.: To McGavren Guild from Selcom.**

**WTLTVI Utica, N.Y.: To McGavren Guild from Buckley Radio Sales.**

**KZVFP-AM FM Phoenix: To McGavren Guild (no previous rep).**

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**We've moved!**

SMC, maker of the CAROUSEL® and automation systems of ability, has moved to a new 35,000 square foot factory and office complex in the Normal, Industrial Park — Normal, Illinois. Having consolidated three buildings into a larger, modern facility, SMC is expanding their production and product line.

See the new ESP-1-T Programmer from SMC at the NAB — Las Vegas (booth 309).

---

**ESP-1-T Programmer**

Northern Tier
800 P.O.D. Box 1800
Highland Park, Illinois 60035
312/256-1225

Southern Tier
Pete Chariton
491 Elbow Court
Weatherford, Texas 76086
817/441-8052
Toll Free 800/824-7498
In California 800/852-7777

**Sono Mag Corporation**

1833 W. Howe Avenue
P.O. Box 123
Normal, Illinois 61761
309/453-5313

TWX Number 510-352-2006

**National and international Marketing**

Stephen S. Sampson
Sono Mag Corporation
P.O. Box 128
Normal, Illinois 61761
309/452-5313

WTRHMMI Ashland, Ky.-WHEZMI Huntington, W. Va.: To McGavren Guild from Selcom.

WTLTVI Utica, N.Y.: To McGavren Guild from Buckley Radio Sales.

KZVFP-AM FM Phoenix: To McGavren Guild (no previous rep).
YES!

They’re saying YES! to...

THE JOHN DAVIDSON SHOW

The Top Stations — for the choice time periods.
The Top Stars — as co-hosts and guests.
Premiering June 30 — more than 90 markets.

GROUP W PRODUCTIONS
INC./WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD., LOS ANGELES, CA 90036
90 PARK AVE., NEW YORK, NY 10016
Music can be the right note to add to advertising

Music is the third largest industry in America today. Records alone gross more than movies and television together. Music plays a huge but intimate role in the lives of Americans. It excites us, it soothes us, and it can persuade us.

Music can be a powerful selling tool for consumer products. Consider the world’s biggest food chain, soft drink company and automaker; McDonald’s, Coca-Cola and Chevrolet. Not coincidentally, they are also three of the best users of music in commercials.

But can music work for hard-sell packaged goods and food products? Absolutely. If it’s used right, it can add an extra dimension to their sell: Music can deliver a rational sales message while also communicating on a nonrational level.

Let’s look at three aspects of music in advertising: Who should consider trying music, what music can accomplish, and how to develop a good musical campaign.

A bit of warning first here: It’s easy to fail with music. Many do. There are certainly more weak music commercials around than strong ones. The risks in using music are high, but so are the rewards.

Who should try music? Try music if you have a simple premise. Music can repeat a promise frequently without being grating.

Consider music if your product has an emotional benefit. It may not seem that many food products and packaged goods have strong emotional side benefits, but they do.

Try music if you are a category leader. Good music can give the look of a leader, a national institution. The anthem-like quality of the Hershey music sets off the premise that Hershey is “the great American chocolate bar.”

What are the objections to music? Music isn’t persuasive? Not true. Between 1975 and 1977, Mapes & Ross, the copytesting company, studied 522 music and nonmusic commercials. The one we judged to be good music commercials—that had a solid promise to deliver and that adhered to most of our principles of good advertising—were shown to be just as persuasive as the nonmusic commercials. Some, such as those that included brand information, were even more persuasive.

Music doesn’t recall well? Partially true. Music generally does not recall well from a single exposure. Good music, however, does recall from multiple exposures. Further, we aren’t convinced that recall is a better predictor of sales than persuasion.

"Take off your coat, America" for Procter & Gamble’s Sure deodorant was a recall bomb. But the agency, Wells, Rich, Greene, persevered and got the campaign into the test market. It proved to be a winner.

Music needs heavy spending? Not true. Consider the following 1977 music-advertising success stories and their advertising spending: General Tire & Rubber Co., $5 million; Metropolitan Life, $3 million; Peter Paul Mounds, $4 million; Sara Lee, $4 million and KLM, $2 million.

If your product and product categories can lend themselves to music, try it. Music can often do things for a brand—and its image—that other kinds of commercials cannot.

Here are the most important benefits in a good music campaign:

- Music can build more enduring campaign awareness. Cigarettes stopped advertising on television in the U.S. nearly 10 years ago. Who remembers what most of them said back then. But it’s hard to forget, “Winston takes good like a (snap! snap!) cigarette should.” It’s even harder to forget the music from “Marlboro Country.”

- Music can allow you to worry less about campaign wear-out. Music can take longer to build. But it also seems to stay fresh longer. Most beer drinkers in the Northeastern U.S. will say that Schaefer’s song, “Schaefer is the one beer to have when you’re having more than one,” has been around a while. A while? It has worn well for 20 years.

- Music can help build an accepting, favorable attitude toward your product. The “I Love New York” campaign stimulated tourism and probably helped New Yorkers like their town more than they were liking it in the early 1970’s.

- Music can help build a distinctive personality. Competitive promise is extremely important. A competitive promise reinforced by a distinctive personality is even better. For years, Zest deodorant bars has assaulted Dial advertising with hard-hitting testimonials. But for years, they’ve made little headway against “Aren’t you glad you use Dial?”

- Music can help break through television’s clutter. Understandably, advertisers believe they are paying more and getting less as their commercials are lost in today’s television clutter. Many of these ads are “talking heads” of some kind: stand-up presenters, slices-of-life, etc. Music can make a product stand out. Beautifully photographed attractive women, accompanied by a very upbeat song building to the climax, “You never looked so good,” do the job superbly for Avon. “Libby’s, Libby’s, Libby’s on the label, label, label!” really breaks through.

- Music allows for easier campaign transfer to efficient secondary media, like radio. General Foods’ Country Time has moved successfully into radio with a 60-second version of its “Tastes Like That Good Old-Fashioned Lemonade” song.

With music, people may be more likely to keep your promise at the top of their minds. They’re singing it.

How to use music? Show the package and product in use. Voice-over music gives food advertisers, for example, the opportunity to deliver their promise and show the product being enjoyed at the same time.

Put your brand name and promise in the lyrics. You want to deliver a commercial every time people sing your song. Make the lyric simple and clear. You have to be understood before you can be remembered. Try to have your “reasons to believe” spoken. A great music commercial does not have to be a wall-to-wall song.

Make the tone of the music match the personality of the brand. The mellow music Lowenbrau uses sets up a relaxed mood perfect for the theme, “Tonight, let it be Lowenbrau.” However, Tempo, a sporty fragrance from Avon, uses upbeat disco music.

Many advertisers who seem to shy away from music automatically should consider employing it. But music must be approached carefully. It is easy to fail. Music is a great opportunity, if you can learn to use it well.
ABC News wins seven of the most prestigious awards in broadcast journalism.

In the last month, ABC News has been honored with the most revered awards in broadcast journalism—winning two Alfred I. duPont Awards, and five Emmys presented by the National Academy of Television Arts and Sciences.

For "...its outstanding examination of Salt II, its background and its prospects...", the jurors honored "Second to None?", an unprecedented eleven-part "Special Assignment" report on ABC News "World News Tonight."

And, from what they considered "the season's best documentary series, 'ABC News Closeup, ' the jurors selected..."Arson: Fire for Hire!, an eloquent presentation of one community's struggle with a growing nationwide problem."

The judges honored three more "ABC News Closeup" programs by declaring "others in this winning sequence included 'The Shooting of Big Man,' 'The Killing Ground' and 'Asbestos: The Way to Duary Death,' all compelling treatments of important subjects."

The National Academy of Television Arts and Sciences also recognized the excellence of the "ABC News Closeup" series by awarding five News and Documentary Emmys to three individual programs: "The Police Tapes," "Mission: Mind Control" and "The Killing Ground."

"ABC News Closeup—The Killing Ground" has been honored with another distinction. It has become the first commercial network television documentary ever to be nominated for an Academy Award—in the Best Achievement in Documentary Films-Feature Category.

All of these honors underline the primary goal of ABC News—to continue to be the leader in television journalism.
March 24-25—Society of Cable Television Engineers mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

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


March 25-28—Oklahoma Cable Television Association spring meeting. Holiday Inn West, Oklahoma City.


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

March 26—Alabama UPI Broadcast Advisory Board meeting. Holiday Inn Airport, Birmingham.


March 28-30—Society of Professional Journalists, Sigma Delta Chi Region 2 conference. Sheraton hotel, Charlotte, N.C.


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

March 29-30—Society of Professional Journalists, Sigma Delta Chi Region 3 conference. Riveria Hyatt House, Atlanta.

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

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

April

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


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 7-11—Audio production workshop sponsored by Portable Channel Inc., 1255 University Avenue, Rochester, N.Y. Information: (716) 244-1259.

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

April 8-12—Satellite 80, international satellite conference and exposition. Palais des Expositions, Nice, France.

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


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 11-12—National Federation of Local Cable Programmers central states regional spring conference. Old Capitol, Frankfort, Ky.

April 11-12—Society of Professional Journalists, Sigma Delta Chi Region 5 conference. Stouffer's Louisville Inn, Louisville, Ky.
The Ohio State Award competition honors ABC.

The Ohio State Awards, the oldest program competition in broadcasting, honors excellence in educational, informational and public affairs programming. This year, "Friendly Fire," an ABC Theatre presentation, was chosen as the best in its category for its "extraordinary reality and sensitivity" in dealing with the personal aftermath of war. "A Child's Eye View," aired on the ABC News program "Directions" was acclaimed as a "brilliantly conceived and executed" presentation in the field of social science and public affairs. And "Home Run for Love," from the ABC Afterschool Specials series, won its award for "exceptional treatment" of a unique relationship between an elderly black man and a young white boy in the 1940's. ABC is proud to have won these prestigious awards in recognition of our ongoing commitment to the highest standards of quality in informational, educational and entertainment programming.
May
May 2-3 – Annual convention, National Translator Association, Hotel Hilton, Salt Lake City.
May 2-4 – Society of Professional Journalists, Sigma Delta Chi Region 10 conference, American Rochester hotel, Rochester N.Y.
May 3–Iowa Broadcast News Association annual convention, Starlight Village Convention Center, Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.
May 4-8 – CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.
May 4-9 – Second annual World Communication Conference sponsored by Ohio University, Athens, Ohio.
May 6-9 – Audio Engineering Society convention. Los Angeles Hilton.
May 7-10 – Concert Music Broadcasters Association meeting. Executive House, Chicago. Information: Hal Rosenberg (714) 239-9091 or John Major (312) 751-7110 or (212) 797-1320.
May 8-10 – Kentucky Broadcasters Association spring convention. Executive Inn West, Louisville.
May 8-10 – New Mexico Broadcasters Association annual convention, Airport Marina hotel, Albuquerque.
May 9 – American Advertising Federation "Best in the West" awards ceremony. St. Francis hotel, San Francisco.
May 9-11 – Society of Professional Journalists, Sigma Delta Chi Region 10 conference, in conjunction with 45th annual SKC Distinguished Service in Journalism Awards ceremonies. Park Hilton hotel, Seattle.

June
June 1-3 – Virginia Cable Television Association annual convention. Omni Hotel, International hotel, Norfolk.
June 1-4 – Public Broadcasting Service annual meeting. Washington Hilton.
June 3 – Broadcast Pioneers annual Mike Award dinner. Pierre hotel, New York.
June 3-10 – International Radio and Television Society annual meeting and presentation of Broadcast of the Year award to CBS's "Doonesbury" for comedic piece of the year. Waldorf-Astoria hotel, New York.
June 3-4 – American Association of Advertising Agencies advanced media seminars: Wilshire Hyatt House, Los Angeles.
June 4-5 – Advertising Research Foundation's sixth annual midyear conference. Hyatt Regency, Chicago.
June 5-6 – Society of Cable Television Engineers meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.
June 5-8 – Arizona Broadcasters Association spring convention. Holiday Inn, Lake Havasu City.
Nearly two-thirds of all Emmys ever awarded for sports by the National Academy of Television Arts and Sciences have been won by ABC Sports. This year, we again dominated the competition in the field of sports television by winning 4 of the 6 major sports awards for the 1978-79 season!

Jim McKay won this year’s Award for Outstanding Sports Personality. Extraordinary among this year’s Emmy winners, he accepts this honor for his seventh time... a remarkable and unprecedented achievement.

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“The American Sportsman” won its first Emmy for Outstanding Edited Sports Series. This series’ producer is John Wilcox with Robert Duncan, Curt Gowdy, Sr. and Bob Nixon, producers.

“Spirit of ’78: The Flight of Double Eagle II” was named as the Outstanding Edited Sports Special; John Wilcox, producer.

Executive Producer for all three Emmy Award-winning programs is Roone Arledge.

We congratulate these ABC Emmy Award winners for their excellent achievement in the sports broadcasting field. It is talented individuals like these covering exceptional sports events who keep ABC Sports on top—year after year!

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AGAIN!
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We have been long battling the litigation explosion. The broadcasting industry should find interest the announcement by the Rand Corp. of the formation of the Institute for Civil Justice. Alliance President Paul S. Wise is one among many prominent people involved.

The consumers of the civil justice system now have an organization to represent their interests. The institute will engage in long-range study of the system, and this research should help provide a base for appropriate improvements where indicated. — Laurence C. Christopher, vice president-communications, Alliance of American Insurers, Chicago.

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Open Mike

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Kastenmeier wants FCC to put a hold on deregulation of cable TV

Copyright subcommittee chairman says the old rules don't apply now

Representative Robert Kastenmeier (D-Wis.), chairman of the Subcommittee on Courts, Civil Liberties and the Administration of Justice—the unit that deals with copyright—has requested that the FCC delay its proposed deregulation of the cable industry.

In a letter to FCC Chairman Charles Ferris, Kastenmeier, whose Judiciary subcommittee has been examining copyright questions, requested that the commission delay any action until the Copyright Royalty Tribunal has concluded its review of copyright payment rates to see they are keeping up with inflation.

The letter, dated March 13, is a follow-up to a letter of last November, when Kastenmeier informed Ferris of his related interests in the cable retransmission of broadcast signals and the powers granted to the tribunal—matters his subcommittee was exploring.

But unlike the first letter, Kastenmeier this time expressed more than just an interest, asking Ferris to hold off any action. "Complete deregulation of the cable industry at this time would not only have the effect of placing enormous burdens on a tribunal not fully prepared to meet them, but would also precipitate a panicked rush to Capitol Hill for remedial copyright legislation."

The Copyright Royalty Tribunal is also trying to resolve a dispute that eventually will determine how $12 million in royalties paid by cable companies will be distributed. Attorneys for the major parties involved in the dispute worked out a formula to divide the money, but it was rejected last week by the membership of the Motion Picture Association of America.

The terms of the formula called for the following split: program syndicators, 66%; broadcasters, 13%; sports interests, 12%; music licensing groups, 5%, and the Public Broadcasting Service, 4%. With the MPAA rejecting the formula, the tribunal will continue with the proceeding as planned, with evidentiary hearings planned next.

In his letter, Kastenmeier said that the tribunal was reviewing the statutory royalty structure for cable TV, and this proceeding will be critical in determining confidence in the tribunal's ability to balance the interests of copyright owners and cable system operators under the 1976 law.

He added that the 1976 act was written with then-existing communications law and regulations in mind, and it is impossible to separate copyright law and communications policy as the act is now written.

"Therefore, I would urge the commission to delay any action which would disturb the delicate balance of copyright and communications policy until the Copyright Royalty Tribunal has been given an opportunity to carry out its 1980 review and Congress is in a position to respond, if necessary," Kastenmeier concluded.

Region '2 won't buy 9 khz—yet

Western hemisphere nations feel technical justifications haven't been developed. U.S. delegation hopes they will be by next session of conference and that others will come around to its position

The U.S. drive to persuade western hemisphere countries to reduce AM channel spacing from 10 khz to 9 stalled last week in the face of unwillingness by a number of countries to proceed without further studies. Indeed, the U.S. was even unable to persuade the AM spectrum-planning conference in Buenos Aires to accept language in a resolution stating that a majority of the countries attending favors 9 khz. The conference simply conceded an inability to reach a consensus and postponed a final decision until the second of the two sessions of the conference, in November 1981.

The result, then, was in line with the recommendation of a controversial letter the National Association of Broadcasters sent to 22 Latin American countries in advance of the conference (BROADCASTING, March 3, 10, 17). It urged them to defer action "until the matter has been thoroughly studied."

But for the U.S. delegation in Buenos Aires, the setbacks were cause for deep discouragement. FCC Commissioner Robert E. Lee, following a long and acrimonious committee meeting on Wednesday, when the key decisions were made, said: "I consider myself a loser."

However, he remains doggedly optimistic about the ultimate outcome. "We have the best engineers in the world, and we've spent a lot of money on the project. Unless the studies find the U.S. position unsound, it's a cinch."

Indeed, one member of the U.S. delegation who did not make the trip to Buenos Aires, Harold Kassens, said the "wish lists" of additional AM outlets the countries will submit for the second session of the conference would "force" the region to adopt the 9 khz plan. The U.S. maintains that the plan, in creating 12 new channels, would provide the flexibility needed to accommodate the burgeoning demands for AM service.

But Kassens, a veteran broadcast engineer, is not submerged in the gloom of his colleagues in Buenos Aires. He feels the U.S., under the lash of the FCC and the National Telecommunications and Information Administration, had been precipitous in attempting to sell the conference a 9 khz plan before a proper justification was made. "You can justify 9 khz," he said, "but you have to do a good study." The U.S., he said, had not done one, for lack of time.

The International Telecommunication Union's engineering arm, the International Frequency Registration Board, will conduct parallel studies of the efficiency of 9 khz and 10 khz channel spacing, between the two sessions. The IFRB will be aided by an advisory committee of experts, drawn from the U.S. and other countries, on both sides of the 9 khz issue.

The studies will be made in light of the
The meanwhile meeting. The U.S. and Canada, which have had more than their share of conflicts in communications matters in recent years, have decided to try to improve relations in that sphere. The first effort was to be made over the past weekend in a meeting of small delegations from each side at Niagara on the Lakes, a small Canadian town over the border from Buffalo, N.Y.

The initiative for the meeting came from Canada, and the U.S. responded with enthusiasm. The purpose of the meeting was to enable the U.S. and Canada to inform each other of developing policies—in new technology, for instance—that will affect the other side. "We've had problems in a lot of international forums," said one American making the trip. "It doesn't do any good to have your neighbor give you elbows and knees." One elbow and a knee that the U.S. feels Canada administered to it at the western hemisphere conference under way in Buenos Aires was to be discussed. That is the U.S. proposal to reduce AM channel spacing from 10 kHz to 9. Canada played a major role in persuading the conference to postpone action on the issue until its second session, in November 1981.

The U.S. delegation was headed by FCC Chairman Charles D. Ferris and Henry Geller, head of the National Telecommunications and Information Administration. Others on the delegation were Steven J. Lukasik, head of the commission's Office of Science and Technology; Elliott Maxwell, OST's deputy chief for policy; Melvin Barmat, an NTIA telecommunications policy specialist; Donald Jansky, NTIA associate administrator for federal systems and spectrum management, and two State Department officials—Arthur Freeman and Boyd Haight, both of the Economic and Business Affairs Bureau.

The meeting was a reaffirmation of existing AM stations and needs through 1982, as well as of the technical criteria being adopted at the first session to provide a framework for the frequency assignment plan to be adopted at the second session. How much weight should be assigned to the NAB letter in the conference's decision to postpone a decision is difficult to determine, although no one in Buenos Aires would say it was decisive. (Indeed, conference delegates received similar letters from the National Radio Broadcasters Association and the Inter American Association of Broadcasters; see page XX.) Some small countries lacking in technical expertise were said to have been impressed by the NAB's letter. But a number of the countries, including Argentina and Canada, simply were not prepared to decide.

Essentially, members of the American and Canadian delegations agree, opposition was based on the ground that only the U.S. had studied the feasibility of an 9-kHz channel at the conference in Buenos Aires, and the Pacific—have already adopted 9-kHz channel spacing.

Robert Foosaner, an FCC staff member who served as spokesman for the U.S. on the committee that considered the 9-kHz proposal, attributed the U.S.'s failure to "fear of the unknown." Lack of detailed knowledge, he said, produced "very strong opposition." The U.S. had attempted to provide the necessary information in technical papers distributed to countries in the region in advance of the conference.

But Edward Ducharme, head of the Canadian delegation, said: "There just hadn't been time to do the studies to convince us that 9 kHz was the way to go. Now we'll get the studies. If 9 kHz is right, we go that way. If not, or if the benefits are not proved, we go the other way." Actually, Canada, despite its opposition to the 9-kHz proposal, offered for consideration a tentative plan of its own employing the reduced channel spacing. The plan, still in preliminary form, would have greater potential than the U.S. proposal for adding stations to metropolitan markets, but at the cost of fewer stations overall, and at greater—in some cases substantially greater—expense to the existing stations that would be required to change frequencies. Instead of the 12 new channels to be created being distributed across the spectrum every 90 kHz, as in the U.S. proposal, the Canadians are suggesting adding new channels in blocks of two, three or four.

"If you're going to compare 10 kHz with 9 kHz," Ducharme said, "let's make it a genuine comparison and compare the best." As the conference, which began on March 10, turns its full attention to other matters still to be considered before scheduled adjournment this Friday, the U.S. has learned a humbling lesson regarding its influence in the region, even in an area—telecommunications—in which it is accepted as a leader.

It had gone into the conference reasonably optimistic regarding the channel-spacing issue. And in the first week, its headcounters thought 13 or 15 countries supported the idea and no more than eight opposed it (BROADCASTING, March 17).

But ITU conferences generally reach decisions on the basis of consensus; nations try, though not always successfully, to avoid votes in which there are winners and losers. And there was a practical necessity of avoiding a vote on the 9-kHz matter: Losers might reserve the right to continue to operate on 10 kHz—which, if they did, would result in serious interference and operating on the different channel-spacing systems. There was another reason for avoiding a vote. U.S. support would have been shown to include—besides such Latin countries as Brazil, Mexico and Cuba, the non-hemispheric countries of the United Kingdom, France, the Netherlands and Denmark, which have territories in the region. The Soviet Union, which as a member of ITU, attended as an observer, also supported the proposal. On the other hand, at least one country opposing 9 kHz, the Dominican Republic, has not paid its ITU dues and is not entitled to vote.

So a consensus was reached in favor of postponement. But the U.S., which had participated in that consensus only reluctantly, on Monday, had not played its last card. It sought to have included in the resolution calling for postponement the statement that "a majority" of the countries participating favored 9 kHz.

To some, it seemed merely an effort at face saving. But others thought it was an attempt to give the IFRB a signal as to the conclusions its studies should reach. That was how Argentina read the language, at least, and it led a major effort, in committee, on Wednesday, to erase it. Ultimately, the U.S. proposal was forced to vote in the plenary—which is to be held today (Monday), and when final action on the matter is taken—it could muster a majority in favor of 10-kHz spacing. The U.S. headquarters noted the arrival of several new countries to the conference and concluded, as one State Department official said: "There was a danger that if there was a vote, we'd lose.''

Backlash over NAB's 9 kHz intervention

Government reaction to letter to delegations to Buenos Aires talks is obviously negative; some say feelings could spill over into other areas—deregulation, for one

The National Association of Broadcasters may feel it has done pretty well in the international battle over AM channel-spacing, now that the conference of western hemisphere nations has decided to postpone a decision on whether to reduce the spacing from 10 kHz to 9. But the NAB is not doing so well in the ongoing war with the one government it must live with.

That's because the FCC has been a member of the FCC which has long been considered a friend of broadcasting—Commissioner Robert E. Lee, who is heading the U.S. delegation at the conference in Buenos Aires. Its credibility rating with the FCC has dropped, and its relations with government generally have soured.

Among those in official Washington with whom the NAB deals frequently, it seemed last week that only Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, was not expressing a measure of indignation at the organization. But that was only because, as Van Deerlin put it,
"I've never been a wide-eyed maiden in my dealing with the NAB."

A couple of weeks ago, he said the NAB had strained "the limits of propriety" in an exercise aimed at protecting "narrow self-interest."

NAB had stirred up the ruckus with its letter to 22 Latin American countries attending the AM-spectrum planning conference. It urged the countries to defer action on the issue "until the matter has been thoroughly studied."

The letter was seen by its critics as an effort simply to shut the door to the competition of several hundred new AM stations the proposal would make possible. Van Deeren made that point in his statement.

NAB officials, who last week were preparing a statement expressing pleasure at the conference's decision to defer action, deny that fear of the entry of new stations was not the reason even that they necessarily oppose 9 kHz channel spacing.

Additional time is needed to study the matter, NAB President Vincent Wasilewski said last week. And Donald Thurston, immediate past chairman of the NAB joint board, who had spent nine days in Buenos Aires as an observer for the radio board, noted that the NAB had supported the FCC's request for funds for studies of the 9 kHz issue—studies, he pointed out, that are not yet complete, "I don't know if I'm against [the 9 kHz proposal] or for it," said Thurston, president of WMNB-AM-FM North Adams, Mass.

Almost lost sight of in the controversy over the NAB letter was one that the National Radio Broadcasters Association sent to the same group of foreign delegations—and took a position in clear opposition to the U.S. proposal.

The letter, signed by Abe J. Voron, executive vice president, expressed the view that the proposed reduction in channel spacing would result "in degraded [sic] spectrum quality, increased interference and poorer service to radio listeners" throughout the western hemisphere, and added:

"We believe it important for you to know that the radio broadcasters of the United States do not agree with or support the 9 kHz proposal ..." (The letter ignored the Daytime Broadcasters Association, the earlier backer in the U.S. of the 9 kHz proposal.)

Some international associations had also expressed themselves on the issue. The InterAmerican Association of Broadcasters sent delegations copies of a resolution it adopted at a conference in Washington last summer endorsing the need for comprehensiveness. And the North American National Broadcasters Association, composed of networks in Canada and the U.S., wrote to Canada's deputy minister of communications and to Lee, expressing opposition to the proposal. The letter said the plan would result in interference to existing stations and cause them financial problems, in terms of capital costs and the loss of listeners. The U.S. network members are ABC, CBS, NBC, the Corporation for Public Broadcasting, National Public Radio and the Public Broadcasting Service. The public broadcasting entities, which favor the 9 kHz proposal, were not referred to in the letter. Nevertheless, it is the NAB letter of that is at the center of the controversy. It was the one by members of foreign delegations in asking the Americans in Buenos Aires what, after all, is the real U.S. position on the issue. Lee said the NRBA letter was "not the big one." The NAB letter, he said, had the impact.

Certainly it did on Lee. Over its 26 years on the commission, he had maintained friendly relations with the broadcasting industry. He was, he said, "hurt" by NAB's failure to send him a copy of the letter. What's more, observers in Washington noted, he was having enough problems in dealing with the 9 kHz issue without the NAB compounding them.

At the FCC, Chairman Charles D. Ferris said—and said again—he "can't consider [the dispatch of the letter] a casual event at all." And although he said there would be "no vendetta" against the NAB, he did not know how the incident "will affect the subite relations" between the association and the commission.

He noted that "any trade association" likes to be regarded as having "credibility" and being "above board." "Something like this"—the NAB letter—"has a significant impact" on an agency that has invested considerable effort in the project. The FCC, of course, recommended that the U.S. push for 9 kHz at the Buenos Aires meeting.

Commissioner Joseph Fogarty was more blunt. The letter, he said, "lessens [the NAB's] credibility." He noted the NAB has endorsed the concept of encouraging minority ownership of broadcasting properties. Yet when there is a "golden opportunity" to expand the number of such stations, the NAB endorses procrastination.

At the National Telecommunications and Information Administration, which had petitioned the commission for the rulemaking that led to the recommendation on 9 kHz, there was the feeling that the NAB, in a sense, might have shot itself in the foot. Sending the letter—without even a copy to Lee—"was bad form," said Henry Geller, the assistant secretary of commerce who heads NTIA. "It was a sour note. It doesn't help the NAB with the government."

Beyond the negative feelings the letter caused, there might be, for NAB, some potential adverse effect. One official noted that the agency is seeking to increase the number of AM stations at least in part to support its argument that the diversity of voices being made available in AM radio warrants deregulation. "If the 9 kHz plan is blocked," he said, "we'll have a difficult time in court in defending deregulation." He also said that even a postponement of a decision on the issue could increase pressure on the commission to look to the 25 clear channels as a means of satisfying daytime broadcasters' demand for full-time operations. The daytimers have been pressing the 9 kHz plan as a way to meet those demands.

For all of that, NAB officials last week seemed relaxed. Shaun Sheehan, senior vice president for public affairs, said, with some satisfaction, "I guess our letter has had some effect." And Wasilewski, who said the association had been surprised at the reaction to what he thought was a "pro forma" letter sent at the request of the radio board, added: "All we did was send a letter. Think of what would have happened if it had been a Mailgram."

Time's $100 million entry into cable

The New York Times Co. is getting into cable ownership. In an agreement in principle announced last week, the firm signed to buy two affiliated cable companies that serve 55 franchise areas of southern New Jersey, near Philadelphia.

The terms of the agreement were not disclosed, but a source close to the negotiations said it reported price of more than $100 million "in the ballpark."

The CATV firms—Cable Systems Inc. and Audubon Electronics Inc.—are now owned by a group of investors of which Irving B. Kahn holds the controlling interest. Kahn, who founded Telepromter Corp. and is now chairman and president of Broadband Communications Inc., is reported to have a 60%-70% interest in the two companies.

The systems now serve 42,000 subscribers through 27 cable systems now in operation. When all 55 franchises are completed, cable will be available in an area of about 225,000 households in Burlington, Camden and Gloucester Counties.

Current subscribers receive three VHF and three UHF stations from Philadelphia and two independent VHF outlets from New York. They are also offered the pay services of Home Box Office and Prism.

Kahn said he will serve as consultant to the newly formed Cable Group unit of
New York Times Co., once the acquisition is completed.

Besides publishing the New York Times and other newspapers and magazines, the company owns WREG-TV Memphis, KFSM-TV Fort Smith, Ark., and WXKR-AM-FM New York.

Edwin L. Tornberg & Co., Washington, represented the sellers, and the First Boston Corp. represented the buyer in the cable transaction, which is subject to the approval of the New Jersey Public Utilities Commission.

ACT conference on health, TV dwells more on FTC proceeding

FCC's Brown calls for continuation of inquiry; NBC's Salant, PBS's Reed and NCTA's Wheeler describe their media's programming efforts

Action for Children's Television went to Washington last week for its eighth national symposium, "Children and Television: the Health Connection."

The two-day conference, sponsored in part by Johnson & Johnson, drew 250 professionals involved with children and the media, with Surgeon General Julius Richmond delivering the keynote address on Wednesday morning.

ACT President Peggy Charren, outlining the purpose of the symposium, said it was ACT's belief that television "should turn some of its awesome communications power to the task of promoting child health."

The timing for the conference was appropriate, she added, for a number of reasons, including: (1) mounting evidence of severe health problems among children; (2) the proliferation of alternate channels of telecommunications, giving producers more opportunity to do specialized programming, possibly on health issues; (3) the ongoing FCC rulemaking on children's TV programming, and (4) a forthcoming congressional decision on whether or not to allow the Federal Trade Commission's children's advertising inquiry to proceed.

"Without a rulemaking proceeding, there is no proper channel for debate and discussion—the process is simply cut off," Charren said. "ACT believes that the FTC rulemaking proceeding must be preserved, so that dialogue on the issues of children's television and health can continue in the proper forum."

Last Tuesday (March 18), the day before the conference opened, ACT, along with representatives of the American Cancer Society, the American Academy of Pediatrics and the Congressional Wives Task Force, held a news conference to announce support for the continuation of the FTC inquiry.

Presentation of award is scheduled for IRTS annual luncheon, June 3 at Waldorf Astoria in New York.

Columbia Pictures Television has made "strategic withdrawal from the marketplace." Proposed talk-variety 'Steve Edwards Show' will not be available for syndicated airing until fall 1981, six months later than originally planned, according to Ken Page, distribution executive vice president. In doing so, CPT released Edwards to host new nightly news magazine for CBS-owned KNXT in Los Angeles (see page 52). CPT had intended to offer show free to stations in August, but those plans have been set aside (BROADCASTING, Feb. 25). In reaction to large number of talk shows offered at National Association of Television Program Executives convention, CPT had planned to hold show in reserve. That strategy still holds, Page said, because "there's going to be a fall-out, ultimately."

Failure of Congress to approve continuing resolution for Federal Trade Commission—which is now technically out of funds—may mean half-pay for FTC employees when next check is issued March 31. Snag resulted last week when House couldn't find funds to transfer to FTC; matter was complicated by death of Representative John Stack (D-W. Va.) (see page 88), chairman of appropriations subcommittee with FTC jurisdiction. Treasury Department is processing two checks for FTC staffers—each for half salary; if resolution is not approved and signed by...
that would be the result of such intervention in ongoing proceedings before my agency, the FCC," he said.

If Congress does approve provisions terminating FTC proceedings, Brown said, the public will ultimately suffer, because regulatory agencies "will become even more likely than they have been in the past to avoid making tough decisions on hotly contested issues. That result will not enhance the credibility of the regulatory agencies or of the government in general."

A panel discussion on how television will address the needs and interests of children over the next five years brought three differences of opinion.

Dick Salant, NBC vice chairman, said his network had no format blueprint for programming directed to children, and he believed that was the best course. "The last thing in the world we need is structure," Salant said. "We need philosophy. This is a lack of understanding about children) on the part of those who do the programming."

Salant said that starting next year NBC will initiate "Project Peacock," which will offer prime-time programming for children. He said that commercial broadcasters have tried to do more in children's TV, although they haven't succeeded. But he said that by keeping an open mind and trying new ideas, that could change. "I hope to come back in a year or two and hear you say that we're not doing such a bad job after all," Salant added.

William Reed, senior vice president for the Public Broadcasting Service, said public TV stations don't think PBS is doing enough in children's programming, but because of changes going on at PBS, that could change.

Reed is in charge of planning for PTV3, PBS's educational network. He said there is a refocusing on children's TV going on, and the next five years should bring quality children's programming to the prime-time schedule.

Thomas Wheeler, president of the National Cable Television Association, predicted that with the advent of new technologies there would be specialized programming available for children. "The new decade will see a revolution where the child no longer watches television, but uses it. The '80s will be the decade when we link other technologies to the TV set," Wheeler said.

There are two channels of specialized children's programming already available to children, Wheeler said, but additional channels will not survive without consumer support.

He added that cable is having an impact because it is freeing the consumer from "the bondage imposed by scarcity and advertiser support." But he added that cable would not help bring about a change in commercial broadcasting, as cable is evolving into a video publisher, collecting smaller and smaller special interest audiences, and would not take away the mass audiences.

Producer Norman Lear, in a Thursday speech, said the problems with TV were no different from those of society in general, and the win-at-all-cost mentality could only have a negative effect on children.

"This type of thinking, Lear said, is the climate inherent in the business world today, and it filters through to television, where network executives are interested only in a moment of glory—such as high ratings—rather than long-term quality. This leaves little room for innovation, he added, and the biggest losers are the country's children, who are denied quality programming.

President before March 31, one check will be issued. If measure is signed, full pay will be forthcoming on schedule.

In 26-20 vote last Thursday night, striking AFTRA members on staff of KNX-radio San Francisco (see page 60) voted to accept management's compromise offer, and on-air talent, directors, announcers and writers could be returning to station as early as today. Concluding negotiations between AFTRA strike committee and management were to continue over weekend, including effort to strengthen position of writers under new contract. Although AFTRA dispute appears all but settled, there was said to be no progress on negotiations with other two striking groups.

Representatives of cable TV and advertising industries have formed ad hoc Cable Management Committee to study methodologies for measuring local cable audiences. Committee will establish scope of study and solicit and evaluate proposals from independent research groups and present its findings through American Association of Advertising Agencies, Cable Television Administration and Marketing Society and National Cable Television Association. Committee co-chairmen are Gabe Samuels, vice president, media research, J. Walter Thompson Co., New York, and Bill Ryan, vice president, Palmer Communications, Naples, Fla.

Office of Management and Budget has forwarded to FCC its requests for cuts in FCC's 1980 budget: about 180 positions and $165,000 in program costs. FCC may seek appeal on some requests.

Fred B. Weiner, president of Air Time International, radio production/distribution company, and executive vice president and co-founder of parent Air Time Inc., has left to launch new barter syndication firm, On The Air Inc. Buy-out agreement in works is expected to give Weiner's new company control of properties now handled by Air Time International. Joining Weiner, with ownership interests as well, are key Air Time International staffers, among them Alvin Sussman as executive vice president-station liaison and Bill Carpenter as vice president of marketing. Carpenter recently joined Air Time (see page 68). Air Time does not plan to continue in syndication business.

New late-night news show that starts on ABC-TV tonight has been titled 'ABC News Nightline.' ABC News has also signed new sports correspondent—Dick Schapp, now with NBC. He switches networks on April 6.

Norman S. Hecht, vice president and general manager of Arbitron Television, New York, resigns to open own broadcast audience research consulting firm, effective April 25. He will be succeeded by Anthony J. Aurichio, now vice president and general manager of Arbitron Radio.

Michael Membrado, vice president, sales, will succeed Aurichio.

Marshall Snyder, vice president for Arbitron operations and production, Belleville, Md., named vice president, research and planning.

Undercooked. The consensus was that those who earn their livings in broadcast journalism need writers who can needle. That was after a long journey into the night last Thursday at the 36th annual Radio-TV Correspondents' Association dinner at the Washington Hilton—billed as a roast, with Walter Cronkite as roastee. But save for a handful of authentic quips, the celebrated newsm designers more kudos than barbs from his peers. Said CBS's Andy Rooney: "If this roast were served to me in a restaurant, I would send it back." ABC's Frank Reynolds—referring to Dan Rather's succeeding Cronikte yesterday—said that Cronkite was trading in an "iron butt" for "hot pants," and that he knew Cronkite was washed up "two years ago when the College of Cardinals passed you over twice." The proceedings were emceed by Ted Kopp, former CBS News executive and Washington vice president. After about a dozen roasters had performed—including former NBC chairman (and ex-newsmain) Julian Goodman, who threw away his notes to spare the audience further long-winded tributes, and Jack Valenti, head of the Motion Picture Association of America, who recalled President Johnson's back-handed praise that Cronkite was a "good son of a bitch"—videotaped tributes were screened, featuring former astronaut Walter Schirra, Henry Kissinger, former President Ford, Israel's Menachem Begin and Egypt's Anwar Sadat. Cronkite ended the two-hour post-dinner marathon by observing that the evening "hasn't been a total loss. Now we all know that Frank Reynolds has a sense of humor." Presidential Carter, who had been expected, didn't show for reasons unknown. It raised hard in Washington, and, it was observed, he couldn't have been in the Rose Garden.
Williamsburg conference finds journalists, lawyers, others from media in favor of granting broadcasters equality with print, including courtroom access; education programs urged to emphasize need for strong press

Praised as an "agenda for decades" and rapped as a "media love-in," part two of a 1980 First Amendment Congress last week urged an end to legal distinctions between electronic and print journalists.

The three-day Williamsburg, Va., conference was sponsored by the National Association of Broadcasters, the Radio-Television News Directors Association and 10 other media groups. It followed a Philadelphia meeting (BROADCASTING, Jan. 21) that concluded the press must strive harder to make the public recognize that free speech and free press guarantees are everyone's concern.

Some 140 delegates—news executives, press lawyers, media association representatives, journalism teachers and a handful of civic leaders—voted unanimously (a) against special regulations for broadcasters, (b) for public access to the press remaining within the sole discretion of journalists and (c) to allow radio-TV to cover courts "with all the tools of their profession."

Many of the resolutions called for programs to alert students to First Amendment issues, media critics or ombudsmen to scrutinize publicly a station's or publication's own performance and continued dialogue with judges, prosecutors and lawyers to reduce bar-press conflict.

Sponsors of the congress hope excerpts from the Philadelphia and Williamsburg sessions will eventually be telecast over the Public Broadcasting Service. They envision similar meetings in the future on the national and state level and distribution of promotional material for school use.

The Philadelphia conference included several media "consumers" among the 250 participants. The absence of similar representation at Williamsburg was criticized by some participants.

Congress steering committee chairman Jean H. Otto, the Milwaukee Journal's op-ed page editor and president of the Society of Professional Journalists, Sigma Delta Chi, said there should have been more private citizens at the second session and attributed scarcity to a mix-up in invitations. But she ended the conference by praising participants for "delivering an elephantine challenge to journalists and the people." She told them to "take these conclusions home, contact your state and local media, and tell the people of their stake in the free flow of information."

Paul M. Davis, news director of WCIA-TV Champaign, Ill., president of RTNDA and a steering committee member, said the sessions tended to be a "media love-feast." He successfully convinced delegates to approve a statement urging nonmedia organizations to make the First Amendment an ongoing concern. "We have to urge others to do it," he said, "or we'll fail."

Stephen E. Nevas, the NAB's First Amendment counsel, similarly appealed for a national, multimedia campaign to inform the public about the First Amendment, with emphasis on freedom of the press and information. "We have to show and tell the people that we're all on the same side," he said.

Jack Landau, a founder and director of the Reporters' Committee for Freedom of the Press, drew only 11 supporters (out of perhaps 90 in the room) for his proposal to break up what he called a "love-in" between news media and the courts. He urged that media publicly oppose the appointments of judges who have shown an insensitivity to First Amendment values. The heavy opposition came from delegates concerned about the possibility that their might not get fair treatment from a judge who they themselves had treated so "unfairly."

Jerome A. Barron, dean of the National Law Center, George Washington University, dissented from the statement that "access by the public to the columns and broadcasts of the press is not a right" and "must not be forced by government edict." He said some rights of public access are needed, but drew no support for that stand.

WCVB-TV Boston public affairs and editorial director Philip S. Balboni, president of the National Broadcast Editorial Association, triggered the session's closest vote: to strike a conclusion that "The press should seek to regain the support it once had but lost and to obtain for the first time the support it has not yet earned." He argued that this was insulting and inaccur-
DESCRIPTION:

The FS-16 Frame Synchronizer has been developed to meet the ever increasing need for simple, low-cost signal synchronization. The FS-16 occupies less rack space than the average processing amplifier, has the same control capability, and is similarly priced. A user could well consider the FS-16 as a replacement for an existing processing amplifier, having the benefit of proc-amp functions, plus a frame synchronizer.

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As the pioneer in frame synchronization and DVE (Digital Video Effects), NEC has once again incorporated existing features that have increased the value of previous products...such as data rotation and a built-in memory analyzer. Data Rotation permits the user to quickly cover any memory failure while on-the-air by interchanging the most for least significant bit in the digital word flow. A built-in memory analyzer permits rapid fire isolation of memory failures...at the most three minutes from analysis to replacement. New features for the FS-16 include a separated sync output to provide vertical blanking switching to external equipment, cable equalization of up to 6Db to 8Mhz and remote control panel option.

The performance specifications of the FS-16 are unsurpassed by any competitive unit. NEC has incorporated 4 times subcarrier sampling and 9-bit quantizing to provide the most transparent digital video available. The FS-16 includes a digital I/O port for those applications requiring access to the input or output functions in the digital domain.

The FS-16 simply represents a new age in frame synchronization techniques and costs. Whether in the field or in the studio, the FS-16 gives latitude to new styles of operation.

FEATURES:

- The most compact frame synchronizer available
- True frame synchronization—not field
- Studio transparent quality based upon 4 times subcarrier sampling, 9-bit quantization
- Digital data input/output port provided
- Full processing amplifier controls
- Integral freeze-frame feature/field
- Data rotation and built-in memory analyzer
ate; he won by a 57-43 vote. He also effected phrasing changes designed to underscore what he sees as the need for better contact between print and electronic journalists.

Herbert W. Hobler, president of Nassau Broadcasting, Princeton, N.J., and the NAB's steering committee representative, predicted that all reporters will share most First Amendment problems with the advent of the new technology. As an example, he wondered "what's going to happen when a community censors" a newspaper "delivered" by cable.

Some delegates objected to a proposal to call First Amendment freedom rights and Sixth Amendment fair-trial rights "in concert" instead of "in conflict." The proposal, which nevertheless passed unanimously, declared that "in protecting rights of one segment of society, the courts need not and should not infringe on the rights of another segment of society."

Conference keynote speaker James J. Kilpatrick, however, said the press will and should lose "those two rights" come into direct conflict. The syndicated columnist and former CBS 60 Minutes "Point-Counterpoint" commentator said the press should "take care not to appear petulant or paper-skinned" and avoid "eyeball-to-eyeball showdowns" with judges and "frivolous and needless" problems with confidential sources.

Although he thinks station owners' decisions about what's fit to air should be "at least as far as newspapers," he said equal treatment for electronic and print journalism won't become a reality until some technology is developed to eliminate the need for broadcast use of spectrum space.

The congress reached consensus on a number of free press issues. Among them:
- Delegates concluded that the press hasn't adequately informed the public that privacy claims may sometimes be used as tools "to shroud the operations and processes of government and the criminal justice system from public scrutiny." They held that media inquiries into people's private concerns should have a "compelling interest."
- RTNDA general counsel J. Lauren Scharff chaired the group that produced a unanimously approved resolution to back programs to insure public commitment against "future government regulation of emerging technologies which may be employed by both print and electronic media for transmission of information."
- The conference gave similar support to a resolution that the U.S. Supreme Court's Stanford Daily decision allowing search warrants to be used to examine the papers and premises of an innocent third party "infringes the rights of all citizens." An appropriate remedy at this time, the group stated, is "legislation requiring the use of subpoenas, not warrants" when such searches are asserted to be necessary.
- Delegates concluded that "the media's integrity and credibility are seriously strained by the continuing shortage of employment opportunities for women and minorities." They therefore

On the up and up. Last year's audience growth for TV networks' early evening news programs is continuing in 1980, with ABC making most headway. ABC research shows 5% gain for networks in first 10 weeks of year, as compared to same period in 1979. Overall ratings went from 42.7 to 45.0. ABC's 14.1 rating/24 share average is said to be up 17%/20%. CBS's 16.8/28 and NBC's 14.3/24 each are up 1% in rating, with no change in share.

Cordtz's day. Reports from ABC news economics editor Dan Cordtz will cross dayparts March 27 when ABC-TV makes major news-budget commitment to exploring inflation and economy. Cordtz reports will begin on Good Morning, America; continue during half-hour special at noon with GMA's David Hartman and Steve Bell (to originate from set of pre-empted game-show, $20,000 Pyramid); follow on World News Tonight; then wrap up with Ted Koppel on upcoming late-night news.

ENG in England. London-based news syndication service, Visnews, has become first news company in Britain to go with full ENG camera crews and editing facilities. All other networks and stations have been involved in protracted negotiations with film unions, which fear equipment will mean loss in jobs. ENG has been on 18-month trial at Visnews.

For money writers. Bageloh Fellowship program offers nine-month program at Columbia University in New York for journalists with at least four years of experience who are interested in learning more about business, finance and economics. Program offers free tuition and $14,000 stipend. Further information may be obtained from Chris Welles, director of fellowship program. Graduate School of Journalism, Columbia University, New York, N.Y., 10027.

New award. Barnet Nover Memorial Fund plans to present first annual journalism awards for print and broadcast presidential news coverage at annual dinner of White House Correspondents Association in Washington on May 3. One award, including $500, will go to Washington-area-based daily journalist or writing team for "excellence in journalism in presidential news coverage." Other will go to radio or TV journalist for "excellence in broadcasting analysis of important national or world affairs pertaining to presidential news coverage." This will include $250. Entries must be submitted by April 1 to Barnet Nover Memorial Fund, Room 1029, National Press Bldg., Washington 20004. Fund was established in December, 1979 in tribute to Nover, late Washington correspondent for Denver Post.

Who's complaining. Joseph Lowery, president of the Southern Christian Leadership Conference, charged that CBS 60 Minutes segment on March 16 concerning SCLC fund raising was misleading. Report charged that West Coast telephone solicitation organization was taking 90 cents of every dollar raised; Lowery said that efforts were not strictly fund raising, but more of magazine solicitation and that SCLC got higher percentage of money. CBS News executive was quoted as saying, "We stand by our story."

Back with newsmagazine. Shana Alexander, former house liberal on 60 Minutes whose departure brought an end of "Point-Counterpoint" segment, is returning to TV newsmagazine form but now through RKO's wo-ntv New York. Alexander is host of What's Happening America, monthly magazine premiering Monday, March 24. RKO's other TV's will carry it and series also is being put up for national syndication. Alexander is host, but also plans to do reporting for later broadcasts.

Missouri's own. Missourinet, news and sports radio network now carried on 70 Missouri radio stations, has added three new programs to its daily fare. Our Great Outdoors is five-minute program describing outdoor activities available in state and has as hosts its writers, Charlie and Kathy Farmer. Capitol Comment is five-minute commentary on political and legislative news written and aired by Don Keough, editor and publisher of Missouri Times. And Missouri in Business is two-minute report featuring stock quotations on publicly held corporations based in Missouri. Missourinet feeds hourly five-minute newscasts six days per week from 6 a.m. to 6:30 p.m. and is one of 20 state and regional networks currently in business in U.S.

Down under. UPITN, news syndication service, has taken on Australia's Channel 9 Network as client for daily satellite feed. Service, which originates in New York, is also taken in Japan, Hong Kong, and various southeast Asia countries. Channel 9 is first Australian network to receive daily international news material besides service provided by Australian Broadcasting Commission.

Broadcasting Mar 24, 1980 33
recommended "renewed dedication to hiring and training more women and minority group members and to expanding their voice in the media marketplace."

- To enlarge media perspectives and boost accuracy and fairness, delegates urged print and broadcast professions to "seek constructive criticism from individuals and community groups, utilizing ombudsmen, press councils and other appropriate devices."

- The congress called for both "organized appeal" and jawboning to combat what it "views with great alarm: the tendency to close pre-trial and trial proceedings and to seal court transcripts" in the wake of the Supreme Court's *Gannett* decision.

- It didn't approve an absolute shield law, concluding only that "at a minimum, the U.S. Constitution requires that before a journalist is compelled to disclose information obtained from a confidential source, it must be shown that the information sought is clearly relevant to the defense of a person charged with a crime and that it is available from no other source." In the "extremely rare" situation when identifying a confidential source is demonstrably vital to justice, the conference said only that the reporter must make "a very personal decision" about what to do.

How to make the public aware of First Amendment issues? The congress proposes an "informational blitz" aimed at the public generally and at students specifically. Regular meetings between the sponsoring and cooperating organizations of the congress, grassroots efforts and community education programs were some of the group's suggestions. Broadcasters should visit schools to discuss the First Amendment, make materials available to law and journalism programs, encourage tours of station operations and present workshops to such groups as teachers and librarians, the resolution stated.

In addition to the NAB, RTNDA and Sigma Delta Chi, the organizations sponsoring the congress were the American Newspaper Publishers Association, Associated Press Managing Editors, American Society of Newspaper Editors, National Broadcast Editorial Association, National Conference of Editorial Writers, Reporters Committee for Freedom of the Press, Associated Press and United Press International.

**How women and minorities figure in broadcast news**

A sharp increase in the number of women news directors in the past decade is reported in a survey for the Radio-Television News Directors Association.

The study was conducted at Southern Illinois University by Vernon Stone, RTNDA research chairman. It is based on replies from 473 commercial TV stations and 400 radio outlets. Projecting the replies to account for all stations, Stone said, indicates 30 television stations are directed by women. Also, there's a woman in charge at between 400 and 500 radio stations.

This contrasts to earlier surveys that found two women TV directors in 1972 and only 11 in 1976. Four percent (in 1972) and 8% (in 1976) were the tallies for women news directors in earlier surveys.

RTNDA also reported that 94% of all TV stations had newswomen, up from 91% in 1977 and 57% in 1972.

Newswomen were at half of the radio stations in 1979 and in 1977. In 1972, they were at about one-fifth.

The returns, however, indicated that minorities failed to gain in numbers in this most recent survey, in the summer of 1979, as compared to RTNDA findings 21 months before.

In TV, minorities composed 15% of TV news personnel last year; the earlier figure was 16%. In radio, minorities marked time with 10% totals both times.

The latest RTNDA study offers this breakdown of news rooms:

- Blacks account for 63% of the minorities in both TV and radio;
- Hispanics make up 26% of the minorities in each medium;
- Native Americans make up 7% in radio,
- 3% in TV;
- Four percent of those in radio news and 8% of those in TV news have Asian backgrounds.

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It's the "best" 5 KW package you can buy.

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  - The 315F faithfully reproduces your program. Now that's quality sound.

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  - All components, output networks and power supply are rated for 10 KW operation. So you enjoy an extra operating margin with extended life and performance.

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**BOOTH 101, NAB Show**
There's a new partnership in the radio industry:

Jefferson Pilot Broadcasting and WGBS/WLYF; Miami.

Jefferson Pilot, a prestigious name in broadcasting, recently acquired South Florida's Number 1 Adult Combo*... WGBS/WLYF. Congratulations on your latest properties!

CBS Radio Spot Sales
The National Sales Representative for WGBS/WLYF...

...and the other most influential radio stations in America: WEEI, Boston; WCBS, New York; WCAU, Philadelphia; WTOP, Washington, D.C.; WWJ/WWJ-FM, Detroit; WLW, Cincinnati; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; KPRC, Houston; KCBS, San Francisco; KNX, Los Angeles; KSD/KEZL, San Diego

*Source: Arbitron October/November 1979 TSA Survey; Miami-Ft. Lauderdale-Hollywood; 6AM-12 Mid, Mon-Sun: Adults 18 Plus Average Quarter Hour Listeners. All figures based on data presented by the research service, subject to qualifications, which CBS Radio Spot Sales will supply upon request.
Madison Avenue gets sneak preview of fall’s prospects

Networks present works in progress to agencies and advertisers, who are willing to draw few conclusions.

Some 200 representatives from advertising agencies and their clients were in Los Angeles last week taking advance looks at the fall development packages being prepared by the three commercial television networks. The three meetings, a traditional part of the spring selling season in Hollywood, were unusual in that one network, NBC, opened its presentation to the press for the first time.

ABC programming executives met with the advertisers last Tuesday at the posh Bel-Air hotel. NBC had the audience Wednesday morning at the Century Plaza, and CBS wooed the bankrollers at its own Television City complex late that afternoon.

In large part, the networks announced little that had not been known before, but the audience was new. And its reactions to the packages may provide an early line on how Madison Avenue will be reacting to this fall’s television season.

Among those interviewed, the consensus seemed to run that ABC offered the least impressive display of development prowess—although there were exceptions—while CBS appeared to be sticking to a more conservative game plan. Last-running NBC neither wowed the time buyers nor scared them off with its presentation.

“ABC’s in trouble,” one New York media planner said, basing his opinion, as did everyone else, on what they heard about the new crop of shows. ABC’s development program “lacked the excitement” of previous years, he said.

One agency official from Michigan noted, however, that ABC seemed big on the longer forms this season and racier, more adult subjects. He noted, however, that while he was attracted to ABC’s shows, he doubted that his conservative clients would buy.

Yet another New Yorker, an advertiser, said ABC “didn’t seem to have anything.” He was not that enthused by any of the presentations, but when asked whether he would still be including the network in his fall buying as a result, he replied: “We always have.”

CBS was described by most as offering a conservative approach for the fall. The network was “very low-key, like they have everything in their back pockets,” said one member of the audience. Another described CBS’s style as “plodding along” and its development plans as “tried-and-true” formulas.

Another New York agency official praised the CBS presentation, saying that of the three it had offered the most details of its fall plans. He also noted there was less gambling at CBS than at the other two.

NBC, said one, “was very enthusiastic—but they don’t have anywhere to go but up.” Another agency executive said NBC seemed to lean perhaps too much on “cops and adventure” shows. Finally, another agency official seemed impressed by NBC’s multimedia presentation and called it “far and away the best” of the three.

There was no sign that any of those attending the two-day programing fete saw it as much more than a very preliminary taste of the fall. The New York agency people said they saw the meetings largely as services for clients while the advertisers said they came largely just to keep up with what the networks are doing.

The networks will again invite the advertising community to look at their new shows after the fall schedules are announced in late April and early May. And despite the reservations and doubts expressed by some, no one appeared willing to base a prognosis of the fall race on what they heard and saw last week in Los Angeles.

“Ask me that again May 1,” one said.

CBS will get more serious in sitcoms

Grant and his network are gambling that older demographics will want less farce, more sophistication; shows in development reflect that.

Programs currently in development for CBS-TV’s fall schedule represent an important change in thinking for that network. Plagued last fall by failures among its newly introduced half-hour situation comedies, most of which had broad, farcical elements designed for youth appeal, CBS is betting this fall that the American audience is ready for “more intelligent, more real” situation comedies, said B. Donald (Bud) Grant, vice president, programs, CBS Entertainment, last week.

In unveiling a collection of 18 comedy pilots and 10 dramas, Grant said that CBS will be aiming for an older audience this season, reflecting the upward demographic shift in the general population since the late 1970’s.

“We are impressed with the statistics our sales department has generated which indicate to us that many advertising agencies are now leaning away from the 18-49 age group and going for 25-54,” Grant said. “Therefore, the very broad style of comedy which has appealed to the very young is something that we’re not aiming for.”

The results of the network’s development projects will be known when CBS announces its fall schedule May 1.

In the dramatic field, the network is following the development trend in Holly-
Merv.
Low risk... high yield.

In a chancy business like television, it’s always nice to know that you’re backing a winning show.

It’s even more satisfying when the program keeps on winning.

And that’s what makes “The Merv Griffin Show” such a happy choice.

Consider this for a moment: In early fringe time—in the top 50 market network affiliates—Merv is enjoying a higher average rating and share than any type of program competition. And that includes his talk/variety rivals, sitcoms, movies and action dramas.

And talking about sign-on to sign-off, the story is just as exciting. Merv, now sold in more than 100 markets, is the number one talk/variety show coast to coast. You name the category—total households, persons, adults, men, women—Merv leads in all of them.

The message is obvious. Doesn’t it make sense to put your money on a consistent winner?

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Source: NSI Nov ’79 (Top 50 market affiliates 3-6PM EST)
NSI Nov ’79 Syndicated Report.
In Los Angeles
It's A Gold Medal Winner!

- In its first two weeks on the air—in the most competitive market in the U.S. (seven VHF's)—FACE THE MUSIC "took the gold" ... it was No. 1 in its time period!

Los Angeles—Local ARB Ratings/Shares
7:30-8 PM (3/3-3/13)*

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*4 numbers unavailable by ad deadline.

face the music—In Los Angeles, just as in New York, is a winner!

face the music—The only new first-run game strip available to start immediately prior to the critical May sweep report—and returning Fall '80!

face the music—Programming that works. From the "We deliver" folks:

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wood this season by looking for traditional dramatic series that lend themselves to touches of humor. The network is also leaning toward more detective shows, in large part because the network’s long-running Hawaii Five-O will definitely be leaving the schedule and Barnaby Jones is likely to be gone.

But it is among the network’s comedy programs where there is a decided shift in emphasis.

“Trevor’s broade style of comedy, I think, is on the way down,” said Grant. “I think the more sophisticated, intelligent comedy is on the way up. It’s that style of comedy that we are reaching for in our development.”

“I think we’re aiming more for the 25-54 group that is apparently the demographic breakout of the 1980’s.”

Grant stressed that many of the shows on his fall development list could be executed for either broad or narrow appeal—“in a broader, more farcical manner or a real, more intelligent manner”—but that the network will be emphasizing the more sophisticated approach in its production.

He cited only one development project, Ethel Is an Elephant, as a program designed with a younger audience specifically in mind. Half-hour comedies in development for CBS include, said Grant:

Me on the Radio—Sally Struthers stars as a young woman working as a radio performer during World War II. Madelyn Davis and Bob Carroll Jr. are executive producers for Mother Struthers Productions.

Brothers—two brothers, “Ricky the swinger and Mike the worker” share an apartment in San Francisco. Rick Rodell and Michael Preminger are executive producers for MTM Enterprises.

Bureau—another MTM project about print journalists stationed in Saigon during the Vietnam war. Gary Goldberg is executive producer.

Carlton, Your Doorman—producer-writer Lorenzo Music re-creates his character from Rhoda in an animated series. It is a production of MTM in association with Murakami/Wolf Films Inc.

The Cowpokes and the Cowboy—Harve Bennett and Harris Kaltman in association with Columbia Pictures Television tell the story of a young Italian cowboy who inherits a small ranch in Nevada, which is run by a widowed cowboy and his two children.

Did You Hear About Josh and Kelly?—Rod Parker/Hal Cooper Productions’ offering has a young divorced couple who, realizing they still love each other, decide to move in together.

Ethel Is an Elephant—a young man in New York takes a baby elephant as a pet. Bob Sweeney, Larry Rosen and Ed Feldman are executive producers for their own firm in association with Columbia.

For Better or Worse—Grant Tinker and MTM are making this series about a young woman, who is a successful writer of children’s books, her husband and their 13-year-old son.

The G.I.’s—a World War II comedy by Bernie Rothman and Jack Wohl in association with 20th Century-Fox Television.

Love at First Sight—the tale of a young married couple, the husband is a blind songwriter. Nick Arnold is producer-writer for Filmways.

The Many Wives of Patrick—Don Nicholl, Mickey Ross and Bernice West have another British-based comedy. Patrick is a middle-aged insurance agent in San Francisco who has been married six times.

Mr. and Mrs. and Mr.—“complications arise when a former pro football quarterback, who supposedly died in a plane crash, returns home to find his wife remarried to a sportswriter.” Rod Parker and Hal Cooper are producing for Elmar Productions.

My Wife Next Door—a divorced couple unknowingly purchase neighboring condominiums. Ian La Frenais and Allan McKeown are producers for Wittgen Production in association with Marble Arch Productions.

Our Place—Terry Becker is executive producer of this O’Connor/Becker Co. production about three San Francisco law students who manage an apartment building.

Park Place—a supervisor and a staff of young lawyers man a New York legal clinic in this Warner Bros. Television production by executive producer Reinhold Weege.

The Trouble with Celia—also known as Natural Enemies, this Lia Garrett production, in association with Metromedia, is about a contemporary 15-year-old’s conflict with her overprotective parents.

2 for 2—“a divorced, sophisticated New York plastic surgeon marries the divorcée spouse of a Strategic Air Command pilot.” Frank Konigsberg is executive producer in association with Fox.

The Two of Us—Charlie Hauck is producer for this Marble Arch story about a successful female novelist and her sophisticated English butler.

The network has eight hour-long dramatic pilots in development:


Freebie and the Bean—Hy Averback and Jay Folb, in association with Warner Bros., re-create that studio’s theatrical release.

Gumshoes—Don Reo is executive producer for QM Productions of this series about a twin brother and sister who inherit their father’s shoe-string private-eye business.

Heartland—Michael Filerman and David Jacobs are executive producers of this Lorimar Productions pilot focusing on a “number of high school students in a small, suburban, university town located between an agricultural area and an urban area.” It has the alternative title of Midland Heights.

Our Shining Moment—also known as The Home Front, this show is about “four women whose husbands, fathers, brothers and lovers have gone overseas to fight in World War II.” Charles Fries is executive producer for his own firm.

Any Express Riders—Carroll O’Connor and Terry Becker are producing this western.

Ryker—David Gerber, in association with Columbia, is producer of this drama about “a hard, tough, but just cop whose career as a police detective ends when political pressures force his ouster.” He becomes an undercover detective working only for the state’s deputy attorney general.

Thorpe—Earl Hamner and Michael Filerman are producing this family drama set in rural Arkansas in the 1930’s for Lorimar. Thorpe is a small town’s only doctor and veterinarian.

CBS also has two two-hour pilots: Magnum, P.I.—a Vietnam veteran and a former intelligence officer for the U.S. Navy is a private detective in Hawaii. Don Bello and Glen Larson are executive producers for Universal Television.

Pirates’ Key—two brothers are detectives in the Florida Keys. Phil DeGuere is executive producer for Universal.
BIG BANDS & MORE

Drake-Chenault recaptures the swing era in a format expressly designed to provide unique positioning on AM stations. “Big Bands and More” with ballads and blues works well with heavy community involvement and local features.

Drake-Chenault’s Big Bands format was recognized by ABC-TV’s “20/20” news show as the innovator in the return of the Big Band sound.

There can be only one Big Band sound per market. Call now to find out how the ORIGINAL “Big Bands and More” program concept can be used as full time programming or as a weekend “special”.

CALL TOLL-FREE 800-423-5084 (CALIFORNIA AND OUTSIDE THE CONTINENTAL UNITED STATES, PLEASE CALL 213-883-7400).
Country is coming of age

Nashville seminar points out that format's problems are no longer its own but those of all radio programers

The 1980 Country Radio Seminar brought together in Nashville March 14-15 nearly 400 representatives of radio stations and the record industry for a look back at simpler times and forward to a vastly bigger world.

One message filtering out of the discussion that weekend was that country radio has left behind its days of hillbilly music broadcast to blue-collar audiences, and is entering the 1980's with slick, well-produced music and much larger audience shares. Adding to country radio's prospects for the 80's is an emerging fascination in America with the country life style. Hollywood's plans to release several movies this year playing to this fascination were pointed out at the seminar as an opportunity for increased station revenues and promotional tie-ins.

ABC Radio's Paul Harvey opened the seminar Friday morning with a keynote address. Carrying a light-grey, mink-shag cowboy hat given him by the seminar, Harvey combined one of his typical broadcasts with a plea to broadcasters to remember their responsibilities as "some of America's most potent thought-shapers." Harvey addressed the issue of government regulation by reminding broadcasters that "self-government without self-discipline won't work. To the extent that we vacate our responsibilities," he continued, "to that extent will government take it out of our hands.

After reminding broadcasters of the influence they could have on mainstream acceptance of President Carter's federal spending cuts to be announced later that day, Harvey zeroed in on today's country music. "Lately," he said, "country music has contained some of the most overt sensuality and raunchy lyrics on the air." Saying that country radio could become "the Hustler magazine of the air," Harvey recommended that broadcasters take a stand on today's country music "before cable TV brings on the hard-core porn, and government regulation descends."

Following Harvey, a panel discussion, "How to Talk to Arbitron," featured Arbitron advisory board members Don Nelson, who will soon leave WIRE(AM) Indianapolis to form his own brokerage, and Jim Phillips of KHEY(AM) El Paso. Nelson predicted that within two years, Arbitron's rates to broadcasters would double because of new services the company plans to offer, including extended measurement and information on demand. Nelson predicted that by 1982, Arbitron will "absorb all the research dollars available to most radio stations," making it virtually impossible for any other rating service to establish itself.

Phillips noted that his and Nelson's terms on the advisory board would expire at the end of 1980, and advised broadcasters to "get behind two people you believe in to represent country radio on the board." Nelson concurred, saying, "If we can't change the fact that there won't be any competitors, at least we can bring as many facts (about our needs) to their attention as we can."

For a station owner who develops a problem with Arbitron, Nelson advised, "Be positive, do as much homework as you can and find information to support your position, or you'll just be wasting your time." Nelson told broadcasters to send carbon copies of all letters to Arbitron to the advisory board. "If you don't get a response from Arbitron within three weeks," he said, "call the council."

Two other panels that day—"How Wil You Program in the 80's?" and "Research the Answer for the 80's"—featured major-market programers who shared their experiences. At the programing panel, Barry Warner, sports director of KKKK-AM-FM Houston, told how a station can be identified as a sports information station without ever having broadcast play-by-play coverage.

"Include sports in your news programming, put local athletes on the air and do some phone interviews," he said. "Package your programs and sell them," he continued, and noted that KKKK was identified as a sports information station without ever having broadcast play-by-play coverage.

Also participating in the programing panel was Malrite Broadcasting's vice president for programing, John Chaffee. Chaffee opened his presentation with an audio-visual program, "The Mediaville Horror," which warned broadcasters of the future proliferation of competition from new home entertainment and information services. Chaffee disagreed with the maxim that country radio today is the MOR radio of the future. "Country is country," he said, "and dream all you want about total demographics, we're a 30-60-year-old format."

Chaffee maintained that music is not a big problem in radio today, but what's broadcast between the records needs to be improved. Chaffee ended his presentation with another video program which satirized radio's attempts to capture the "no generation's" listenership.

At the discussion on research, Bill Ford of WCKII(AM) Detroit described how the use of focus-group studies keeps him in touch with the market's perception of his station. "There is a cycle of market posi-

Closing act. Columbia recording artist Lacy J. Dalton was one of nine "new faces" on the country music scene whose performances were a finale to the Country Radio Seminar.

Country calling. At left, hat in hand, is Paul Harvey, who opened the Country Radio Seminar with a keynote address. With him are Don Boyles (l), general manager of WSNAM St. Petersburg, Fla., and seminar president, and Mac Allen, national program director for Sondering Broadcasting. Pictured at right is veteran sportscaster Red Barber, who punctuated Saturdays activities with reminiscence about the development of sports coverage on radio and TV.
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A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

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Our systems belong in your station.
finds that's the same for all products," he said. "There's introduction, growth, maturity and decline." Ford said he plans to continue to use focus group studies to determine when and how to re-introduce WCXI to the market before it reaches its decline.

Following Ford, John Randolph of WMPS(AM) Memphis, Tenn., outlined his station's methods for music research. Using a battery of phone operators and parent Plough Broadcasting's computer, the station has developed a "club" for country radio listeners. In return for a newsletter, free tickets and a weekly music survey, members rate 60 songs in a weekly phone interview with station personnel. Such research, said Randolph, has been "a real eye-opener and has tended to slow down the station's playlist."

Next, KIKK's Bill Figenshu related his station's use of a "Country Club" promotion as a research tool. In addition to gaining up to 1,000 new club members each week, the station receives information about its members' life styles on card application forms.

Saturday's seminar activities included an opening talk by veteran sportscaster Red Barber, who reminisced about his involvement in the mutual growth of American spectator sports and the broadcast media. Later that day, communications lawyers Tom Wall of Dow, Lohnes & Albertson and Bob Heald of Fletcher, Heald & Hildreth were featured in a panel discussion entitled, "Rules and Regs for the 80's." Both panelists pointed often during this discussion to the contradiction in the FCC's proposal to deregulate radio, while it tightens regulatory control on the industry.

Wall cautioned broadcasters to be especially careful in fulfilling their equal employment opportunity obligations in the coming years: "If you don't play by the rules there, you could spend five to 10 years in litigation, or you can sell your station (in a distress sale) for 75% less than you would have been able to."

Concurring with Wall, Heald noted that small stations are particularly vulnerable to the FCC's distress-sale policy, "because they can't afford years of litigation and because minorities can come up with the money to buy small stations."

At another panel discussion, "How To Find and Develop Programing Talent," Steve Dickert, news director of WKDA(AM) Nashville, opened with the observation that there is "more news talent running around these days than there was five or six years ago. People want news," he said, "not as an entry to other jobs, but as a specialty, and because of this, programers should ask more of each applicant to determine if he or she fits a station's needs."

Outlining some of the points set forth in his pamphlet, "The Secrets of Programming Power," Pat Martin of WXYT(AM) WSPF-FM, Stevens Point, Wis., described some of his methods for finding talent in a small-market situation. Martin said he carries a cassette deck when traveling so he can record the work of announcers in other small markets. After contacting the announcers to compliment their performance, and mentioning the possibility of future employment, Martin keeps a tape file in the event of an opening.

Continuing, Martin said he delegates a different responsibility to each member of his staff, making each one an assistant program director. "Small-market programers have to be realistic," he said. "People aren't going to stay at our stations forever."

Next year's country seminar will be held March 13 and 14 in Nashville. Mac Allen of WMZQ(AM) Washington, will serve a second term as president of the seminar and Kim Pyle, of WXWW(AM) High Point, N.C., will assume the duties of agenda chairman, held this year by Don Boyles of WSN(AM) St. Petersburg, Fla.

**FINDING TALENT**

(1 to l): Randy Michaels, Taft Broadcasting, Pat Martin, WXX(AM) and WSPF-FM Stevens Point, Wis., Bob Kraig, WTHM(AM) Terre Haute, Ind., (moderator), and Steve Dickert, WKDA(AM) Nashville.

**CONTESTERS.** By the time the National Association of Television Program Executives conference was in full swing last month in San Francisco (BROADCASTING, Feb. 25), 246 distributors had entered just about the same number of new programs into the syndication marketplace. How many will make it to the airwaves remains to be seen. But, with many postponed or withdrawn, the number already has dropped to 149.

A format breakdown by NATPE of the 149 shows has music/variety as the leading category, with 30 new entries, followed by game shows (22); instructional (18); children's (16); sports (12); talk/interview (11); documentary (9); comedy (8); drama (7); magazine (6); adventure (4); women's (4), and science fiction (2). Twenty off-network series were released for syndication as well. NATPE's list is as follows: *(indicates barter; ** barter and cash):

**FIRST-RUN PRODUCT**

<table>
<thead>
<tr>
<th>Title</th>
<th>No. Episodes</th>
<th>Length</th>
<th>Category</th>
<th>Distributor</th>
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<tr>
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<td>14</td>
<td>1 hour</td>
<td>Children's</td>
<td>Time-Life</td>
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<tr>
<td>American Express Presents</td>
<td>24</td>
<td>1/2 hour</td>
<td>Instructional</td>
<td>Viacom</td>
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<td>Animaland</td>
<td>104</td>
<td>4 minutes</td>
<td>Children's</td>
<td>Al-A-Bits</td>
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<tr>
<td>Animated Holiday Specials</td>
<td>5</td>
<td>1/2 hour</td>
<td>Children's</td>
<td>Four Star</td>
</tr>
<tr>
<td>Backlot</td>
<td>24</td>
<td>1/2 hour</td>
<td>Talk/Interview</td>
<td>Silverback/Lazarus</td>
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<tr>
<td>Backstage at the Grand</td>
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<td></td>
<td>Music/Variety</td>
<td>ShowBiz</td>
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<tr>
<td>Old Opry</td>
<td>26</td>
<td>1/2 hours</td>
<td>Instructional</td>
<td>Cartier-Grant</td>
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<tr>
<td>Battle for the Ballet</td>
<td>34</td>
<td>1 minute</td>
<td>Comedy</td>
<td>Y &amp; R</td>
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<tr>
<td>B.B. Beagle Show</td>
<td>24</td>
<td>1/2 hour</td>
<td>Documentary</td>
<td>CBC</td>
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<tr>
<td>Beachcombers</td>
<td>150</td>
<td>1/2 hour</td>
<td>Music/Variety</td>
<td>Lexington</td>
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<tr>
<td>Beatlemania</td>
<td>Weekly</td>
<td>1/2 hour</td>
<td>Game</td>
<td>Music/Variety</td>
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<td>Bert Conry Show</td>
<td>90-90 min</td>
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<td>Game</td>
<td>Colbert</td>
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<tr>
<td>Bet Your Bottom Dollar</td>
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<td>1/2 hr strip</td>
<td>Game</td>
<td>MPC</td>
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<tr>
<td>Bill Dance Outdoors</td>
<td>39</td>
<td>1/2 hour</td>
<td>Sports</td>
<td>Advancers</td>
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<tr>
<td>Body Break</td>
<td>130</td>
<td>1 minute</td>
<td>Instructional</td>
<td>Rhodes</td>
</tr>
<tr>
<td>Bounce Back</td>
<td>65</td>
<td>1/2 hr strip</td>
<td>Game</td>
<td>Colbert</td>
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<tr>
<td>Bullseye</td>
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<td>1/2 hr strip</td>
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<td>Bourbon Street Parade</td>
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<td>Baker Butcher</td>
<td>260</td>
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<td>Women's</td>
<td>Rhodes</td>
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<tr>
<td>The Casino Game</td>
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<td>Camouflage</td>
<td>26</td>
<td>1/2 hour</td>
<td>Game</td>
<td>Firestone</td>
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<td>Cannned Film Festival</td>
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<td>Lexington</td>
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<td>Card Sharks</td>
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<td>1/2 hr strip</td>
<td>Game</td>
<td>Firestone</td>
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<tr>
<td>Champions: the Competitive Edge</td>
<td>39</td>
<td>1/2 hour</td>
<td>Sports</td>
<td>Hollywood Distributors</td>
</tr>
</tbody>
</table>

Contdued on page 46
TWO MORE VICTORIES FOR CHINA AND VOLLEYBALL.

KING-TV is proud to announce that the National Association of Television Program Executives (NATPE) has presented us with two Iris Awards for our local programming excellence.

The two winning shows are "Reflections of China With Jean Enersen" and our public affairs series "Evergreen Express," which featured subjects ranging from the Seattle economy to a Seattle Smasher volleyball star.

This marks the fourth and fifth times KING-TV has won the Iris. NATPE, we thank you.
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<thead>
<tr>
<th>Title</th>
<th>No. Episodes</th>
<th>Length</th>
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<td>Circle Square</td>
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<td>Answers</td>
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<td>Talk Interview</td>
<td>Promo</td>
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<td>Country Side</td>
<td>104</td>
<td>2 minutes</td>
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<td>Worldvision</td>
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<td>Fight Back! With</td>
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<td>Rhodes</td>
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<td>Five Star Whozit?</td>
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<td>Gébére/Carter</td>
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<td>26</td>
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<td>Food, Folklore and Fun</td>
<td>26</td>
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<td>Hank Grani — Hollywood Reporter</td>
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<td>Incredible World</td>
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<td>Invitation To Dance**</td>
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<td>It’s a Fact</td>
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<td>Jerry Van Dyke Show</td>
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<td>John Davidson Show</td>
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<td>Just Between Us</td>
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<td>Kid Break</td>
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<td>Children’s</td>
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<td>Kidcology</td>
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<td>Children’s</td>
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<td>Kid Stuff*</td>
<td>26</td>
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| OFF-NETWORK                        |              |        |                |                      |
| Drama                              | hour 1/2 hr  | Worldvision |                    |
| Comedy                             | hour 1/2 hr  | Columbia    |                    |
| Music/Variety                      | hour 1/2 hr  | Syndicait   |                    |
| Women's                            | hour 1/2 hr  | Columbia    |                    |
| Instructional                      | hour 1/2 hr  | D.L. Taffner|                    |
| Game                               | hour 1/2 hr  | Paramount   |                    |

| Ratings go down to the wire |

ABC squeezes by to win week ended March 16; CBS claims it was hurt by its live telecast of Carter

ABC-TV squeezed by CBS-TV with a prime-time victory for the week ended March 16. But the winning margin—three-tenths of a rating point—was small enough to prompt speculation at CBS that it might have been a different ratings story had ABC given live coverage to a press conference by President Carter instead of delaying it past prime time.

For the week, ABC earned an 18.6 rating and a 29.4 share; CBS had an 18.3/28.9, and NBC was third with a 17.4/27.5.

This second-guessing by CBS is symptomatic of the heightened competitiveness in the ratings as the unofficial end of the season approaches next month and only two-tenths of a point separates ABC and CBS in season-to-date scores since last Sept. 17 (ABC 19.7; CBS 19.5, and NBC 17.8).

ABC's decision not to carry the President live Friday, March 15, at 9 p.m., had brought accusations from CBS that it was a choice based on ratings and not news judgment (BROADCASTING, March 17). ABC, however, had asserted that live coverage shortly before the Illinois primary would give the President an unfair advantage over his rivals and that the suggestion to go late-night with the conference had started with News President Roone Arledge.

Whatever the motivation, CBS tongues continued to wag after the ratings numbers came in.

Both CBS and NBC carried the news conference, at 9-9.38 and 9-9.34, respectively, setting back their prime-time schedules. ABC instead began its made-for-TV movie, Where the Ladies Go.

The first half-hour of the film certainly was no blockbuster (15:4/24) against the sustaining (nonrated) press conference carried by the other two network competitors.

CBS, however, wondered if its delayed Dukes of Hazzard might have inflicted more damage to the movie's opening had it gone head-to-head. The network also wasn't pleased about sacrificing the last 38 minutes of its top-rated Dallas (which ran after 11 p.m. and therefore was not counted in the averages) while ABC's prime-time schedule remained intact.

In response, ABC suggested that Hazzard and Dallas prime-time ratings didn't look as if they had suffered (they were 26.9/43 and 25.7/45, respectively) and that the what-if speculation was all hypothetical.

The press conference, however, wasn't the only piece of programing that pointed out the level of competition as the season neared its end. It showed up a week earlier.
Double play for ‘Squares.’ The ABC owned-and-operated TV’s have taken exclusivity wraps off the veteran game show, Hollywood Squares—at least partially. ABC O&O’s run Squares twice weekly in access and now will allow syndicator Filmways Enterprise to sell the show as a strip in the same markets as long as it doesn’t play between 5:30 and 9 p.m. or compete with the opening of the O&O’s movie at 4:30 p.m. According to O&O vice president, programing, Roy Polevoy, Squares strip play in other dayparts shouldn’t have adverse affect. He said the group has had no problem with the afternoon stripping of Match Game (on CBS TV) while ABC-owned stations run it once weekly in access. Filmways, in the meantime, is beefing up Squares. Comedian Paul Lynde is returning and the set will move to the Las Vegas Riviera hotel, with more comics as guests. Filmways Enterprises President Jamie Kellner said there currently are about 50-60 Squares stations and he’s already received offers from one of stations in ABC O&O markets now open. Among the reasons for the new form of “cooperation” between ABC and Filmways, he said, is the cancellation of the morning version of Squares on NBC-TV. “They want us to continue to supply,” Kellner said.

during Home Box Office’s unsuccessful attempt to block the broadcast of ABC’s Sunday, March 16, movie “Force 10 from Navarone.” ABC’s lawyers had told a federal district court judge that the ratings race was so close that a weaker film in place of “Navarone” might decide the ultimate standings for the season.

ABC in its court pleading had projected that the theatrical film would pull a 30 to 33 share of the audience. In prime time, it earned a 19.1/29; including a 28-minute runover, it brought a 19.2/31.

Nightly wins were split as equally as seven can. CBS won three (Monday, Friday and Sunday), with ABC and NBC each taking two (Tuesday and Thursday and Wednesday and Saturday respectively).

Leading the top-10 prime-time program list and by a wide margin was CBS’s Sunday night lead-in, 60 Minutes (28.3/45), followed by the same network’s Dukes of Hazzard (26.9/43), M*A*S*H (26.9/39) and Alice (26.6/39); NBC’s Real People 26.5/40; CBS’s Dallas (25.7/45); ABC’s Three’s Company (24.9/37); CBS’s One Day at a Time (24.5/36); NBC’s Diff’rent Strokes (24.5/38) and ABC’s That’s Incredible (23.6/35).

Among the shows recently added to the network schedules, ABC’s That’s Incredible fares the best and CBS’s Beyond Westworld (11.4/17) and the premiere of NBC’s Pink Lady and Jeff (11.4/18) the worst. (Pink Lady also was caught in the delay for President Carter).

The second episode of The Big Show on NBC brought a 20.5/31, with the critically acclaimed premiere of United States following it with a 16.4/27. Also in the stable of NBC premiers was Facts of Life Friday at 8:30 which earned only a 15.0/25, unable to keep up the ratings of a Facts of Life preview (21.6/34) earlier in the week which had Diff’rent Strokes (24.4/38) as its lead-in. Other NBC premiers saw Stanford earn an 18.0/30, Boomer a 16.2/28 and From Here to Eternity a 16.0/27. A From Here to Eternity movie two days before had brought the same share but a better rating (17.1/27).

ABC’s premiere of When the Whistle Blows earned a 14.7/25 and Galactica 1980, back as a series after a miniseries play earlier this season, scored a 15.1/24.

Alternate Olympics hope TV will foot the bill; networks doubt they can do it

Boycotting countries propose multinational events, envision TV rights paying most of the way; broadcasters aren’t so confident

Representatives of 12 nations announced plans last week for a “post-Olympic international sports festival” this summer, to be spread among several countries. But U.S. network sources appeared skeptical.

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This is the one unit that further refines the AGC concept to provide a performance level far beyond anything previously available. For more information on the new Harris Tri-Band AGC write or call Harris Corporation, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.

Visit the Harris TV and radio equipment display at the 1980 NAB, Las Vegas

HARRIS COMMUNICATION AND INFORMATION PROCESSING
Scheduling changes. Love Boat, ABC-TV series launched in prime time and now also offered late-night, sails into daytime schedule as well beginning June 30. Series will run at 11-noon, followed by daytime Family Feud, which moves from current 11:30 a.m. slot. Dropped from daytime schedule to make room for Love Boat are Laverne & Shirley reruns and $20,000 Pyramid game show. At NBC-TV, shifts are coming on Saturday morning children's schedule: "Pro-social" Hot Hero Sandwich, live-action hour at noon, ends run after 11 originals and 10 repeats April 12 and although not officially canceled, it is expected not to be back in September. Remainder of line-up, all animation, has been shuffled for addition of The Jetsons and Jonny Quest cartoons. Beginning April 12 as well, stations in West will receive NBC baseball at 11 a.m.

'Dallas' does England. Program Dallas has attracted mass following in Britain, despite lack of any cultural similarities. Show on ITV is often in the top 10, and series stars such as Larry Hagman have become subject of full-page features in popular national newspapers. Since episodes are several weeks behind, however, some newspaper columnists have taken to ripping off Britons on major developments in show.

From the past. New TV syndicated series combines audio interviews of leading world personalities with film footage. In Their Own Words half-hour series is based on recorded conversations TV producer-commentator Arnold Michaelis conducted over past 25 years with such notables as Maurice Chevalier, Eleanor Roosevelt, Adlai Stevenson, Hubert Humphrey, Richard Rodgers and Martin Luther King Jr. Series is being produced by Michaelis/Clark Ltd., New York, and Unitel Production Services, videotape production facility in New York. Series will make its debut on April 12 on RKO General's own-wr New York and will be presented subsequently on other RKO-owned stations in Los Angeles, Boston and Memphis.

First. KNXT(V) Los Angeles has become first network-owned station to announce plans for nightly access magazine, according to Van Gordon Sauter, vice president and general manager of CBS O&O. As yet unnamed show will debut in September at 7:30-8 and will replace current once-weekly offering, 2 on the Town, starring Connie Chung and Steve Edwards. Latter will remain on new magazine. Development of new program is being handled by Larry Forsdick, director of programing. New show will require staff of 31.

Olympic insight. Worldvision Enterprises is distributing Olympic Gold, series of seven half hours said to be "only international series reflecting the current crisis." Produced with "cooperation and agreement of International Olympic Committee," series, filmed on location in 10 countries, is expected to be in can next month (Derek Conrad is producer). Scripts have been written in light of recent events, Worldvision said, with one episode about "political and athletic problems" caused by U.S. boycott of summer games in Moscow. Other episodes deal with Olympic history; one tells how athletes improve their performance, both legally and illegally.

Dance from 8H. NBC's occasional series, Live from Studio 8H, will have second telecast Wednesday July 2 (9:30-11 p.m.), presenting "An Evening with Jerome Robbins." Members of New York City Ballet will perform dances by choreographer and director who returns to commercial TV after about 25 years. Robbins adapted his Broadway effort, "Peter Pan," for NBC in 1955. First 8H event, tribute to late Arturo Toscanini, drew critical acclaim but poor numbers: 5.9 rating/9 share.

Up and coming. Metromedia Producers Corp. has added two more projects to its roster of network deals. For NBC-TV there's pilot of John McGreevy's Staying Together hour family drama; Arthur Marks' K.O. Ps is possible CBS-TV hour about unconventional unit of Los Angeles police department. Program Syndication Services, subsidiary of Dancer Fitzgerald Sample, plans late summer syndication of A Savage Nature, four one-hour wildlife specials produced by Jonathan Donah.
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Learn more about Dolby FM at the NAB Convention: Silver State Room in the Las Vegas Convention Center, April 13-16.
Goodman urges united network Olympic bids

It's the only way to hold down escalating costs, he says, despite antitrust hurdles

Julian Goodman still thinks the networks could brake the wildly escalating costs of Olympic rights by banding together for bidding and for coverage. NBC's former president and chairman again advocated the unified approach during a trip back to his native Kentucky to address the Paducah Area Chamber of Commerce.

He cited NBC's successful $87-million bid for the 1980 summer Olympics in Moscow and ABC's 1984 TV contract for the same rights in Los Angeles at $225 million. His summation: "That's too much!"

Goodman said that during the bidding for this year's summer games, he had proposed to the other American networks that they bid for rights and share coverage as an entity. The agreement was to be subject to the approval of the Justice Department because of antitrust complications. However, he said, the idea failed to materialize when CBS pulled back from the agreement.

Soaring rights prices are paid eventually by the American consumer, Goodman pointed out, and build up the power of the International Olympics Committee, "which considers itself almost a sovereign state, not only on a level with other sovereign states but above them."

The IOC, he declared, is given to "arbitrary decisions and banal statements," describing the Russian aggression and the American response as politics.

PBS picks

Noncommercial stations spend $29.9 million for 24 series

Public television stations, after whittling down a list of 224 proposals, have selected 24 series for the upcoming Public Broadcasting Service schedule.

A record $29.9 million worth of national programing—up from $23.4 million last year—was selected by PBS stations at the seventh Station Program Cooperative. In addition to a lot of established PBS fare, four new series were selected—three of which will be of special interest to minority viewers—along with one evening-long special, a daily news service and a fund for the production or acquisition of specials.

The new programs include The Next Page, a series of 13 half hours exploring minority life in magazine format; I Remember Harlem, four hour-long documentaries on the New York community; American Perspective: Another View, 10 half-hour documentaries examining the country's diverse cultures; and Matinee at The Bijou, 16 90-minute vintage (1932-46) American films.

The stations also elected to fund once again the 90-minute Daily Exchange Feed, which this year will give PBS stations access to a package of national and international news prepared by WGBH-TV Boston.

The other shows stations selected were: Austin City Limits, Bill Moyers' Journal, Crockett's Victory Garden, The Dick Cavett Show, The Electric Company, Evening at Pops, Firing Line, Great Performances, Here's to Your Health, The McNeil-Lehrer Report, Mark Russell Comedy Specials, Meeting of Minds, Mister Rogers' Neighborhood, The 1980 Drum Corps International Championships, Nova, Over Easy, Sesame Street, Sneak Previews, Soccer Made in Germany, Soundstage and Wall Street Week.

ABC denies Ali interview charge

It admits paying boxer fee but says champ's court costs for resulting libel case are not its responsibility

ABC acknowledges that it paid Muhammad Ali $5,000 to cover his expenses to be interviewed by Howard Cosell, but it denies that what Ali said in the interview was prepared for him by ABC.

The acknowledgement and the denial are contained in a suit filed by ABC in U.S. District Court in New York to set aside a $193,352 award by an arbitration panel to cover Ali's legal fees in defense of a libel suit that followed the interview.

The interview was recorded March 28, 1975, and broadcast on ABC-TV's Wide World of Sports the next day. In it, according to ABC's complaint, Ali repeated charges he had made earlier that Anthony Perez, referee of the fight in which Ali had successfully defended his heavyweight title against Chuck Wepner, was a Puerto Rican racist, among other things.

Perez sued Ali for $20 million, alleging libel. Ali sued for indemnity by ABC. Both actions were eventually dismissed. Ali then started an arbitration proceeding, demanding that ABC pay his legal fees and expenses in defending the Perez libel suit.

By a 2-to-1 vote, the arbitration panel sided with Ali on the major issues and, last Jan. 31, said he was entitled to $193,352 from ABC.

ABC's current suit contends that under the American Federation of Television and Radio Artists code, Ali was responsible for what he said or did in the interview, and ABC is not obligated to defend him against suits arising as a result. A majority of the arbitration panel ruled, however—

Double duty. New York radio personality Barry Farber's services no longer will be exclusive to WBCN/WBZ here. He's also taken a job at another station in town. Aside from weekday afternoon drive responsibilities at WBCN, he'll have two-and-half hour overnight show at WBZ. It also will be syndicated.

Access. WRCN/WJAC Washington has distributed "VIP phone numbers" to newsmakers on Capitol Hill, at White House and elsewhere in nation's capital who may want to respond to WRCN-owned news/talk station's programing. Actress Lauren Bacall, consumerist Ralph Nader, former CIA director William Colby, political comedian Mark Russell and long list of senators and congressmen are among those who've called WRCN in past two months.

Gospel hit parade. Heil Enterprises, Lancaster, Pa., is offering Gospel Greats, weekly two-hour syndicated radio program featuring music from gospel top-40, news from gospel music world and interviews with popular artists and groups. Dave Kylilonen, manager and bass singer for Couriers Quartet of Harrisburg, Pa., hosts program, which allows up to 12 minutes of local time per hour for news and advertising. For more information, contact Paul Heil at (717) 299-5899.

First fives. The top five records in contemporary radio airplay, as reported by BROADCASTING's Playlist: (1) Call Me by Blondie on Chrysalis; (2) Another Brick In The Wall by Pink Floyd on Columbia; (3) Working My Way Back To You by The Spinners on Atlantic; (4) Too Hot by Kool & the Gang on De-Lite; (5) Crazy Little Thing Called Love by Queen on Elektra. The top five in country radio airplay: (1) Two Story House by George Jones and Tammy Wynette on Epic; (2) Lesson In Leavin' by Dottie West on United Artists; (3) Like We Never Said Goodbye by Crystal Gayle on CBS; (4) Honky Tonk Blues by Charley Pride on RCA; (5) I'd Love To Lay You Down by Conway Twitty on MCA.

Two weekly "Playlists," charting the top 100 records in contemporary radio airplay and the top 100 records in country radio airplay, are now available to BROADCASTING subscribers, each for $12 annually to cover handling and first-class postage. Mail orders to "The Contemporary Playlist" or "The Country Playlist" to BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.
"notwithstanding the uncontradicted testimony of ABC's expert witnesses" that Ali was an ABC employee at the time of the interview and that his words "were not ad lib but were materials furnished by ABC as to which ABC had to indemnify Ali."

ABC's suit asks that the award be set aside, or at least modified to exclude legal expenses arising from Ali's statements to other newsmen or from other actions not related to the Cosell interview.

From little screen to big in Europe

Distributors there are putting American made-for-TV films into theaters, with mixed success

"SOS Titanic" is the latest in a relatively new phenomenon: U.S. made-for-television movies and miniseries going into general release in European movie theaters. "Titanic" appeared on American television as a three-hour movie but has been cut by an hour for the cinema version now showing in Britain.

The producers hope to bring in money through the box office in addition to earnings from later selling the rights to European television networks. Leslie Halliwell, program buyer for Britain's ITV network, said the strategy does not always work, because publicity and other costs are sometimes not even covered by film receipts. In addition, delaying the sale of the film to television can reduce its value to the network.

Halliwell believes one of the larger TV-movie theater movies, "Battlestar Galactica," did succeed. ITV will be showing the series this fall and Halliwell said the movie exposure has increased viewer interest in the program.

But, Halliwell said, in most cases made-for-TV movies do not have enough sex and violence for moviegoers: a sort of reverse corollary to the problem of adapting regular movies to television.

Halliwell also believes that the quality of TV movies has declined in the past 10 years. He said made-for-TV efforts such as "Welcome Home, Johnny Bristol," made in 1972, are in many ways technically superior to those made today. He also claimed that most TV movies are padded, pointing out that "The Dain Curse" was released as a movie in Europe at only two hours, down from the six hours shown on television.

Peter Beal of EMI Films denied that "Titanic" was padded at all, and he said that it was not a television movie in the first place. In effect, he said, two movies were shot: a more complete version for television and a shorter one with less plot for general release.

Beal said the success of moving films from TV to theaters depends on the work done. Movie audiences can't be expected to accept the standard television movie, he said. EMI plans to sell "Titanic" to an overseas television network after its theater showing.
Try out the new media now

That's the advice of B&B's Moore to fellow advertisers: start experimenting with disks, cassettes; he expects cable to become primary delivery system and says agencies should be ready

The current broadcasting structure "will still be the basic way of doing business throughout [this] decade," but agencies ought to begin now to "get our hands dirty with some real first-hand experience" with the emerging new media.

That is the opinion of Benton & Bowles as relayed by Michael D. Moore, B&B senior vice president and director of media management, who said the agency also believes that eventually "cable will become the dominant broadcast delivery system" but will get there slowly, perhaps approaching 42% penetration by 1990.

Moore spoke at an annual joint meeting of the Southeast and Southwest councils of the American Association of Advertising Agencies, March 14-15 held at St. Thomas, Virgin Islands.

"The hurdle that cable has to get over is the wiring of urban American" Moore said. "If this can be accomplished economically, then the industry will have taken a long leap forward."

Pay cable, he said, is currently the biggest spur to cable's growth, while "down the road" two-way communications can be a big selling point and fiber optics can lower the cost—and could also be the avenue for AT&T involvement. "If they get involved," Moore said, "they have the plant, the people, the know-how and most important, the money to truly wire America."

Among other future attractions for cable growth he listed videotext, various home services and "the probability that government will continue to give cable preferred treatment."

But he also saw some retarding factors, starting with the investment needed to wire the country, particularly urban areas. Among others: cost to subscribers, especially in poorer areas; probably some consumer resistance to two-way communications on grounds of "invasion of privacy;" or for other reasons, and a potential slowdown in acceptance of cable in areas where over-the-air pay TV gets established first.

Moore said B&B expects videocassette recorders to "grow but be only a limited factor throughout the 1980's" and videodisks to grow even more slowly than VCR's. But both, he said, could be put to other uses: "In the future we may be putting advertising on tapes and disks and supplying these devices to the consumer for little or no cost."

B&B expects pay TV to evolve, he said, from a straight subscription business into a multited service with, say, a consumer paying on a per-program basis for top box-office attractions, or on a monthly basis for service without commercials, or at a considerably lower rate for the same monthly service carrying "a limited amount of advertising."

Moore envisioned "some but limited erosion of the three-network audience during the decade," with the network share dropping from its present 91% to 86% by 1985 and 82% by 1990.

Even so, he said, "it is no longer sufficient for us to sit back and watch the development of these new broadcast media."

He said agencies should start working with the research services to make sure they develop ways to measure the audiences of the new technologies "in a way that we can use them to make advertising decisions."

More than that, he said, agencies should begin to seek out and evaluate advertising opportunities that are available for their clients now.

"I refer particularly to the new satellite-to-cable networks which are currently selling advertising time," he said. "Not only should we be evaluating these opportunities but we should be eager to find a way to make them work for our clients so we can purchase them and get our hands dirty with some real first-hand experience. I think you will find many advertisers eager for the opportunity to know more."

"And we should be prepared to step forward with potential solutions to the big question regarding the new technologies: Where will all the programming come from?"

As I have said before, I believe that much of it will come from us, the advertising community. And if we can become program suppliers for the new technology we will be taking a giant step forward toward insuring that we have protected our clients' interests in the face of the new technologies which some think of as a threat. I prefer to think of it as an opportunity."

Researcher Fitzgibbon tells AAAA audience it will have to deal with changing social values

Television reflects social changes more than it generates them, but those changes are having or will have—far-reaching effects on TV audiences and their value to advertisers, in the opinion of Jane Fitzgibbon, senior vice president of the research firm of Yankelovich, Skelly & White, New York.

"Whether it's good or bad is really not for me to say," she told the American Association of Advertising Agencies meeting, but essentially television's role has been "to legitimize new life styles after they have emerged," rather than to create the changes.

"I think we can also honestly say," she added, "that the television medium has speeded up what you might call the filtration of new values and new life styles throughout the population. Television does this simply by documenting new life styles, particularly through its news service. And it documents new life styles with an audio/visual impact and clout that is absolutely essential in what has become a nonlinear society, where audio/visual mechanisms are the key modes of information communication."

In any case, Fitzgibbon said, the lifestyle changes are having their effects:

"We now have at least two audiences to appeal to if we talk in grosso modo terms: traditional values—and they are still around—and new values. But within the new values segment there are two groups. There's the self-fulfillment, quality-of-life, self-improvement segment; and there's the experience and the escapism-oriented new values segment. What we see this leading to is more and more audience fragmentation, probably smaller market shares, smaller rating shares and probably few blockbuster shows."

For advertisers in particular she offered this analysis:

"There is still a youth market, but between this and the married market there is [now] an important singles market. We used to assume that the period between school and marriage was a brief rite-of-passage and not really worth developing from a marketing standpoint.

"The new values place less and less of an emphasis on the role of the family as a life-style prerequisite. Accordingly, there are going to be more and more singles. There are going to be young singles and there are going to be old singles."

"Look at the married market. We used to think married meant children, automatically. We now have declining birthrates and a growing acceptance of childlessness. So there are really two married markets: the traditional married market and the new married market that will not include children in the mix."

"Finally, there is the marriage market, which is now becoming more and more desirable as the new values catch up in the population. We have more and more 50's and 60's interested in products that we have normally assumed belonged to their younger counterparts. The mature market is becoming an attractive one for American business...."

Television's role as a reflector rather than generator of social change, Fitzgibbon said, does not mean that it is "releg-
More media and higher costs are ARF's concerns

Annual meeting focuses on how new technologies can help or hinder research, and how research can work to keep down expenses

The influence of the new media and the challenge of escalating media costs in the 1980s were principal subjects on the agenda of the 26th annual conference of the Advertising Research Foundation in New York last Tuesday and Wednesday.

More than 1,300 executives attended the morning and afternoon sessions that covered a wide spectrum of advertiser-related topics, including copy testing, physiological measurements of advertising, and techniques calculated to reduce the cost of media exposure.

Richard J. Solomon, an associate with the Communications Policy Research Program of the Massachusetts Institute of Technology and a research fellow in information resources at Harvard University, pointed out that communications transmission costs in this era of the computer are becoming lower and will continue to decline. He said this development holds far-ranging implications for advertisers and the media.

"If you are going to spend your working day watching television at the office, participating in some business conference, how will that restructure the environment?" Solomon asked. "What kind of video media will people be watching for entertainment if they watch television all the time during business hours. Will they be watching at night? Perhaps..."

He noted that 50% of U.S. business mail today is delivered by means other than the Postal Service. He feels that a large proportion of this correspondence will be delivered through "electronic mail." Solomon said "electronic mail" can also play a significant role in the delivery of newspapers and magazines.

The expected continuance of high inflation in the 1980's for most goods and services will dictate a change in marketing and advertising strategy, according to J. Barry Mason, chairman of management and marketing, University of Alabama, Tuscaloosa.

Mason said that based on a survey his department had conducted among top business executives, the 1980's will be marked by consumer interest in long-lasting, quality-made products, in fewer but better goods; in quality products that do not have to be replaced frequently and in clothing and accessories that are resistant to style changes.

Because of this trend toward austerity, there will be "lean marketing," Mason said. He believes that companies will pay less attention to product differentiation and the stress will be on universal appeals such as good price-value relationships. He said consumer advertising will be more factual as buyers seek more detailed information about products, and promotional efforts will focus more on consumer education about product merits and optimal uses, as currently implemented by petroleum companies and public utilities.

Laurence D. Wiseman, vice president, Yankelovich, Skelly & White Inc., New York, outlined some of the opportunities and challenges that advertisers and marketers can expect from cable television. He said it is important to understand the fabric of cultural and social values into which the cable television technology is woven.

He pointed out that two-way cable TV may be used to provide improved research. He said this system may well provide better feedback, but added it may well run counter to "the deep and growing public concern about privacy." He claimed that almost eight in 10 Americans identify the collecting and giving out of personal information without their knowledge as "a serious violation of their privacy."

Wiseman said the development of shopping from home via cable is heralded for its convenience, but he added that shoppers have said that most of the product information they learn comes at the point of sale. He described a recent study by his firm as revealing that more than half of the people questioned said they were "getting too little" information about a product's life expectancy, instructions for use and possible hazards.

"So what happens if you limit point-of-sale contacts, through expansion of home shopping?" he asked. "It might, in fact, lead to increased pressure to include more hard product information in the advertisements themselves."

Wiseman reported that many large companies have video communications programs directed to the homes of their employees. On one hand, he said, cable offers new opportunities to provide employees with more information about their jobs. But Wiseman conjured that such cable use could be viewed with "tremendous skepticism, if not hostility," because of the concern by many Americans of the power of large corporations in local politics.

William Bernbach, chairman of Doyle Dane Bernbach, suggested there are pitfalls when research attempts to solve the...
creative problems in advertising.

"The fact is that after you have produced the best product, packaged it brilliantly, priced it right, distributed it magnificently and positioned it to meet the needs of the consumer, you will have so skillfully wasted all those great marketing skills if nobody knows you have done these things," Bernbach said.

In communications, Bernbach continued, "familiarity breeds apathy." He argued that even a truth must be "told in a new, fresh, artful form or it will bore the beholder."

Among the obligations he said agencies owe to clients are: to lead, not to follow, in creating advertisements; to make certain the advertisements are looked at; to create advertising that sells; to establish a personality for the client and to stand up for their convictions when clients challenge the advertising.

A. Spencer Bruno, president of Spencer Bruno Research Associates, Princeton Junction, N.J., reported on two radio advertising evaluation techniques—day-after recall and diagnostic testing.

Since 1971 Bruno has been offering the day-after research service that involves the screening of respondents in shopping malls for age, product usage and target audience qualifications. Eligible respondents are asked to visit an interviewing center where they fill out two questionnaires while a radio is carrying entertainment programming and commercials.

The next day respondents are telephoned and asked if they recalled hearing music or a radio playing while they were in the listening centers. Those who answered in the affirmative become part of the listening audience and they are asked standard day-after recall questions.

Bruno said that radio commercials compare favorably with TV or print in recall scores. He suggested that a paramount point resulting from radio research is the name for brand names to be stressed.

The diagnostic testing service involves respondents in a shopping mall asked to evaluate a radio program. The program consists of "old time" radio, including segments of the Jack Benny and Bing Crosby programs, and is designed to accommodate five commercials. The respondents are asked to rate the program in terms of their likelihood of listening and to reply to questions on their awareness of the brands advertised and their attitude toward the brands.

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NAB funds study of public attitudes toward contraceptives and personal products

The National Association of Broadcasters has granted Market Opinion Research of Detroit close to $100,000 to conduct a study of public attitudes on human sexuality. The project could lead to the advertising of contraceptives on radio-TV.

The study, approved at NAB's January board meeting, will survey as many as 4,000 people on their views on personal product and contraceptive advertisements. The 4,000 people will be taken from around the country, which will be broken out into six regions. Larry Patrick, NAB's vice president and director of research, said it is being done this way, "so broadcasters can get a precise reading of their particular region."

Market Opinion Research, in conjunction with NAB, will do several preliminary test questionnaires. The whole project is expected to take "a minimum of nine months, a maximum of 18 months," Patrick said.

The results will be forwarded to the television code board which will then decide whether to recommend contraceptive advertising or to change the restrictions on existing personal-product advertising. The code board will forward its decisions to the NAB television board, which will then have the final say.

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Healthy TV growth tracked for newcomers to advertising

TVB study finds that ad billings by personal-service companies rose by 44% in 1979, topping $83-million mark

Professional personal-service firms, including some that only recently have been allowed to advertise, are putting increasingly large budgets into television, according to a Television Bureau of Advertisers analysis released last week.

Six categories—lawyers, real-estate agents, medical/dental services, investment brokers, tax services and travel agencies—accounted for $832.2 million in TV spending in 1979, 43.8% more than they spent in 1978, TVB reported. The analysis uses estimates compiled by Broadcast Advertisers Reports.

Real-estate agents were the biggest spenders, in total, with $42 million in spot and network TV advertising, but outlays for legal services—until 1977 not generally permitted to advertise—were the fastest growing, increasing by 355.5% to $4,521,700 in 1979 from $992,600 a year earlier.

Investment brokers spent $19,156,700 in television in 1978, up 78.3% from 1978; medical/dental services invested $7,389,100, up 92.9%; tax services spent $7,297,000, up 10.6%, and travel agents spent $2,899,800, up 31.5%.

"Television advertising is the catalyst that has materially changed the marketing and operations of many services that traditionally have been individualistic and local in nature," TVB President Roger D. Rice said. "The continuous success of services using television is evident in the rapid growth of their advertising expenditures."

Leading TV users in the real-estate field put the bulk of their TV money into spot but in most cases also used some network. TVB identified them and their totals as Century 21 Real Estate Corp., $603,400 with $14,242,900 in 1978; Electronic Realty Association, $4,340,400 vs. $2,782,100; Realty World, $2,181,100 and $1,123,800, and Gallery of Homes, $1,985,900 vs. $956,900.

TVB quoted Tom Jenkins, president of Gallery of Homes, as saying that "television is the key to modern marketing," and Ray Townsend, 400 chairman of Wells, Rich Greene/L.A., Century 21's agency, as declaring TV "the most dynamic of all media in terms of building an image in the minds of the public."

Use of television advertising by legal services was permitted by the Supreme Court in a 1977 decision. In 1979, according to TVB-BAR figures, the firm of Jacoby & Meyers was the largest TV spender in the category, investing $1,098,200 in New York, Los Angeles and Sacramento, Calif., three times its $316,400 outlay in 1978. Nationwide Law Firm ranked second with $292,100 as compared with $34,900 in 1978, followed by Consumer Services Organization with $232,400 vs. nothing the year before; Hill & Legal Clinic, $207,000, vs. $63,700, and Kaiser Hill & Rogers, $181,400 vs. nothing in 1978.

In the investment brokerage field, Merrill Lynch, Pierce, Fenner & Smith led in 1979 with $6,651,500 as compared with $4,352,000 in 1978. It was followed by Dean Witter Reynolds, $5,059,200 vs. $59,900; E.F. Hutton, $2,485,700 vs. $2,146,200; Paine Webber Jackson & Curtis, $1,690,500 vs. $1,567,100, and Bache Halsey Stuart Shields, $1,435,300, down from $1,560,600 in 1978. Nearly three-quarters of the brokerage house total was in network.

TVB said medical/dental TV advertising is primarily on behalf of clinics, hospitals and health centers, although BAR's monitoring also picked up limited TV use by individual doctors, dentists and chiropractors. The largest single advertiser was Comprehensive Chiropratic Corp., which TVB said spent $1,857,200 on behalf of alcoholism care units in 23 markets in 1979, up from $789,000 a year earlier. Another alcoholism treatment adviser, Raleigh Hill Hospital, spent $1,051,400 in eight markets, as compared with $630,000 in 1978.

H&R Block, which pioneered the use of spot TV in the tax-services field in 1964, invested $5,777,400 in television in 1979, all in spot, as compared with $5,354,500 in 1978. Beneficial Corp.'s tax-service advertising was put at $1,121,800 in 1979, mostly in network, as compared with $907,200, also mostly in network, in 1978.

Travel agents' TV advertising, all in spot, was led by Crimson Travel Service of Boston with 1979 expenditures of $901,100 as compared with $647,900 in 1978. Thompson Travel Agency of Chicago was the second largest TV user in the category with $253,500. Thompson had no reported television billings in 1978.
Tops in Spot

Largest advertisers include

7 new to top 10; total spending rises to $2.9 billion in '79

A record-breaking number of national and regional spot TV advertisers, 2,627, invested almost $2.9 billion in 1979, up 11% over 1978, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports data, the compilation shows that 10,854 different brands were advertised during the year. Seven companies joined the annual spot TV top-100 list for the first time in one year: Estee Lauder, $9 million; Hershey Foods, $9 million; General Cinema, (Sunstik soft drink), $8 million; Asahi Optical, $7.1 million; Colonial Penn Group, $7.1 million; Suffolk Marketing (record), $6.7 million, and Beecham Group, $6.4 million.

Advertising categories showing substantial gains were horticulture, up 55% to $22.9 million; apparel, footwear and accessories, up 50% to $58.2 million; jewelry, optical goods and cameras, up 34% to $43.1 million; publishing and media, up 31% to $79.6 million, and beer and wine, up 29% to $113.7 million.

Nighttime—7:30-11 p.m.—got the largest share of spot billings, $856,204,800 or 29.7%, according to TVB. Early evening (5:30-7:30 p.m.) came second with $754,258,000 or 26.2%. Daytime (sign-on to 5 p.m.) was third with $701,032,500 or 24.3% and late night (11 p.m. to sign-off) accounted for the rest, $569,782,600 or 19.8%.

Spot TV's top 100

1. Procter & Gamble $13,760,200
2. General Foods 8,014,200
3. General Mills 5,002,000
4. PepsiCo. 4,897,700
5. Coca-Cola 4,699,600
6. American Home Products 4,464,800
7. AT&T 4,416,100
8. Lever Bros. 4,042,900
9. Time Inc. 3,082,500
10. Ford Motor 3,019,700
11. ITT 3,089,100
12. General Motors 2,904,700
13. A.H. Robins 2,932,000
14. Kraftco 2,807,500
15. Colgate Palmolive 2,790,300
16. Nestle 2,786,500
17. William Wrigley Jr. Co. 2,682,800
18. Toyota Motor Distributors 2,539,100
19. Milton Bradley 2,505,100
20. Mars 2,486,800
21. Bristol-Meyers 2,367,400
22. Kellogg 2,180,800
23. Warner-Lambert 2,004,000
24. Revlon 1,929,100
25. Norton Simon 1,801,700
26. Triangle Publications 1,765,700
27. American Motors 1,725,100
28. Philip Morris 1,676,400
29. Campbell-Soups Foods 1,671,800
30. Scott Paper 1,674,200
31. Gillette 1,622,500
32. CPC International 1,526,200
33. Schiltz 1,521,100
34. Pillsbury 1,484,900
35. Beatrice Foods 1,488,000
36. Esmark 1,438,700

37. Chrysler 13,353,600
38. Mattel 13,940,800
39. Nabisco 13,832,500
40. Hasbro 13,570,200
41. Anheuser-Busch 13,154,800
42. Quaker Oats 12,861,100
43. Mego International 12,422,600
44. Adolph Coors 12,373,700
45. Nissan Motor 12,243,300
46. Ralston Purina 11,943,400
47. Richardsons 11,820,200
48. American Dairy 11,579,200
49. K-Tel International 11,479,800
50. CBS 11,411,200
51. Alberto Culver 11,237,100
52. American Cyanamid 10,984,900
53. G. Heilman Brewing 10,797,200
54. Ronco Teleproducts 10,709,100
55. Pabst Brewing 10,382,200
56. Trans World 10,271,100
57. American Express 10,190,300
58. Royal Crown Cola 9,635,600
59. American Airlines 9,359,100
60. Volkswagen 9,380,600
61. Standard Brands 9,178,800
62. General Electric 9,124,500
63. Estee Lauder 9,056,100
64. HERSHEY Foods 9,036,900
65. North American Philips 8,980,600
66. Ideal Toy 8,945,900
67. Campbell Soup 8,769,400
68. UAL 8,743,800
69. Standard Oil of Indiana 8,727,200
70. Ford Auto Dealers 8,710,700
71. Cadbury Schweppes U.S.A. 8,595,200
72. Toyota Auto Dealers 8,561,500
73. Toa Manufacturing 8,456,700
74. Seiko Time 8,346,900
75. Schering-Plough 8,281,300
76. Squibb 8,142,500
77. H.J. Heinz 8,120,700
78. General Cereal 8,016,200
79. Faberge 7,987,300
80. American Can 7,840,300
81. Borden 7,877,600
82. Morton-Norwich Products 7,767,300
83. Olympia Brewing 7,634,300
84. Stoner Wines 7,595,500
85. F&M Schaeffer 7,303,400
86. Chesapeake Ponds 7,251,100
87. D.D. Pepper 7,144,000
88. Asahi Optical 7,118,800
89. Colonial Penn Group 7,116,100
90. R.J. Reynolds 6,923,900
91. Oldsmobile Auto Dealers 6,699,300

Oak seeks cash. Oak Industries, Crystal Lake, Ill., equipment maker, has registered proposal with Securities and Exchange Commission to offer $50 million of 20-year convertible debentures. Proceeds are to be used for working capital and capital financing. Sale is expected within few weeks through underwriters led by Drexel Burnham Lambert Inc. Oak Chairman Everett A. Carter last month told New York security analysts that company has "set our corporate life on subscription TV" (Broadcasting, March 3).

Ready to go. Following receipt of required Internal Revenue Service rulings, consummation of merger of Sonderling Broadcasting into Viacom has been set for tomorrow, March 25. Spin-off of Sonderling's Chicago radio stations and theater properties to Roy and Egmont Sonderling is to take place same day. All other Sonderling stockholders of record on that date will get special $4.50 per share dividend; under merger agreement, Sonderling shareholders receive either $28 cash or one share of new Viacom convertible preferred stock for each Sonderling share.

Fox wants to jump common, then split. Twentieth-Century-Fox Film Corp. shareholders will be asked to vote at April 24 meeting on proposed increase in authorized common shares to 30 million from 15 million. If approved, and in absence of adverse developments, board of directors intends to declare four-for-three split of common stock. Directors earlier had declared new quarterly dividend of 50 cents per share, up from 35 cents and payable March 25 to shareholders of record March 11. In addition, cash dividend of 40 cents per share will be paid March 25 to shareholders of record March 11. New 50 cent dividend rate is expected to be retained for balance of year.
Ferris extends helping hand to noncommercials

FCC chairman suggests to NPR that public medium should get some of stations that would be provided by expanded AM band; he also thinks outlets could bring in more money by marketing some subsidiary services such as cassettes, FM sidebands

FCC Chairman Charles Ferris suggested last week that additional outlets created by the expansion of the AM band might be reserved for public radio.

Speaking to the National Public Radio Conference in Kansas City, Mo., Ferris told a luncheon audience that the FCC is looking for ways to insure continued growth of public radio. "I have suggested on several occasions that we consider additional FCC initiatives to fill the demand for new public radio outlets," Ferris said. "One of these might be to reserve some or all of the expanded AM band, achieved at last year's World Administrative Radio Conference, for public radio. There is no logical reason why public radio should be considered only an FM service."

Expansion of public radio to increase news and public affairs programming, said Ferris, would be preferable to setting minimum requirements for informational programming by commercial licensees.

He noted that the Washington Court of Appeals has directed the FCC to hold hearings when stations with unique formats propose to change them. And while he said the court is "rightly concerned" about the diversity of choice listeners have, he disagreed with its remedy.

(The FCC has been granted Supreme Court review of the affiliate ruling.)

"I would prefer to encourage expansion of public radio, which has proved it will program formats that may not make it in the advertiser-supported marketplace, where numbers are all that usually count," Ferris said. "A minority of listeners may care intensely about these formats and will therefore support them with direct subscription dollars."

Given public broadcasting's financial problems, Ferris said the FCC should help "in your search for new ways to use most efficiently the investment American citizens have made in your facilities."

He referred to a recent commission decision approving use by Public Broadcasting Service stations of the earth stations for private commercial video and message traffic (Broadcasting, March 17).

"This decision, I believe, signals the beginning of the end of the FCC tradition of viewing public broadcasting in the most narrow, moralistic terms," he added.

Ferris said this earth station decision shows that the FCC "can be pragmatic in approaching innovative ideas to bolster public radio and television's financial underpinnings." Some of the other ideas he suggested included: (1) subscription public TV or radio, using scrambled signals, (2) use of public radio subcarriers to deliver home information systems, if FCC current restrictions are lifted, and (3) the marketing of public radio programming in cassette form.

"In any fundamental re-examination of what we—and by we I mean both the FCC and the American public generally—expect from our reserved radio frequencies and their public licensees, the bottom line test, I expect, will be whether public radio can diversify its funding sources while still delivering what the advertiser-supported commercial marketplace cannot or will not supply."

"With these caveats, I still think that you have much to gain and little to lose by trying out new ideas for as many innovative uses of your facilities as you can conceive," Ferris concluded.

On the following day, Harriet (Sis) Kaplan, president of the National Radio Broadcasters Association, called for a close working relationship between noncommercial and commercial radio. "I grant you many broadcast companies and individual broadcasters do not feel as I do about the need for an alliance," Kaplan said. "I believe their views are shortsighted and unrealistic. Through NRBA I intend to change this direction."

One project on which Kaplan said the two can work together is radio deregulation. "I know there are many common points of view, and where they exist we need to march together," she said.

She predicted there would be no con-gressional deregulation this year, but said that NRBA's "principal goal" for next year will be to press for Communications Act reform.

"It may take several years, but it is so timely, so equitable, so necessary and so much in the public interest that I believe that common sense will finally triumph and that radio will eventually be deregulated," she added.

Other speakers at the conference included Robben Fleming, president of the Corporation for Public Broadcasting; Henry Loomis, former president of CPB; and Richard Neustadt of the White House domestic policy staff.

And in all the speeches, the same theme emerged: The future of federal funding for public broadcasting looks dim, and, as Ferris mentioned, public broadcasters should look for alternative ways to finance their media.

Two major awards were presented at the conference, which drew approximately 800 people. Karl Schmidt, creator and director of NPR's radio drama series, Earplay, was awarded the Distinguished Service Award and Susan Stambaugh, co-host of NPR's All Things Considered, was awarded the Edward R. Murrow Award, for "significant contributions to public radio."

Mad at a mailing

A membership solicitation by the National Citizens Committee for Broadcasting, the Washington-based media reform group, has touched a sensitive nerve in at least one broadcaster.

The mailing piece, claiming a success for NCCB in its fight against TV violence, said the organization is now "working to reform what has become the public's single biggest complaint about television—commercials." It also pointed out that contributions that will be matched under a $20,000 grant from the Veatch Program, The Unitarian Veatch Church, Plaindome, N.Y., funds a number of public-interest groups ("Closed Circuit," June 11, 1979).

The man who didn't appreciate the NCCB letter to his home is William R. Varecha, president of WTAO(FM) Murphysboro, III. In a reply to NCCB Executive Director Samuel A. Simon, Varecha wrote it is "disheartening" to see the broadcasting industry "painted as an impersonal harvester of the nation's wealth."

Five commercial improprieties were cited by NCCB. "Only five problems look like a good track record to me," said Varecha.

Rather than being "the fat cats your descriptions imply, the majority of stations are owned by small businessmen who struggle to make ends meet," Varecha declared. He said WTAO's total profit for the past seven years was under $35,000, during which time it had provided valuable
community services with a strictly limited commercial policy.

"We're not trying to blow our own horn," Varecha declared. Then, referring to the suggested NCCB restrictions, he added: "We're only trying to get some relief [as] the most regulated business in this country."

**Broadcasters pick up tempo for census countdown**

Radio-TV praised for its efforts to secure cooperation; special steps taken to avoid undercounts of minorities

When Uncle Sam starts his decennial head count next week, it will be with a tip of his hat to broadcasters helping(121,415),(879,926)

Dick Krolik, consultant to the Census Bureau and radio-TV coordinator, last week lauded those in broadcasting and allied fields for their efforts on the air and in their communities to indoctrinate the public about the census.

"Also," he added, "it is an indication that broadcasters realize the bottom line [in the census] will be better demographics for their own use."

Krolik, formerly of Time-Life Broadcasting and later aide to the House Communications Subcommittee, is coordinating the efforts of the Broadcasters Census Committee of '80 (Broadcasting, April 23, 1979). Committee chairman is Jack Harris, president of KPBC-TV Houston and WTVF-TV Nashville.

One of the major promotional barrages is targeted for March 28-April 1 (Census forms are expected to be in the nation's 80 million mail boxes on March 28). The Advertising Council has sent a package of PSA's to every radio and TV station. All the spots are derived from a 60-second "Living Map" appeal in which celebrities sing out in behalf of the census. On the visual, these participants are grouped in a mass to represent the shape of the United States.

Krolik, in an earlier report to the broadcasters census committee, cited special efforts that were being made by broadcasters to explain the value and purpose of the census to minorities. These included the availability of spots in English, Spanish, Arabic and other foreign languages. The report also listed typical efforts of broadcasters who conducted workshops, bought print space and made donations of time to help the census effort.

The minorities, themselves, are making their strongest effort ever to insure that their numbers are properly and adequately recorded.

Commerce Secretary Phillip Klutznick met two weeks ago with leading communications organizations to enlist their further cooperation in a public service program to encourage blacks to be counted in the census. Attending were representatives of the National Black Network, World Institute of Black Communications, CBS Records, Black Music Association, National Association of Black Owned Broadcasters and the Sheridan Broadcasting Network.

Made available at the meeting was a package of 26 spots by various CBS recording stars. Wordings are geared for use before April 1, on that date, and after the census begins.

The National Association of Spanish Broadcasters, concerned about an undercount to the Hispanic count, has distributed a position paper to individuals and organizations interested in the 1980 census. Its analysis is not necessarily oriented to broadcasting. Rather it is more concerned with explaining the importance of accurate Hispanic data for apportionment of seats in Congress, allocation of federal funds and in enforcement of civil rights. One detriment the paper cited was an avoidable dearth of qualified Hispanics within the Census Bureau workforce. Another problem was the reluctance of illegal Hispanic aliens to cooperate.

There has been some help from the White House on the last-named problem. First Lady Rosalynn Carter has recorded four radio and television spots in English and Spanish. Falling back on Spanish lessons she has been taking since going to the White House, she introduces herself, etc.
KRON-TV strike drags on into its eighth week

Three unions are involved, one leaning toward settlement; issues involve jurisdiction, fringes, but unions maintain company is trying to break them—charge that station, making do with supervisors and others, denies

The solidarity of the three unions striking KRON-TV San Francisco appeared to weaken last week as the walk-out by 235 employees of the Chronicle Broadcasting Co. entered its eighth week. One union appeared inclined to accept a compromise offered by the station, but the members were still divided on whether they should return to work or remain out in support of two other striking groups.

Late last week, union officials were holding to their position that the station has set out to rid itself of at least one and perhaps all of the striking unions. The company, denying that it intends to break any of the unions, has refused to sign at least one national agreement covering the benefits afforded freelance talent, and should Chronicle be able to maintain that position during the bargaining there could well be—in the opinion of the strikers—a general weakening of the American Federation of Television and Radio Artists across the country.

Neither the unions nor the station knows for sure, but it has been estimated that approximately $700,000 of wages has been lost during the strike.

On Feb. 1, AFTRA, the International Brotherhood of Electrical Workers and the Office and Professional Employees International Union struck KRON-TV on what all three agree were largely jurisdictional and fringe benefit issues and not questions of pay. In fact, most of the on-air AFTRA members are covered by personal service contracts not affected by union agreements. The company is resisting the introduction of nonunion personnel into jobs previously held by union members.

And the OPEIU members, for whom pay is an issue, are concerned about the company's apparent desire to concentrate union members in some departments.

The AFTRA dispute centers on two primary issues: the status of the contract covering freelance talent and management's desire to replace union news writers with middle-management personnel. Fifty-five AFTRA reporters, announcers, writers and directors are out; each gets $200 a week in strike benefits.

IBEW members are protesting the company's plans to use nonunion freelance and client personnel in its new subsidiary, Chronicle Productions. There are 145 technicians, cameramen, floormen and artists striking. Although the union continues to pay health, dental, medical and life insurance premiums at a rate of $110 monthly for the striking workers, IBEW has no strike benefits.

The 35 striking OPEIU members are seeking a 36% pay increase over three years (including a cost-of-living escalator) while management is offering at best 27%. The office workers, who now have a top pay of $257 a week also are demanding definitive job descriptions and a redesigned health and dental plan. The union is paying its members $35 per week in strike benefits.

Last Thursday, the AFTRA members were to vote on a compromise contract in which the company agreed to provide pension and welfare benefits to freelancers. The company refused to weaken on the writers' issue, however. Union officials who negotiated the compromise were saying they expected the membership to ratify the new contract. Still in doubt, however, was whether the AFTRA members would vote to go back to work and thus cross the IBEW and OPEIU picket lines.

"The other unions have to understand that AFTRA is not going to stay out until July 4 in support," said Rollin Post, a reporter and chairman of the AFTRA strike committee.

During much of the strike, union members have charged that Chronicle was out to break the unions, a charge not uncommon in labor disputes. In July 1978 Chronicle declined to extend the freelancers' AFTRA contract. A standard agreement in the industry, the freelancer compact is viewed by union members as a basic contract upon which union agreements and personal service contracts depend. The union did not pursue the matter in 1978, choosing to wait until the current negotiations.

Also about six months ago the company set up the new production subsidiary with plans to expand into the commercial and national syndication fields. The company wanted to do that without union technicians and without station employees.

Finally, the office workers complained that the company shifted them about within the different departments, while there were no clear descriptions of jobs they were required to do. Since the strike began, the company has hired replacements for some of the striking office workers, and, according to a company spokesperson, the new employees' status would become permanent. Such hirings have prompted the use of the word "scabs" from some union officials.

The unions also point to a special strike-training program the company began offering management personnel six weeks before the walkout as the most obvious example of Chronicle's desire to rid itself of unions. The classes, conducted twice weekly between 2 a.m. and 5 a.m., were designed to teach basic station operations to department managers and nonunion employees.

The station has been using sales and creative services employees and managers to man the on-air positions and other station functions performed previously by union members. Some nonunion technicians have also been added to the KRON-TV staff. In all, some 120 employees are operat-
pany:

but being prepared," he said.

This company's not in the union-busting business. If we were going to do that we would have brought people in from our other stations. It would have started out completely differently," Martin said. "I negotiated the contracts in 1972 and 1976, and I can assure you that if this company were in the union-busting game there would have been plenty of opportunity to engage in that then."

Yet, according to John F. Crowley, of the San Francisco Labor Council, AFL-CIO, he is more convinced than ever that KRON-TV wishes to do away with at least the office workers' union. "From the outset," Crowley said, management has had the intention of eliminating OPUEU from the plant:" instituting a nonunion production company, excluding all three unions, and "ultimately excluding any unions" from the station. "I am convinced of this now," Crowley said last week.

An uncertain future still clouds the dispute, and the charges and countercharges still fly. "We have met with them repeatedly," said Martin of the unions' statements that the station has been generally unwilling to negotiate. "People say what is most self-serving to their individual interests."

But the union members point to a letter from station attorney Gary Scholick dated Jan. 25 wherein he wrote "an impasse had been reached in the prestrike negotiations." I'm Martin's trip out of the city and away from the negotiating tables, or to chief attorney Robert Lieber's apparent inability to speak with the authority of station management during informal negotiations. Union officials use words like "lying," "bad faith" or "deceived," describing their talks with the station.

Striking AFTRA employees who have negotiated with the station in the past for their personal service contracts are surprised by the company's apparent unwillingness to settle the disputes. One newspaperman, who said, "I'm not a strong union person at all. I'm a member because I had to," was aghast at what she saw as an intransigence on the part of the company. "It seems that they wanted the strike."

"The logical thing is they wanted to break the unions," said another. "But to break all three would be difficult."

"I have a great fear that they might settle with AFTRA but not with the other unions," remarked another on-air personality.

The NBC affiliate continues to operate with its staff of 120 working employees. Full-page newspaper ads have been run to introduce the audience to the new faces on the station's news programs, and three nonunion public affairs hosts continue with their programs.

The station has denied that it has lost $2 million in advertising as a result of a union plea for advertisers to stop running commercials on KRON-TV.

And although AFTRA, at least, appeared closer than any of the others to a settlement, the IBEW and the OPEIU disputes still appeared far from settled. In 1974, noncommercial KQED(TV) San Francisco was struck for four months. In 1977 the ABC O&O, KGO-TV, was struck for five-and-a-half months. San Francisco is among the most unionized cities in the country. Bitter labor disputes have become part of the city's business life.

"I wouldn't characterize this as a long strike," said Martin. "In the annals of strikes in San Francisco a 45-day strike is not a very long one."

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### Changing Hands

**PROPOSER**

- **WOK(FM)** Clearwater, Fla.: Sold by Broadcast Enterprises National Inc. to Metropolis Communications for $4 million. Seller is group owner of five AM's, including WTAN(AM) Clearwater, three FM's and one TV, principally owned by Ragan Henry. (BENI bought AM-FM combination in Clearwater less than four years ago for total of $850,000). Buyer is owned by Norman Wain and Robert Weiss who also own KEZK(FM) St. Louis, WHY(FM) Fort Lauderdale, Fla., and WWOX(AM) Miami. Last month FCC granted approval of their sale of KOAX(FM) Dallas to Westinghouse Broadcasting for $7 million (BROADCASTING, March 3). (They bought KOAX(FM) less than four years ago for $1.7 million [BROADCASTING, Sept. 6, 1976].) They have purchased, subject to FCC approval, WPXK(AM) Alexander-WKRA(FM) Woodbridge, both Virginia (BROADCASTING, Feb. 18). WOK-FM is on 95.7 mhz with 100 kw and antenna 400 feet above average terrain.

- **WTOW(AM)** Towson, Md.-WZIP(AM) Cincinnati-GWOR(AM) Toledo, Ohio: Sold by Gore Broadcasting Inc. to JACO Broadcast for $1.5 million plus $400,000 consultant agreement. Seller is owned by Harold Gore who also owns WINQ(AM) Tampa and 80% (pending FCC approval) of WAYS(FM) Fort Lauderdale, both Florida, and 50% of KBZT(FM) San Diego. Buyer is owned by Jerry Rogers (85%), John Boyd, Thomas Steele and Lee Schimberg (5% each). Jacobs is senior vice president of Great American Insurance Co., Cincinnati. He also owns 25% of Cincinnati real estate firm and 43% of Wilmington, Ohio machine tool company. He owns cable systems in Inglewood, Calif. Boyd and Steele are partners in Garden Grove, Calif., broadcast consulting firm, and each owns 10% of KPEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque, N.M. Schimberg is Cincinnati business broker and financial consultant and 15% owner of Evanston, Ill., real estate firm. WTO is on 1570 kHz with 5 kw day. WZIP is 1 kw daytimer on 1050 kHz. WGOR is on 1520 kHz with 1 kw full time.

- **WADY(AM)** Hollywood, Fla.: Sold by Community Service Broadcasting Inc. to Sunshine Wireless Co. for $1 million. Seller is owned by Jerome and Elaine Glassman (50% jointly), sons, James and Bill (25% each). They also own WMCL(AM) McLeansboro, Ill., WDXI(AM) Jackson, Tenn., and WKK-FM-Wheeling, W.Va. Buyer is owned by Eric Esbensen (50%) and Donald and Richard Berlanti, brothers (25% each). They also own WKQS(FM) Boca Raton, Fla., and KLVV(AM)-KRK(AM) Lompoc, Calif. Esbensen is president and general manager of stations. Berlanti is investors, Donald in Pomona, Md., and Richard in Somerset, Pa. WADY is on 1230 kHz with 5 kw full time. Broker: Richard A. Shaheen.

- **WMBN-AM-FM** Petoskey and WATT(AM) Cadillac, both Michigan: Sold by Les Biederman (52.5%), William Kiker and Gertrude Zerle (16.25% each) and Drew

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**CVS Is Now Harris Video Systems!**

See the complete HV5 equipment line at the Harris Exhibit, 1980 NAB Convention, North Exhibit Hall, Las Vegas Convention Center.

**April 13-16, 1980**
McClay (15%) to MacDonald Broadcasting Co. for $900,000. Sellers also own WTCM-AM-FM Traverse City, WATZ-AM-FM Arena, and WATC(AM) Gaylord, all Michigan. Buyer is owned by Kenneth MacDonald, who also owns WSM(AM)-WKCQ(FM) Saginaw, Mich. WMBN(AM) is 1 kw daytimer at 1340 khz. WMBM(FM) is on 96.7 mhz with 1 kw and antenna 320 feet above average terrain. WATT(AM) is 1 kw daytimer at 1240 khz.

- WXUS(FM) Lafayette, Ind.: Sold by Twin Cities Broadcasting to U.S. Broadcasting Inc. for $700,000. Seller is owned by Donald Walters and Charles Bradshaw (50% each) who have no other broadcast interests. Buyer is owned by Michael Sigelman (50%), S. Walter Richey, F.A. Koscielak, C.W. Arend Jr. and R.W. Carlson (12.5% each). Sigelman is former vice president and general manager of WEET(AM)-WDSY(FM) Pittsburgh. He will become general manager of WXUS upon acquisition. Richey is chairman and Koscielak is financial vice president of Collateral Control Corp., St. Paul, Minn., financial services firm. Carlson and Arend are St. Paul radio execs. They have no other broadcast interests. WXUS is on 92.7 mhz with 3 kw and antenna 215 feet above average terrain.

- WLSD-AM-FM Big Stone Gap, Va.: Sold by Big Stone Broadcast Corp. to Valley Broadcasting for $359,000. Seller is owned by Gary Rakes (25%) and J.D. Nicewonder (75%) who have no other broadcast interests. Buyer is owned by Don Wax who owns 75% of mobile and modular home sales company and 75% of real estate firm, both in Big Stone Gap. He has no other broadcast interests. WLSD(AM) is daytimer on 1220 kw with 1 kw. WLSD(FM) is on 93.5 mhz with 3 kw power and antenna 1,210 feet above average terrain.

- WWJ(FM) Johnstown, Ohio: Sold by Triple S Communications to Kramer Communications for $250,000. Seller is owned by Richard Seller Jr. (37.5%), James Goldurs (25.83%), Robert Cohen (20%), Richard Zellers, Kenneth Grubbs, Richard Hill and William Wright (4.16% each). None of sellers has other broadcast interests. Buyer is owned by Robert Kramer, wife, Mary, son, Robert II, and last’s wife, Joanna (25% each). Senior Kramer owns Columbus, Ohio, industrial ventilation equipment company. His wife is housewife. Robert II was Army captain released from active duty last month. His wife was also in Army until recently. They have no other broadcast interests. WWJ(FM) is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

- WOKL(AM) Eau Claire, Wis.: Sold by OK Radio Inc. to Progressive Communications for $202,000. Seller is owned by Robert Nelson who has no other broadcast interests. Buyer is owned by William Payne (40%). Martin Hannemann, Robert Braun, Dennis Hogan, Arthur Devine and Murris Smith (10% each) and Fred and Kay Ebertino (10% jointly). Payne is sales manager of WOKL(AM). Hannemann is pattern maker for Wausau, Wis., manufacturing company. Braun is Waterloo, Iowa, attorney. Hogan is 70% owner of Waterloo accounting firm. Devine is Waterloo surgeon. Smith is housewife. Fred Ebertino is Waterloo oral surgeon and wife is housewife. They have no other broadcast interests. WOKL is 1 kw daytimer on 1050 kzh.

- Other proposed station sale is WAA(HM) Waynesboro, Tenn. (See “For the Record,” page 70).

- KTV(R) Stockton, Calif.: Sold by McCraty Newspapers to Outlet Co. for $65 million, record price for broadcast station. Approval was granted in same March 12, decision that granted transfer of control of McCraty Newspapers from Eleanor McCraty to nephew, Charles K. McCraty (BROADCASTING, March 17) and assignment of license of KNEV(FM) Reno to McCraty (see below). Seller is privately held group owner/newspaper publisher based in Sacramento, Calif. It owns four AM’s, four FM’s and one TV. Buyer is publicly traded group owner of three AM’s, three FM’s and four TV’s. Joseph Sinclair is chairman and 19.95% owner. Bruce Sundlin is president and 1% owner. David Henderson is president of broadcast division. KTV(R) is ABC affiliate on channel 13, with 281 kw visual, 42.7 kw aurial and antenna 1,490 above average terrain.

- WKID(TV) Fort Lauderdale, Fla.: Sold by CB TV Corp. to Oak Communications Inc. for $4.1 million. Station will provide STV service. Seller is owned by William Johns (38%), Alvin Koening (22%), Abel Holtz (19%) and three others. None has other broadcast interests. Buyer is subsidiary of publicly traded Oak Industries Inc., manufacturer of industrial electronic components, of Oak Park, Ill. Buyer owns 50% of KBCS(TV) Los Angeles, subscription TV station, and has purchased, subject to FCC approval, 24.5% of WSN(TV) Chicago, which will be converted to subscription television (BROADCASTING, March 17). It also has applications pending for new TV’s in Gary, Ind., Denver and St. Petersburg, Fla. Everett A. Carter is president and chairman of WKID. WKID is independent station on channel 51 with 355 kw visual, 70.8 kw aurial and antenna 1,020 feet above average terrain.

- WXCL(AM) Peoria-WZRO(FM) Pekin, both Illinois: Sold by Peoria Valley Broadcasting to Louisiana Television Broadcasting Corp. for $1.75 million. Seller is owned by Syl Binkin, Melvin Feldman and Richard Cohen (three-each). They have no other broadcast interests. Buyer is owned by Charles P. Manship (35%); brother, Douglas (30%); latter’s sons, Richard, David and Douglas Jr. (11% each), and daughter, Dina (1.2%). They also own WIBQ(AM)-WBRZ(TV) Baton Rouge and Baton Rouge Advocate and
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Taking stock in the wake of Carter-Mondale

Networks ponder whether to appeal appellate-court decision that they see as inviting commission regulation of television network practices

The three television networks last week were licking the wounds they feel were inflicted by the U.S. Court of Appeals in its opinion in the Carter-Mondale "reasonable access" case (Broadcasting, March 17). At midweek, none had made a decision on whether to appeal. But the grumbling of network lawyers indicated that some of them at least harbored a strong urge for another go at the FCC and, for that matter, the appeals court, which had come down on the commission's side of every argument.

"It's as bad a decision as we could get," said one attorney. "An appeal is under active consideration," said another.

The court in a unanimous opinion had affirmed the commission's decision that the networks had been unreasonable in rejecting the Carter-Mondale Presidential Committee's request to buy a half hour of time in December to air a documentary that would help kick off President Carter's re-election campaign.

No one is any longer concerned about the broadcast of the documentary. The Carter-Mondale committee accepted ABC's offer to sell a half hour in January. But it's the law the opinion has created that is troubling the networks.

The opinion holds that, under the "reasonable access" provision of the Communications Act—Sections 312(a)(7)—which was adopted in 1971, candidates for federal office have an "affirmative right" of access to the broadcast media. It also holds that the commission's standards for implementing the law are reasonable.

Not only do the network lawyers continue to disagree with those conclusions. Some complain that Senior Circuit Judge David Bazelon, who wrote the opinion for the court, virtually ignored many of the networks' arguments. They note that the multiplicity-of-candidates argument—that selling time to Carter-Mondale in December might have triggered requests for half-hour blocks from the 12 major candidate then running—was not addressed.

Bazelon had come down hard on the networks for the across-the-board policy that led to the refusal to sell time to the Carter-Mondale committee. ABC and NBC said they were not ready in December to sell time to candidates, and CBS offered only five-minute blocks. In individual requests must be treated in terms of individual needs, Bazelon wrote. But said a lawyer, it would be presumptuous of a broadcaster to tell the President or any candidate what his needs are.

At bottom, the networks' concern, as reflected in the private comments of attorneys, is that they have lost a degree of editorial discretion to the government. "The court's construction of the act and its construction of the commission's discretion under it," one attorney said, "makes for a major new element for the intrusion of a politically appointed agency into a very sensitive area."

The opinion says it is for the commission—based on "all relevant facts and circumstances"—to determine when a campaign has begun. It is also the FCC's role to insure that the broadcaster, in responding to time requests, was reasonable.

Some attorneys say their concern about government "invasion"—and the danger to the First Amendment—receives support in the concurrent opinion written by Judge Edward A. Tamm, (the third judge in the panel was Chief Judge Howard T. Markey of the U.S. Court of Customs and Patent Appeals). Judge Tamm noted that the record of the Nixon administration warrants concern that the commission might become a tool of the White House in administering the reasonable access law.

He said, in fact, that the commission in the Carter-Mondale case has "come perilously close to falling into the chasm of impermissible government action." But he also said that, "as long as the agency consistently maintains a very limited 'overseer' role consistent with its obligation of careful neutrality, its action does not contravene the Constitution."

The networks' concern was not limited to the court's interpretation of the "reasonable access" law itself. For in affirming the commission's contention that the law applies to networks as well as to licensees, the court appeared to lend weight to the argument that the commission has the power to regulate the networks directly, at least in specific areas. Bazelon noted that the Supreme Court has held that the commission's authority to regulate is "restricted to that reasonably ancillary to the effective performance of the commission's various responsibilities for the regulation of television broadcasting." And, Bazelon said, application of the reasonable access law to the networks is "reasonably ancillary" to exercise of the commission's authority.

Western Cities Broadcasting

has purchased
KZZP-AM/FM
Mesa, Arizona
(formerly KQXE & KIOG)

for
$2.5 million

The undersigned initiated this transaction.

Richter-Kalil & Co., Inc.
3438 N. Country Club
Tucson, Arizona 85716 • (Area Code 602) 795-1050

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By the same token, it could be argued, the commission's authority to regulate the networks in, say, the area of equal employment opportunity, is "reasonably ancillary" to the exercise of the commission's authority.

The Carter-Mondale decision wasn't the first in which a court has held that the commission could regulate networks directly. The U.S. Court of Appeals in New York held that the commission could do that in affirming its prime-time access rule, in 1971. The Bazelon decision would appear to add further support for any future commission action directed at network regulation.

The grimness "realistic" said one, "is that there is an obligation on the part of broadcasters to deal with individual requests on an individual basis. Across-the-board policies won't be upheld, but broadcasters will still have significant flexibility as to when and how much time is to be made available."

What the decision does not mean, the same official said, is a great deal of litigation. The practical result," he said, "is that there won't be a space of cases coming to the commission. These problems work themselves out."

That assessment would not have many takers among the network attorneys. Then why weren't the networks ready to appeal the decision to the Supreme Court, or to ask the full 11-member appeals court to rehear the case?

"You have to weigh the prospects and risks," said one attorney, "If you lost on appeal, you might be worse off."

NAB objects to EEO guideline alterations

It says commission shouldn't have changed requirements without a rulemaking and calls new ones 'unrealistic'

The National Association of Broadcasters has told the FCC that it may have exceeded its jurisdiction in ordering changes to its equal employment processing guidelines without a rulemaking. So it has asked the FCC to reconsider its decision (Broadcasting, Feb. 18), stay the April 1, 1980, effective date and institute a rulemaking proceeding.

NAB said the new processing standards are "wholly unrealistic" and have the "real potential to encourage if not indeed mandate, minority and female employment well in excess of 50% of true work force availability."

NAB said a rulemaking should be instituted "to explore the significant legal and constitutional issues" posed by the new guidelines, and to "amass a full record as to the complex factual and jurisdictional issues involved here."

The broadcaster association said that the FCC may have violated the Administrative Procedures Act in adopting the new standards. In addition, NAB warns that the standards are not "mere guidelines addressed to its staff," but the "consequences of a failure to meet the newly announced standards include at the very least the subjection of the station involved to close scrutiny of its affirmative action efforts."

RKO's alternative

Beleaguered company seeks to protect its broadcast holdings by seeking FCC OK to set up independent company

RKO General Inc. has asked the FCC to approve a spin-off of 13 of its stations into a separate broadcasting company that would be held by the shareholders of its parent company, General Tire & Rubber. The move is an attempt to narrow FCC application of its Jan. 28 order denying renewal of three RKO licenses—WNAC-TV Boston, WOR-TV New York and KJH-TV Los Angeles—and placing RKO’s remaining 13 licenses in jeopardy on the ground that RKO lacked the necessary character qualifications to be a licensee. It is also a response to a petition filed by New England Television Corp. (NETV), a proposed company to be formed by the merger of the two applicants that have been competing with RKO for WNAC-TV’s license, asking the FCC to approve a construction permit to NETV and to approve in principle a transaction acknowledging that NETV intends to purchase the physical assets and goodwill of WNAC-TV for $54 million "on terms to be agreed upon and submitted to the commission by a date certain" (Broadcasting, March 10).

RKO contends that NETV’s petition cannot be "lawfully entertained" unless RKO and NETV enter into a new agreement and RKO waives its procedural rights. RKO says the petition "presupposes that RKO is no longer interested in pursuing its application for the renewal and assignment of WNAC-TV."

What RKO does propose, in addition to the spin-off, is that the FCC grant conditional approval to WNAC-TV’s license coupled with approval of its proposed sale to NETV. RKO is also willing to waive a provision of the agreement making issuance of a tax certificate a condition to the sale. RKO feels that this proposal, which in effect says RKO will waive its right, in the existing sale contract, which "makes a favorable determination of RKO's qualifications a condition precedent to complete the sale," will not prejudice any parties—including RKO—to the New York or Los Angeles proceedings. RKO intends to challenge the FCC's ruling.

Since the crux of the FCC's ruling was that there was a strong connection between RKO and GT&R, RKO said its spin-off proposal would insure that the new company, called "NewCo" would be "wholly free of control or influence by GT&R or RKO or any of their past or present directors."

The spin-off would include RKO's 12 radio stations—WOR(AM)-WXLO-FM New York, WGBK(AM)-WRK(AM) Bostion, KJH(AM)-KRRTH(AM) Los Angeles, WHBQ(AM) Memphis, WAGN-AM-FM Washington, WYFY(FM) Chicago, KFBI(AM) San Francisco and WAXY(FM) Port Lauderdale, Fla.—and its Memphis television station, WHBO-TV. And, RKO maintains, any "taint" from the other three proceedings would be removed.

RKO filed a similar petition in September 1976, asking for a spin-off of RKO, including its Boston, New York and Los Angeles television stations, from General Tire, which was then under siege from the Securities and Exchange Commission for illegal foreign payments and political contributions. The plan was framed to protect all the radio-TV properties from license challenges (Broadcasting, Sept. 27, 1976). That proposal has never been acted on by the FCC.

RKO, which is still awaiting a final order
CBS pressures FCC for background data involving children's television rulemaking

FOT request is filed for two studies; network says they're necessary for its submission of comments

CBS has asked the FCC for two studies that were conducted by the commission's Children's Television Task Force and led to the proposed rulemaking on children's programming.

The network filed a Freedom of Information Act request last Monday for "all unpublished data underlying the two studies... including all data which would indicate whether individual television programs were classified as "entertainment," "nonentertainment" or "instruction.""

The studies CBS seeks are: "The Amount of Children's Television Instructional Programming Aired During the 1973-74 and 1977-78 Television Seasons" by Dr. Brian Fontes of the task force staff, and "Program Trends in Network Children's Television: 1948-1978," by Dr. Joseph Turow of the Department of Communications, Purdue University.

CBS had made two previous informal requests for the information, which had been denied. CBS said the FCC replied that the Fontes study "is not being made available to the public," and the Turow study "is in the possession of the party with whom the commission contracted to perform the research in question."

It is the underlying data CBS is interested in, and not the studies themselves, since they were released with the commission order last November. Should the FCC fail to make this distinction, CBS may have to make yet another request.

"CBS said the requested materials are "essential to CBS's right to comment" on the proceeding, and that "it will not suffice for the commission merely to disclaim custody of all the materials in question."

The FCC added, "while the commission contracts for private research and then chooses to rely on the results for policy decisions on which the public has a right to comment," it is obligated to provide that material. "Any other procedure would make a mockery of the rulemaking process."

CBS believes that the material is all the more relevant because it was central to the FCC staff's determination that broadcast licensees had not acted responsibly in providing sufficient amounts of children's educational programming in line with the commission's 1974 policy guidelines.

CBS feels that the staff may have misclassified programs as to whether they were entertainment or instructional and wants to know how many "anomalies of this sort" occurred.

**Gabbert doesn't give up**

While the FCC has decided not to decide for the time being on how to deal with frivolous petitions to deny, Jim Gabbert, president of KJON(FM) San Francisco, is pushing the issue.

Gabbert wrote a letter to FCC Chairman Charles Ferris after the commission, while noting concern about frivolous petitions to deny, voted only to study the matter further (BROADCASTING, March 3). Gabbert said there are basically "three types of petitions to deny filed": a "legitimate one" in which a broadcaster is accused of wrongdoing, one in which a competing broadcaster tries to delay a competitor's improvement of his facilities and one in which "the classic self-interest groups hold out for a pay-off."

Gabbert contends that "the only reason a competing broadcaster will file against an application is to attempt to block that application and hope that time will finally run out for his competitor."

Gabbert is "convinced" that if the commission were to flag, for expedited action, any application that had a petition to deny filed against it, "frivolous petitions to deny will cease to exist."

Such a technique, said Gabbert, would produce the opposite result of what the petitioner wants "which is delay." On the other hand, he said, if a petition is valid, the FCC process would be speeded up and "a distress sale to a new minority owner" could take place, getting rid of a wrongdoer "as quickly as possible."
FCC wants to give MDS more spectrum

Commission proposes using space now allocated to ITFS; it also thinks lottery may be one means to solve competing applications

In keeping with its recent moves to open the marketplace for additional programming sources, the FCC has proposed reallocating spectrum space to make more room for pay television entrepreneurs that use multipoint distribution service.

MDS is now confined to the two channels in the 2150-2162 mhz band. Since 1971, when the first common carrier applications were filed for MDS service, the FCC has authorized 131 MDS stations; 86 have completed construction and are offering or prepared to offer service. But the number of filings has rapidly increased and currently there are 467 pending applicants, of which 338 are in contests between two or more.

The FCC's plan to offset this backlog and add more channels for MDS, is to reallocate frequencies in the 2500-2690 mhz band, now set aside primarily for instructional television fixed service (ITFS). ITFS is a television microwave system that enables an educational licensee to transmit up to four channels of instructional programs simultaneously. There are 31 channels in this band allocated for ITFS use.

Since there are currently many channels in the 2500-2690 mhz band not in use by ITFS, the FCC feels it is "natural" to consider it for expanded use by other services, namely MDS and operational fixed services (OFS), microwave services used for private radio communications systems.

The FCC proposed to split the 31 channels in this fashion: 11 to ITFS, 10 to MDS and 10 to OFS. However, after the channels are given over to their primary use, they may then be shared. This does not mean, however, that 31 channels will be in use in any given city, because there are often restrictions due to adjacent channel interference.

The FCC also proposed to seek comment on future use of broadcast satellite service in this band.

The FCC also came up with a proposed rulemaking that would provide technical requirements for MDS operations. The rulemaking would establish standards for acceptable interference and geographic spacing between MDS operations in the 2150-2162 mhz frequency band. The FCC contends that if technical rules specify with adequate precision the technical rights and responsibilities of MDS operators, there would be fewer petitions to deny and processing would be speeded up.

The FCC has also begun a rulemaking and inquiry on alternative procedures to be used for the selection of mutually exclusive MDS applicants. These approaches—paper hearings, lotteries or auctions—would be used, the FCC said, in place of the costly and time-consuming oral hearing on mutually exclusive applicants.

Under the paper-hearing option, applicants would be limited to written statements of their qualifications and comments on the relative merits of each proposal with respect to efficient frequency use, anticipated quality and reliability of the proposed service and the comparative cost of each proposal in context with the benefits of efficient spectrum use.

The FCC lottery proposal, which is also the subject of an inquiry into broadcast licensing (Broadcasting, Aug. 13, 1979), says that when no "meaningful differences exist" or "cannot be relatively measured," a lottery could "be used as one means by which equitable treatment of qualified applicants could be assured."

The auction proposal would insure that the license would go to the highest bidder. The FCC, which admitted that its legal authority to adopt this procedure was in doubt, said the license would "go to the user who valued it the most." In addition, the FCC said a spectrum auction would put a direct and explicit price on the right to use a portion of the spectrum.

Off the ground. Rosalynn Carter, who with her husband has played a prominent role in the development of the closed captioning television system for the benefit of the hearing-impaired, was hostess at a White House reception Wednesday that took note of the inauguration of the service last week. "Closed captioning," she said in a video spot that demonstrated the manner in which dialogue is translated into captions, "will make the silent screen speak." The screen is said to be "silent" for some 14 million hearing-impaired. Sears, Roebuck & Co., which is manufacturing and marketing the S250 adapters needed to switch on the captions, was to ship 5,000 units to hearing-impaired last week, the first week they became available. The reception was attended by some 250 representatives of government agencies, private industry and civic groups that contributed to the development of the system. Shown above in the picture at left are (l-r) Senator Jennings Randolph (D-W.Va.), one of the system's principal backers in Congress; Lawrence Grossman, president of the Public Broadcasting Service (hidden); Corydon Dunham, NBC executive vice president and general counsel; Secretary Shirley Haustedler of the Department of Education; Carter; John Bell, president of the National Captioning Institute, the private, nonprofit organization now captioning 16 hours of prime-time programming of ABC, NBC and PBS, and Robert Thompson, vice president of Sears for the home appliance group. Ball is holding an adapter unit inscribed in appreciation of the White House's efforts in mobilizing support for the closed-captioning service that was presented to the Carters. At right, Frederick S. Pierce, president of ABC Television, addresses guests at the reception, as Carter watches Jinny Lewis, of the Department of Education's bureau for the handicapped, translate the remarks into sign language.

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New Stations

TV applications
- • Garden City, Kan. — Board of Trustees Garden City Comm. Jr. College seeks ch. 9; ERP 316 kw vis., 31.6 and kw, HAT 1210 ft; ant. height above ground 1309 ft. Address: 401 Campus Dr. Suite 107 Garden City 67846. Estimated construction cost $2,162,600 first-year operating cost $300,000; revenue $2,200,000.
- • Leichston, Pa. — Earl Gardens, consulting engineer A.D. Ring & Assoc. Principals: Applicant is non-professional educational institution, Bryce Frederic is chairman of board of trustees, Dr. Thomas F. Saffel is president of college. They have no broadcast interest. Ann. March 4.
- • New Orleans, La. — Oak Television of New Orleans seeks ch. 38; ERP 2576 kw vis., 257.6 kw, HAT 1946 feet; ant. height above ground 971 ft. Address: Box 28759 Rancho Bernardo Calif. 92128. Estimated construction cost $2,976,000 first-year operating cost $778,000; revenue $800,000 Legal counsel Dow, Lohnes and Albers, Wash. D.C. consulting engineer Lohnes & Culver, Wash. D.C. Principals: Oak Industries Inc. (100%), publicly traded electronics and communications firm based in Rancho Bernardo, Calif. Everett A. Carter is chairman of parent, John P. Green is chairman of applicant and executive vice president of parent. Parent owns 50% of KBSC-TV, California, WKBD-TV (92128). It has pending applications for new TV's in Gary, Ind., Denver, Co., and St. Petersburg, Fla. Ann. March 4.
- • Charleston, W.Va. — Appalachian Broadcasting Co. seeks ch. 23; ERP 3243 kw vis., 324 kw, HAT 1180 ft; ant. height above ground 1095 ft. Address: 10 Larchmont Dr. Huntington, W.V. 25701. Estimated construction cost $1,630,965 first-quarter operating cost $175,000; revenue $1,850,000. Legal counsel William Bernson, Wash., D.C. consulting engineer Palmer Greer, Greenville, S.C. Principals: Richard Husstead (51%), Richard Wilkes (47%) and two others. Husstead is sales consultant for WKLC-AM-FM St. Albans, W.Va. Wilkes is Executive Director of AFL-CIO Appalachian Council, Huntington, W. Va. They have no other broadcast interest. Ann. March 4.
- • Rawlins, Wyo. — Strang Telecasting Inc. seeks ch. 11; ERP 34.5 kw vis., 6.9 kw, HAT 334 ft; ant. height above ground 214 ft. Address: 3 Park Ave. New York 10016. Estimated construction cost $1,970,000 first-quarter operating cost $97,000; revenue $200,000. Legal counsel Peter Sheshuk. N.Y. consulting engineer Lohnes & Culver, Wash., Principals: Stuart K. Strang who is veteran broadcaster in Chappaqua N.Y. who has bought subject to FCC approval, Ann. March 3.

FM actions
- • Chickasaw, Ala. — Phillips Radio Inc. granted 98.3 mhz, 1.7 kw, HAT: 410 ft. Address: 19 Caison Trace Spanish Fort, Ala. 36572. Estimated construction cost $31,728, first year operating cost $9,812, revenue $120,000. Format: standard pop. Principals: William Phillips and Houston Pearce (30% each); Paisly Phillips and Vontice Pearce (20% each). William Phillips is in- nistor at Faulkner State Jt. College, Bay Minette, Ala. Wife Patsy is high school teacher. Daphne, Ala. Houston Pearce is 50% owner WAR(FM) Jasper, Ala. and pending FCC approval, 50% WTVG(FM) Tuscaloosa, Ala. He also is 50% owner of WJJQ(AM)-WDAL(FM) Meridian, Miss. as well as WGGU(AM) Pazacagoa, Miss., and 50% interest in pending application for new FM at Gulfport, Miss. Wife Vontice is 20% owner of WGGT(AM) Mount Dora, Fla. and is math instructor at Jt. College in Jasper. Ann. Feb. 29.

- • Poteau, Wis. — Broadcast Bureau dismissed application of Viking Communications Ltd. for 15700.5 kHz. 50 kw-D; 10 kw-CM Address: 1003 Stewart Ave., Wautau, Wis. 54401. Estimated construction cost $293,100; first three months operating cost $65,695; revenue $500,000. Format: MOR. Principals: Charles W. Halverson, 50%; and Gerald F. Guith who owns KVRA(AM)-KVRF(FM) Vermillion, S.D. Action Feb. 27.

Licenses:
- • The following FM stations were granted licenses as of March 5.
- • KKKQ(FM) Safford, Ariz.
- • KGTL(FM) Homer, Ark.
- • KJIP(FM) Hollis, Calif.
- • WMNF(FM) Tampa, FLa.
- • WAVV(FM) Vevo Beach, Fl.
- • KYRS(FM) Chardon, Iowa.
- • WMLA(FM) Loray, Ill.
- • WQNA(FM) Springfield, Ill.
- • KWQL(FM) New Roads, La.
- • WCTD-FM Frederalsburg, Md.
- • WKRF(FM) Brooklyn, N.Y.
- • WWRC(FM) Lawrenceville, N.J.

For the Record

Ownership Changes

Applications
- • WUXF(AM) Lafayette, Ind. (FM: 92.7 mhz, J-

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Actions

KOBV-TV Stockton, Calif. (ch. 13; 281 kw vis; 42.7 kw aut.)--Granted assignment of license from McClatchy Newspapers to KOVR-TV Inc. for $65,000. Seller: Charles K. McClatchy is principal owner of Sacramento based group owner of four AM's, four FM's and one TV and is newspaper publisher. Also granted KNEV(FM) Reno Nev. in same decision that granted transfer of control to corporation by Charles K. McClatchy from Eleanor McClatchy (see below and Broadcasting March 17). Buyer: Outlet Co., (100%) publicly traded group owner of three AM's, three FM's and four TV's. Joseph Sinclair is chairman and 19.95% owner. Bruce Sundlin is president and 1% owner. David Henderson is president and 31.6% owner. D. Neither has other broadcast interests. Action March 12.

KGTV-FM Wash. D.C. (FM; 90.1 mhz; 6.7 kw.)--Granted assignment of license from Georgetown University to University of District of Columbia for $1,000. Both seller and buyer are universities in Washington, D.C. Neither has other broadcast interests. Action March 12.

WDJZ(AM) Bridgeport, Conn. (1350 khz; 5 kw.)--Granted transfer of control of WDJZ Broadcast Co. to Daniel J. Fernicola and Arthur L. McClatchy (100% before; none after) to F. Francis D'Addario (none before; 100% after). Consideration: assumption of liabilities. Fernicola also owns minority interest in applicant for new AM at Newark, N.J. McClatchy has no other broadcast interests. D'Addario is Trumbull, Conn., businessman, who has interest in CP for new FM in TV at Valleyota, Ga. and new applicant for TV at Bridgeport. He has purchased, subject to approval, WDHN(TV) Dothan, Ala., and one-third of KWRB-TV Riverton, Wyo. Action Feb. 28.

WAJAZ(AM) Albany, Ga. (960 khz; 5 kw.)--Granted transfer of control from Dowdy Brothers Broadcasting Corp. to Dr. Charles E. Finney for $790,000 plus $150,000 for covenants not to compete. Seller is owner of WJHR(AM) Daleville, Ala. (92.7 kw). Buyer is 100% and 55% of licensee. D. Neither has other broadcast interests. Finney is Albany physician. He has no other broadcast interests. Action Feb. 28.

WXCL(AM) Peoria-WZRO(AM) Peoria, both II- linio AM's (1350 khz, 1 kw; 102.1 FM; 104.9 kw; 3 kw.)--Granted transfer of control of Peoria Valley Bsig from Binkin et al (100% before; none after) to Louisiana Television Broadcasting (none before; 100% after) for $1,213,500. Principals: Sellers are Syl Binkin, Melvin Feldman and Richard S. Cohen. 1/3 each. They have no other broadcast interests. Buyer is owned by Grant Miller Broadcasting Co., (100%) whose other 18% owned by Bernard (10%) and Charles (3%). Douglas' sons; Richard (11.2%); David (11.2%); Douglas (11.2%) and Douglas (11.2%). Through parent company, Baton Rouge Broadcasting Co. they own WJBO(AM) and WMF(FM) Baton Rouge, La, of which Douglas Sr. is president. Also own WZRO(AM), WBBT(AM) and WBBT(FM) Baton Rouge, La., and owns 50% of KGBG-AM-TV Weslaco, Tex. Action March 7.

WRRA(AM) Rockford Ill. (1330 khz; 1 kw) --Granted assignment of license from Miller Broadcasting Co. to Henry H. Knapp. For $875,000, to be owned by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) WLLW(AM) and WLLV(AM) Melbourne, both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Baker Insurance Co., mutual company, purchased 50% of WATA(AM) by Howard Miller, who also owns WGGG(AM) Gainesville and WATA(AM) both Florida. Buyer is 100% and 55% of licensee. D. Neither has other broadcast interests. Action March 12.

WATW-FM College Station, Tex. (AM: 1150 kHz; FM: 92.1 mhz) --Granted transfer of control of Western Broadcasting Inc. from Gerald Devine, et al (100% before; none after) to Radios Bribos Inc. (25% before; 100% after). Consideration: 30% of stock. (See note under KLUP(AM) & KLAR(AM) --No other broadcast interests. Action March 12.

WATU(TV) Rock Springs, Wyo. (ch. 13) --Granted control of Western Broadcasting Inc. from Gerald Devine, et al (100% before; none after) to Strang Telecasting Inc. (none before; 100% after). Consideration: $250,000, 50% of stock. KLUP(AM) & KLAR(AM) --No other broadcast interests. Action March 27.

Facilities Changes

* KCD(CFM) Longmont, Colo.--Granted CP to change TL to West side of Northern County Line St., 2.5 miles N. of Intersection with Route 66, Longmont, Colo.; install new trans.; make changes in ant.: ERF, 0.1 kw (H&V), ant., height 270 ft. (H&V); condition (BPD-790518AE). Action Feb. 28.

* WFTG(FM) Hammond, La. --Granted CP to make changes in ant.: change type ant.; change ERF to 100 kw (H&V), ant., height 270 ft. (H&V); condition (BPD-790518AE). Action Feb. 28.

* WQLD(AM) Clarkdale, Miss. --Granted mod. of CP to change SL to 509 Cherry St., Helena, Ark. (Remote Control to remain at TL (BMP-791211AP). Action March 4.

* WGGU(CFM) Cincinnati, Ohio--Granted CP to make changes in ant.: change type ant.; change ERF to 2222 Chicasa west St., Cincinnati; change SL to 1223 Central Park- way, Cincinnati; change ERF to 12 kw (H&V), antennna height 880 ft. (H&V); condition (BPD-791227BD). Action March 4.

* KCO(CFM) Oklahoma City, Okla.--Granted mod. of CP to change SL to 2222 Chicasa west St., Cincinnati; change SL to 1223 Central Park-way, Cincinnati; change ERF to 12 kw (H&V), antenna height 880 ft. (H&V); condition (BPD-791227BD). Action March 4.

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Broadcasting Mar 24 1980

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### FCC decisions

- **Myrtle Beach, S.C.**—The FCC Review Board has granted King Communications, Inc. extension of time to complete construction of WQSET-TV at Myrtle Beach, S.C., but conditioned extension upon King's filing within 60 days applications for assignment of CP to Carolina Christian Broadcasting, Inc. Construction would then have to be completed 18 months after the applications have been granted. King was originally granted CP for new TV in Nov. 1977 with construction to be completed within 18 months. With construction incomplete after deadline King cited failure to gain CBS affiliation as reason for extension of CP. Broadcast Board noted that affiliation was not originally stated as contingency for completion of station. Action Feb. 20.

### Designated for hearing

- **Chubuck, Ind. AM Proceeding:** (BC Docs. 80-101-02) — Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Good Times, Inc., and Temujin Corp. for CP for new AM station on 1490 kHz at Chubuck, to determine with respect to both applicants, whether they are financially qualified, whether their assignment efforts were adequate, which proposal would better serve public interest and which application should be granted. (BC Docket Nos. 80-99-100) Action March 5.

### FCC tabulations as of Jan. 31, 1980

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<tr>
<th>Licensed On air</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's on air</th>
<th>Total on air</th>
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<tr>
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<td>2</td>
<td>7</td>
<td>229</td>
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### Educational TV

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<tr>
<td>UHF</td>
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<td>1</td>
<td>80</td>
<td>241</td>
<td>2</td>
<td>243</td>
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### Total VHF

| 990 | 4 | 19 | 1,013 | 81 | 1,094 |

### FM Transmitters

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<td>173</td>
<td>2,667</td>
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</table>

*Special temporary authorization

**Includes off-air licenses

### Translators

- **Hooper Bay, Alaska**—Hooper Bay City Council seeks CP for new VHF translator on ch. 10 (TPO: 10; HAAT: 25 ft) to rebroadcast indirectly KUA-LC-TV Fairbanks, Alaska. Ann. March 12.

- **Minto, Alaska**—Minto Village Council seeks CP for new VHF translator on ch. 7 (TPO: 30 ft; HAAT: 10w) to rebroadcast indirectly KUA-LC-TV Fairbanks, Alaska. Ann. March 12.

- **Seward, Alaska**—City of Seward seeks CP for new VHF translator on ch. 18 (TPO: 100 ft; HAAT: 16 ft) to rebroadcast indirectly KUA-LC-TV Fairbanks, Alaska. Ann. March 12.

### Satellites

- **Ashtabula, Ohio**—Ashland Television District seeks CP for new UHF translator on ch. 48 (TPO: 20 w; HAAT: 25 ft) to rebroadcast indirectly KTU(TV) Salt Lake City, Utah. Ann. March 12.

- **Parowan, Utah**—Iron County seeks CP for new UHF translator on ch. 30 (TPO: 20w; HAAT: 25 ft) to rebroadcast indirectly KTU(TV) Salt Lake City, Utah. Ann. March 12.

### Earth station applications

- The following earth station applications have been filed as of March 10:
  - **Cable News Network, Inc.—Atlanta (111m; S-A; E0011).**
  - **Rockdale Cable TV Co., Inc.—Rockdale, Ill. (15m; Microdyne, E0205).**
  - **World Cablevision, Inc.—Min. Vernon, Ill. (5m; Comtec; E0203).**
  - **Chillitoche Cablevision—Chillitoche, Ill. (5m; AFC: E0204).**
  - **General Cable Vision, Inc.—Braystown, Ky. (5m; AFC: E0205).**
  - **Somerset County Cable Co., Inc.—Somerset, Pa. (15m; AFC; 2006).**
  - **Somerset County Cable Assoc.—Berlin, Pa. (5m; AFC: E0207).**

### Earth station grants

- The following earth station applications have been granted as of March 10:
  - **Trinity Broadcasting of Denver, Inc.—Denver, Colo. (KPT7).**
  - **Trinity Broadcasting of Oklahoma City, Inc.—Oklahoma City, Okla. (KPT8).**
  - **Florence Cable TV Inc.—Florence, Ore. (KY99).**
  - **American Satellite Corp.—Pacific Beach, Wash. (K725).**
  - **Alascom, Inc.—Minchumina, Alaska (K227).**
  - **OVC Telecommunications, Inc.—Madison, Ind. (WZ25).**
  - **Newchannels Corp.—Coming, N.Y. (WZ42).**
  - **Western Kentucky University—Bowling. Ky. (WZ50).**
  - **The Board of Regents of Florida—Tallahassee, Fla. (WZ51).**
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**Southeastern major market station seeks a Sales Manager capable of utilizing research in local sales. Ability to motivate a local sales team and maintain strong personal billing. Excellent benefits, incentives, and fringe benefits. EOE. Box C-115.**

**Wanted:** first-rate Operations Manager for northeast major market AM/FM combo. Must have strong adult-contemporary background, ability to develop and direct two separate staffs, plus total commitment to long-term success. Air-shift mandatory EOE. Send resume to Box C-115.

**Marvelous Opportunity, new 100,000 watt FM contemporary Rock station, top western market, looking for unique Sales Manager who truly understands goals of FM radio and its audience. Superior background to market! Person must personally do $100,000 annually in collections with top account list. Very strong sales potential. Must personally do collections with top account list. Send resume immediately to Lincoln.**

**Salesperson-Announcer needed immediately for S.C. Group-AM/FM KJCT-AM/WJCT-FM. Requires Sales experience. Apply. Send resume immediately toBox C-227.**

**HELP WANTED SALES**

**General sales manager—Top 50 market located in the South. Ability to train motivate sales staff. Black radio experience required. Equal Opportunity Employer. Send resume and salary requirements Box C-59.**

**If you can sell we may have the opportunity you’ve been looking for. Radio sales experience is desirable but not necessary. A proven talk talent is an asset. Send resume to Bob Outes, WBNR, 914-831-8000.**

**WSCR radio in Scranion, PA needs a strong aggressive sales person. Can you help us? Let’s talk. E.O.E. Call Don Rider, 717-342-1230.**

**Sales Manager for WFEA, Manchester, New Hampshire. Present sales manager just promoted to station manager. Five sales people. Great opportunity. Call 603-625-5491 or write: Don Parker, WFEA, PO Box 370, Manchester, NH 03054.**

**Sell Gospel Music? Largest Gospel Radio Chain looking for several sales people in various markets with varying degrees of experience. Beginners welcome! General Sales Manager. Immediate openings and tremendous growth. 11 Stations in Major Markets in only 1 1/2 years! Contact Dick March, Vice-President, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107 213-577-1224. It goes without saying, we are an Equal Opportunity Employer... just ask our people.**

**WNUS in Springfield, Massachusetts needs salesmen and women for here and a new station in New Hampshire. Call Dick Lange, 413-781-5200. E.O.E.**

**Vacationland opportunity for experienced radio salesperson. Need an aggressive streetfighter. No desk (ockeys wanted. Excellent benefit package and a top account list will be yours. Send resume immediately to E. Sporn, 201 Superior Building, Cleveland, OH 44114.**

**HELP WANTED TECHNICAL**

**Chief Engineer—Operation-Maintenance 1 kw AM simple directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Manager, KOSY, PO Box 205, Texarkana, AR 71851. Equal Opportunity Employer.**

**Chief Engineer: New public radio station. Responsibilities: studio/translator installation and maintenance, STL, remote, satellite reception. Requires FCC Class license, $17,500-$19,500 annually Deadline: March 21, 1980, Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.**

**Immediate opening for Broadcast Maintenance Engineer Minimum: Three years experience in maintenance and operations, technical school training or FCC Class License. Excellent benefits, local government. Send resume to Personnel Officer, 121 Lake Superior Hall, Grand Valley State College, Allendale, MI 49401. GVSC is an EEO/Amfirmed Equal Opportunity Employer.**

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**See last page of Classified Section for rates, closing dates, box numbers and other details.**
HELP WANTED TECHNICAL CONTINUED

Chief Engineer at 5 kW full-time AM in Duluth, Minnesota. First Class license required. Will train electronic graduate. Position open May 1st. Send resume and salary requirements to Steve Tenhaiser, Box 2983, Fargo, ND 58108.

Assistant Chief for Chicago area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starters, able to work without direct supervision. Contact Mark Nielsen, Chief Engineer, WBBM/WCOPA, 312-526-1030 or 408-340-3666, 2031 N. Damen Ave., Oak Park, IL 60303. An Equal Opportunity Employer.


Chief Engineer, FM, 100 kw 24 hour live rock. Includes STL. Resumes to: Eliot Keleci GM, KRMA, 1027 Hollywood Blvd., Iowa City, IA 52240, EOE/AA.

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

Chief Engineer/Operations Manager for small FM near Ohio metro. Announcing required. Good opportunity for first position. EOE. Salary requirements: KCI, 2879 Berwick, Columbus, OH 43209.

Experienced engineer needed to work in West Kentucky’s beautiful lakes region. Primary responsibility to maintain the 350 watt NPR radio station, but some television work also required. FCC 1st class license and technical degree, plus experience required. Salary competitive. Application deadline, April 15, 1980. Position open. June 1, 1980. Send resumes to Bruce L. Smith, Gen. Mgr., WKMS-FM, Box 3227, University Station, Murray, KY 42071. Station represents the University of Kentucky in the Millstone Valley during NAB Convention, April 11-16. Murray State University is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

New 100,000 watt contemporary rock station, top midwestern city, looking for well versed News Director. Obtain, write, deliver news. Strong on interviewing! Strong on public affairs! Controversial subjects. Not delivery! Tapes and resume to Manager, KACH, Box 6167, Duluth, MN 55806.

Experienced, energetic reporter needed to gather, write, and anchor news. Must have good voice and knowledge of reporting skills. Join an award winning, tight knit, professional and beautiful lake region coast. Good pay: T&Q to Doug Smith, WKZO, New Director, Box 2385, Myrtle Beach, SC 29577.

Reasonable remuneration for right radio reporter and reader. Rush resume, writing to Curt Miller, WTRC, Box 699, Elma, IA 50615. WTRC is an EOE.

Immediate Opening—Top rated medium market news leader seeks strong on-air journalist to anchor prime morning news casts. Rush resume with salary history and references. EOE Employer. Box C-174.

1 Assistant News Director/1 News Producer at Public Radio station. B.A. and at least two years experience desired. Send resume, audition tape, references and salary requirement to David Beach, KJMR/KMJK-FM/AM, Box 8116, Grand Forks, ND 58202, EOE.

Needed: People to fill one full-time, on-air news, one-part time entry level reporter positions. Tapes & resumes to Cynthia Heath, KCBO, PO Box 1629, San Diego, CA 92112. Equal Opportunity Employer.

Professional broadcast journalist for reporter/editor/news director position at WJZ, Detroit. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcaster. Please send letter, resume, writing samples and tape to: Dave White, News Director, WJZ, Fisher Building, Detroit, MI 48202. No telephone calls please.

New Hampshire radio station to begin broadcasting soon. Needs salesmen and women, announcers and newscaster personnel. EEO, Box C-235.

Experienced News Director in Virginia small market. Gather, write, deliver local news. Some board work. Good opportunity. EOE, Box C-209.

Sports Director: Requires strong sports knowledge, ability to do play-by-play, sports talk and commentaries. Must be personality with aggressiveness to grow his station and be able to cover high school, college and professional and college in this exciting sports city. Send resume, references, tape and salary requirements to Operations Manager, WAAM Broadcasting Corp., 4230 Packard Rd., Ann Arbor, MI 48104, EOE.

New England small market automated AM/FM station seeks experienced news director to handle all aspects of news. Please reply in writing to Box C-250.

News person for AM Drive. Tape and salary requirements to Operations Manager, Box 4376, Charlotte, NC 28204.

News Person: News oriented small market) needs broadcast journalist immediately. Good street reporting experience and positive air personality important. Experience preferred. Female applicants encouraged. Contact: WTBU, PO Box 2440, Vero Beach, FL 32960. 305-562-5454.

News Director. Information oriented station looking for developing pro who makes pride in broadcast news, and learns. Includes salary, Great Plains market. EOE. White Box C-228.

WLAN AM/FM has a part-time opening in news. We are also accepting tapes and resumes for future openings. Send tape and resume to Ellen Wascou/News Director, WLAN, 252 North Queen Street, Lancaster, PA 17603.

Newsperson for morning drive at highly respected contemporary. If your writing style and delivery are unique, but still believable, we're interested. Box C-248.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Longtime successful western AM/FM needs a PD. It does not need to be saved by a hotshot prima donna who wants to leave alone to do his own thing. We want a mature, responsible, experienced announcer/personnel who will represent management and be a part of a great small market station in cooperation with other key people. EOE. Send full information to Box C-122.

Program Director ready for a challenge. Highly successful contemporary modern showcase opera- tion, exciting. Must be creative, promotion-minded and know how to handle people. No beginners, no telephone calls please. Substantial salary for the right professional. Tape, resume, references to Bob Monarch, 72 Millstone Rd., Hyde Park, MA 01236.

Production Director/copy chief for new 100,000 watt FM contemporary rocker. Solid growth middle management opportunity with our growing company. Tape, resume to manager, KACH, Box 6167, Duluth, MN 55806.


Experienced announcer for growing Florida market radio station that can offer a good working and living situation. Must be able to do excellent written and on-air work. Send tape and resume to Box 987, Ocala, FL 32670. 904-629-8008.

Program Director to $20,000 for right person! New 100,000 watt FM contemporary rock station in nation with great potential. Excellent opportunity for excellent on-air and studio production. Excellent administrator and supervisor. Knowledge of new and old music, various rock formats, FCC regulations. Top benefits with our young aggressive company that wants many stations and looking for more. Cassette and resume to Manager, KACH, Box 6167, Duluth, MN 55806.

WCLT, Lima, Ohio has opening for morning disc jockey. Carl Pete Stevens, 419-226-9248 for personal interview, EOE employee.

KNX and KNX-FM, Phoenix, Arizona, are looking for qualified applicants to fill a number of positions in announcing and traffic (computer logging). Most positions full time, some part time. Mail resume and check or call 310-374-1714, Art Daniels, not later than April 5, 1980. Equal opportunity employer.

Production Director for adult Midwest AM. Send resume to David Beach, KCCJ, Box 2118, Iowa City, IA 52240.

Number 1 small market country music station is in need of a full time, mature, professional disc jockey with production skills needed for future opening. Great benefits, and enjoyable staff. Send resumes with resumes immediately Box C-230.

Prolific Southeast Station looking for talk show host. Must be able to make news with show as well as be conversant with it. Excellent salary and benefits. EOE. Send resume to Box C-244.

SITUATIONS WANTED MANAGEMENT

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

Need a Manager who knows promotion, program- ming, and sales? A man with a proven track record covering 20 years in broadcasting, last 14 with same company? Top flight professional looking for small to medium market position. All offers considered. Box C-120.

Black Station Manager 13 yrs experience 8 in management. Have taken two medium market stations to top. Strong sales and programming. Seeking top 100 FM. Box C-147.

Former owner, President of group AM FM CATV. 25 years same co. 49 yrs old would like to get back into active broadcasting management and related field. Box C-185.

Experienced General Manager now available. Excellent credentials, and an EEO bonus... female! Box C-246.

Seventeen years Broadcast Management experience, last 10 years as general manager. Medium, medium and small markets. Always seek success record. Sales oriented. Interested in opportunity to participate in ownership. 817-467-2010.

SITUATIONS WANTED SALES

Do you need experienced salesmen to take over existing list? Medium or small market preferred! Now working in Midwest-West. Box C-241.

SITUATIONS WANTED ANNOUNCERS

Expert play-by-play in hockey, football, baseball, and basketball. I am willing to relocate immediately in Canada or U.S.A., and also have P.B. tape, and personal resume available. Ask for Joe 312-632-2452.

Help! I need work. Creative communicator with four years experience now available. Call Frank 312-739-3068.

Disco or R&B Jock ready now! 3rd phone. Talented, good pipes, dependable, energetic, creative! Send for resume and tape now! William Walker, 6531 S. Green St, Chicago, IL 60621 or call 312-587-9878.


Stop if looking for a combo man, staff or booth announce. Bachelors, First Phone, veteran, married and 30 yrs old. CT, CT, NJ, VA, EOE. Box C-157.

Broadcasting Mar 24 1980 76
SITUATIONS WANTED ANNOUNCERS CONTINUED


Versatile male, 25, broadcasting school graduate, good voice, third phone, working towards first wishes to relocate to southern climate. Prefer top forty or AOR. Ready to go! Box C-161.

Female trained. Trained talented. 3rd ticket. AOR. MFR. Will relocate. Dana Copeland, 411 Ventura Pl., San Ramon, CA 94583. 415-826-1112 messages at 415-431-9933.

I've got a first phone, 15 years experience and ratings story. Norm ... 501-892-1400.

All night personality seeking Midnight to 6 show. 7 years pro, excellent references, very dependable. Box C-226.

First phone soon — 17 years experience, announcer etc. Prefer small-medium market. 904-771-7386. 3807 Angel Place, Jacksonville, FL 32210. Randy.


I've got the training, talent, and the desire; now I need a break. I'll do any format; prefer up tempo contemporary. Good newsman and know sports. Looking for Small/Medium market, where I can grow with you. Peter Arpin, 55 Mastshead D.R., Apt 4, Warwick, RI. 02888. 401-895-2087.

Morning Drive, Air Personality. creative, dependable, upbeat 3rd. This position, not required. Will relocate. Box C-240.

SITUATIONS WANTED TECHNICAL

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box C-133.

Experienced Chief Engineer, directional, proofs, automation, etc. Also CATV. Can announce and run production. Desires responsible position in A.M., F.M., CATV, or any combination thereof. Box C-206.

Best offer takes experienced EE PI DJ DR AM FM TV STL MW RC W K W CE HF IF VHF UHF: Box C-201.

One of the old style engineers who does things right is now available. Expert in design, building, and automation Box C-247.

SITUATIONS WANTED NEWS


Professional newsman presently working at one of the nation's top radio stations, seeks employment at news-oriented major market station. Box C-121.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV sportscaster references — including present employer. Box C-139.

College Grad—seeking sportscaster position. Experience P-B-P Strong write, deliver, and commentary. Contact Mike 313-541-8865.


Male-female PBP team — Young, exciting, versatile, with love for local sports. Both with DJ and sportscaster experience. Will provide P&B tape. 703-491-5584.

Major Market News Director—Operations Manager. Has highly experienced, take charge professional. Prefer Southern metro, will consider others. Box C-211.


Heavenly Experienced Network and Local Newsman, Editor, Director of Programming, Administrator, News Director, and/or Anchorman for your South Florida or Tampa-St. Petersburg Radio or Television Station. Profit oriented. Top credentials. Box C-202.

First rate professional seeks general sports reporting or baseball, football, hockey, PBP position. Previous experience. Will relocate. Have resume, references, tapes. Box C-225.

22 yrs anchor, reports ND currently top 30 mkt. Seek TV ND/Anchor medium mkt or top 15 radio anchor Box C-160.

SITUATIONS WANTED PRODUCTION, PRODUCERS, OTHERS

Need P.D.? Ten year radio pro including top five market, will building your 50,000+ to medium market station to TOP 40 winner. Have assistant. Will travel, 602-432-5584 24 hrs. Mike. Box C-181.

Dear Miami, thanks for waking up with me every morning on WKAT News/Talk Radio. I enjoyed the learning experience of being WKAT's Operations Manager and AM Drive personality. Call or write at 772-322-1916 for a hard working News/Talk Program Director. I'm ready for a new challenge in News/Talk.


TELEVISION HELP WANTED MANAGEMENT

Program Manager, Central California NBC affiliate. Must have minimum of 5 years experience in similar market, with proven career growth. Must have supervisory responsibilities. Also, be thoroughly familiar with all FCC rules and regulations regarding license renewal procedures, etc. Strong sales ability. Must have assumption of responsibility and handling all network and program materials. Needs extensive knowledge of production and promotion departments. Salary negotiable. Outstanding employer—furnished benefit package. Send resume, salary requirements, other pertinent information to J. Thompson, Station Manager, AM Drive Network 24, PO Box 7270, Fresno, CA 93719. Affirmative Action Equal Opportunity Employer.

Assistant Business Manager—Progressive and growth-oriented broadcast group is seeking bright and aggressive applicants for their Business Office at the NBC affiliate in New York. Hard work and ambition will be rewarded with promotion and advancement opportunities. Excellent salary benefits and relocation. Send resume and salary requirements to: Terry Schoedel, Cosmos Broadcasting Corporation (WSJU-TV), 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

Our need could be your opportunity: Opportunity for a management position in the top 50 television market. Must be willing to re-locate in the Northeast area. Reply to Box C-222.

We are seeking a General Manager for a small market television station. Good chance for growth in position. Equal Opportunity Employer. Please send your resume to Box C-176.

HELP WANTED SALES

Retail Account Executive: Great opportunity for experienced Account Executive. Must have background in new business development and ability to work with direct sales and local agency clients. Must have previous television sales experience. Send resume to Gail Bell-College market area. Send resume to John Simmons, WCTV, PO Box 3048, Tallahassee, FL 32303.

Immediate opening for broadcast sales trainee Top VHF network affiliate in the southeast. Submit resume and salary history to: John Nickle, WTVJ, NBC News/Television, Department, PO Box 2566, Montgomery, AL 36105. No phone calls, please. An equal opportunity employer. Female and male applicants from all races desired.

Midwest ABC affiliate looking for experienced salesperson. Some established accounts. This is not an entry level position. E.O.E. Send resume and salary requirements to Box C-220.

Account Executive—Top Market 10 VHF station needs an account executive with 3-5 years' television broadcast sales experience. An Equal Opportunity Employer MF/H/F/Vets, Send resumes to Box C-153.

Midwestern Top 100 market. A self-motivating, numbers knowledgeable person needed for position on top sales staff. Will consider individual currently buying time in media research or selling TV time in another market. List is within $19,000 to $22,000 first year but average account executive on staff did $42,000 in 1978. Please send resume to Box C-233.

HELP WANTED TECHNICAL

Come west to high Sieras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donny Media Group, PO Box 550, Las Vegas, NV 89151 or phone 702—385-4241 extension 395. An EGV/Switching/TTM and Channel Manager position.

Illinois State University Instructional TV Engineer/Closed Circuit TV technician with 2 years of university or technical training or 4 years experience in maintenance/repair of small systems video/audio equipment. Work with broadcast station. Some background desirable. Excellent benefits. Resume/ Salary requirements to: Jeff Szumalewicz, Production Manager, TV 10 News, Illinois State University, Normal, IL 61761-309—436-5481. AA/EEO employer.

Assistant to Vice President—Engineering. Must have leadership experience in television, radio and cable operation. Excellent career opportunity for right applicant. Send resume and references. Equal opportunity employer. Box C-192.

Transmitter Maintenance Technician. Must be experienced in UHF transmitter maintenance. Self starter, able to assume full responsibility of transmitter maintenance and operations. An FCC first class license is required. Send resume and references to Box C-231.

Chief Engineer Remote Operation for major medium Atlantic Production House. Top salary for hands on chief with experience on RCA 1" tape and cameras. Send resume to Box C-213.

Transmitter technician and studio maintenance engineer needed for well-equipped small market TV station in Idaho. Get away from the crowds and to the good life. Excellent pay and benefits. Equal opportunity employer. Resume to Box C-242.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent faculty and staff. Send resume, qualifications, to: Bob Ewing, KRIT, Box 1331, Great Falls, MT 59403. EOE.

Chief Engineer for small market. Exceptional benefits. New top of the line equipment. Equal opportunity employer. Box C-199.

Operating Engineer to operate VR-1200's. TK-760's, Ampex switchers, film island, VC-2860's, editing, commercial production, loading breaks, some tight switching, and operating a remote controlled TV transmitter. Call or send resume to Roger Hightower JCT-TV, Box 3768, Grand Junction, CO 81502. 303—245-9880.

Asst. Chief Engineer with 5-10 years broadcast experience for major market facility. Must be well versed in engineering/production/terrestrial. EOE MF Resumes to Box C-215.

Chief Engineer, Progressive Public Television station seeking maintenance engineer with minimum 3 years digital experience. Knowledge of computerized editing systems and 1 inch VTR's desirable. First Class FCC License required. Good benefit package and long term growth in a beautiful South Florida environment. Salary range $12,900-14,775, depending on experience. Send resume, references and long term reference. Send resume in confidence, Administrative Services, WPBT/TV 2, PO Box 61001, Miami, FL 33161. An equal opportunity employer M/F.
HELP WANTED TECHNICAL CONTINUED

Transmitter Engineer Supervisor for UHF Television station. Salary open. Contact Mike Neubauer, Chief Engineer at KEDT-TV, PO Box 416, Corpus Christi, TX 78403 or call 512-855-2213.

Chief Engineer—Immediate opening for a good UHF hands-on position at Channel 7 operation in Northern Michigan. Salary 20,000 to 25,000. Experience in managing personnel and producing superior on-air product. Send resume of education and experience to General Manager, WJTV, Jackson, MS 39204. Equal Opportunity Employer.

Chapman University—Seeking a Maintenance Engineer for a major modern market television installation. Salary mid 20's. M/F, EOE. Send resume to Box C-207.

TV Transmitter Technician—Immediate opening for a Transmitter Technician at Channel 7 operation in Connecticut. Technical education. FCC Class license and experience necessary. Please send resume to Personnel Director, WTNH, 500 Airport Blvd., Boston, a CBS Affiliate, Route 9, General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/Handicapped.

Maintenance Engineer for major mid Atlantic Production House building a new facility Experience with RCA 1" and 2" tape and cameras. GVG terminal gear. Resume to Box C-217.

Central Michigan University is seeking a Maintenance Engineer to be responsible for maintaining a high degree of proficiency in the performance of preventative maintenance of television and radio related equipment. The position includes the following: Video tape equipment, TV, Cameras, TV Monitors, film chain cameras, terminal equipment, radio transmitter control equipment and, equipment, audio, and reproduction equipment. Education equivalent to two years of regular broadcast related repair training at the college or trade school level required. At least three years of regular broadcast experience of a qualifying nature. Possession of a valid first class FCC radio/telephone operator's license. Starting salary: $13,520-$17,596. Commensurate with background and experience. Excellent fringe benefits. Apply by March 28, 1980 to: Personnel Office, 109 Rowe Hall, Mt. Pleasant, MI 48858. MU has an equal opportunity and affirmative action institution.

Control Room Operator—First Phone Northeast UHF affiliate. Responsible for operating on-air and in assisting in production. Will train. EOE M/F. Reply to Box C-219.

HELP WANTED NEWS

Weekday Evening Anchor Reporter sought for an aggressive small market news department. Anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Weather experience desired. Send resume, with some reference material, video cassette, and salary requirements to Dave Copple, News Director, WTVR-TV, PO Box 751, Charlotte, NC 28202.

Public Affairs/News Reporter—No. 1 Station, top 5 market eastern flagship/Public Affairs interviewing. EOE. Reply Box C-107.

Looking for experienced TV news reporters who can handle general assignments, live minicams and some anchor work. Send tape and resume to Jim Holtzman, KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

WANTED: Weekend anchor/reporter. Must be familiar with both ENG and film. College education or minimum one year experience. Weekend work affiliate in southeast. Submit resume to contact Skip Halsey, News Director, WSFA-TV, Montgomery, AL 36110. An equal opportunity employer. Female and male assignments from all races desired.


Photographer: Must have prior experience with ENG equipment and must be quick and aggressive in the field. Send tape and resume to News Director, PO Box 1052, Birmingham, AL 35202.

Experience News Director/Anchor for start-up small market. Supervise small staff. EOE. Resume and tape to: KCWV-TV, Box 170, Casper, WY 82602.

WJTV, Jackson, MS, is accepting applications for News Director. Qualifications include college degree and a minimum of 5 years broadcast news experience. Significant work experience may be substituted for 2 years of college. Must be knowledgeable in managing personnel and producing superior on-air product. Send resume of education and experience to General Manager, WJTV, Jackson, MS 39204. Equal Opportunity Employer.

News Anchor—Early and Late-Full Qualifications

Previous anchor experience, college, good journalistic skills, and desire to set down roots in small, but attractive, S.E. Sunbelt market. Salary in twenties depending on qualifications. EOE. M/F. Reply to Box C-158.

Reporters: Two reporters for television station with aggressive and solid journalistic experience and strong ENG equipment. Not an entry level job and prior experience required. Send tape and resume to News Director, PO Box 1020, WFMY-TV, Greensboro, NC 27401.

Financial News Reporter: Bi-lingual reporter for write, interview, do on-camera work and mini-documentaries for nightly news. On-air news production experience and college degree required. Send resume in confidence to Administrative Services, WPBT-TV/2, PO Box 610001, Miami, FL 33161. An equal opportunity employer M/F.

11 RM Anchor—WDBJ Television has an immediate opening for an experienced journalist to anchor its late evening news and write, produce Specials, and other high level assignments. Bachelors degree. Minimum of two years anchor experience required. Will consider weekend anchor for special events and tape to Jim Shavers, WDBJ Television, Commercial Service 7, Roanoke, VA 24022. No phone calls. EOE M/F.

Bureau Chief—If you are a self starter who works well without supervision, WDBJ Television can offer you the chance to work in your own office. We will supply you with a top-notch photographer and automobile. You must be able to supply us with at least four years of solid journalistic experience and a passion for news. Send resume and tape to Jim Shavers, WDBJ Television, Commercial Service 7, Roanoke, VA 24022. No phone calls. EOE M/F.

News Anchor. Innovative news department in medium market, southeast, is looking for that person who can really communicate and who has a strong background in investigative and live market so we’re looking for the best. Network affiliate. Salary negotiable. Let’s see your tape. Women and minorities urged to apply. Send resumes to Box C-200.

Reporter with some ENG photography experience to work as a reporter/photographer. Applicant with small market experience. Send tape including samples of reporting and photographic skills to John Denney, KARD-TV, Box 333, Wichita, KS 67201. Equal opportunity employer.

Assignments Editor. Immediate opening in top news operation. Need experienced individual with background in all phases of reporting and news gathering. Network affiliate. Excellent working and living conditions. Salary open. Contact: Allen Hoffman, News Director, WAAY-TV, 1000 Malone Sano Blvd., Huntsville, AL 35801 539-1783. EOD.

Sports Director, immediate opening in sports oriented Midwestern market… 6 & 10 PM shows. Packages, some radio play-by-play possible. EOE/M/F. Send resume and writing samples to Box C-210.

News Anchor. We are looking for that individual who has the genuine ability to communicate through pleasant delivery and personal involvement. Strong writing skills and good camera presence a must. Dynamic, energetic, the ability to aggressively set events. Send tape and resume to Box C-210.

Chief Engineer for a top 50 market. Please send resume to Box C-223.

Television Program Director: Midwestern Network Affiliate in second 50 markets has immediate need for creative and resourceful Program Director Must be experienced in production, FCC procedures, and program buying, as well as people management and supervision. An EEO employee. Send resume and salary requirements to Box C-134.

Announcer/On-Air Performer—No. 1 Station, top 50 market, sought. Individual with strong on-air performance and commercial production experience. EOE. Reply Box C-108.

Community Services Supervisor: Co-ordinate production for local community programs; produce and schedule public service announcements. Professional broadcast experience. Must be aggressive, team player, member of community groups essential. Ability to speak Spanish preferred. Send resume to: Beth Barlow, Director of Public Affairs, WTV, PO Box 1422, New Britain, CT 06070. We are an Equal Opportunity Employer.

Director—Immediate opening for candidate who can switch and direct. Minimum two years experience in directing news and commercial production. Must be creative. Progressive top 100 market located in the upper Southeast. An Equal Opportunity Employer.

Co-Host for local two hour morning show. On-air and production experience of at least one year, plus college degree required. Field and studio features to be produced. Resume and tape to Lee Hart, WMFS-TV, PO Box 2, Greensboro, NC 27420. EEO Employer.

PM Magazine needs photographer/editor who can also produce stories. Send tape and resume to Debbie Messana, KFDM-TV, PO Box 7128, Beaumont, TX 77706.

WFMY TV, Greensboro, N.C. an equal opportunity employer, seeking Promotion Manager. Must have minimum two years promotion and two years production experience and work with community groups essential. Production to be handled. Send resume to Personnel Manager, PO Box 2, Greensboro, NC 27420.


SITUATIONS WANTED SALES

Aggressive experienced TV Sales looking to relocate. Excellent credentials and references. Management potential. I can do it for you. Write Box C-239.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-surveying and consultation—interim maintenance or chief engineer. Available by the day or week or duration of project. Phone Bruce Singleton 913-866-2889.

SITUATIONS WANTED

Award winning local and syndicated radio sportscaster looking for a better opportunity Radio or TV top references…including present employer. Box C-1191.

Make your name known now in the United States Army Reserve. Look in news. Highly competitive entry-level Sportscast position. Employed at NBC—New York before military obligation. Have tape. Send resume and tape to Box C-125. Please send resume and tape to ensure that this is the Sportscaster/Spots reporter you want. Jack Pagan, day 914-783-7005, eve 914-783-4432.
SITUATIONS WANTED NEWS

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery. Experienced in radar and satellite integration. Have presented many weather-related PR talks. Box C-124.

Now working as anchor with NYC UHF. Ready to move on. MA in Journalism. Good writing. ENG reporting, strong on-air delivery. Box C-155.


Intelligent, young female looking for first break in TV news or production. Ready to work, eager to learn. Call Nancy at 607-749-4759.

Qualified Black Woman: degreed, articulate, attractive, 5 years experience: includes: news, public affairs, production and talk show host; looking for position as a news reporter or hosting magazine type show. Box C-221.


Professional Broadcast Journalist now hosting popular program magazine in program number in aggressive, 2 minute period. More than 20 years experience in TV news, current in all market levels. I'm looking for the right opportunity. Box C-236.

HELP WANTED MANAGEMENT

Director of Affiliates: for Motor Racing Network to service radio and television stations nationwide from our Daytona Beach, Fla. office. Responsibilities include sales, programming, traffic, network, and satellite conventions. Plenty of variety and challenge with an established, fast-growing organization. Resumes to: PO Drawer "S", Daytona Beach, FL 32015, 504-258-0100.

HELP WANTED SALES

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven sales, support, training and placement services for large and small independents and groups. Position requires an entrepreneurship to build own staff and excel on existing business in one of 6 exclusive U.S. Regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential $75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in confidence to VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

HELP WANTED INSTRUCTION

FM Station Manager and Instructor. Seeking serious, track-teacher assistant Professor to manage station and teach course from March 18, 1980 to April 30, 1980. ($12,000/year)茅台、new, required, with appropriate professional experience. Send letter of application, resume and references by April 30, 1980 to: Dr. John P. Baikke, Department of Theatre and Communication Arts, Memphis State University, Memphis, TN 38152. An Equal Opportunity Employer.

Broadcast Pro for expanding radio/TV station at University of New Mexico. Prepared to teach beginning news (print), radio/TV courses from beginning to advanced. Broadcast news experience preferred to Ph.D. Both welcome, naturally. Resume, cover letter by March 31, 1980 to Robert H. Lawrence, Chairman, Journalism Dept., The University of New Mexico, Albuquerque, NM 87131, AA/EO.

Faculty Position to teach in area of audio and radio production, at a large university, to begin Fall 1980. With September 1, Advising and other instructional assignments according to interests and qualifications. MA and broadcast experience required, previous teaching desirable. Salary competitive. Apply to: Dr. Drew McDaniel, Director, School of Radio-Television, Ohio University, Athens, OH 45701.

Director, School of Journalism: Administrative/ Academic leader to direct nationally accredited communications educational program. Full academic degree and experience in multiple areas of mass media preferred. Ability to blend academic and professional interests is a specific requirement. While Search Committee School of Journalism, University of Southern California, University Park, Los Angeles, CA 90007.

Assistant/Associate Professor of Broadcast had. Must have five years managerial experience in station management. Major departmental/college broadcast property, plus significant professional association membership and industry contacts. MA required. Teaching, consulting, research, advanced degree desirable but outweighed by professional broadcast experience. To teach broadcast management, sales, and business communication. Salary negotiable. Apply by April 21 to Dorothy R. Johnson, Marshall University, Huntington, W. VA 25705. Affirmative Action EOE.

Radio-Television, Assistant Professor: to teach radio/television production and mass communication theory. Preferred qualifications: Ph.D. teaching experience at college level, interest in research and professional background in broadcasting. Submit letter of application, complete resume and full credentials by April 21. Apply to: J. Kepner, Director, Division of Speech Communication, Bradley University, Peoria, Ill. 61625, Bradley University is an Equal Opportunity/Affirmative Action employer.

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For Fast Action Use BROADCASTING's Classified Advertising

CABLE

SITUATIONS WANTED TECHNICAL

Twenty years experience in commercial radio engineering. Good production background, particularly with C.R.E.I. Desires opportunity with future in C.A.T.V. Box C-124.

SITUATIONS WANTED MANAGEMENT

Experienced Fortune 500 Video Manager seeking similar position. Background includes needs analysis, budgeting, staffing, and broadcast production experience. Free to relocate and travel. Call 312-929-9211.

Law Student; graduate in May; bar in July; background in journalism and entertainment. Desires job to start August. Send for resume. Woody Wilcox, 3753 N. Park, Indianapolis, IN 46205.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 with AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ithurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.


WANTED appropriate transmitter. Antenna, tower cameras, VTR chain, etc. for new UHF Channel 21 Television.

New hi band VHF-TV stations seeks info on outfitting with used hardware. Especially interested in complete transmitting and studio packages. Also need 1000 foot tower. Call Bill Vareha 618–457-2477.

Paul Schafer wants to buy late model AM & FM transmitters. Good condition. Call or write Schafer 801 East 68th St., Chicago, IL 60621.

FOR SALE EQUIPMENT


FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 2.5 KW, 1 KW. Box 250, 250 KW, 10 KW, 5 KW. Western Communications Systems, Inc. Drawer C. Cape Girardeau, MO 63701. 314–334-8097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Western Communications Systems, Inc. Drawer C. Cape Girardeau, MO 63701. 314–334-8097.


1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215–379–6855.


Stereo Generator, Collins 786M-1. Used very little in standby transmitters. Make offer. Chapman, Box 3297, Birmingham, AL 35205.

Ikegami HLT7A. Excellent condition. best offer. Ms. Lyon or Ms. Moss 301–986-0512.
FOR SALE EQUIPMENT CONTINUED

RCA TT-50AH VHF Transmitter—Excellent, many spares. ch. 11, $12,000
Annette TA58B UHF Transmitter—55KW, good condition ea. $150,000
GE TT-57 30KW UHF Transmitter—stable 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. $7,000
GE PE-240 Film Camera—Automatic gain & blanking $8,000
Harris TE-201 Color Cameras—lens, cables, CCU’s ea. $10,000
IVC 500 Color Camera—lens, cables, encodes $4,000
RCA TK-43 Color Cameras—lens, pedestals, good condition ea. $2,000
RCA TK-7A TV Camera—good condition. TP 15 available $12,000
RCA 1800 Film Projectors—New factory cartons, TV shutter ea. $1,200
Eastern CT-500 Projector—optical and mag sound $9,000
Eastman 285 Projectors—Reverse, good condition ea. $6,000
RCA TVM-1 Microwave—7GHZ, audio channel $1,000
RCA TR-22 VTR—RCA hi-bands, DOC, one with editor $18,000
RCA TR-4 VTR—RCA hi-bands, velcomp, editor $15,000
AmpeX 1200A VTR’s—Amtec, color tech each $24,000
Norelco PC-70 Color Camera—16x1 200M lens 2 available $18,000
Norelco PC-70 Color Camera—Portable or studio use $8,000
Norelco PC-60 Color Camera—Updated to PC-70, new tubes $8,000
30 Brands of New Equipment—Special Prices. We will buy your used equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHans, Quality Media Corporation, In GA call 404-324-1921.

2 guyed AM towers, 300 feet, standing Andrew HJ7-50A, over 300 feet, used Ron Kroh. Box 2204, Fort Collins, CO 80525.

Jennings Vacuum Variable Capacitors, values from 10 to 1500uf and 5 to 45Kv. Priced to sell. Capacitors. 1000 White Pine Drive, Chesapeake, VA 23323 or 804-487-1601.

5KW Gates S-P2 immediately available, fine condition. 2500-2700 40% gain. Sparta turntables. Dick Pickens. KVET, Box 380, Austin, TX 78703, 512-474-1300.


Eastman CT-500 16mm Color Broadcast Projec-


COMEDY

Free sample of radio’s most popular humor service! O’LINERS. 1448-C West San Bruno, Pesoa, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy 5804-B Twinelling, Dallas, TX 75227.


“Comic Relief!” Just 10c laughs. Bi-weekly. Free sample. Whirl Creative Services, 20015 Etrick, Detroit, MI 48225.

Phantastic Phunnies—400 introductory topical one-liners ... $2.00!! 1343-B Strattord Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar. more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 20009-3, Long Beach, CA 90801. 213—438-1840.

Pets! Prizes! Prizes! National brands for promotions, contests, programming. No bait or trade ... better! For fantastic deal, write or phone television: Radio Features, Inc., 168 E Superior St., Chicago, IL 60611, call collect 312—344—7987.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn, Mawr, PA 19010. 215—525-9873.


RADIO PROGRAMING

Radio and TV Bingo, Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303—795-3288.

Phantastic Phunnies—400 introductory topical one-liners ... $2.00!! 1343-B Strattord Drive, Kent, OH 44240.

RADIO

Help Wanted Technical

DIRECTOR OF ENGINEERING MAJOR GROUP BROADCASTER

Seven-station radio group in Minnesota needs a Director of Engineering to oversee technical activities:

— AM/FM combination in Minneapolis/Saint Paul.
— Five FM’s throughout state.
— New 54,000 square foot studio and office facilities under construction.
— Satellite uplink and downlink, with downlinks at all stations.

SCA Program Service

A prime position for an experienced management engineer at a dynamic, private corporation with an excellent working environment and benefits.

Submit resume, letter of interest including salary requirements, and references to Mr. Tom Kigin, Box B, Minnesota Public Radio Inc., 400 Sidney Street, Saint Paul, MN 55101.

An equal opportunity affirmative action employer.

TRANSMITTER ENGINEERS

WPGC is looking for several persons, experienced in AM and FM transmitter maintenance to fill possible future openings on our transmitter staff. Minimum salary $13,000. Send resume and references to: Chief Engineer, WPDC, PO. Box 8550, Washington, D.C. 20027. WPDC is an equal opportunity employer.

Help Wanted Sales

A one million dollar plus biting radio station needs dynamic, creative sales manager capable of building on a solid base to generate continued dramatic increases. Must have extensive retail knowledge, understand the consultancy sell and aspire to career advancement with last growing group. Send track record and salary goals to Box C-203.

Help Wanted Announcers

STAFF EXPANDING AGAIN

KULP AM/FM needs a staff announcer. The position requires excellent production skills and the ability to communicate effectively with adults. Please send resume and tape containing airwork, news and production samples to: Joe Ferguson, KULP AM/FM, 8400 SW Canyon Cl, Portland, OR 97221, EOE, M/F No calls please.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and DJ-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6, Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813—555-6922, 2420 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.


RADIO BROADCAST TECHNICIANS

One of the country’s most important national homosexual broadcast organizations is looking for BROADCAST/RECORDING TECHNICIANS and a BUREAU ENGINEER.

BROADCAST/RECORDING TECH position requires quality-conscious individuals who have had both recording studio and broadcast experience and are creative and a professional. You should know audio processing equipment from the inside out and have a strong background in news production. Person should feel at home on a remote as in a studio.

BUREAU ENGINEER position located in Chicago. Responsibilities include technical aspects of all remote and studio production, and installation and maintenance of technical equipment. Requirements include some college, 3-4 yrs. exp. in news production and remote engineer and equipment management.

We offer EXCELLENT company BENEFITS which includes paid hospitalization and vacation. Submit resumes including salary history to: DeNise Johnson National Public Radio 2025 M St. NW Washington, DC 20009

NPR IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

Broadcasting Mar 24 1980

80
**SOUTHERN CALIFORNIA**

Mid-day Personality—IMMEDIATE OPENING

KWIZ—Orange County, Disneyland, Newport Beach Area

Send tapes to Bill Weaver:
KLOK PO. Box 21248, San Jose, Calif. 95151

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**TELEVISION**

Help Wanted Technical

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**Video**

Field Service Engineers

- Los Angeles
- Chicago
- Salt Lake City
- Washington, D.C. (McLean, VA)
- New York City (Saddle Brook, NJ)

Fernseh Inc., a new corporation formed by Robert Bosch and Bell & Howell, has combined Bell & Howell's TeleMation Division and the Bosch Fernseh North American marketing unit. We are now expanding our service organization, in terms of both personnel and parts inventories, to provide increased customer support from additional locations. We have immediate openings for service engineers with a solid technical background in broadcast television to support our expanded product line, which includes portable, studio and automation VTR's; studio, ENG, and surveillance cameras; graphics generators; terminal and switching equipment; digital signal processing equipment, video monitors, videotape editors; digital and analog telecine cameras; and machine control systems. Fernseh inc. is committed to a continuing program of development, marketing and service of advanced television equipment in North America, and offers a dynamic and rewarding career opportunity for professionals in the video industry. Qualified applicants should write to: Personnel Department, Fernseh Inc., P.O. Box 15068, Salt Lake City, Utah 84115. Or call (801) 972-8000.

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**Broadcast Professional**

Twenty years competitive major market experience. Desires position as Corporate VP or General Manager. Proven successes in Sales and General Management. Last five years as VP Corporate Development major group, with primary duties in acquisitions, market analysis, sales development, long and short range corporate planning and policy making. Well versed in FCC matters and procedures. Box C-180.

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**MANAGEMENT FOR PROFITABILITY**

Current position billings from 300M to 2.100M in 5 years. Greatest profits in 28 station, top 25 market. Ratings from no-show to No. 1 and No. 3. Hands-on experience in all areas of operation. Box C-205.

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**Situations Wanted Management**

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**Situations Wanted News**

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**SPORTSCASTER-RADIO/TV**

7 years major market experience including NFL football color and college basketball play-by-play. Call Mark Oristano. (817) 465-0933.

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**TELEVISION**

Help Wanted Technical

Continued

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**ASSISTANT CHIEF ENGINEER**


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**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

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**Help Wanted News**

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**CHIEF PHOTOGRAPHER**

Need experienced, creative ENG cameraman with leadership ability to replace network-bound chief. Challenging and wide-ranging assignment: Shooting news and regularity scheduled mini-discs. Responsible for improving skills and work quality of Newark staff cameraman. Send cassette and resume to: Herb Bloom, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., Trenton, NJ 08683. E.O.E.

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Broadcasting Mar 24 1980
Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR
For PBS affiliate, Pan. Ph.D., public affairs and TV must have complete knowledge of studio/distant production as well as working knowledge of all types of film production. An equal opportunity/affirmative action employer. Mail resume, salary requirements, and tape to: Jim Shane, Production Manager, WCTV, Room 136, The Georgia Center, Athens, Ga. 30602.

Help Wanted Management

GENERAL MANAGER
WDSE-TV
The Trustees of Duluth-Superior Area Educational Television Corporation invite applications and nominations for the position of General Manager. WDSE-FM, a non-profit community educational television station, has a new building and equipment. It is located on the University of Minnesota Duluth campus. The station has been on the air since 1964 and serves approximately 600,000 people. Duties: responsible for supervision and coordination of all management areas, including programming and engineering as well as financial, development, and community and governmental relations. Broad experience in management preferred. Degree in communications or related field desirable but suitable work experience will be considered. Salary and benefits commensurate with experience. Submit detailed resume of experience, training, education, and personal data including names of at least three references, salary history and the last three years' Salaries. Application deadline: May 99, 1980. CONTACT: Dr. R. W. Dierand, Chairman, WDSE-FM Search Committee, 1202 University Cir., Duluth, Minnesota 55811.

Help Wanted Sales

REGIONAL SALES MANAGER (NORTHEAST)
Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for a aggressive, self-motivated individual who can produce results for us in the Northeast with high volume potential. Experience in broadcast sales or knowledge of the industry is essential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to Marketing Manager:
American Data
A North American Philips Company
Research Park, 2401 Wynn Drive
Huntsville, Alabama 35805
205-697-5180
An Equal Opportunity/Affirmative Action Employer

Situation Wanted News

BAD NEWS?
If your news is bad news, let me help. No-nonsense professor with solid real-world experience will overhaul your news operation during academic leave. Will live-in up to 6 months in contract to single client. Not cheap. Box C-204.

Situations Wanted Programing, Production, Others

PROMOTION MANAGER
Looking for challenge in new market. Experienced in all promotion dept. operations including on air and production. Solid management ability plus development of national program promotion. 5 years television experience. Resume, tape and references upon request. Box C-229.

ALLIED FIELDS
Help Wanted Technical

ENGINEER FOR RANK CINTEL SERVICE
East Coast & Midwest
Electronic Engineer for installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art equipment and digital technology and servos systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided and ability to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Lento at (503) 731-7000.
PUBLIC NOTICE

APPLICATIONS FOR CABLE TELEVISION LICENSE
Pursuant to 207 CMR 302 (4) (b) and (5)
SOMERVILLE, MA 02176

The Town of Somerville, Ma. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Committee. Applications may be filed at the address below until 4:00 PM on (12th. June, 1980). All applications must be filed at the Massachusetts CATV Commission Room 100 and must be accompanied by a $100 non-refundable filing fee, payable to the Town of Somerville. A copy of the application shall also be filed with the Massachusetts CATV Commission.
All applications received will be available for public inspection at the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

BUSINESS OPPORTUNITY

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works. New authors welcomed. Send free, illustrated 46-page brochure V. 48 to Vantage Press, 516 W. 34 St., New York, N.Y. 10001.

Mississippi

H.B. La Rue, Media Broker

Radio, TV, CATV

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415-834-1750

East Coast:
500 East 77th Street, Suite 1908, New York, NY 10021
212-288-0737

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

For Sale Stations

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/928-0385
202/233-1553

Suite 214
Suite 417

11881 San Vicente Blvd.
Island Ave., N.W.
Los Angeles, CA. 90043
Washington, D.C. 20036

1 KW. AM Daytimer
Southeast U.S.

Good growth area
$295,000-terms Available

Reply Box C-234
FOR SALE

Southwest Florida Full Time AM - one station market - $150,000 - terms to qualified buyer. Write Box C-249.

AM STATION FOR SALE

Good Middle Georgia location. Previous billings to $120,000 per year. Billing down presently. Only $25,000 down. Interest only for one year. Term Payout. Box C-73.

TOP 50 MARKET FM

Profitable, Full Power FM available at $4,000,000 CASH to qualified buyer. Price is 10x Cash Flow. Please include financial references with your first letter. Box C-188.

Acting For the Court

KVRA/KVRF—Vermillion, S.D.
S$25,000 CASH
Deadline for offers—March 27, 1980
Contact: Peter S. Stromquist
Chapman Associates
P.O. Box 3174
Duluth, MN 55803
(218) 726-3003

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 Field, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR’s to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films, and VTR’s are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted (personal ads) $30.00 per inch. All other classifications: $50.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, C0D, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Thomas Bair, assistant station manager, WPSW-AM-FM Warsaw, Ind., joins KODY(AM) North Platte, Neb., as general manager. Randy Opitz, manager of KODY-FM North Platte, named general manager.

Paul Thomas, former production manager, Oklahoma Public Television, joins KGMC-TV Oklahoma City as operations manager.

Robert Owens Jr., program manager, non-commercial WSKG(TV) Binghamton, N.Y., named operations manager.

Robert Behringer, executive VP-general manager, Anixter-Pruzan, Chicago, joins MetroVision, Atlanta-based cable system operator, as VP-general manager of its Chicago area cable systems.

Schuyler A. (Bud) Rennard, operations manager for Warner Amex Cable Communications' Boston-area systems, named regional project manager of Houston Cable TV. Warner Amex company, with overall responsibility for construction of company's cable TV franchise in Houston.

Thomas Reinhard, city manager of Clive, Iowa, joins Heritage Communications, Des Moines, Iowa, as operations coordinator for Heritage Telecommunications Group, cable system operator. James Michaelis, air personality in Des Moines, and director of public relations for United States Jaycees in Tulsa, Okla., joins Heritage as franchise coordinator.

Gordon McCollum, formerly with Mid-America Media, Kankakee, Ill., joins WXYL(FM) Menomonee Falls, Wis., as station manager.


Francine Berger, news writer, WEEI(AM) Boston, joins noncommercial WERS(AM) there as station manager.

Larry Sackett, former director of operations for International Herald-Tribune in Paris, Zurich and London, and Frank Vega, former circulation director of Gannett's Oakalnd (Calif.) Tribune and Eastbay Today, named general executives for Gannett's research and development task force, Rochester, N.Y. Task force was set up to explore possibilities for new

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ventures in communications for Gannett.

Percy Strowhorn, formerly with Focus Cable TV, Oakland, Calif., joins United Cable Television Corp., Denver, as franchise development coordinator, based in Hammond, Ind.

Randy Miller, news director, Macoupin County Cablevision, Carlinville, Ill., named station manager.


Thomas Fanelia, director of development, noncommercial WCNY-FM-TV Syracuse, N.Y., named VP of newly formed marketing division.

Roger Fisher, director of development, non-commercial WCNV(FM) Bowling Green, Ohio, joins WCNY in same capacity.

Jeanette Tully, manager, internal audit, Harte-Hanks Communications, San Antonio, Tex., named corporate director, internal audit.

Richard Hutchinson, formerly with International Paper Co., New York, named administrative assistant to VP of Continental Cablevision of Ohio in Findlay.

Terry Miller, assistant business manager, WTVN-AM-TV and co-owned WVLQ(FM), all in Columbus, Ohio, named business manager.

Thomas Hurley, director of membership, non-commercial WKAR-TV East Lansing, Mich., joins noncommercial WQCV(TV) Grand Rapids, Mich., as manager of public support.


Advertising

James A. "Al" Scully, senior VP and manager of creative operations, McCann-Erickson Inc., New York, named executive VP and member of agency's board of directors. Richard J. "Rick" Busciglio, VP and network program director, appointed senior VP. Bernard R. Camarata, account supervisor, and Stacey J. Lippman, associate media planning director, appointed VP's.

Saul B. Cohen, VP and manager of network operations, Wells, Rich, Greene Inc., joins McCann-Erickson as VP and associate director of network programming.

Elected senior VP's BBDO, New York: Richard Bonnette, management supervisor; Glenn Miller, associate creative director; Kenneth Rogers, management supervisor; Theodore Sann, associate creative director and William Weigold, management supervisor.

Arthur Knaus, public affairs director, Hartwick College, Oneonta, N.Y., joins SSC&B, New York, as senior VP-management supervisor.

Gary Carr, executive director, network operations, SSC&B; Felix McGibbon, director of spot broadcast, and Laurence Roslow, also with SSC&B, named VP’s-media. Mary Ellen Harris, senior copywriter, named VP-creative. Joan Savin, account supervisor, named VP-account management.

Bruce McRitchie, management supervisor, Kenyon & Eckhardt, Detroit, elected senior VP.

John LaPlick, Western region director of creative services, Cunningham & Walsh, San Francisco, named senior VP.

David Weinman, creative supervisor, Grey Advertising, New York, named VP.

Steven Ziglar, planning group head, Wells, Rich, Greene, New York, named VP-planning services director for New York accounts.


Ave Butensky, former president of Television Program Group of Viacom International and earlier president of Program Syndication Services, subsidiary of Danceiner Fitzgerald Sample, New York, named corporate senior VP of Ed Libov Associates, New York, agency and media buying service.

Steve Rivkin, VP-director of account services, Trout & Rice Advertising, New York, named executive VP.

Michael Salisbury, VP-senior art director, Wells, Rich, Greene, Los Angeles, joins Foote, Cone & Belding/Honig, San Francisco, as associate creative director.

Donald Blaufelt, account executive, Northrup and Teet, Pittsford, N.Y., named account supervisor.

William Dobson, account executive, Ross Roy, Detroit, joins Bozell & Jacobs, Chicago, in same capacity.

Jack Smith, owner of housing and construction company in Marion, Ohio, joins Lord, Sullivan & Yoder there as senior account executive.

Michael Murphy, assistant media planner, Tatham-Laird & Kudner, Chicago, named media planner.

Robert Calvin, print media director, Kellercrescent, Evansville, Ind., named media director. Pamela Bailey-Futrell, broadcast media buyer, named broadcast media supervisor. Madeline Harris, print media buyer, named media planner-buyer.

James Harmeyer, manager of Blair Television’s Jacksonville, Fla., office and Jeff Hufford, manager of Seattle office, named VP’s. Cathy Divincere, Chicago administrative manager for Blair, named VP-manager of office administration. Gretchen Jordan, account executive, HR Television, New York, joins Blair there on NBC/green sales staff.


Bill Gillreath, VP, Western sales, Mutual Broadcasting System, Los Angeles, joins Major Market Radio as manager of Los Angeles office.

Fred Robinson Jr., account executive, Western regional sales, CBS Radio, Los Angeles, joins Mutual Broadcasting System there as VP-Western sales manager.

Chuck Hobbs, account executive, WJR-FM Detroit, joins Radio Advertising Representa-

tives there in same capacity. Rick Johnson, assistant account executive, BBDO, New York, joins RAR there as account executive.


Jeff Williams, from sales staff of Storer Television Sales, Los Angeles, joins Storer-owned KCST-TV San Diego as general sales manager.

Jim Carey, station manager-general sales manager, KCOY-TV Santa Maria, Calif., joins KMPTH(TV) Tulare, Calif., as general sales manager. Donna Young, from sales and promotion position with federal and state training projects for state of California, joins KMPH as account executive.

Gary Andrich, account executive, RKO Television Advertising Representatives, Los Angeles, named sales manager in Los Angeles for Cable News Network, Atlanta.

Daniel Fabian, in charge of co-op sales, WGN(AM) Chicago, named assistant general sales manager.

Benn Feltheimer, account executive, WBBM-FM Chicago, named retail sales manager.

Richard Fineout, general sales manager, WMBO(AM)-WLWX(FM) Auburn, N.Y., joins WUTR(TV) Utica, N.Y., as local sales manager.

Dennis Rossman, general sales manager, WDEA(AM)-WBOB(FM) Indianapolis, joins WIKS(FM) Greenfield, Ind. (Indianapolis), in same capacity. Milt McConnell, account executive, WNDE and Steve Archbold, account executive, WPRQ, joins WJKS as account executives.

C.R. Scott Gilcreath II, former retail marketing representative for San Francisco broadcast sales training consultancy, Jennings, McGlothin & Co., joins WSID(AM)-WLPL(FM) Baltimore as sales manager.

Ted Henle, account executive, WAVE(AM) Louisville, Ky., named radio sales supervisor.

Timothy Montgomery, general sales manager, WBCN(AM)-WABC(FM) Boston, joins WXXS-AM-FM Medford, Mass., as retail sales manager.


Suan Provino, from noncommercial WMBW(AM) Oxford, Ohio, joins WANK-AM Atlanta as account executive.

Darryl Trent, from National Liberty Marketing, Philadelphia, joins WCAU(AM) there as account executive.

Les Isralow, from KMLE(AM) San Francisco, and Carlos Ramos, from KBGO(AM) there, join KCBS-FM San Francisco as account executives.
**Program**

Harris Katelman, independent producer and partner in Bennett/Katelman Productions, named to newly created post of chairman of 20th Century-Fox Television, Los Angeles, effective May 1. He is former president and production chief of MGM Television.

Regina Dantas, VP-general manager, Taft Broadcasting's Hanna-Barbera International, New York, joins Viacom Enterprises there as VP-international sales.

Bud Getzier, VP-general manager of Taft Broadcasting's Hanna-Barbera Productions, Los Angeles, assumes additional responsibility for operation of Taft's Cinemobole Systems, Cine Guarantors, Hanna-Barbera Enterprises and Solow Production Co.

Stephen J. Scheffer, VP programming, Time-Life Films, New York, named VP film programming, for separate Time Inc. subsidiary, Home Box Office.

Anthony J. Lynn, director of programming, Home Box Office Program Services, New York, joins Columbia Pictures Pay Television there as VP-general manager. He succeeds Scott Moger, who resigned to form consultancy firm (BROADCASTING, March 10).

Key production staff of The Mike Douglas Show now that it is switching from Group W Productions to Syndicast Services: E.V. DiMassa as producer; Stu Crowner, senior associate producer; Rickey Gaffney, and Barry Blaustein, associate producers; Helaine Swierdlof, in talent department; Becky Greenlaw, associate director; Joe Lummer, production assistant, and Paul Frumkin, creative consultant. All are currently DiMasia staffers.

Brian Firestone, account executive, Firestone Program Syndication Co., Hewlett, L.I., named executive VP, responsible for domestic sales.

Mary Byrne, with Visualspace Television, New York, where she has been involved in acquiring television and feature film properties for European television distribution, named VP.

Paul Martino, whose motion picture, television and theatrical credits include as most recent assignment casting film "Ragtime" for director Milos Foreman, joins ICM as agent in firm's New York motion picture department.

Scott Kurnit, former program director for WGAH Educational Foundation, Springfield, Mass., named director of programming and studio operations for Qube, two-way cable system in Columbus, Ohio, owned by Warner Amex Cable Communications.

Gary Barton, casting director, Universal Studios, Los Angeles, joins CBS Entertainment there as associate director, talent and casting.

Thomas Tippett, supervisor in film exchange, NBC Entertainment, Los Angeles, named manager, program operations, West Coast.

James Lutton, supervising producer of public affairs programming for ABC's WLS-TV Chicago, named executive producer for co-owned WABC-TV New York.

Farrell Meisel, manager of creative services, WGR-TV Buffalo, N.Y., named program manager.

Chuck Morgan, director of consultation, Radio Index, Phoenix, program consulting firm, joins WPHX-FM New York as program director.

Arthur Gillick, director of programming, noncommercial WNYF-TV Syracuse, N.Y., named VP of newly formed broadcast operations division. Sheila Germonot, program coordinator, succeeds Gillick as head of programming.

Ellis Bromberg, news and public affairs manager, noncommercial WSKG-FM Binghamton, N.Y., named program manager.

Tori McCormick, former producer, WJW-TV Cleveland, joins WDIV-TV Detroit as associate producer.

James Owen, program director, WBBF(AM) Indianapolis, joins WXSS-FM Greenfield, Ind. (Indianapolis), in same capacity.

Robert Gray, operations and production supervisor, WTVR-TV Richmond, Va., joins WVTX-TV Buffalo, N.Y., as senior producer-director.

Jim Paschke, sports director, WMTV/FM Madison, Wis., joins sports team of WITI-TV Milwaukee.


Dave Thomas, program director, KDBB-AM-FM Minneapolis, joins WROX(FM) Washington as air personality.

**News and Public Affairs**

Johnathan Rodgers, executive news producer, CBS-owned KNXT(TV) Los Angeles, named news director, succeeding Jay Feldman (see page 85).

James Overbay, communications manager, Chamber of Commerce of Greater Kansas City, Mo., and former assistant news director, KMB-C-TV Kansas City, joins KCNO-TV there as news director.

Richard Tillery, news director, Nebraska Television Network, joins KTVX(TV) Austin, Tex., as news director.

William Yeager, news director, WPHO-TV Toledo, Ohio, joins KTVX-TV Philadelphia as executive news producer. Barbara Monaco, anchor on 6 and 11 p.m. news, WDAU-TV Scranton, Pa., joins KTVX as news producer. Michael Parker, news photographer, KTVX named producer of station's consumer affairs unit of news department.

Ernie Stotttag, news manager, WCLM(AM)-WZRO(FM) Peoria, Ill., joins WREX-TV Rockford, Ill., as news director.

Peter Spear, news director, KKEI-TV Eugene, Ore., has been named Los Angeles bureau chief of Ted Turner's Cable News Network, which will be opening office in Hollywood in April.

Harlan Levy, reporter, WCVX-TV Miami, named assistant news director and host of public affairs program.

Jay Solomon, news coordinator, WBN-TV Columbus, Ohio, named assistant news director.

Frank Deaver, night editor, succeeds Solomon.

Wyatt Cox, public service director and newsman, KDKB(FM) Derby, Kan., joins KCKS(FM) Hastings, Neb., as news director.

Emil Guillermo, general assignment reporter and photographer, KOLO-TV Reno, joins KKAS-TV Fort Worth as reporter. Paullette Lodach, reporter-anchor, WISC-TV Madison, Wis., joins KKAS-TV as reporter-producer.

John Emmert, reporter and assignment editor, WATC-TV Cleveland, named reporter on station's investigative unit.

Ronald Sanders, from KTVE(TV) Ensign, Kan., and Jay Foot, graduate, University of Missouri, Columbia, joins Post's WECU-TV Eau Claire, Wis., as general assignment reporters. John Hoffland, producer, WCCO-TV Minneapolis, joins Post's WWAY(AM) Chippewa Falls, Wis., as news producer.

Marie Ellen Rocha, from news department of KFMB-TV San Diego, and Thomas Manheim, from private practice in marriage and family counseling, joins KSDK-TV Salinas, Calif., as general assignment reporters. Manheim will also be photographer.

Rich Jackson, from WKEE-AM-FM Huntington, W. Va., and D.K. Wright, reporter, Wheeling (W. Va.) News Register, joins WTRF-TV Wheeling as general assignment reporter.

Jeff Rounce, former assignment editor, Kolo- TV Reno, joins KXVS-TV Bellingham, Wash., as reporter.

Tom Adams, anchor-reporter, KTLV(TV) Medford, Ore., joins KMPH(TV) Tulear, Calif., in same capacity. . Andrew Asher, reporter, KSLTV-Chico, Calif. joins KMPH as anchor-producer.

Walt Elder, community affairs director, WSB-TV Atlanta, named public affairs manager.


Alan Schrub, visiting assistant professor, Miami University, Miami, Ohio, joins WCPO-TV Cincinnati as speciality reporter on business and money matters.

Julius Suber, writer-reporter, WCPO-TV Cincin
nati, joins WLWT(TV) there as news writer-producer.

Ken Miller, from Donrey Media Group's Bartlesville (Okla.) Examiner-Enterprise, and John Diaz, from Donrey's Red Bluff (Calif.) Daily News, transferred to Donrey's Washington News Bureau, which serves its four AM, one FM and one TV in Arkansas and Nevada, and its group of newspapers.

Mark Pointexter, news and public affairs director, noncommercial KCUR-FM Kansas City, Mo., and Cynthia Herron, documentary producer and legislative reporter, KOFM(FM) Oklahoma City, join KCMO(FM) Kansas City as news producers.

Steve Kayne, station manager, WLG(FM)-WJJS-FM Lynchburg, Va., assumes additional duties as host of public affairs program on WJJS-FM Lynchburg.

Mat Schaeffer, news and public affairs director, WCAS(AM) Cambridge, Mass., joins WBCN(FM) Boston as public affairs director.

Promotion and PR

Morton Pollack, director, on-air promotion, CBS Entertainment, Los Angeles, named VP-on-air promotion.

Sally Wasserman, information services manager, Post-Newsweek's WPLG(TV) Miami, named manager of public relations and information for co-owned WTVJ(TV) Detroit.

Linda Stone Bloomer, creative director, KJJJ(AM)-KXTC(FM) Phoenix, joins KTAR(AM)-KBCR(FM) there as promotion director.

Andrew Dawson, assistant promotion manager, WOWO(AM) Fort Wayne, Ind., named promotion manager.

Nina Sedita, formerly with University News Service, State University of New York, Buffalo, named director of promotion and publicity.

Katherine Graham, chairman, the Washington Post Co. (Post-Newsweek Stations), will be nominated for chairmanship of American Newspaper Publishers Association. Graham, currently ANPA treasurer, had been selected by nominating committee for vice chairman. However, March 10 death of Illinois publisher Len H. Small, who had been proposed to move up from vice chairman to chairman, prompted reformation of nominating committee's slate (Broadcasting March 17). In addition, ANPA Secretary William C. Marcell of The Forum, Fargo, N.D. (WDAF-AM-FM-TV), will now be nominated for vice chairman and ANPA Director Donald N. Soldwedel of Yuma (Ariz.) Sun will be offered as secretary-Balance of nominating committee's slate, as announced March 10, will be presented intact to ANPA convention in Hawaii next month.

noncommercial WNED-TV, WEBS(AM)-WNED-FM all Buffalo.

Diana Hatch, feature writer, Syracuse (N.Y.) Post-Standard, joins noncommercial WCNY-FM-TV Syracuse as director of public relations.

Technology

Henry Klerx, manager, planning and marketing services, RCA Commercial Communications Systems division, Camden, N.J., named managing director, RCA Jersey Ltd.

Jack Arbuthnott, who supervised start-up of Belgian affiliate of Timex Wire & Cable, named VP-cable engineering, Times Wire & Cable, based in Wallingford, Conn.

Anthony Grosbol, Western regional sales representative, Digital Video Systems, joins US JVC Corp., Maspeth, N.Y., as West Coast district manager for professional video division.

Dave Stanley, VP of Midwest region for Anixter-Pruzan, named manager of Los Angeles district.

Thomas Michalski, director of special projects, California Microwave, Sunnyvale, Calif., named division VP and general manager of Avionics Products. Louis Casalino, director of digital products, named division VP and general manager of California Microwave Digital Products.

William Vandermyer, chief engineer, KAIT-TV Portland, Ore., named manager of engineering.

Don Wilkinson, assistant chief engineer, succeeds Vandermyer. Bob Moore, assistant chief engineer, named associate chief engineer.

Alfred Ruch, chief engineer, KOLO-TV Reno, joins KMPH-TV Tulare, Calif., in same capacity.

Allied Fields

Dr. Christopher Sterling, associate professor of Communications, Temple University, Philadelphia, will become special assistant to FCC Commissioner Anne Jones in September. His areas of expertise are in broadcast regulation, literature of mass communications, telecommunications policy and history of development of media. He has been granted leave of absence.

Terry Banks, associate general counsel, FCC, named chief of commission's Office of Opinions and Review. Randolph May, assistant general counsel for litigation, FCC named acting associate general counsel.

Leslie Taylor, former chief, international and satellite branch of FCC's Common Carrier Bureau, Washington, joins National Telecommunications and Information Administration there, Office of International Affairs.

Anne Walker, head of community services department, WCMB-TV Columbus, Ohio, has taken year's leave of absence to accept presidential appointment to serve with Community Services Administration's Office of Public Affairs. She is serving as liaison with media.

Deaths

Jessica Dragonette, one of radio's most popular singers from 1926 to 1948, died in New York hospital March 18 after suffering heart attack. She took pains never to disclose her age but was reported to be in her 70's. She brought operetta and semi-classical music to America's radio audience on such programs as The Philco Hour from 1927 to 1930, Cities Service concert series from 1930 to 1937 and was star of CBS's Saturday Night Serenade. She also appeared as Vivian on singing act serial, The Coca-Cola Girl. Survivors include her husband, Nicholas Meredith Turner, and sister, Mrs. Joseph Loftus.

John Paul Goodwin, 72, early Texas broadcaster and founder of Houston advertising agency, died March 12 after long illness. He was chairman emeritus of Goodwin, Dannenbaum, Litman & Wingfield, Houston agency, which began in 1938 as Steele Advertising. It acquired its present name in 1959. In 1939, he became involved with KPRC(AM) Houston as program host. When KPRC-TV Houston went on air, he formed Southwest Film Productions to produce commercials and newsfilm for station. He was also founding partner and VP of Houston Consolidated TV Co., which put KTDR-TV Houston on air in 1954. Survivors include his wife, Edith.

John M. Slack (D-Wa.), 64, member of House Appropriations Committee and chairman of its subcommittee on State, Justice, Commerce and the Judiciary, died of heart attack March 17 at Mount Vernon hospital in Alexandria, Va. He had been 65 March 18. Subcommittee on State, Justice, Commerce and the Judiciary has jurisdiction over FCC and Federal Trade Commission. He was also member of House Ethics Committee. Slack was elected to Congress in 1958, representing Charleston, W. Va., area. Survivors include his wife, Frances, and son, John.

Robert Greenberg, 66, retired VP-sales executive, MCA TV, Los Angeles, died March 11 at his home in Tarzana, Calif., of heart attack. He joined MCA in 1949 and retired in 1977. Survivors include his wife, Pauline, one daughter and three sons.

Murray Dick, 58, facilities manager, NBC-TV, New York, died of heart attack at his home in Queens Village, N.Y., March 11. Earlier in his career, he was director of former RCA Institute's TV Studio School, New York. He was also dean at Technical Career Institute, New York. Survivors include his wife, Corinne, two daughters, and brother, Arnold Dick, video engineer, NBC-TV, New York.


Christine Baylis, 36, account executive for KHON-TV Honolulu, died March 15 of injuries suffered in automobile accident. She had been with several broadcast stations in Honolulu since 1975, before that was with Doyle Dane Bernbach in Los Angeles and Blair Radio in San Francisco.

Mark Sheehan, 27, son of former ABC News President William Sheehan and Rosemary Sheehan, was killed March 16 in automobile accident in New Orleans, where he was law student at Loyola University. Survivors in addition to his mother and father, who is now director of public relations for Ford Motor Co., include four brothers and sisters.
### Stock Exchange Index

<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed March 19</th>
<th>Closing Wed March 12</th>
<th>Percent Change in Week</th>
<th>Per Share P/E Ratio</th>
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**BROADCASTING WITH OTHER MAJOR INTERESTS**

- A Adams-Russell 18 5/8 19 - 3/8 - 1.97 15 33
- A Affiliated Pub 18 1/4 17 3/8 - 1/8 - 5.67 6 83
- A American Family 15 1/2 9 3/4 - 1/4 - 2.56 6 83
- A John Blair Jr. 16 15 + 1 + 6.66 4 59
- A Charter Co. 25 5/8 32 1/2 + 6 7/8 - 21.15 22 209
- A Chris-Craft 19 5/8 20 1/8 - 1/2 - 2.48 11 53
- A Gap New York 47 1/8 47 1/8 + 5/8 - 5.67 18 83
- A Cowles 20 1/4 21 1/2 - 6/19 16 80
- A Dun & Bradstreet 39 1/2 37 3/4 + 1 3/4 + 4.63 16 1,099
- A Fairchild Inc. 47 1/4 46 7/8 + 3/8 + 8/10 5 26
- A Fuqua 15 3/4 17 3/4 + 1/8 + 2.16 15 79
- A Joseph Co. 14 1/4 13 3/4 + 1/8 + 1.86 13 1,023
- A General Tire 15 1/2 15 3/4 - 1/8 - 1.58 3 366
- A Gray Comm. 35 37 1/2 - 2 1/2 - 6.67 11 16
- A Harte-Hanks 20 7/8 20 7/8 - 1/8 - 1.72 15 58
- A Heritage Comm. 81 1/8 81 1/8 - 3 9/16 - 3.94 21
- A Jefferson-Pilot 25 1/2 24 1/2 + 1 + 4.08 7 574
- A Marvin Josephson 9 1/4 10 3/4 - 1/2 - 1.33 6 52
- A Kansas State Net. 27 1/2 27 1/8 + 1/2 + 45.25 23 26
- A Knight-Ridder 21 3/8 23 + 1 7/8 - 5/16 9 702
- A Lee Enterprises 18 1/8 19 1/8 - 1/16 - 2.70 19 130
- A Liberty 14 3/4 15 1/4 - 1/2 - 3.27 6 199
- A Media General 22 1/8 24 3/8 + 1 9/16 - 3.64 16 143
- A Meredith 33 3/4 34 1/8 - 3/8 - 1.09 7 104
- A Multiplex 17 1/4 17 1/2 - 1/4 - 1.42 7 259
- A New York Times Co. 20 3/8 19 3/4 + 1/8 + 4.75 15 249
- A Quoit Co. 15 1/2 16 1/8 - 1/2 - 9 42 37
- A Post Corp. 15 1/2 16 1/8 - 5/8 - 3.87 7 26
- A Rollins 21 5/8 24 1/2 - 1/2 - 10.36 10 289
- A San Juan Racing 12 7/8 12 7/8 + 3/4 - 3.15 9 1,013
- A Sherwin-Plowitt 33 1/4 33 - 1 - 2.94 9 1,761
- A Sonderling 31 30 3/4 + 1/4 + 2.45 12 589
- A Steurff Comm. 36 36 0 2 2 36
- A Telegraphing 14 1/4 + 1/4 + 2.72 32 132
- A Times Mirror Corp. 31 5/8 31 3/4 + 1/4 + 2.79 9 1,074
- A Turner Broadcasting 11 11 0
- A Washington Post 17 1/8 18 3/4 - 1/16 - 6.80 6 227
- A Wometco 18 1/2 18 5/8 - 1/8 - .75 8 163

### Cablecasting

- A Action Corp. 11 1/8 11 1/8 - 1/8 - 15.23 7 29
- A Amacom+ 26 1/4 26 1/4 + 2 + 1.871 1
- A American Express 26 1/4 26 1/4 - 5 - 1.871 1
- A Athens Corp. 5 1/8 5 1/8 + 12.1 5 1/8
- A Group & Sams 26 1/4 + 1/8 - 6.32 49 76
- A Comcast 22 1/4 22 1/4 + 1/8 - 6.32 49 76
- A Entron+ 5 5 0
- A General Instrument 42 3/4 44 1/2 + 1 3/4 + 3.93 11 355
- A Genesee Corp. 29 1/8 30 + 3/8 - 8.2 32 36
- A Telephone Comms. 19 1/2 22 1/2 - 1/2 - 11.24 207
- A Teleprompter 19 5/8 20 7/8 - 1/4 - 5.98 26 333
- A Time Inc. 48 1/2 46 + 1/2 + 1/2 + 1.08 9 1,300
- A United Press Int. 10 1/2 - 10.52 35 25
- A U.S. Amalgamated Cables 40 1/2 43 1/2 - 1/2 - 5.18 135
- A United Cable TV 25 1/2 24 1/2 + 1/2 + 4.08 13 203
- A Viacom 37 1/4 38 3/4 - 1/2 - 3.87 19 141

**Earnings figures are exclusive of extraordinary gain or loss. Footnotes:** Stock did not trade on given date; price shown is last traded price. No P/E ratio computed. Company received net loss. **Stock split:** Stock traded by price less than 125 cents.
Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Mar 31 A background report on cable franchising. What's been going on—and where lightning may strike next—in that medium's fiercest, and increasingly controversial, competitive area.

Apr 7 Pre-NAB. Including a special report on over-the-air pay TV, decidedly a part of TV's new frontier.

Apr 14 NAB. Including a special "At Large" with one of the leading figures in electronic communications policy.

Apr 14 Advance report on MIP-TV, annual international television program marketplace in Cannes.

Apr 21 Post-NAB. Gavel-to-gavel report on the National Association of Broadcasters' 58th annual convention in Las Vegas—the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.

Apr 28 The post-post-NAB issue, wherein BROADCASTING summarizes the equipment state of the art as demonstrated on the exhibit floors in the Las Vegas convention center.

May 5 Not in alphabetical but in chronological order:

May 12 The three affiliate meetings of CBS, ABC and NBC, respectively, in Los Angeles's Century-Plaza hotel—each greeted by a BROADCASTING "At Large" interview tracking the present fortunes and future prospects of the companies that continue to lead the way, and set the pace, of the over-the-air broadcast media.

May 19 NCTA. Advance report on what's being billed as the hottest convention in the history of the National Cable Television Association. Including a "Fifth Estate" report on Ted Turner, television and cable's most exciting—and perhaps most controversial—media entrepreneur.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories, and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting: Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Profile

Johnson: coach for Southern's team players

It was Havana in March 1959. The place: Goar Mestre's sumptuous penthouse. Among his dinner guests was U.S. broadcaster John Johnson, with whom he had TV station ties in the Caribbean and a film dubbing facility in Cuba.

But the dominant presence at the gathering was Fidel Castro, triumphant from his takeover two months before.

Johnson remembers that he glanced uneasily around the room. There were guards armed with machine guns; women soldiers with grenades dangling from belts. But he shrugged off his misgivings and looked for a waiter—without success.

"Turning to his host, Johnson asked: "Goat, are we going to have a drink?"

The room went silent: everyone was startled. Finally, Mestre turned to Castro: "El commandante, the gringo would like a drink. Permission?"

The bearded leader, who dictates a strict code of behavior for his followers, took a long drag on his cigar. Then he bellowed: "Bring the gringo a drink!"

Johnson later found a moment alone with Mestre. "'Goat,' he declared, "when I sit in your house ... and you can't offer me a drink ... we've had it. We [Johnson and his American associates] want out. We'd like to get the hell out of here."

Last week, at his Winston-Salem, N.C., headquarters, the chairman of Southern Broadcasting Co. and vice president and member of the board of directors of Harte-Hanks Communications Inc., related the last episode:

"We did get out, but just before Mestre: He fled in the middle of the night with only a suitcase. He lost his home ... everything, in Cuba."

His 34 years in broadcasting have given John Johnson, 55, a wealth of such memories. All have afforded him great satisfaction and strengthened his conviction that dedicated friends and co-workers are the mortar between the bricks that built Southern Broadcasting.

Johnson broke into radio in 1946 with the late Jim Coan, also from Winston-Salem. They were together as special agents for the FBI, but wanted new horizons.

Gordon Gray, Winston-Salem publisher, counseled them on the potential of radio—the wartime freeze on authorizations was being lifted. He also sent them to his WSB(AM) general manager, the late Harold Essex, to learn a few of the basics.

Out of that Johnson and Coan put Winston-Salem Broadcasting Co.'s WSB(AM) on the air in April 1947 as a 1 kw daytimer.

Winston-Salem Broadcasting's next station was channel 26 WTBQ-TV in Winston-Salem. It started in September 1953, but went dark in 1957. Those were the infancy days of commercial TV, when UHF struggled for equality with VHF.

Johnson was one of the founders of the Committee for Competitive Television in the fifties. For more than a year, Johnson was chairman of CCT, which tried unsuccess fully to get a freeze on TV facilities until Congress could legislate all-channel receivers. "That finally happened in the sixties," Johnson recalls. "But back in the fifties, we weren't able to develop a sufficient audience to make it."

Undeterred by the turn-off, the company bought a bankrupt VHF, WAPA-TV San Juan, Puerto Rico, with Mestre holding a 20% interest.

"The equipment was in terrible shape, so we rebuilt it," Johnson remembers.

"And there were less than 100,000 sets in Puerto Rico and no Spanish-language product."

That led to the establishment of the dubbing company in Havana to serve WAPA-TV and, eventually, TV broadcasters in Central and South America.

The cash from the subsequent sale of WAPA-TV to Screen Gems enabled Johnson and his company to start building Winston-Salem Broadcasting's portfolio of radio and TV properties. Since its inception, the company has owned and operated 16 radio stations and five television stations. And its name became Southern Broadcasting Co.

A big milestone was reached in August 1978, when it became part of Harte-Hanks Communications Inc., to operate as the radio division of the multimedia organization.

Johnson is enthusiastic about that "pleasant and rewarding association. All of our key people have greatly benefited from the superb and comprehensive planning/control systems of Harte-Hanks."

And when Johnson speaks of "key people," there's pride in his voice. He feels the stability of people in Southern Broadcasting has helped the company achieve its successes.

"In an industry sometimes criticized for its instability, it has been one of our goals to develop constancy in our key people," Johnson declares. He cites Bob Jones, president and chief executive officer of Southern, with the company since 1955; Jim Hoke, vice president and director of engineering, with the company 27 years. And at Southern's subsidiary, Johnson mentions, among others, Ben McKinnon, president and general manager of WSGN(AM) Birmingham, Ala., and Gary Edens, senior vice president and general manager of KY(AM) Phoenix.

The team concept is very much in the forefront when Southern evaluates a potential radio station. "We sit in a room with our financial guy, our national program director, Jim Hoke for engineering and Bob Jones," Johnson says. "Each discusses his area. Then we vote. Now, if it's a mistake, it's our fault. No one person will ever be singled out and told: 'You misled us' or 'you didn't do what was right.'"

The record shows that Johnson's philosophy, for which he disclaims credit, has paid off well for Southern Broadcasting. Its 11 outlets, all but one in the Sun Belt, are dominant in their markets.

"We carefully target the markets we want to get into," he explains, "then we seek excellent facilities, look for format opportunities, and then set up management dedicated to excellence."

But trees in North Carolina are budding these days. It means the board chairman of Southern Broadcasting will desert those wars for relaxing weekends at the family's small farm. It's an hour's drive out of Winston-Salem in the Blue Ridge mountains. There, Johnson, who travels extensively with his wife and attempts to swim 52 weeks of the year, says he will be within 10 minutes of two golf courses where he plays "a great deal of competitive, but average, golf!"
Only a postponement

For a number of disassociated reasons, the U.S. government's attempt to obtain western hemisphere agreement on a reduction of AM channel spacing from 10 kHz to 9 has been at least temporarily frustrated. The best the U.S. delegation to the Region 2 conference in Buenos Aires could do was to get a commitment to action at the next hemispheric conference in November 1981. The details are presented elsewhere in this issue. From the outset, Canada and Argentina were opposed to the change. No other countries were as fervent in support of it as the United States was. It is more than possible that things would have turned out as they did even if the National Association of Broadcasters had not raised questions about the solidarity of the American position by sending all the other delegations a plea for the delay that had been rejected by its own government.

There is, however, no doubt that the NAB got what it wanted. But at what future expense? Certainly the intrusion of a private organization into an international conference of governments will leave a residue of resentment among U.S. officials who perceived a violation of their turf. The hindsight judgment here is that the NAB could have asserted its interest more diplomatically.

(It was belatedly learned last week that the National Radio Broadcasters Association also wrote a letter, stronger than the NAB's, to the same foreign delegations. The NRBA told the recipients that "we want you to know that we do not agree with our government's proposal to decrease channel spacing" which it said would result in "degraded" signal quality and increased interference. For reasons unexplained, however, the NRBA's action drew much less criticism from the U.S. delegation than the NAB's.)

Diplomacy aside, the NAB was right when it told other nations that the U.S. position of favoring 9 kHz had been adopted with inadequate knowledge of engineering and economic consequences. As the NAB said, the western hemisphere ought to be sure of its facts before undertaking so sweeping a change. The delay until November 1981 gives everybody a chance to resolve all the outstanding questions.

As an advocate of further study, the NAB is now obliged to contribute such information as it can assemble to prove whether a reduction to 9 kHz is in the public interest or not. At the conference next year there will be no excuse for another delay in reaching a final decision.

Setback

Broadcasters and their Washington lawyers are still stunned by the appellate court's unqualified affirmation of the FCC's ruling against the television networks in the Carter-Mondale case (BROADCASTING, March 17). No decision in recent times has promised more authority to the government and offered less constitutional protection to broadcasters. The decision can come back again and again to justify extensions of FCC control.

What to do about it? The assumption is that the networks faced with intensified FCC regulation if the decision stands will initiate appeals if they foresee a reasonable chance of over-turning or at least modifying the findings of the three-judge appellate panel. They could ask the full appellate court for review, although some of their lawyers privately see futility in an approach to a court that has not been excessively hospitable to broadcaster causes.

What about an appeal to the Supreme Court? That is a harder question. If the Supreme Court were to swallow the lower court's opinion whole, the damage to broadcasting independence would be permanent. That risk is not to be taken casually.

Aside from whatever legal lessons there are to be learned from this disagreeable experience, there is a legislative lesson: Broadcasters would not be the victims of the appellate court now if they had put up a better fight against the adoption of Section 312(a)(7) of the Communications Act as part of an election-reform bill to which they paid relatively little attention when it was becoming law in 1971. That section, granting candidates for federal office a right of access to broadcast time, has now become the instrument for the further regulation threatened by the court's affirmation of its constitutionality.

At a luncheon club in Washington one day last week, one of the host of lawyers representing networks in the loss at the Court of Appeals was asked by a passerby for his reaction. The lawyer's table companion, from the same firm, spoke up: "Oy vay, and you can quote him.'

That about says it all.

Everybody on First

The concluding session of the two-part First Amendment Congress ended last week with exhortations for public education to the values of freedom of speech and of the press. The uncomfortable feeling here is that the exhortations may be heard by few and heeded by fewer who are in a position to generate action in response to them.

The congress itself attracted little attention from the general press. Network television crews and front-page byliners are accustomed to turn out for noninflammatory trade talk among persons who may be respected in their crafts but who lack national celebrity. Yet it would be unfortunate if media leaders, seeing no splashy coverage of the congress in the New York Times or on the evening network news, concluded that nothing happened last week in Williamsburg, Va.

The resolutions adopted by the congress outline a course of interdisciplinary action among all media broadcasting, newspapers, magazines and media now in formation or yet to materialize. The congress could be justified if for no other attainment than a recognition that the First Amendment equally applies to all components of the modern press.

A story appears elsewhere in this issue. The editors hope it will be read by movers and shakers so they will begin to move and shake.

"I'm not kidding, Herb. You really should ask to be moved off the nuclear beat."
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*Source: ARBITRON Oct/Nov 1979, Mon-Sun 6A-12Mid. Audience estimates subject to ARB qualifications.
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