WE COVER AUSTIN WITHOUT ANY IFS, ANDS OR SCUTTLEBUTTS. Because we're the only station in Texas with a year-round Austin news bureau. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. KPRC TV HOUSTON.
And what a successful first year it's been.

Over 400 cable systems are now offering NICKELODEON. And nearly 2 million subscribers are already receiving it—with thousands more being hooked up every day.

That makes NICKELODEON the fastest-growing program service on cable television today.

Quality is the reason. The programming has been acclaimed by community leaders, educators, legislators, parents and young viewers alike for its wholesome, entertaining, and constructive content.

NICKELODEON is unique.

Not a show, not a series, it is a network.

THE YOUNG PEOPLE'S CHANNEL IS ONE YEAR OLD.
for young people of all ages, and is unlike anything on TV.

NICKELODEON'S thirteen hours of daily programming begin with award-winning Pinwheel, considered by many to be the most entertaining feature for preschoolers on television. Followed by a read-along series called Video Comics; a world-expanding hour for older youngsters called Hocus Focus; selected short films—and, finally, America Goes Bananaz, an evening program that talks with, not at, today's most savvy, tough-minded teen-agers.

For details, call (212) 944-4250 and ask for Gary Koester, Director of Sales.

Nickelodeon™
THE YOUNG PEOPLE'S CHANNEL
| Station        | City                
|----------------|---------------------
| KOB-TV        | Albuquerque         
| WTAJ-TV       | Altoona             
| KXII          | Ardmore             
| WANX-TV       | Atlanta             
| WJBF          | Augusta, GA         
| WMAR-TV       | Baltimore           
| WBRZ          | Baton Rouge         
| KVOS-TV       | Bellingham          
| WBN-TX        | Binghamton          
| WAPI-TV       | Birmingham          
| KBCi-TV       | Boise               
| WLVI-TV       | Boston              
| WCYB-TV       | Bristol             
| WIVB-TV       | Buffalo             
| WCVIV         | Charleston, SC      
| WOWK-TV       | Charleston/         
| WSOC-TV       | Cleveland           
| WRCB-TV       | Chattanooga         
| WFLD-TV       | Cincinnati          
| WXIX-TV       | Columbus, SC        
| WJKW-TV       | Columbus, GA        
| WIS-TV        | Columbus, OH        
| WYEA-TV       | Corpus Christi      
| WCMH          | Dallas              
| KIII          | Dayton              
| KXTX          | Denveer             
| WKEF          | Des Moines          
| KWGN          | Detroit             
| WHO-TV        | Eau Claire          
| WKB-D-TV      | Eugene              
| WEAU-TV       | Evansville          
| KVAL          | Fresno              
| WFIE-TX       | Grand Rapids        
| KMJ-TV        | Green Bay           
| WOTV          | Greensboro/         
| WTVB          | Greenville, SC      
| WBAY-TX       | Harrisburg          
| WXII-TV       | Huntington          
| WFBC-TV       | Indianapolis        
| WHP-TX        | Jacksonville        
| WFSB-TX       | Joplin              
| KRIV-TX       | Kansas City, MO     
| WAFF-TV       | Knoxville           
| WHMB-TV       | Lafayette           
| WJXT          | Lake Charles        
| KODE-TV       | Lexington           
| KBMA-TV       | Los Angeles         
| WTVK          | Macdon              
| KLFY-TX       | Miami               
| KPLC-TV       | Milwaukee           
| WTVQ-TX       | Minneapolis         
| KTTV          | Monroe              
| WMAZ-TV       | Nashville           
| WCIX-TV       | New Bern            
| WVTX          | New Orleans         
| WTVN          | New York            
| WTNC-TV       | Norfolk             
| KNOE-TV       | Odessa              
| WSM-TV        | Oklahoma City       
| WCTI-TV       | Orlando             
| WVUE          | Panama City         
| WPIX          | Pensacola           
| WYAH-TX       | Peoria              
| KOSA-TV       | Philadelphia        
| KTVY          | Phoenix             
| WOFL-TV       | Pittsburgh          
| WMBB-TV       | Portland, OR        
| WEAR-TV       | Providence          
| WMBD-TV       | Pueblo              
| WTAF-TV       | Raleigh/Durham      
| KPHO-TV       | Richmond            
| WTAE-TV       | Roanoke             
| KGTV-TX       | Rochester           
| WJAR-TV       | Sacramento          
| KOAA-TV       | Salt Lake City      
| WRAL-TV       | San Antonio         
| WTVR-TV       | San Diego           
| WSLS-TV       | San Francisco       
| WOKR          | Savannah            
| WQRF-TV       | Schenectady         
| KCRA-TV       | Seattle             
| KSTU          | South Bend          
| KSAT-TV       | Spokane             
| XETV          | St. Louis           
| KTVU          | Syracuse            
| WTOC-TV       | Terre Haute         
| WRGB          | Toledo              
| KCPQ          | Topeka              
| WHME-TV       | Tulsa               
| KREM-TV       | Tupelo              
| KPLR-TV       | Washington, D.C.    
| WTVH          | Waco/Bryan          
| WTHI-TV       | Wausau              
| WDHO-TV       | Weslaco             
| KTSB          | Youngstown          
| KTEW          |
The new GVG 300 Production Switcher and Four-Channel Mark II Digital Video Effects

New-from-the-ground-up designs

The 300 switcher and MkII DVE are completely new in concept and design—not merely revisions of previous models. The 300 is a no-compromise switcher designed to complement the popular 1600 Series for the ultimate in production flexibility and power. The four-channel MkII DVE is a second generation unit with unique features providing an almost unlimited variety of effects.

New features, new production power

The 300 is an advanced design with unique features such as unlimited re-entry of effects, fully integrated E-MEM™ Effects Memory system, four input buses per M/E, a quad split from each M/E, automatic key follow and Personality Programming.

Second generation Digital Video Effects

The MkII DVE combines the power of the new NEC DVP-16 multichannel Digital Video Processor and the GVG MkII control system. It operates like a production switcher, not a computer terminal. Selection of most common on-air effects is no more complicated than choosing a wipe pattern. For post-production flexibility, programming modes permit creation of highly complex effects which in turn can be memorized in the standard E-MEM system. Other standard features include continuous zoom from zero to infinity, digital noise reduction with motion detection, and Digital Strobe Action, a motion-dependent freeze.

See it all at NAB

300s are shipping. Contact your nearest GVG sales office for a complete description of the system.
The Week in Brief

CABLE'S WEEK IN DALLAS  □ The NCTA's 29th annual convention is off and running with a record attendance of around 7,000 examining the rapid growth of cable in the past year and the even more explosive potential of the coming decade. Programing is expected to dominate the news.  PAGE 29, 48 and 50.

PREMIERE: HOW IT WILL WORK  □ Getty Oil and its film partners use the NCTA convention setting to give specifics about their joint national satellite-delivered service.  PAGE 29.

IT'S OFFICIAL  □ CBS formally announces its move into cable with KNXT's Shay at the helm.  PAGE 30.

THE CBS DISCONNECTION  □ Paley says Backe forced the issue when the latter found out last month his performance was being assessed.  PAGE 32.

SILVERMAN AND NBC'S FUTURES  □ In an exclusive interview, the president of NBC reassures that he is not packing his traveling bag. Rather, he is solidifying his team and planning to take his network to the top.  PAGE 33. His words come on the eve of the NBC-TV affiliates meeting in Los Angeles this week.  PAGE 33.

REBEL WITH A CAUSE  □ No matter what he does, Ted Turner is a man with a mind of his own and absolutely willing to play his hunches. His expansion in television and cable has been unsettling to many of his competitors, but few will bet against him. This report tells why.  PAGE 35.

UNFLAPPABLE ABC-TV  □ Network executives and affiliates, meeting in Los Angeles last week, talk more of news next season than losses last season.  PAGE 68. Thomopoulos outlines the programing ammunition for the counterattack.  PAGE 68. Duffy emphasizes that strength of ABC-TV in all areas rightfully makes the network number one.  PAGE 72. Erlick says the principal concerns of industry in Washington are copyright and direct-to-home satellite broadcasting.  PAGE 75.

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LAW & REGULATION

NBC REBUTS FCC  □ The network claims its own study of children's programing reveals flaws in the commission's earlier report. Total amount of programing was understated and emphasis was misplaced, NBC contends.  PAGE 75.

QUESTION OF AUTONOMY  □ Four members of a Senate committee ask Carter's assurance that Radio Free Europe and Radio Liberty will stay free of CIA influence.  PAGE 78.

FREE DOM OF PRESS  □ The right is not absolute and must be balanced with fair-trial concerns, GWU's Barron maintains.  PAGE 79.

COUNTING ON TV  □ Kennedy and Bush throw as much money as possible into television in attempts to reverse their losing battles for the nomination.  PAGE 81.

STORER HITS SNAG  □ A cable franchise awarded to its subsidiary in Minneapolis is held up by a state board and by protests from a local access group.  PAGE 82.

NumerS FROM HARRIS  □ One of the losers in the AM stereo competition releases a survey that claims 55% of the broadcasters are not satisfied with the choice of Magnavox and that the vast majority feel the FCC should reconsider its decision.  PAGE 87.

ORBITAL SLOTS  □ With the floodgates now closed by the FCC on the torrent of applications for places for domestic satellites, here is a status report, with diagram, of what there is and where they operate.  PAGE 88.

NCTA'S DITTRICK  □ In putting together Douglas Communications, its founder demonstrated the skills of a politician and the drive of a businessman. Recognition of those talents last February earned Doug Dittrick re-election for an unprecedented second term as chairman of NCTA.  PAGE 113.

BARETTA.
AN ACTION HOUR WITH ROCKFORD MAGIC!

Baretta's got the same winning ingredients that are making The Rockford Files a syndication smash among young women 18-49:

An attractive male star
Touches of humor
Solid action!

During 3½ seasons on ABC-TV Baretta averaged a first place 20.5 rating and 32% share while delivering 56% more young women than its NBC competition and 22% more than its CBS competition!

In fact, Baretta was the sixth highest rated series among women 18-49 in all of TV during the 1976-1977 season, beating such shows as All In The Family, Barney Miller, Mary Tyler Moore, The Jeffersons, Starsky & Hutch and Welcome Back, Kotter!

And during two seasons in which it played at 9 pm, Baretta reached 22% more teens and kids than CBS and NBC—combined!

BARETTA
STARRING
ROBERT BLAKE

He's got what Rockford's got. For early news lead-in, prime time or late night.

82 ACTION HOURS STARTING THIS FALL.

Source: NTI Prime Time Season Averages 1/75-1/78. Subject to survey limitations. © 1980. Universal City Studios, Inc. All rights reserved.
Clears’ numbered days

FCC is expected to conclude clear channel proceedings on May 29 with order adopting December 1978 proposal that would open door to some 125 full-time stations (Broadcasting, Jan. 1, 1979). What is involved is race to include those facilities as projection of future needs in “basic inventory” that U.S. must file with International Frequency Registry Board in Geneva by May 31. Region 2 (western hemisphere) countries are supplying basic lists of AM stations expected to be on air by May 31, 1982, in connection with Region 2 conference that is to prepare hemispherewide plan for use of AM spectrum. FCC would not be able to specify assignments that will be made as result of action breaking down 11 remaining clears (14 had been broken down earlier), but officials feel presence of every paper assignment in basic inventory will give them degree of priority they might not have if reported later.

Commission staff last week was rushing to meet agency’s own deadlines. For matter to be considered on May 29, it must be submitted to commissioners by today (May 19) to comply with government-in sunshine law (even though four won’t be back from China until May 22).

Face-off

Unless something gives, exhibitors and delegates at National Radio Broadcasters Association’s annual convention and National Association of Broadcasters’ annual radio programing conference will have to choose which event to attend in 1981. Both are on same dates, Sept. 20-23, NRBA’s in Miami Beach and NAB’s in Chicago. Neither organization will admit other was first in choosing dates. Both say they are locked into bookings.

By still more remarkable coincidence, same events have been scheduled for same dates (Sept, 12-15) in 1982. NAB officials said last week they would try to alter their schedule.

On the street

As TV networks start selling fall season in economy that many think is poised for tailspin, Wall Street is looking at prospects for up-front sellout level: It’s one indication of how much cash networks will be able to count on. From 55% to 60% sellout across networks is basic range where street’s estimates fall, with networks looking for 15% price increases, and said to be likely to get shade less. Whether that’s good or bad sellout level depends on analyst asked; it’s been considered good level in past. “Too big a deal” can be made of up-front in eyes of some analysts, who caution that what’s being sold is really options, not irrevocable commitments. And big “if” is said to be NBC: Jury is out on how well its sales will fare.

Less for more

Representative Robert Kastenmeier (D-Wis.), chairman of Judiciary subcommittee marking up performers’ royalty bill, plans to introduce amendment this week that would significantly reduce liabilities for radio licensees. Under amendment, stations with less than $200,000 in gross revenues would be exempt from royalties—up from $25,000 as now proposed in bill. Stations with revenues exceeding $200,000 would be required to pay 1% of total in excess of that figure. Subcommittee staff estimates 45% of radio licensees would pay nothing under Kastenmeier amendment. No change will be proposed, however, for TV licensees.

Out of sight

Whatever happened to Roger Mudd, off air on paid leave from CBS News since Dan Rather was picked to succeed Walter Cronkite (Broadcasting, Feb. 18)? He can’t conclude negotiations with CBS or others until his change in agents from Bill Miller to Ralph Mann of International Creative Management (“Close Circuit,” March 24) takes place. Switch, it’s learned, is set for June 1.

Deregulation

Prospects look good for vastly simplified FCC renewal forms for both radio and television licensees. Commission at June 5 meeting is expected to approve new form that will be size of large postcard and contain no more than six questions. For most licensees submission of form will be extent of three-year renewal process. Small random sample will be picked for audit. If form is adopted as expected, Commission will then go into closed session to talk about consolidation of staff that simpler renewals will make possible.

Renewal and transfer division of FCC’s Broadcast Bureau will get new functions and perhaps new title, but still under direction of Roy Stewart. Bureau’s complaints and compliance division, headed by Arthur Ginsburg, who’s about to retire (“In Brief,” May 12), will be folded into renewal and transfer, with compliance element to disappear. Patricia Russell will continue as head of complaints. Other branches and chiefs to be in renewal and transfer: renewal, Barbara Kreisman; transfer, Stuart Bedell; equal employment opportunity, Glen Wolfe; ownership, Montrose Tyree.

Leak about leaks

Federal Trade Commission Chairman Michael Pertschuk is unhappy about leaks to news media, and his feelings were made known to top commission officials at meeting last Friday. Staff will learn of chairman’s displeasure this week when Pertschuk is expected to issue strong memorandum stressing importance of confidentiality, and threatening disciplinary action for those responsible for leaks, practice he believes is undermining agency and its work.

Media appraiser

David Halberstam, author of “The Powers That Be,” will join National Public Radio staff for coverage of Democratic convention in New York City next summer. Halberstam’s assignment for NPR will be to follow reporters around convention floor and do media critiques during live nighttime coverage and follow-ups on NPR news shows. Morning Edition and All Things Considered. NPR is still looking for well known commentator to bolster staff during Republican convention.

Fund is fund

Minority Investment Fund set up in tandem with National Association of Broadcasters to help minorities finance acquisition of broadcast properties will soon have its own check flows—positive and negative. Commitments from major networks have until now been principally on paper, but appointment of Samuel D. Ewing to head fund (Broadcasting, May 12) will trigger release of actual cash. He’ll occupy space in NAB Washington headquarters, initially with secretary, later with two other professional aides. Budget is reported about $150,000 annually, with Ewing’s own salary at $70,000.

Holdover

George Barrett, National Association of Broadcasters senior vice president for engineering, who was scheduled to retire shortly after NAB’s April convention, is still around. Word is he’ll stay at NAB until replacement is found, and that may be a while. John Summers, NAB’s executive vice-president and general manager, said NAB is “not close to choosing a candidate.”
Pearl Brewing □ Eight-week campaign for Country Club beer and 900 beer begins in mid-May in 16 Southeastern markets including Atlanta and Charlotte, N.C. Spots will run during day, fringe and prime times. Agency: GSD&M, Austin, Tex. Target: men, 18-49.

Gold Seal □ Six-week campaign for Snowy dry bleach begins Aug. 18 in 19 markets including Albany-Schenectady-Troy and Buffalo, both New York; Cincinnati and Dayton, Ohio; Dallas-Fort Worth; Philadelphia; Seattle-Tacoma, Wash., and Pittsburgh. Spots are placed in day and fringe times. Agency: Ammirati & Puris, New York. Target: women, 25-49.


Church’s Fried Chicken □ Four-week campaign for restaurant franchises begins May 21 in Memphis, Kansas City, Mo., and St. Louis. Spots are placed in prime access and fringe times. Agency: GSD&M, Austin, Tex. Target: adults, 18-49.

Singapore Airlines □ Four-week campaign for air travel begins June 2 in Los Angeles and San Francisco. Spots are placed in news and prime times. Agency: men, 25-54; men, 35plus.

Star Brite Distributing □ Four-week campaign for Poly-system One (polymer car proctectant) begins May 22 in 38 markets including New Orleans, Dallas-Fort Worth, Houston, St. Louis, Oklahoma City, Charlotte, N.C., and Atlanta. Spots will run in day, fringe and weekend programing. Agency: D & S Advertising Services, Miami. Target: men, 18-49.

Pinkerton Tobacco □ Four-week campaign for Red Man chewing tobacco begins May 26 in 35 markets including Columbus, Ohio. Spots will run during fringe, prime access and sports.


Pet Inc. □ Three-week campaign for Sego diet food begins June 2 in eight markets including Los Angeles, Portland, Ore., Houston and Atlanta. Spots are placed in day and fringe times. Agency: The Haworth Group, San Francisco. Target: women, 25-54.


N.Y. Commodities Corp. □ Six-week campaign for Polish Ham begins this month in New York markets of Albany, Buffalo and Rochester. Spots will run during day times. Agency: New York Commodities Corp. (in-house agency), New York. Target: women, 18-34.

Ashland Oil □ Six-week campaign for
When "All in the Family" became the Number One syndicated series in New York...

...look what WNEW-TV did.

TANDEM PRODUCTIONS' "All in the Family"

Source: Cassandra: NSI. Based on average DMA rating, New York 3/80
Audience estimates subject to qualifications available on request.
A new half-hour strip for Fall from the creator of television's highest rated syndicated series!

A Hillier/Okulski Production in association with Meredith Broadcasting.
In "The World of People," Bill Hillier (creator of "PM/Evening Magazine") has honed his special brand of reality programming to the fine point of perfection.

See the pilot and discover why "The World of People" will be another Hillier hit. A winner in its own time period and the ideal news lead-in! "The World of People" has the strength and content to build exactly the audience that stations want when the news begins.

Production, entirely on location, is underway now for a firm Fall start.

**SOLD!**

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<th>Station</th>
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<td>KSDK</td>
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**VICTORY TELEVISION**

45 East 45 Street, New York 10017
New York (212) 687-1516
Chicago (312) 329-0825
San Francisco (415) 435-9113

**Vick Chemical** □ Four-week campaign for Topex complexion medicine begins June 2 in approximately 30 markets including Baltimore. Agency: LaMarca Group, New York. Target: teen-agers.

**Pacific Telephone & Telegraph** □ Four-week campaign for Long Distance begins June 16 in nine markets including Los Angeles and Sacramento, Calif. Spots are placed in all day parts. Agency: Ogilvy & Mather, New York. Target: adults, 18-54.

**Century Importers** □ Three-week campaign for O'Keefe ale begins May 22 in about 25 markets including Rochester and Binghamton, N.Y.; Providence, R.I.; Boston; Philadelphia; Pittsburgh, and Harrisburg, Pa. Spots will run in all day parts. Agency: Ogilvy & Mather, New York. Target: men, 18-34.


**AdVantage**

Bonanza for Bates. General Foods Corp., White Plains, N.Y., has chosen Ted Bates & Co., New York, as agency for various brands. Billings total about $25 million, of which more than $20 million is allotted to broadcast. Brands and their former agencies are Good Seasons salad dressing and Maxwell freeze-dried coffee (Ogilvy & Mather); Log Cabin brands (Young & Rubicam) and Mellow Roast coffee and grain beverages (Grey Advertising).

**Farm radio facts.** Katz Radio, New York, has put together first issue of its Agr-Market Guide to help advertisers analyze and evaluate execution of radio advertising campaigns. It contains description of media value of radio stations within those ADI's that contribute 80% of crop's acreage; analysis of actual radio schedules within those ADI's in terms of reach and frequency, and total U.S. coverage of any stations selected. Guide is being made available to ag-marketers, their agencies and Katz-represented radio stations.

**Far East import.** Promotions are under way for Monarch Import Co.'s Tsingtao (pronounced Ching Dow) beer with S$250,000-TV campaign in New York. Six-week flight for beer imported from People's Republic of China runs on WABC-TV, WNBC-TV and WINS-TV concentrating on prime and late fringe times. The spots, created by New York agency, Romann & Tannenholz, are targeted toward men, 25-49. Other markets under consideration for Tsingtao include Chicago, Boston, and Los Angeles.

**Rep's Report**

KSDAM-KCFMR-FM St. Louis: To Torbet Radio from Selcom.

KWAV-FM Monterey, Calif.: To Buckley Radio Sales from Torbet Radio.

WMLB(FM) West Hartford, Conn.: To Savalli/Gates (no previous rep).

WODR(FM) Raleigh, N.C.: To McGavren Guild from Christal.

WDEN-AM/FM Macon, Ga.: To H-R/Stone from Torbet Radio.

KEAN-AM/FM Abilene, Tex.: To Riley Representatves from Selcom.

KWIN-FM Lodi, Calif.: To H-R/Stone from Devney Organization.

KXZM-AM/LF Lufkin, Tex.: To Riley Representatives from Selcom.

WSLM-AM/FM Salem, Ind.: To Walton Broadcasting Sales from Buckley Radio Sales.

KXKX-FM Longview, Tex.: To Riley Representatives from Selcom.

WPLAI-AM/FM Plant City, Fla.: To Walton Broadcasting Sales from David Carpenter Co.

KRTZ(FM) Henderson, Nev.: To Selcom from Herbert E. Groskin & Co.


KLBJ-AM/FM Austin, Tex.: To Eastman Radio from Torbet Radio.
After 12 weeks on WGN-TV, Chicago

**WELCOME BACK, KOTTER**

with an average 14 rating and 26% share is still...

The **#1** Monday-thru-Friday strip program in Chicago

The **#1** regularly scheduled program on WGN-TV, Monday thru Sunday

The **#1** program in its time period each week (Mon. thru Fri., 6 to 6:30 pm) —and for the 12-week average.

Source: Nielsen Station Index (NSI), February 11-May 2, 1980. Data are estimates and subject to qualifications in reports used.

FOR ADDITIONAL RATING DETAILS, ASK YOUR WARNER BROS. REPRESENTATIVE

Warner Bros. Television Distribution **w** A Warner Communications Company
A surprising view of Olympic viewers

Who would you guess were the heaviest viewers of the 1980 winter Olympics during prime time? If you answered young men, you flunk Media 101.

While this seems like the obvious answer, in truth you couldn’t be more wrong. The heaviest viewers of the 1980 winter Games were *women* in the older age categories (35-49 and 50+). Women, as a whole, outpolled men by 8% (19.5 average rating for women versus 18.1 for men) and recorded higher ratings than men in every age category. Women 35-49 were the audience leaders with a 21.8 rating (compared to 20.0 for men 35-49) followed closely by women 50+ with a 21.0 rating (versus 19.2 for their male counterparts).

Even more amazing, however, is the growth in viewership of the 1980 Olympics over the 1976 games. Total adult viewership skyrocketed by 20% with women increasing at a considerably greater rate than men. While all age groups showed increases in viewership over 1976 levels, the only really substantial growth in either sex group was against the 50+ age category. The audience of these “mature” viewers increased by an incredible 51% (+56% for women and +44% for men). The younger people (18-49) registered increases, but of only slight proportions—women 18-49, +7%; men 18-49, +6%.

Obviously, older women are not the usual viewers of sports programming. What has caused this rather bewildering increase in Olympic viewership among audience groups who are not the traditional sports viewers? Actually it is not as perplexing as it might first be assumed. The explanation could well be a three-fold consideration.

1. The audience: Surely part of the explanation for this increase in Olympic viewing among these atypical sports viewers is the prime-time appeal of the Olympics. It is probably more than coincidence that the most sizable levels of viewership as well as the largest increases in audience came in those demographics which, historically, are the heaviest viewers of prime-time television: women 35+ years of age. The Olympics, in effect, merely began to come more in-line with regular prime-time programming.

2. In 1976 the audience of the Olympics in no way paralleled prime-time viewing. The Olympics, when compared to the average prime-time program, had a considerably heavier concentration of men and young viewers.

3. These are major variations from the prime-time norm. Five of the six age categories have deviations of 15% or greater. In 1976, considering all ages, the average deviation of the 1976 Olympics from prime time was 15%. A rather significant difference which demonstrates the lack of similarity between the audiences of the Olympics and prime time.

4. The 1980 winter Olympics, however, showed a much more prime-time-like pattern. Unlike 1976, when five categories deviated from the prime-time norm by 15% or more, none of the age groups in 1980 recorded a deviation in excess of 15%. The range of deviation was also reduced from 40 points in 1976 (a range from +18% to -22%) to 22 points in 1980 (a range from +14% to -8%). Average deviation dropped from 15% in 1976 to a mere 5% in 1980. This means that the 1980 winter Olympics came considerably closer to being similar to the typical prime-time viewer than did the games of 1976. It seems safe, therefore, to conclude that the Olympics began to be viewed more as a prime-time viewing alternative than a typical sporting event.

5. The people: The prime-time viewing habits cannot fully explain the seemingly unusual audience pattern. Other prime-time sporting events like Monday night football and the World Series continue to attract the usual sports viewer. It, therefore, seems that another part of the explanation for viewership paralleling prime time is that ABC positioned the Olympics as a “personality” event rather than a “sporting” event.

---

A surprising view of Olympic viewers. Copyright © 1980, Broadcasting. Reprinted with permission. All rights reserved.
We told WQYK that we could outsell any Rep.

Now we’re proving it!

Torbet Radio is now the national voice of WQYK serving the St. Petersburg-Tampa Market.
Environmental activist Jim Scherer:

"Bethlehem's system for treating blast furnace water is so good it's now considered the industry standard."

Jim Scherer is one of about a thousand Bethlehem Steel people whose jobs keep them active in Bethlehem's environmental control program.

As a senior environmental engineer at our Lackawanna, N.Y., steel plant, Jim supervises the two dozen people who operate the plant's eight major water control systems. These eight systems cost Bethlehem $52 million to engineer and install, plus nearly $3.9 million each year to operate.

"We've spent a whale of a lot of money on our water control program here," says Jim. "But we've spent it wisely and have gotten good results.

"For example, when I first became active in water control in 1961, we were only partially treating the waste waters from our blast furnaces and then discharging 100% of this water into Lake Erie. Today a complicated water treatment system does a highly efficient job of cleaning the water and discharges only 10% back to the lake. The other 90% is recirculated back through the system.

"Bethlehem developed this pollution-control technology at our Bethlehem, Pa., plant, and now four of our plants are using it. The EPA has recognized the method as the best way to bring blast furnace gas scrubber water to within current clean-water standards."

Bethlehem's commitment: To do what is necessary to protect public health.

We've made substantial progress in controlling pollution at all our facilities and we're planning to do more. We've already spent $700 million for pollution control equipment and may have to spend several hundred million more in the years ahead.

But we believe there's a limit. To require industry to "purify" the air and water beyond what is necessary to protect health does not make good economic or energy sense.

A balance must be struck between an absolutely pure environment and a healthy environment, so that the economy of this nation has the opportunity to thrive.

Our position is clearly explained in our Statement on Environmental Quality Control. If you would like a copy, write: Public Affairs Department, Rm. 476, Bethlehem Steel Corporation, Bethlehem, PA 18016.

The Lackawanna Plant's Water Control Station No. 9 houses the controls and pumps for the blast furnace gas washer water recirculation system. Placed "on stream" in late 1979, the project cost $4 million. Water is recirculated through the system's 30-in.-diameter pipes and five large tanks at a rate of about 7500 gallons a minute.
The Big Movie Company gives you the big movie ratings.

Century 10

Superstar action-adventure films including "Patton" and "Poseidon Adventure"—two of the highest rated movies ever on TV.

Take a look at just one of our blockbuster packages. CENTURY 10. It's your station's ticket to the hottest theatrical releases, and all the starpower and excitement Hollywood has to offer. Movies like "Patton," "Poseidon Adventure," "French Connection II," "Silver Streak," "W.W. and the Dixie Dancekings," "Harry and Tonto" and many more. Thirty color features with today's biggest stars in some of their most popular roles.

There are over 1500 movie titles available from the huge 20th Century-Fox Television library, including CENTURY 10—and PREMIERE I, another outstanding action-adventure package. If you want the big movie ratings, you have to go to the Big Movie Company. Over 60% of the CENTURY 10 titles are available for airing now. Call your Fox representative for immediate availabilities.

Television's Big Movie Company
Los Angeles · New York · Chicago · Dallas · Atlanta
This week

May 18-20 - NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.
May 18-21 - National Cable Television Association annual convention. Convention Center, Dallas.
May 19-20 - Society of Cable Television Engineers Northwest technical meeting and workshop. Redwood Inn, Boise, Idaho.
May 20 - National Association of Broadcasters equal employment opportunity compliance seminar. 2-5 p.m. NAB headquarters, Washington, D.C.
May 21-22 - Ohio Association of Broadcasters spring convention. Speaker: Senator John Glenn (D-Ohio). CBS President Gene Jankowski, NAB Joint Board Chairman Tom Boges, NAB President Vincent Wasilewski, Television Information Office President Roy Dankish, Kings Island Inn, Cincinnati.
May 24 - Radio-Television News Directors Association of Canada British Columbia regional convention, Village Green Inn, Vernon, B.C.

Also In May

May 27-29 - Electronic Industries Association's Communications Division fifth annual Hyannis Seminar. Dunley's Hyannis hotel, Hyannis, Mass.
May 27-30 - Annual meeting of Southern Educational Communications Association. Sheraton Atlanta hotel.
May 29-June 1 - UPI Indiana Broadcasters meeting. Otter Creek Country Club, Columbus, Ind.

June

June 1-3 - Virginia Cable Television Association annual convention. Omni International hotel, Norfolk.
June 1-4 - Public Broadcasting Service annual meeting. Washington Hilton.
June 2-6 - National Association of Broadcasters Joint Board meeting. Washington.
June 3 - International Radio and Television Society annual meeting. Citation of the Year award to CBS's Don Hewitt, executive producer of 60 Minutes. Waldorf-Astoria hotel, New York.
June 3 - Broadcast Pioneers annual Mike Award dinner honoring WISJAMM Columbia, S.C. Pierre hotel, New York.
June 3-4 - American Association of Advertising Agencies advanced media seminar. Whistler 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 Convention Center, Albany, N.Y.
June 5-6 - Arizona Broadcasters Association spring convention. Motorola hotel, Phoenix.
June 5-7 - Kansas Association of Broadcasters annual convention. Holiday Inn, Hays.
June 5-6 - Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks.
June 6 - Deadline for entries for Radio-Television News Directors Association's annual Michele Clark Award for "exceptional application of journalistic skills evidenced by writing, reporting, editing, or investigation." Information: Dave Barlett, Newst Director, WRC Radio, 4001 Nebraska Avenue, N.W. Washington, 20016.
June 7 - Radio-Television News Directors Association of Canada Atlantic regional convention, Howard Johnson's, Fredericton, N.B.
June 7-11 - American Advertising Federation, annual convention, Fairmont hotel, Dallas.
June 8-27 - Institute for Religious Communications 12th annual workshop for religious communicators. Loyola University, New Orleans, Information: Communications Department, Loyola University 6393 St. Charles Avenue, New Orleans 70118; (504) 865-3430.
June 14 - Radio-Television News Directors Association region 11 (New England) meeting. Dunley's Sheraton Watertown, Bedford, N.H.
June 15-17 - Montana Cable Television Association annual convention Outlaw Inn, Calspelt, Mont.
June 15-18 - Virginia Association of Broadcasters summer meeting, Cavalier hotel, Virginia Beach.
June 16-22 - National Sisters Communications Service 5th annual seminar "Communications in Religious Life." Loyola University Chicago.
June 17-19 - Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard, DK-2300, Copenhagen S.
June 18-20 - Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau inn, Ocean City, Md.
June 19-21 - Montana Association of Broadcasters annual meeting. Heritage Inn, Great Falls.
June 20 - UPI New York State awards dinner and annual meeting. Gideon-Pulman hotel, Saratoga Springs, N.Y.
June 20-21 - North Dakota Broadcasters Association spring meeting. Art Clare motel, Devils Lake.
June 20-27 - Wyoming Association of Broadcasters meeting, Ramada Inn, Casper.
June 20-22 - Radio-Television News Directors Association of the Carolinas annual meeting. Appalachian State University Boone, N.C.
June 23 - Television Critics Association meeting. Speakers include Charles Ferris, chairman, FCC; Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting. Century Plaza hotel, Los Angeles.
June 24 - National Association of Broadcasters equal employment opportunity compliance seminar. Century Plaza hotel, Los Angeles.
June 24-27 - Corporation for Public Broadcasting Radio Development Workshops. Crown Center Kansas City, Mo.
June 25-28 - Florida Association of Broadcasters
In 1979, we literally re-invented the broadcast wire. We examined your needs and started from scratch to create the most comprehensive package of broadcast services in the industry.

The AP Radio Wire is like a programming machine.

The AP Radio Wire works harder for you, because it's 100% ready to air—the latest news, information, and bulletins; everything as it happens.

Our hourly news summaries provide three minutes of fully scripted programming, not just separate stories. Plus, we've developed a strong package of regular features that will fit any format. And, they're programmed on a regular schedule, giving you the added opportunity of strip programming with sponsorship potential.

The AP Radio Wire delivers ready-to-air, ready-to-sell news and programming that gives you a competitive edge in attracting listeners and advertisers.

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The AP TV Wire is a high-speed (1200wpm) source wire specially designed to fit television's need for in-depth background on today's news—the vital data critical to the development of high-rated newscasts.

But, AP TV Wire is more than just a news source. Fully one-third of it is designed for story and feature programming—ready to strip into your noon shows, AM shows, or other local programming. And, adding AP PhotoColor and AP Laser-Photo can make AP TV Wire even more useful and effective.

The flexibility to meet your needs.

Whichever AP service is best for you, you'll get the most flexible, useable news and programming available. 24-hours-a-day, every day, the AP provides fast, accurate, objective news from around the nation and the world, plus more depth of coverage by region and state than is available anywhere else.

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INNOVATION for better news programming
THE ARBITRON GUIDE
TO THE BEASTS OF THE
RATINGS JUNGLE

THE STAR-SPANGLED CLAIM CHECKER
ONE OF A SERIES

THE ARBITRON COMPANY

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DESCRIPTION OF STAR-SPANGLED CLAIM CHECKER: Also known as the Broadcast Rating Council, this is one of the more helpful and beneficial denizens of the ratings jungle. Can be spotted by its wisdom and constant devotion to making sure that rating services “do what they say they do.”

HABITS: Assures that ratings services make full disclosure of their procedures and that they meet certain research standards.

Rating services are audited yearly, and those that meet these conditions earn accreditation and are eligible to carry the Council’s double check symbol on all reports.

CARE AND FEEDING: Arbitron believes that species such as the Star-Spangled Claim Checker deserve special care and attention. We are constantly listening to the Council’s suggestions to make sure our services meet the highest research standards.

The Board of Directors of the Council is composed of representatives of the following industry groups: ABC, CBS, NAB, NBC, NRBA, RAB, the SRA and the TVB.

In addition, observers from the 4As and the ANA attend board meetings.

For more information on the Star-Spangled Claim Checker and other beasts in the ratings jungle, contact your Arbitron representative.

ARBITRON
annual convention. Disney World Contemporary hotel, Orlando.


July

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


July 14 - Beginning of Republican national convention. Cosmos Hall, Detroit.

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


July 18-22 - South Carolina Broadcasters Association convention. Meridian hotel, Myrtle Beach.


July 24-26 - Louisiana Association of Broadcasters summer convention. Desire hotel, New Orleans.

July 27-29 - California Association of Broadcasters meeting. Del Monte Hyatt House, Monterey.


August

Aug. 3-7 - Cable Television Administration and Marketing Society annual meeting. St. Francis hotel, San Francisco. Information: Lucile Larkin, (202) 296-4219.


Aug. 21-23 - Idaho Association of Broadcasters meeting. Sun Valley Lodge, Sun Valley.


September

Sept. 1 - Deadline for entries for 15th annual Gabriel Awards, presented by UHC-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schissel, (317) 635-3986.


Sept. 5-7 - New Hampshire Association of Broadcasters annual convention. Waterville Valley Resort, Waterville Valley.


Sept. 20-24 - International Broadcasting Convention '80, Metropolitan Exhibition Center, Birmingham, England.

Sept. 21-24 - Texas Association of Broadcasters annual meeting. San Antonio Marriott hotel.

Sept. 24-28 - Tennessee Association of Broadcasters annual meeting. Hyatt Regency Knoxville.


October


Oct. 2-5 - Women in Communications Inc. 48th annual meeting. San Diego.


Oct. 9-12 - Missouri Association of Broadcasters meeting. Holiday Inn, Joplin.

One step ahead?

EDITOR: I think the biggest news story at the National Association of Broadcasters convention has been completely overlooked.

As you know, the FCC approved the Magnavox system for AM stereo on the Wednesday before the convention, April 9. Two days later, Magnavox, which had not planned to attend the convention, opened a suite in the Las Vegas Hilton to set up its stereo equipment, which included a modified Philips receiver they had used during the two years of testing period. On that same day, two gentlemen from Japan who represented the Pioneer Co. appeared in the Magnavox suite with two finished models of AM tuners or receivers that worked on the Magnavox system.

One was an AM tuner which could be added to an existing stereo system by using the auxiliary input of the existing stereo amplifier, and the other was a complete AM stereo radio for use in the automobile. They asked the Magnavox people if they could leave these models on display in the Magnavox suite, and the Magnavox people said yes. These pieces of equipment did not look like something thrown together or modified from something else, but looked like completely finished production line equipment.

I think this is a good example of why the Japanese have jumped so far ahead of us in just about everything in the past 10 years. In the case of AM stereo, the Americans wonder whether anyone wants it, then when the broadcasters get it, they don't like the system approved. The Japanese meanwhile are producing the receivers and have gotten the head start on the other manufacturers. By the way, Magnavox said it would take them at least 26 weeks to get parts to start producing their stereo receivers.—William O. Barry, president, WAMB(AM)-WZEZ(FM) Nashville.

Inside stuff

EDITOR: Your coverage of the National Association of Broadcasters Las Vegas Convention and exhibits in your April 7, 14 and 21 issues was superb from every standpoint.

I discovered some interesting and worthwhile technical information about my own exhibitors. A big thank-you for helping to make the exhibits more meaningful to all that attended.—Edward L. Gayou, exhibit director, National Association of Broadcasters, St. Louis.

EDITOR: Even though it may be a bit late, I want to tell you that I think you did a really superb job of reporting the NAB convention. As you well know, it is complicated with three separate meetings — radio, television and engineering, joint sessions, exhibits, and all kinds of related activities. Even those of us who are involved in the planning get a better view from the magazine than we do from actually running the convention.—James H. Hubert, senior vice president, broadcasting, NAB, Washington.
We're enlarging our orbit. CBS. Three prestigious initials that have always stood for communications excellence. And now, with the debut of CBS Cable, they stand for the finest in satellite-delivered programming as well. It's a vital new industry that's growing. We're proud to become a part of and grow with it, to unite our programming experience with the vision, innovation and insight of the cable community.

Broadcasting is unequalled in its ability to speak one language to diverse audiences. Narrowcasting is unequalled in its potential to master many languages, to speak directly to special groups within the mass audience. CBS Cable represents a different concept in programming, flexible enough to address all its publics individually, dynamic enough to meet the challenges of a new medium.

CBS Cable has reached to the skies, and the sky's the limit.

CBS Cable
You'll be hearing from us.
Software outshines hardware at NCTA Dallas

Programs arrive loaded with new services and shows for sale

It says something about the evolution of the cable industry that in a year when engineers are talking about sending 54 channels through a single cable, the big news at the annual convention of the National Cable Television Association in Dallas this week will probably be made by programers.

The software suppliers have become over the last several years an integral and ever-growing part of an industry long dominated by hardware manufacturers. And at this NCTA the program news is sure to be dominated by newcomers: Premier, the joint venture of Getty Oil and four major movie companies (at right) and CBS, which plans to unveil plans for its new cable TV unit (page 30).

There also will be old faces with new programming services. Turner Broadcasting, led by Ted Turner, will be in full force both on the exhibit floor and in the hotels as it recruits systems to carry the Cable News Network, the 24-hour news service that premieres June 1, and the first of the superstations, WTBSTV Atlanta.

Turner Broadcasting will display its offerings on four monitors in its booth. Three monitors will show sports programming and an interview with Turner, and the fourth will show a tape of CNN's news rehearsals as it readies for its June 1 launch. WTBSTV will also be brought down from Saicom II and there is a possibility that there will be live feed from some of the CNN bureaus.

Turner (the subject of a Broadcasting "Fifth Estate" report in this issue; see page 35), CNN President Reese Schonfeld and CNN's chief Washington correspondent, Daniel Schorr, will host a cocktail party on Monday evening.

Home Box Office was scheduled to roll out plans on Sunday for its new pay television channel. The service, known as "Max," is designed to complement HBO. It will be primarily a movie channel, airing shows that have not been suitable for HBO's format.

Max will be a two-transponder service linked to Saicom I, and will premiere Aug. 1.

Michael J. Fuchs, HBO's senior vice president for programming, will announce other new programming developments. These will include sports: specials and series.

Showtime has scheduled a press brunch on Sunday to showcase Ed McMahon, host of its new variety series. On Monday it will announce further programming plans. One new show will be a talk show hosted by Ralph Nader, the consumer activist. (Nader will also appear three times a week as a commentator for CNN.)

The USA Network—formerly Madison Square Garden Sports—will unveil plans for its new season. In the three years since its start-up, MSGS had incorporated about 80% of its programming from sources other than the Garden. The name change also comes as part of a new concept for USA Network. Plans include a morning women's program that will be a combination of talk and education.

Among the cable programming questions to be answered at the show is what is to become of Cable Net Two, the 11 transponders dedicated to cable programming on Comstar II. To what use companies like Times Mirror and Rainbow Communications will put their transponders is still a mystery. All the Cable Net Two programers face a common problem: There are few systems that have the second earth station oriented to Comstar II and without those earth stations the programming the transponders carry can't reach the cable homes.

Southern Satellite Systems' Ed Taylor admitted last week to being "pessimistic" about his plan to have cable programers that are assigned to Comstar D-2 pick up the costs for earth stations. He'd asked 11 of them by last Thursday, and gotten seven yes's and four no's. Needing 10 affirmative votes, Taylor says the remaining seven programers were ones who had shown less interest in the project. Any fewer than 10 firm commitments, which would translate into 200 earth stations, and individual programers can pull out of the arrangement. According to Taylor, he's

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Premiere's bow

Getty Oil Co. and four major Hollywood motion picture studios were to announce formal plans for a new national pay-cable service yesterday (May 18) at a gala presentation at Loew's Anatole hotel in Dallas at the start of the National Cable Television Association convention.

The new service, Premiere, was born last month amid controversy when Getty announced that the film companies would not sell their product to any other national, satellite-delivered pay service for nine months after it becomes available to the new joint venture (Broadcasting, April 28).

Premiere will offer approximately 150 films a year to cable systems. Between 60 and 80 of the available movies will come from MCA Inc. (Universal), Columbia Pictures Industries, Paramount Pictures Corp. and 20th Century-Fox Film Corp., equal partners with Getty in Premiere. Other firms offering product on the new service include Walt Disney Productions, MGM, Lorimar, New World, Omnimysoo and, possibly, United Artists.

The so-called "nine-month window" that Premiere will enjoy with the films of the four movie companies will apply only to competing satellite services, such as Home Box Office or Showtime. Stand-alone systems, subscription television operations and even multiple system operators that do not deliver their pay programming by satellite may still negotiate on an individual basis.

Furthermore, films on Premiere not

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Roberts
Evey
Frank
In Brief. A priori AM allocations scare created at Region 2 conference is overblown, says FCC engineer Gary Sanford: applications for stations will continue to be accepted on demand basis and U.S. allocations plan will protect assignments from foreign interference unless there’s conflict with other countries’ plans. Kennedy campaign loses again at FCC, this time at Broadcast Bureau in quest for free network time to report to Carter economic-policy address. Full commission review will be sought. Dallas-based Gulf United has offered San Juan Radio $62 million in cash, $55 million in debt assumption for two SJR AMs and five of its six FM s. Broker: Cecil L. Richards. Air Time is about week from final draft of settlement of its financial woes, says attorney for creditors’ committee. M.S. (Bud) Rukeyser Jr., former NBC executive VP, public information, named VP communications, Newsweek Inc. John E. Goldhammer, CBS TV Los Angeles program director, named VP programs, Paramount Television. He’ll have to step out of line of succession with NATPE, of which he’s first VP. Steve Friedman, producer, NBC TV’s Today, named executive producer, replacing Joe Bartolme, whose future plans are unannounced.

Inflation beginning to impact business, AAAA advised

Costs rising faster than billings; major study on comprehension unveiled; aggressive stance lauded

Inflation is beginning to take its toll in advertising, and while volume will increase it won’t keep pace with the costs. That was the message given 470 officials, spouses and guests of the American Association of Advertising Agencies at its annual meeting last week at the Greenbrier, White Sulphur Springs, W. Va. The sessions—from Wednesday through Saturday—were the best attended in a decade.

Unveiled at the meeting was the long-awaited preliminary report of the AAAA Educational Foundation’s study of comprehension versus miscomprehension in TV commercials. The study, for which $200,000 already has been appropriated, has been 10 years in the making, having been initiated by the late John Crichton. AAAA president and founder of the foundation (see box, page 31). Eugene H. Kummel, chairman of McCann-Erickson Worldwide, New York, was elected chairman of the AAAA. He succeeds Stuart B. Upson of Dancer Fitzgerald Sample, New York. Don Johnston, chairman and chief executive of J. Walter Thompson Co., New York, was elected vice chairman, and Robert G. Wilder, president and chief executive of Lewis & Gilman, Philadelphia, was named secretary-treasurer. Leonard S. Matthews continues as president. Harry Paster, 32-year association veteran, was promoted from senior VP to executive VP, New York.

AAA president Matthews said last week that 83% of the association’s agencies increased their billings in 1979, as compared to 81% in 1977 and 79% in 1976. Moreover, this translated into 71% of the nation’s leading agencies showing increased dollar profits.

The preliminary estimate of agency profits was 4.4% of gross income (net after taxes). This was down from 4.74% in 1978, making it the third highest net profit percentage in the past decade. Matthews said gross income for some 500 AAAA member agencies—the most in history—was estimated at $2.25 billion.

Projecting into 1980, Matthews said he had checked with 30 of the largest agencies two weeks ago and found them beginning to feel the effect of inflation. Even though billings—and therefore gross revenue—will probably be up, costs are increasing at an even higher rate, he reported. But he emphasized that the biggest agencies tend to be more profitable than others.

Matthews warned against late receivables (from clients over 30 days past due). Late receivables were up 36.8% as of May 1, he said. “We used to say that about half
of our members had no late receivables. This is no longer true," he said.

AAA's aggressive stance with government "has earned the respect of some of those who used to push us around," Matthews said. "We've got some scars, some of them from our own trade press, but we've also learned that you can fight city hall if you do your homework."

Alluding to his campaign to persuade media to improve their handling of business and advertising news (Broadcasting, Nov. 19, 1979), he said that "the bottom line is that apparently the journalists answer only to God and to their own conscience. I guess we've got to find ways to heighten their conscience, since we can expect little help from corporate media management." He also announced a AAAA image improvement campaign that would make all member agencies "ambassadors of advertising."

Munro's reading on modern media as technology opens up the 80's

J. Richard Munro last Friday made his first public appearance after announcement of his selection as the future president and chief executive officer of Time Inc. It proved the springboard for a number of significant observations on the future of modern communications in this generation. Addressing a well attended breakfast session at the AAAA conference at the Greenbrier, he ticked off these observations:

- Manhattan Cable, which Time owns, couldn't be given away a few years ago. Today it is worth $100 million.
- Time's HBO subsidiary became a phenomenon when it was practically forced to go satellite because of other wiring problems, and in doing so opened a new vista for all cable.
- Cable's success can be related to the absence of "commercial interruptions," and Time Inc. is now opposed to commercialization of that medium. But he observed that Reader's Digest carried no advertising for 30-odd years, then shifted, and in that kind of time span, Time may change its position on cable, too.
- While many choices in programing over cable exist, "don't believe those stories about channels by the score." He said 80% of all cable now has 12 channels and it will be a decade before a shift to 36 channels.
- It will be at least another 10 years before the nation goes two-way cable.
- The long-term viability of public broadcasting is questionable.
- Satellite-to-home TV transmission may never come. It would affect both broadcasting and cable, and he predicted that the lobbies of both industries would go all-out against it. "The miracle doesn't work that way."
- "The videodisk system has kind of peaked." Stereo is very important and the RCA system does not provide audio quality. Munro said, predicting that tape, with stereo and better sound quality, will outcompete disks.
- Cable is underpriced (at an average of $8 a month). Prices will be rising. "They're now giving it away."
- Newspapers, locally, will be hit by the vast amount of information supplied by cable—grocery prices, best buys and TV listings.

Munro, executive vice president of Time Inc. and former group VP of the company's video unit, will take over as chief executive officer and president on Oct. 1. The current CEO and chairman, Andrew Heiskell, and President James R. Shepley will both retire on that date. Reporting to Munro will be the new chairman of the board, Ralph P. Davidson, and Clifford J. Grum, who gets Munro's old title and responsibility for Time's five group VP's.

The comprehension gap. "This is not just another study of TV commercials," said Alfred J. Seaman, chairman and chief executive officer of SSC&B Inc. and president of the AAAA Educational Foundation, in describing the "miscomprehension" study. "For the first time, we have a broad-based comparative study measuring the comprehension and miscomprehension of television commercials, local and network news shows, popular adventure series, serial type mystery shows and public service announcements."

Emphasizing that the presentation was the first (but most expensive) phase of a three-part study, Seaman said that the AAAA is determined that the results "will be heard in advertisers' offices and advertising agencies around the world; in the chambers of government; in the hearing rooms of regulatory bodies such as the Federal Trade Commission; in editorial and programing offices; on the college campuses, and perhaps in the parsonages too." Comprehension versus miscomprehension, Seaman said, "-touches every aspect of our lives" from our understanding (or misunderstanding) of events "as small as breakfast table discussion and as large as war and peace and nuclear energy."

Following a discussion of the technical side of the study, Rena Bartos, senior vice president of J. Walter Thompson, introduced Dr. Jacob Jacoby of Purdue on results of the first phase of the three- ply study—to develop a standard measure of miscomprehension. Chief among Jacoby's findings were: the vast majority of television viewers—more than 90%—misunderstand some part of what they see, no matter what kind of broadcast they are watching.

Normally, the range of misunderstanding is between one-fourth and one-third of any broadcast whether it is an entertainment or news program, commercial or public service announcement.

On the whole, viewers are less likely to misunderstand commercials than entertainment and news programs, although the difference is slight.

While most key demographic characteristics appear to have no bearing on viewer misunderstanding, there does seem to be a slight relationship between the level of misunderstanding and the level of viewer education and age.

Regardless of what they are watching, television viewers seem to misunderstand facts equally as much as they misunderstand inferences in a broadcast.

Phase two will calibrate miscomprehension under normal viewing conditions, a study, supervised by Professor Scott Ward of Harvard/Whariton. Phase three will develop a data bank of commercials tested under normal viewing conditions, supervised by Professor Michael Ray of Stanford. It is estimated it will take a year to complete the study, with more funding supplied as needed.

It's official: CBS into cable

KNXT's Shay will head new unit within company, which plans to produce and distribute programs to 'selective demographic groups'

CBS formally announced its entry into cable programing last Friday through the formation of a separate CBS Cable Unit. Robert E. Shay, former station manager of CBS's KNXT(TV) Los Angeles, was named vice president and general manager of CBS Cable, which will be based in New York and will have, CBS said, three basic functions:

- "To provide a unique, high-quality
program service for cable systems;
- "To develop and produce original programing for cable, and
- "To present programing currently not available in any other medium."

Shay said CBS Cable will provide a basic cable service, not pay cable, and expects to sell advertising within it. Whether it will sell the service to systems conventionally or through some sort of affiliation arrangement, he indicated, is one of the questions to be determined. Nor was he ready, he said, to talk about the amount or type of programing currently available or being considered—except to say, in answer to a question, that it was not expected to include CBS News output—or about a likely start date for delivery of services. He did say CBS Cable has already acquired transponder space on the Westar satellite.

"We've just been authorized," he said, "and we are formulating plans. We will be at the National Cable Television Association convention (this week) in force, listening to and absorbing a variety of information to help us formalize our plans."

The announcement carefully noted that CBS Cable will operate independently from the CBS/Broadcast Group and the newly formed Video Enterprises division, and will report to the office of the chairman. That office was formed to serve CBS chief executive pending selection of a successor to John D. Backe, who resigned two weeks ago (BROADCASTING, May 12), and consists of Chairman William S. Paley and John R. Purcell, executive vice president; Gene F. Jankowski, president of the CBS/Broadcast Group, and Walter R. Yetnikoff, president of the CBS/Records Group.

Charlotte Schiff Jones, formerly with Time Inc. as executive vice president of Manhattan Cable, said before that information was made known of community programing for Teleprompter, will be CBS Cable's vice president, marketing.

Gary Hoffman, former director of program development for the CBS Television Stations division, will be vice president for programing and production for the new unit.

CBS's plans to get into cable programing had been sketched by Backe to CBS-TV affiliates in what proved to be his final appearance as president. He spoke of the formation of "one or two cable television networks," perhaps as early as next January, and also emphasized that through cable CBS would supply programing to "very selective demographic groups" without posing a "major threat" to commercial network TV (BROADCASTING, May 12).

CBS Cable will be based in New York, but Shay said it was too early to say how many people it may employ. Its predecessor, known as the CBS Cable Study Unit, which Shay also headed, had been in existence about four weeks and consisted of five people but also had access to other authorities as well as prior research.

More of the truth about John Backe's resignation from CBS began to emerge last week, most of it issuing reluctantly from CBS trying to quiet rumors set off by its mysterious, middle-of-the-night announcement a week before.

Chairman William S. Paley was particularly stung by insinuations that he wanted to retard CBS's entry into the new electronic media technologies. "The story about my having a lack of enthusiasm for it is completely untrue," he told BROADCASTING. "Nobody around here has been pushing [the new technologies] harder than I have. I've been very, very sensitive to the whole field and the need to get going and the need to get proper manpower in place for us to do it properly."

As if to underscore that statement, CBS last Friday announced it was setting up a new CBS Cable unit, to report initially to the office of the chairman, which Paley heads (see page 31).

The fact was, as BROADCASTING reported in its May 12 story of the Backe ouster, that both Paley and the outside directors who make up the company's executive committee had begun to wonder whether Backe was indeed the man to run CBS—both in tandem with Paley now and after the latter's eventual departure from the scene. They felt, as one board member put it, that he "had not grown in the job." The man who may have been right for CBS's immediate past might not be right for the future, they reasoned.

So an "assessment" was begun to determine whether someone else might do it better—an "assessment" that John Backe learned about on April 25. He immediately confronted the executive committee with a demand for a vote of confidence and, apparently, with an ultimatum that, failing such an expression of support, he would resign.

Backe also confronted Paley directly—and, by all accounts, angrily. The chairman says he tried to defuse the situation—"I did everything I could to get him back on the track," Paley is quoted as saying—but Backe would not, or could not, take back his ultimatum: The confrontation, it was said, led to "irreconcilable differences." Paley insists that no anti-Backe decision had been reached. "It was [an] open question. He came to me and I told him the whole truth. That an assessment was being made. It's a prudent thing for a company to do from time to time, particularly when there's some change in the offering."

The change to which Paley referred was the inevitability that his own tenure with CBS must some day end. Now approaching 79 (on Sept. 28), Paley says "I have to be a realist and I have to think of what might happen."

As to reports that he and Backe had been increasingly on a collision course, Paley says: "I thought we were getting along pretty well." He would not say whether he thought Backe had made a mistake by precipitating the showdown.

Apparently, between the time of their first confrontation and Backe's return from the CBS-TV affiliates meeting in Los Angeles, Backe and Paley had no further conversations. Indeed, they have not talked since; the request for his resignation was made by a task force of the executive committee on May 8.

Reports persisted last week that CBS has its new president and chief executive officer in its sights, but neither Paley nor any other company executive would confirm it. It's believed that Heidrick & Struggles, the executive search firm that brought Charles Ireland, Arthur Taylor and John Backe into CBS, had again been engaged to screen candidates. Paley may have given one clue to the type of individual he has in mind when he told Business Week magazine that "a Harvard Business School degree might be more essential at a company like General Electric than at CBS."

By all accounts, Backe was held in high esteem at CBS as a "superb organization man and technician" but a person more interested in the techniques than the scope of management. His principal concentration, aside from a certain remoteness in personal relationships, was said to be a lack of "vision."

Another theme emerging from conversations with CBS executives last week was that, in the final analysis, neither Arthur Taylor (who was fired as president in October 1976) nor Backe had measured up to the mark set by Frank Stanton in his tenure as CBS president. Bill Paley himself was speaking warmly of Stanton last week. "Frank was terrific," he said. "He was a very good man, and particularly in certain respects there was no one better than he."

He was a top guy for that office of president while I was chairman of the board. It was a very healthy and very productive and very successful relationship." Paley would not say whether he's looking for a man more in the Stanton mold or his own, but he does insist he's not going to stop trying. And he pooh-poohs the idea that a qualified candidate will be frightened away from the job because of the experience of its last two occupants.

"It's one of the best opportunities in the country," Paley said last week.
Now it's NBC's turn
L.A.'s Century Plaza will be host for the annual gathering of the network's affiliates

More than 700 representatives of NBC-affiliated TV stations were expected in Los Angeles over the weekend for the start of the last of this spring's round of meetings between television networks and their affiliates.

NBC President Fred Silverman is scheduled to speak following the main prime-time program presentation Tuesday morning. NBC Chairman Jane C. Pfeiffer will speak at luncheon today (Monday).

After a welcoming reception last night, two days of business sessions were to open this morning with a "State of the Network" address by Robert E. Mulholland, NBC-TV president.

Then comes a series of presentations—by Brandon Tartikoff, president of NBC Entertainment, and associates, and by Arthur Watson, president of NBC Sports, and Don Ohlmeyer, executive producer of NBC Sports; William Small, president of NBC News, and W. Warris Bierges, vice president, advertising and creative services.

Participants in this morning's program presentations will include Mary Alice Dwyer, vice president, children's programs; Ed Scherick, executive in charge of Project Peacock, a series of 20 prime-time specials developed for children; Linda Line, vice president, daytime programs, and Barbara Gallagher, vice president, special late-night programs.

After the luncheon and address by Chairman Pfeiffer, the affiliates will hold a closed session this afternoon. This evening they're scheduled to go to a "Moviola Party," with cocktails and dinner in downtown Los Angeles.

The presentation of NBC's 1980-81 prime-time schedule—with which NBC officials hope to get from the cellar to first place in the prime-time ratings—gets under way Tuesday morning, introduced by Mulholland and conducted by Tartikoff. Silverman's speech will wrap up the morning session.

After luncheon—no scheduled speaker—affiliates and NBC officials go into a closed session, the last business meeting on the week's agenda, for an exchange of questions and answers.

A reception and banquet with entertainment gala, "Stars on Parade," will wind up the meeting Tuesday evening.

The convention is based at the Century Plaza hotel, also the site of the ABC-TV affiliates meeting last week and the CBS-TV sessions the week before.

On the upside with Fred Silverman

It will be an optimistic NBC president who faces the network's affiliates this Tuesday at the Century Plaza hotel in Los Angeles—as indicated in these excerpts from an interview with Broadcasting.

On reports that he will leave NBC when his contract expires next June regardless of the next season's results:

That's absolutely untrue. I have never told anyone—my wife, my lawyer, friends or anyone else—that I have plans to leave. At a point in the future Ed Griffis (the chairman of RCA) and I will sit down and we'll see what happens. Right now I have a very simple point of view—I'm very single-minded. We're going to make some real progress this fall. That has got to be my only consideration right now. If you think for a second, if we do as well as I think we're going to do this fall, that I'm going to walk out of here—well, that's the most ridiculous thing I've ever heard.

On his optimism for the fall:

We're going to have a smashng affiliates conference. By the time the people leave there everybody is going to say: "This is the year it's going to happen." I feel very optimistic at this point about this coming fall. I think we are mounting the best regular program schedule that this network has had since the 1974-75 season. It's taken two years and a lot has been done and it's all going to come together in this coming television season.

On his team:

When things get better on the people front, inevitably what's going to follow is what goes on the air. The major thrust (until now) has been on the people front. We have a new head of the entertainment division [Brandon Tartikoff], we have a new head of news [Bill Small], a new head of sports [Arthur Watson], a new head of the television stations [Robert Walsh], a new president of radio [Richard Verne], a new head of personnel [George Black], a new head of finance [Robert Butler], a new head of O&E [operations and engineering, Richard Sonnenfeld]; we have Dick Salant in the vice chairmanship, we have a new communications setup—across the board, there is a totally new management team in place. That has to have an effect on what goes on the air.

On radio:

Our FM station in San Francisco [KROU] had such a low rating a year ago that it could hardly be measured. It's now the No. 4 station. Our radio stations—all eight of them as a group—have made more increases, percentage-wise, both in average audience and cumulative audience, than any other major radio station group in the country.

On prime time:

We own 8 o'clock right now. On top of that, we've made some very substantive changes in how we're going to be executing some other shows that have been marginal. John Mantley, one of the premier dramatic producers in California, will be producing Buck Rogers next year. And you can bet your life that with a man of his intelligence and professionalism the Buck Rogers show that will go on the air next fall will be a much different and much better and a much more adult program than what we did this year. And this year, with a show that nobody was very happy with, we went from a 16 share of audience at 8 o'clock Thursday to a 26.

Similarly we brought in Roland Kibbee on Lobo.

On attacking the weaknesses:

We have three or four shows that people have questioned that have enormous upside—in much the same way that CHIPS had upside going into its second year, and Real People. If Lobo, in its first season, had a 27 share of audience, and the competition [Happy Days and Laverne & Shirley on ABC, The White Shadow on CBS] is the same, and the competition is trending down, Lobo is trending up, then it's very easy to make a projection as to what that show will do in the second year.

On what it will take to get to the top:

I'd say two hits. If a couple of shows that we're tinkering around with, if the 27-28 share shows go up to 32's and 33's, and we end up with one or two hits, we could move into first place. When there are two rating points separating first from third, all it takes is one All in the Family or another Real People. If we happen to be right and the world is wrong about Speak Up America, and it knocks the hell, as the season progresses, out of Dukes of Hazard (on CBS), do you have any idea what impact that has on the weekly rating average?

On balancing the scales:

I'm not going to get up there and say everything is perfect. But when you start adding up the plusses and the minuses, the plusses far outweigh the minuses and we are moving in the right direction. Most of the people that we're going to be talking to [during the affiliates conference] have a long-term investment in broadcasting, and they're not out for the short haul. It isn't who won last week or who won the last May sweep. They really are looking at the future—the future being the next couple of decades—and where there's going to be the best team and where there seems to be the forward planning and everything else. And I think that this conference will make a lot of people say there is a hell of a group of people there; there is a philosophy; there is a plan; there is a point of view.

Broadcasting May 19 1980

33
Great music and dance. Live drama. New programs that dare to be different. If you've noticed an encouraging trend in television lately, you're not alone. NBC's one-network crusade to put quality back in business isn't exactly a secret anymore.

"Elegant television and proud theatre." That's what the Los Angeles Times said about our production of "The Oldest Living Graduate"—the first in a new series of live broadcasts from regional theatres all over America.

Proud. Their word, our feeling.

The same feeling that's behind another new series, our "Live From Studio 8H": Verdi and Beethoven in January, Jerome Robbins in July. A commitment to the arts that the New York Times calls one step in "a direction that would justify pride and self-respect for any network, commercial or public".

Pride. Their word again.

Naturally, we're delighted at the reaction to our programs. Apparently, a lot of people approve. The same ratings that measure total audience also tell us other things. Like just how fast our audience is growing. And that it's growing fastest in those age groups all industry analysts watch most. Young women and young men, teenagers, children, too.

That's all the confirmation we need. All the reason to carry on a tradition of important docu-drama that began with "The Missiles of October" and just last week added "F.D.R. The Last Year." All the justification for the time and expense poured into our long-awaited "Shogun." And all the motivation to keep introducing innovative programs like next Fall's "Speak Up, America" and "The Thursday Games."

It seems pride has a way of creating some encouraging trends of its own.
Ted Turner came on slowly at first, acting like an "aw shucks, who me?" country boy from Georgia who thought he could show those city slickers how. Then he started picking up steam—and attention—when he bought the Atlanta Braves and Hawks and leaptfrogged over the rest of television to satellite his "superstation" around the nation via cable. And then he captured the America's Cup and the country's fancy. And now, with a full head of steam, he's out to confound the skeptical by creating the first 24-hour news network. Will he make it? Only time will tell, but a lot of people have lost a lot of money betting against him in the past. The story of a:

Rebel with a Cause

It's been but 10 years since Ted Turner first ventured into telecommunications seas, at the helm of a UHF that was taking on water fast. There may be those who now wish that both captain and vessel had gone quietly to the deep, because Turner today is under full sail, and if the winds continue to blow in his favor, life in television can't ever be the same.

Robert Edward Turner III—also known as Terrible Ted, Captain Outrageous, the Mouth from the South and other, less laudatory appellations pinned on him by the establishment types Turner loves to be hated by—is determined to stand conventional television on end and move the medium fully into the age of cable and satellites. And for those who would hope that Turner's infamous bark far exceeds his ability to bite, and that his latest, critically ambitious venture, the Cable News Network, will collapse and drag down with it his superstation, WTBS(TV) Atlanta, this has to be considered: Ted Turner is a professional underdog, continually setting himself up against long odds—and beating them.

"I just love it when people say I can't do something," says Turner, chairman and president of Turner Communications Corp. "There's nothing that makes me feel better, because all my life, people have said I wasn't going to make it."

That certainly was the prevailing advice he was given in the late 1960's when he set out to buy channel 17 Atlanta, now WTBS but then the fifth-ranked outlet in a five-station market. It cost him $3 million even though it was hemorrhaging red ink.

He got the same feedback only months later when he set out to buy the station he would christen with his own initials—WRET-TV Charlotte, N.C. It was also a dire-straits UHF in receivership. Turner snatched it up with the assumption of $1.2 million in liabilities.

"My accountants told me we were going to go broke in Charlotte," Turner says. "They said they would resign from my board of directors; they both resigned. They also said the company was going to go bankrupt with channel 17; channel 17 is worth $50 million and Charlotte's worth $20 million, just based on their cash flows. Not too shabby. But my accountants resigned because they said I was crazy."

Turner's crazy like a fox; he's sold the Charlotte outlet to Westinghouse for that $20 million price tag he placed on it, a
PORTFOLIO IX
30 OUTSTANDING FEATURES INCLUDING:
"SATURDAY NIGHT FEVER," "THE BAD NEWS BEARS,"
"BLACK SUNDAY," "MARATHON MAN," "ORCA,"
"THREE DAYS OF THE CONDOR," "MAHOGANY,"
"LOOKING FOR MR. GOODBAR," "HUSTLE,"
"CHARLIE BROWN," "THE SHOOTIST,"

MARQUEE II
18 TOP-RATED TWO HOUR MOVIES WITH
PROVEN AUDIENCE APPEAL AND A
LINE-UP OF MAJOR STARS INCLUDING:
LAUREN BACALL, WAYNE ROGERS, RUTH GORDON,
ERNEST BORGnine, LAUREN HUTTON,
RICHARD THOMAS, CAROL LYNLEY, RALPH BELLAMY,
PAULA PRENTISS, JOHN FORSYTHE, ADRIENNE BARBEAU,
KAREN VALENTINE, WARREN OATES.

WASHINGTON: BEHIND CLOSED DOORS
12 EXPLOSIVE HOURS!
HAILED AS THE MOST POWERFUL
POLITICAL DRAMA OF OUR TIME
STARRING:
JASON ROBARDS, CLIFF ROBERTSON,
STEPHANIE POWERS, LOIS NETTLETON, BARRY
NELSON, ANDY GRIFFITH, ROBERT VAUGHN,
JOHN HOUSEMAN.

AVAILABLE FROM PARAMOUNT TELEVISION DOMESTIC SYNDICATION
record figure for a UHF television station.

But Turner was turning things around before he knew what a film chain was. In 1963, his father, despondent over the ailing financial condition of his billboard firm, Turner Advertising, sold it off and killed himself. Ted Turner, at age 24, bought up the remains of the company, re-established it and by 1970 was looking to expand into growth areas. He found the first opportunity in what was then WTCG-TV Atlanta.

"The secret of my success is this," says Turner, now 41 years old. "Every time I tried to go as far as I could. When I climbed the hills, I saw the mountains. Then I started climbing the mountains. Next thing I knew, I was at the foot of Mount Everest and said: 'I've climbed the other ones; let's climb it too. It's easy. There's nothing to it.'" Turner, rarely at a loss for high-flying aphorisms, adds, "What the mind of man can conceive and believe, the mind of man can achieve."

Ted Turner's mind works overtime in the conceiving and believing departments. Out of that process came the superstation, a concept that brought him rapidly to prominence in the communications business. "Nobody knew what to do with the New World when they first found it," says Turner, who never hesitates to put himself in such company as Columbus and Galileo. But Turner knew quickly what he would do when the FCC, in 1975, relaxed rules in two different regulatory areas: cable importation of distant signals and competition in the domestic satellite marketplace. His Atlanta station, which was already getting regional CATV distribution in the Southeast by microwave, was soon going up on a satellite to cable systems as far away as Hawaii.

"I dreamed up the idea of the superstation," says Turner. "I didn't read about them in a magazine. I thought them up; they were my concepts. I just happened to be smart enough to figure it out and have guts enough to carry it out and be willing to face the wrath of the entire broadcast industry for my creative thinking.... It's very unusual for a new idea to successfully get off the ground in one's lifetime. Usually you get shot or burned at the stake."

There may be wishful thinkers among Ted Turner's detractors, but the realists in the television establishment tried a more pragmatic tactic when Turner's station began to go up to an RCA bird, and local broadcasters, programers and sports interests began to rise up in arms against the threat they perceived from this new media form.

The battle lines were drawn on the field of retransmission consent—an idea broadcasters and syndicators hoped to push through Congress or the FCC, effectively shutting off the superstations by requiring that they obtain permission—and, presumably, money—from program rights-holders before the superstations could send out their shows to far-off markets where they would compete with local stations.

The fight was on, and Turner loved it. "I like playing David and Goliath, with me being David," he says.

Turner can reduce major issues to cartoon-like images, but for his opponents, the battle is no less serious. "Superstations are here today," said the National Association of Broadcasters in an FCC filing whose rhetoric even Turner must appreciate. "The public has already been harmed—and the pinpricks of harm today portend limb-severing slashes tomorrow."

The superstation, argued NAB, will destroy localism, "the cornerstone of the commission's allocation of the finite television spectrum."

Superstations, NAB went on, "are beginning to effect the way many firms do business and in a way which confirms NAB's concerns that the commission's goals for broadcast service—and most of all the public—will suffer substantially unless the commission acts."

Nor did Turner make any friends in the Hollywood production community with his move to superstation status. Basically, the studios feel that the superstation's national reach unfairly inhibits them from selling their syndicated programs in markets where WTBS is received. One studio, Paramount, has refused to sell any syndicated product in the Atlanta market for the last year. Rich Frank, president of Paramount's distribution arm, explains: "Turner's signal comes into a market with one of our programs on it, the station there often feels there will be a lessening of the value of programs."

With some hit syndicated series, Frank suggested, the presence of WTBS probably would have little effect on the local station or the studio. Problems, he says, arise with the "marginal shows."

WTBS's presence, in those cases, Frank says, could be the deciding factor in whether a program is bought at Paramount's asking price. "The question becomes," Frank says: "Can we get that much more out of Atlanta to compensate for the other markets?"

Frank suggests that in the future—"just crystal-ball ing"—syndicated product could be "licensed off-network for a year, say, to superstations, and then to general syndicated run."

Turner thinks he can win this fight, too. His opponents' "only hope," he says, "is that they just work me to death. There's a good chance they may work me to death. They keep opening up new fronts."

But, says Turner, "on my side I've got two allies. One is the cable industry—or I'm an ally of the cable industry. The broadcasters are fighting the cable industry and me at the same time because cable represents a dilution of the broadcaster's power. But on my side is the cable industry and the people."

"We're going to win; we're going to win this thing hands down. The cable industry saw that I went out there and put my reputation on the line for them. I've gone out there and fought everybody to help them. And they're going to help me too. We're going great places together, me and the cable industry."

Tom Wheeler, president of the National Cable Television Association, stands behind Turner. "He's a genius," Wheeler says. "He has two great gifts: He sees what others don't see and he has the guts to go out and try them." And, Wheeler adds. "Turner has the tenacity to hang in there until it works."

Another cable executive, however, says he's not so sure that the rest of the industry is ready to follow Turner in the "kamikaze role" he's created—a martyr who would die to "break the closed shop of the networks."

Turner is undeterred by such talk. "Once this retransmission consent thing came up, everything's out on the line anyway. So I figured I'd commit myself. Make it all or nothing."

It's war for Turner and he relishes it. "I ain't afraid of nothing," he says. White and black hats abound in his terminology. Broadcasters and himself, he says, "have about as much chance of being pals as the Arabs and the Israelis. The broadcasters stabbed me in the back. They came to Washington crying that they needed legislative help. I feel very sorry for them, them and their billions. I'm for cable."

Besides the cable industry and the public ("If you put it to a vote of the people, I'd get a plurality.") Turner thinks there's someone else on his side—the government.

Although he takes the superstation concept as his own, "it was the FCC's rules that made it possible," he says, referring to the distant signal and satellite marketplace decision. "I've never gone up to Washington and asked for anything," he demurs. The NAB, says Turner, "has got all the television stations in America to put pressure on their congressmen and senators to stop the superstation."

But, predicts Turner, Congress and the FCC will "go for the people and cable. Because they're for more voices. They're not for the monopolies."

Two in Washington who could have much to do with the future of Turner's enterprises are necessarily circumspect in talking about him, but they shut no doors to possibilities. Charles Ferris, chairman of the FCC, says Turner "demonstrates great American spirit and great faith in the free-enterprise system. He's willing to take risks, willi ng to tread in areas not touched before. He has the courage of a pioneer."

Lionel Van Deerlin (D-Calif.), chairman of the House Com-
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munications Subcommittee, says that in the retransmission consent battle, his guess is that Turner is “like every entrepreneur who greatly exaggerates the menace of those who are out to do him in.” But, says, Van Deerlin, “in the larger plans he has, I think he’ll break a lot of new frontiers.” Van Deerlin says that whenever he goes to an industry gathering that Turner will attend, he seeks him out because things happen around Turner. “He’s a hell of an interesting guy to be around,” says the congressman.

One reason Turner is interesting guy to be around, as one observer notes, is that Turner “makes great copy.” Indeed, Turner has been enshrined in a media pantheon of sorts, the subject of articles in Newsweek, Time, Sports Illustrated, Esquire, local newspapers wherever he goes, one biography published and a second due out soon, and possibly the ultimate prize, a piece on CBS’s 60 Minutes.

Although Harry Reasoner concluded his story on Turner with “I’d hate to have to keep up with him, and I’d hate to be that driven myself, but I liked him,” there are those who could never get beyond Turner’s full-frontal verbal assaults on conventional broadcasting.

Turner’s rhetoric, when he’s gotten up full head of steam, is volatile, bombastic, grossly hyperbolic, given to distortions, exaggerations and overblown characterizations that he deliberately uses for effect. “How’s that for a strong statement?” Turner asks an interviewer. “How’s that for a good quote?” Turner turns on to a camera, microphone or reporter’s notebook like a Dallas Cowboy cheerleader to a sidelines Ikegami.

Turner has what some see as the problem. as one industry watcher put it, of “shooting himself in the foot” with his rhetoric. Turner, however, doesn’t see it that way.

“I’m not really in a popularity contest,” he says. “It’s only the broadcast establishment that doesn’t like me, because I’m building two national networks right under their noses, and they’re powerless to stop it. They can’t figure out how to do it themselves, so they’re pea-green with envy. That’s why they don’t like me.”

In any case, he adds, “I don’t want my competitors to like me. Not in business—you’re not supposed to like your competitors. It’s what makes the wheels of industry turn—competitors trying to knock each other over and beat each other to the punch. I’m not doing anything illegal, immoral or unfair. It’s all aboveboard, strictly by the laws of the land.”

One cable executive says Turner’s style on the stump is the result of his ego—“like a lot of doers, superproducers.” Turner might agree with that assessment. “The more you do, the more people don’t like you,” he says.

Often, however, it’s the more Turner says, the more some people don’t like him. Only he can perform as in the following sampler:

“I’m not a broadcaster,” says this owner of two UHF stations. “I don’t even want to be classed with them. I was a broadcaster, and I’m ashamed of what I did. A broadcaster just puts on the shows. He doesn’t care what the show is as long as it’s cheap and it gets the highest rating so he can get the highest dollar. That was me, but not any more....

“The broadcasters had it all to themselves the last 30 years and what did they do? How many monuments have been built to ABC, CBS and NBC and the people who brought us The Gong Show, The $1.98 Beauty Contest, The Incredible Hulk and Three’s Company?....

“If they leave me and cable alone, it’s going to be fabulous. If they kill us now, who knows what will happen? They could put us back in the dark ages. Broadcast television brought us to the edge of a new dark age because TV didn’t do anything to try and improve us. It just dragged us down....

“It’s all breaking apart. The whole cartel is folding. Like Nazi Germany as it crumbled. The Third Reich top cheeses were taking off their uniforms, putting on civilian clothes and trying to sneak out of town to Argentina. Soon, all my enemies are going to take a powder and run because they’re going to be embarrassed....

“DDT was heralded as a wonderful, miracle substance when it was first developed, and we used it widely. Then after a long period of time, we learned it was going to kill us, and we stopped using it that way. TV only came on the scene 36 years ago, and television had a tremendous potential for enlightenment, entertainment and information. And I think we’ve gotten the bare minimum out of it. Because of a lack of a sense of responsibility, I think television is the worst pollutant this country has ever seen because it’s polluted our minds, our children’s minds. It was not responsibly or intelligently used by the people who ran it. We turned it over to three networks who care about nothing but wrenching the last nickel out of everything.”

Turner can go lighter—and heavier. But it’s not an act. Says a local Atlanta observer who’s watched him over the years: “The real Ted Turner is what you see, folks.” And hear.

Despite his rapid-fire, good-old-boy patois, the real Ted Turner was born Nov. 19, 1938, in Cincinnati and spent his first nine years there. But until his emergence at the head of his father’s company, little has been made public about the younger Turner.

A Turner by any other name. In addition to the Atlanta and Charlotte television stations and the advertising firm, Turner acquired an AM-FM in Chattanooga, which he sold in 1978. In 1976, Turner bought the Atlanta Braves baseball team and in 1977 the Atlanta Hawks basketball team. In 1978, he acquired a small equity interest in the local pro soccer franchise, the Chiefs. If Turner didn’t have the sports teams, he would look a lot better on paper. In 1979, the parent company, Turner Communications, had a net loss of nearly $1.5 million on revenues of $37,897,000. Broadcasting operations, however, brought in most of the money—$27,789,000 in revenues—and made a profit of slightly more than $5 million. The sports teams and costs associated with the start-up of the Cable News Network dragged the company into the red. (But then again, Turner claims the teams allow the company to avoid taxes.)

The firm is aptly named: Turner owns 67% of the approximately 10 million shares of stock outstanding, which currently trades in the over-the-counter market at around $12. In 1979, Turner drew a salary of $285,000 from the company.

He himself will race through dates and cities in describing his youth.

Turner’s father, however, was a Southerner, a Mississippian and a Navy man. He took the family from Cincinnati to Savannah, where Turner Advertising originated. Son Ted was sent to boarding school in Atlanta and military school in Chattanooga beginning in the fifth grade. After that, he enrolled in Brown University, in Providence, R.I., but not for the sailing for which he would one day earn fame. He was expelled in his senior year when he was caught with a girl in his dorm room. Turner never finished college.

Turner has a widely publicized eye for women, but dismisses his reputation. He and his wife, Jane, whom he “desperately loves,” have been “happily married” for 15 years. He has five children, two from a previous marriage: Laura Lee, 18; R. E. (Teddy) IV, 16; Rhett, 14; Bearegourd (Beau), 12, and Sarah Jean (Jenny), 11.

They live in the Atlanta suburb of Marietta, but retreat as often as possible to Turner’s 5,200-acre “plantation” near Charleston, S.C., where he’s installed his own earth station. Turner works hard—“10 hours a day at the office, five at the ballpark”—spreading his ideas to all who will listen and spreading himself over his various domains. Turner plays hard, too, mostly at sailing, as much as six weeks a year.

He took up sailing in his youth. “I didn’t have the ability to
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play baseball,” he says. “Couldn’t swim—almost drowned. I tried track—ran the 100-yard dash in about 15 seconds.” His father bought him a boat and the young Turner found his sport—slowly. At first he was known as the Capsize Kid.

Sailing, Turner notes, is “not a spectator sport.” And Turner loves to participate. With his ball clubs, the Atlanta Braves baseball team and the Atlanta Hawks basketball team. Turner comes about as close to a participant as a spectator can get, often running to the field when the teams win—which, in the case of the baseball team, isn’t that often. Turner is frequently on hand for home games, shouting encouragement and advice from his seat.

Two years ago, when the Hawks were in the NBA playoffs, the animated—to put it mildly—Turner competed as a fan for media coverage with another famous Georgian who came to watch the Washington Bullets-Hawks game: President Jimmy Carter.

Turner soon will no longer be sitting on the sidelines while the world of TV journalism stays in a league by itself. On June 1, his other big concept, the Cable News Network, is scheduled to start up its 24-hour-a-day news programming. “It will be a smash,” says Turner with characteristic confidence—or overconfidence, some think this time. “The greatest achievement in the history of journalism.”

If no one is quite willing to go along with that assessment of CNN’s prospects, the TV world is keeping a close watch on Turner’s latest creation. Some are watching with interest as a new form of electronic journalism takes wing; others are watching with morbid fascination, because it’s here, they think, that Turner may have met his match.

A CNN insider says he’s sure that the television critics and the networks are ready to jump on CNN if it fails to live up to its press, which, like the press Turner himself gets, has been extensive. This CNN executive thinks the established news media are particularly eager to take off after Turner, whom they see as “the new boy in town with big aspirations and a big mouth.” An observer of the Atlanta scene says that this time out, Turner’s “bitten off a big chunk.”

There’s been little outright criticism of the concept of CNN—it’s an idea that’s basically hard to fault. Most of the questioning centers on Turner’s ability to finance the operation.

Network news executives point out that they spend upwards of $100 million each for their news operations in a year, and they broadcast daily a relatively small fraction of the around-the-clock schedule on which CNN will work. Turner has budgeted around $30 million for the first year of operation—$20 million in start-up costs. $2 million in monthly operating costs. Much of that will be financed by the sale of the Charlotte station.

When CNN hits the cable the first of next month, it’s projected that about three million subscribers will have it available. Turner’s charging systems 20 cents per subscriber per month (15 cents if they also take WTB; that, at the outset, will produce cash at the rate of $600,000 monthly, assuming that everyone pays the higher rate.

CNN also will be offering 10 minutes of advertising each hour (the local systems will get two additional minutes an hour). Bristol-Myers, a company that’s already running ads on Turner’s superstation, has contracted with CNN for $25 million in advertising on the network over a 10-year period. That breaks down to something in the vicinity of $200,000 a month. How many other advertisers are going to be on CNN at the beginning is uncertain. Turner dodges a question in that area, only saying vaguely that as CNN picks up systems, it will add the advertisers.

Madison Avenue, like much of cable television and conventional TV, is watching and waiting on CNN. Bob Turner (no relation) of Bristol-Myers, one who didn’t watch and wait, says CNN “is offering a good vehicle for program and sponsor identification.” Bill Donnelly, Young & Rubicam’s new-media specialist, says, however, that at the moment, “we don’t know how CNN will be utilized by the consumer. It could be the lowest-reach, highest-frequency thing ever, with one old lady watching 24 hours a day.” But, Donnelly adds, his research shows that this kind of programing can get numbers “that are surprisingly high in terms of how often and how long people watch it.”

Chuck Bachrach, in the broadcast department of Ogilvy & Mather, says that “we’re very high on Turner” as an alternative to the high cost of conventional network TV. Bachrach has some clients in a testing-the-water trial on CNN. “Right now, we’re being very selective in buying on CNN,” he says, “taking the cream of what it has”—the prime-time two-hour newscast and the hour evening sports program.

Some other advertisers that will be with CNN at the outset include Warner-Lambert, Sears, Nestle, Chrysler and Time-Life publications. But at the moment, they aren’t standing in line to get on the Cable News Network. and it’s unlikely at first they’ll make up the difference between what the systems are paying Turner and the monthly cash Turner needs to keep CNN operating.

Turner seems unconcerned that the figures don’t add up. First, he’s convinced that CNN will be an immediate success and that the three-million subscriber level will jump tremendously. “On day one, we’ll have greater circulation than the New York Times, the Chicago Tribune and the Los Angeles Times combined. It took them 100 years to reach that circulation figure. I think that from there, the entire cable industry will pull us on in a year. I figure that the Cable News Network will be a must-carry signal.”

Second, Turner thinks he can come up with whatever money’s needed. “Superstation’s making $5 million a year right now—it doesn’t look like we’re making any money, but actually we’re making five big ones because of the loopholes in the tax laws afforded us by the sports teams. And that’s enough to pump in plenty if there’s a deficit on the news network.” Plus, he argues, “I can get all the money I want from the investment community. Getting money’s a snap when you’ve got a good idea and a good
Meet our 1980 model

The most honored independent television newscast in the nation has done it again. For the third time in six years, The KTVU 10 O'Clock News won the Emmy for Best Local Newscast. Independent stations aren't supposed to do that, but we've always been different. That's why Bay Area viewers know, "There's Only One Two", KTVU.
product. I can get equity money [He owns 87% of the outstanding stock of Turner Communications.] ... I can come up with anything I need."

Besides, Turner says, "it only costs a few million to start a network the way we're doing it. CBS, ABC, NBC—they had it all to their own, like in the days of the railroads. We're like the airplane, flying across the satellite." Warming to the image, he continues: "The networks go across the ground. We go on the cable, which is the new, modern way—a jet versus hitchhiking. We're in the jet age and the rest of the television industry is in the buggy age. We're in the space age; they're using 35-year-old technology. No wonder they're scared. I'd be scared too. We're so much more efficient than they are.

"We're so efficient that if any of the big guys wants to compete with us, it will cost them three times as much to do what we're doing. Their cost will be much higher." Turner claims that when 60 Minutes was putting together the story on him, the CBS camera crew flew first class. "I'm not a big spender," says Turner. "I fly tourist. I've got them beat on a cost-efficiency basis."

Turner also thinks he's got the networks beaten in other areas. "They can't compete with us on ideas and they can't compete with us on speed of movement. We move fast.

"The only difference between news and history is how fast you get the information."

Aside from the questions about financing, the doubters raise another possibility, a scenario in which Turner, a novice in news, would step into the day-to-day operations of CNN. Once when his Atlanta Braves were struggling toward a record-setting string of losses, Turner took to the field as manager for a day, until the commissioner of baseball ordered him out under league rules. "I wouldn't be surprised to see him anchoring the six o'clock news" if CNN doesn't get off on the right foot, says an Atlanta TV executive.

But Turner denies, almost, any such intentions. "I'm watching it very closely," he says, "but I'm extremely happy with the way it's being run. I gave [CNN President] Reese Schonfeld and his top executives the concept of what I wanted it to be. They're news pros, and within those very broad, I might say, confines, they're doing exactly what I wanted."

Schonfeld says, too, that Turner "doesn't have any intention of getting into the day-to-day operation . . . beyond providing the money." Schonfeld expects Turner to have no more than the "standard publisher's influence." Owners do have their prerogatives, says Schonfeld, but so far, he and the CNN staff have been given "a totally free hand."

What exactly does Turner want to do with CNN and his superstation?

"I'm not in this to make money," says Turner. "I'm in it to straighten this country out!" . . . I want to make it very clear where I'm at. I'm going to improve the quality of the television industry. That's my stated goal. I've staked my life and my reputation on it. . . . I'm doing it as a crusade, primarily. I think that strong moves need to be taken, strong words need to be said, strong actions need to take place. I'm not doing it for myself. I'm doing it for my children and their children and for the people in the world who are getting ripped off—the people who want to live in peace and harmony and want to see our problems solved before we destroy the planet."

How will CNN help? Well, says Turner, "by giving people better information."

"In the minds of our founding fathers, an informed citizenry was the way to go," says Turner. But since the writing of the Constitution, "everything's gotten so much more complicated—incredibly more complicated." Turner hopes that in this democratic society, "where the people are supposed to make the decisions," CNN can provide them with the information to make those choices. His 24-hour-a-day operation will be able to provide news

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that is "beneficial and interesting for people to know" and not just "the news that will get the highest ratings."

How much, then, would someone have to watch CNN in order to get all this information? "I am concerned," says Turner unabashedly, that CNN's programming "will be so fine and so interesting that people will just stay at home and watch it all day long."

If they aren't watching his news network, he hopes they will watch his superstation, also a 24-hour-a-day operation, carrying children's shows, old—some very old—off-network syndicated series, movies and his Atlanta sports teams. It's that line-up that gets in its turn criticism from those who ask how Turner can blast away at conventional television while he lives off it in a fairly conventional, independent television station programing fashion, even though it's beamed to more than five million cable subscribers.

On one Thursday earlier this month, wtbs's schedule went like this. beginning at 6:30 a.m.: a half-hour news show, then successive half hours of Little Rascals/Three Stooges, The Lucy Show, Romper Room, Family Affair and Green Acres, a movie at 10. 20 minutes of news at 11:55, a 15-minute segment of Love, American Style to fill until 12:30, then another movie until a five-minute news at 2:25.

At 2:30, half-hours start up again, kids being the target: I Love Lucy, Banana Splits, The Flintstones, Spectreman, Gilligan's Island, My Three Sons, I Dream of Jeannie.

At 6, more adult-oriented half hours start up: The Bob Newhart Show, Sanford and Son, All in the Family. Then a movie at 8 (sports often fill this time period). Upstairs, Downstairs at 10. Last of the Wild at 11. an "Armed Forces Films Festival" movie at 11:30, a news insert at 2:25, another movie at 2:30 (replays of sports often run at this time): The Untouchables at 4:30 and Love American Style at 5:30.

Turner, who says he's "out to change the face of American television" gets mostly funny looks from his critics with a schedule like that. But he defends it. He notes first that "we took off Star Trek and put on The Ascent of Man; we took off The Untouchables and put on The Fall of Eagles; we took off Mission Impossible and put on Ten Who Dared." He's also run such products as America, Civilization, The Six Wives of Henry VIII, War and Peace and Elizabeth R, programing that often first appeared on public television.

Turner also reduced the commercial load on wtbs between 7 in the morning until one at night to a total 210 minutes—"55 minutes and 21% below the NAB time standards."

But until Turner begins to generate the revenues necessary to produce his own programing—something he vows to do—he's got a problem. For now, "of necessity," says Turner, wtbs "must primarily use programs already produced." And therein lies something of a trap for Turner.

There are other syndicators besides Paramount who refuse to sell to Turner, and his reruns of reruns are causing him problems, at least locally, in ratings.

Turner shrugs it off. "That's OK," he says. "Maybe a lot of those shows are old. But it's better to have a good old show than a bad new show. I've been married to my wife for 15 years, and it's reruns all the time."

So if the finances of CNN are shaky and wtbs is running down with its reruns and Turner is self-destructing, why all the fuss?

Because in business and in life and on the seas, Ted Turner, successful defender of the America's Cup race and four-time Yachtsman of the Year, is a good sailor. And like any good sailor, Turner knows which way the wind blows. He can run with it or tack close to it, but he'll usually be moving ahead. "I'm used to stormy seas," says the owner of yachts named Tenacious and Courageous. "I kind of thrive on them."
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NCTA in Dallas: update on a year of rapid change

Convention boasts 45% increase in exhibit space, hopes to bring operators latest in technology

The National Cable Television Association brings together its constituents at the Dallas Convention Center this week for the association's 29th annual convention, one at which NCTA hopes both to get a fix on cable's explosive growth in the last year and a good insight into where it will be going in this decade.

And as far as Kathryn Creech, NCTA's senior vice president and chief convention organizer is concerned, the convention is well timed. She says that there is a growing "urgency" among the membership "to find out what's going on."

Through the long list of technical and management sessions and a bigger-than-ever equipment and services exhibition, convention delegates will have ample opportunity to bring themselves up to date on what's going on in the cable world.

The exhibition's size, near 90,000 square feet, is 45% larger than last year's show in Las Vegas, swelled by companies diversifying into new businesses and product lines and by a good number of newcomers. There will be 229 exhibits this year, 39 more than last year.

The exhibitors can expect a lot of traffic in the aisles this year. According to NCTA spokesman Andy Litisky, total attendance is impossible to predict, but with preregistration up 25% over last year, the final tally should be around 7,000.

Although much will be the same as past conventions, much will be different. The keynote address will have been done away with at the opening show. It will be replaced by a multimedia review of the cable industry, replete with singers and dancers. To satisfy those who came to hear speeches, however, Representative James Collins (D-Tex.) and NCTA Chairman Doug Dittrick will address the crowd while Bill Strange, the convention chairman, will act as emcee.

The social highlight of the convention should be the Tuesday evening "Big Event." With comedian Steve Allen as host, the winners of the National and ACE awards will be announced. Following the presentation of the awards singer Dionne Warwick will entertain for an hour. What there won't be is a banquet, which Creech hopes no one will miss.

The nuts and bolts of the convention are its panel sessions. On Monday and Tuesday they will be preceded by general sessions designed to set the theme for the day. The Monday general session, "The Three Faces of Eve ... Changes in Communications Policy," will examine developments in communications policy. Senator Ernest Hollings (D-S.C.) and Representative Timothy Wirth (D-Colo.) will be on hand.

The Tuesday general session will examine the latest species in the evolution of cable technology and some of the consumer needs that technology should be designed to meet. The session will feature a panel comprising consumer activist Ralph Nader; Leonard Reinsch, co-chairman of Warner Amex Satellite Communications; Gerald Levine, group vice president of Time Inc., and Gus Grant, president of Southern Pacific Communications.

On Wednesday, instead of holding a general session followed by an array of smaller "break-out sessions," there will be two special sessions. The first of the special sessions will address 400 mhz, the technology that allows cable systems to send as many as 54 television channels over one cable. The other session will address a subject close to the hearts of all businessmen—the economy. Pierre Rinfret, president of an international economics firm, will speak.

Another special session will be held on Tuesday afternoon on such cable programming and marketing as how to market premium programming, how to pick and choose among all the programming now available from the satellite and what's the role of advertising in cable.

Highlights of the small panel session are a copyright law panel on Monday morning featuring Representatives Robert Kastenmeier (D-Wis.) and George Danielson (D-Calif.), and a panel on cablecasting responsibility featuring Charles Rose (D-N.C.).

For the engineers, a series of panels have been scheduled looking at information systems, direct-to-home broadcasting satellites, ancillary signal technology, satellite standards and addressable technology.

The speaker for the Monday luncheon is Leon C. Martel, executive vice president of the Hudson Institute, who will look into his crystal ball. The Tuesday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee.

Beginning on page 50, the complete convention agenda appears.
Do you remember last year? At the NCTA Convention?

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We could list all the things it does, but frankly, this in-house, real-time System does nearly everything. And we also have the Subscriber Business System 1000 that can economically handle all the information needs of smaller operators.

And this year, we'll be showing them again at the NCTA Convention (Booth 306). You'll want to see it, or call us for a preview, and a free analysis of your requirements. We're at 600 West Putnam Avenue, Greenwich, CT 06830, (800)243-5300 toll free, (203) 622-2400 collect.

As we said, "It's next year." And we still haven't compromised!

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Registration. The NCTA registration desk will be in the main lobby of the convention center. Hours are 10:30 a.m.-6 p.m. Sunday, May 18; 7:30 a.m.-6 p.m. Monday, May 19; 7:30 a.m.-6 p.m. Tuesday, and 8 a.m.-noon on Wednesday.

Exhibit hours. Cable television equipment and services will be displayed in the east and west exhibit halls 10:30 a.m.-6 p.m. Sunday, 10:30 a.m.-5 p.m. Monday, 10:30 a.m.-5:30 p.m. Tuesday and 9 a.m.-1 p.m. Wednesday. There will be an exhibitors’ reception in the exhibit hall Sunday afternoon from 3:30 to 5.

Sunday, May 18

Opening general session. 2-3:30 p.m. Theater. Welcome: Bill Strange, NCTA convention committee chairman. Remarks: Congressman James Collins (R-Tex.), and “State of the Industry” review by Doug Dittrick, NCTA chairman.

Monday, May 19

Six concurrent “breakfast with” sessions. 7:30-8:30 a.m.

The Staff of the Senate Communications Subcommittee Looks at the Rewrite. Room N 201. Host: Donald Tykosen, president, Liberty Communications, Eugene, Ore. Panelists: Gordon Fink, staff member of Senate Communications Subcommittee, and William Diefenderfer, minority staff director of Senate Communications Subcommittee.

Beyond Cable Satellite Program Networks: PBS and Others. Room N 209. Host: F. Frederick Kennedy, CSRA Cablevision, North Augusta, S.C. Panelists: Dr. Elizabeth Young, president, Public Service Satellite Consortium, Washington; Steve Simmons, assistant director/domestic policy staff, White House; William Reed, senior vice president, PBS; Gregg Skall, chief counsel, NTIA, Washington.


Telephone/Cable Crossownership: The New FCC Rules. Room N 204. Host: Brenda Fox, general counsel, NCTA. Panelists: Jadz Janukic, associate director of operator services, NCTA; Michael B. Isaacs, director of planning and government affairs, Colony Communications, Providence, R.I.; Greg Ballard, legal assistant, FCC; Ruth V. Reel, associate chief counsel, NTIA.

Technical breakfast session.


General session. 9-10:30 a.m. Theater. The Changing Face of Communications Policy in the ’80’s. Remarks: Senator Ernest Hollings (D-S.C.), chairman, Senate Communications Subcommittee. Host: William J. Bresnan, president, Teleprompter Cable Television, New York. Panelists: Winston E. Hinsworth Jr., vice president, Salomon Brothers, New York; Congressman Timothy E. Wirth (D-Colo.), member, House Communications Subcommittee; Senator Harrison Schmitt (R-N.M.), member, Senate Communications Subcommittee; Richard E. Wile, partner, Kirkland and Ellis, Washington; FCC Chairman Charles Ferris, via videotape.


Six concurrent breakout sessions. 11 a.m.-12:15 p.m.

Focus on State and Local Regulation. Room E 402. Moderator: Frank Scarpia, president, Valley Video Cable, Vineland, N.J. Panelists: Jeffrey Forbes, Massachusetts Cable Commission, Boston; Congressman Thomas A. Luken (D-Ohio), member, House Communications Subcommittee; Morris Tarshis, director of franchises, Bureau of Franchises, New York; Bruce Young (D-63d district) Los Angeles; Richard Hatcher, mayor, Gary, Ind.


New Questions on Signal Carriage and Copyright. Room N 402. Moderator: Monroe Rifkin, president and chairman, American Television and Communications, Englewood, Colo. Panelists: Congressman Robert Kastenmeier (D-Wis.), chairman, Subcommittee on Courts, Civil Liberties, & Administration of Justice; Congressman George E. Danieblos (D-Calif.), member, Subcommittee on Courts, Civil Liberties, Administration of Justice; Willard R. Nichols, chief, Cable Television Bureau, FCC; Dr. Alan Pearse, consultant, Washington; Barry Simon, general counsel, Teleprompter, New York.

Changing Perspectives: Old Adversaries Look at the New Marketplace. Room E 404. Moderator: Allen T. Gilliland, president, Gill Cable, San Jose, Calif. Panelists: Congressman Allan B. Swift (D-Wash.), member, House Communications Subcommittee; Robert J. Womrington, president and general manager, kwmT-V. Kansas City, Mo.; Christopher Burns, vice president planning, Washington Post Co., Washington; Andrew J. Margeson, senior director, Rollcom, Rochester, N.Y.


Luncheon. 12:30-2 p.m. Parkhurst Ballroom. Speaker: Leon C. Martel,
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Six concurrent breakfast sessions. 7:30-8:30 a.m.

Steps to Successful Local Programming. Room N 204. Host: Garold H. Smith, executive director, NCTA. Panelists: Jerry Butcher, vice president, programming, Houston; John Auld, executive vice president, Media Systems; and John Auld, executive vice president, Media Systems.


Six breakout sessions. 11 a.m.-12:15 p.m.


Advertising on Cable Television: The Decade's New Medium? Room E 402. Moderator: William Pitney, senior vice president of operations, Cox Cable Communications, Atlanta. Panelists: Gabriel Samuels, vice president/new business development, Southwestern Bell Corporation; Michael Simons, senior director/media research, J. Walter Thompson, New York; Robert Hosfeld, executive vice president, Gift Cable, San Jose, Calif.; Neal Orr, Cable Program Services, Reston, Va.; Carl Weinstein, Eastman Cable TV Representatives, New York; Robert Johnson, president, Black Entertainment Television, Washington.


Luncheon. 12:30-2 p.m. Parquet Ballroom. Speaker: Congressman William Suter, broadcast stocks analyst for Merrill Lynch Pierce Fenner & Smith, New York, and Hal Vogel, entertainment analyst for that brokerage firm, will make their own electronic appearances at the NCTA convention in Dallas. Suter and Vogel taped a 20-minute panel session on the subject of "Pay Television For EVER" (EVER standing for Emerging Video Environment Revisited) in New York last week, and were to offer continuous showings of the tape in an eighth-floor suite of the Hyatt Regency hotel on Saturday and Sunday (May 17-18) from 4 to 7 p.m. Then, on Monday afternoon in the Fair East Room of the Fairmont hotel, the Merrill Lynch team will convene another panel for an open-ended discussion of new technology issues. On the taped version: James Kingsdale of the National Association of Multipoint Distribution Systems; John Auld of Wometco Home Theater; and John D. Evans of ARTEC, the Arlington, Va., cable system. On the live panel Monday: Thomas Johnson of Daniels Associates, Mike Marcovsky of Golden West STV and Robert L. Schmidt, the former NCTA president, now head of Communications Technology Management.

Tuesday, May 20
Ikegami has its eye on the 80's

In 1976, two pioneering ENG cameras revealed to a rapt world the shoot-from-the-shoulder delegate's view in color of the Democratic and Republican national conventions. Those two, the Ikegami HL-33 and the HL-35, soon became the ENG workhorses of the industry. The HL-77, Ikegami’s first self-contained ENG camera, contributed to a major expansion in the use of ENG. And the current HL-79A, which opened up the era of the one-person ENG camera crew, has become the standard of the broadcast industry.

In 1977, Ikegami made a major contribution to the performance of studio cameras—the first microprocessor-controlled automatic-setup camera, the Ikegami HK-312. With hundreds of HK-312’s now in use, Ikegami has expanded microprocessor control to its HK-357A field/studio and HL-53 EFP cameras.

Ikegami enters the 80's fresh from its triumphs at the Winter Olympics where 50 of its cameras contributed to the spectacular coverage of this event. And while Ikegami enters the 80's with a record of meaningful innovations and solid accomplishments during the last decade, what’s most exciting are the products in the Ikegami engineering labs. So keep your eye on Ikegami. Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607; (201) 368-9171. West Coast: 19164 Van Ness Ave., Torrance, CA 90501 (213) 328-2814; Southwest: 330 North Belt East, Suite 225, Houston, TX 77060 (713) 445-0100; Southeast: 552 South Lee St., Americus, GA 31709 (912) 924-0061.
Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee.

Five special sessions. 2:30-4 p.m. Room N 402.

The Great Programming and Marketing Debates of the '80s. Moderator: Mark Van Louchs, vice president/marketing, United Cable TV, Englewood, Colo. 

... Maxi-Maxi: Real or Surreal? Debutors: Anthony Cox, senior vice president, HBO, New York; John Sl, senior vice president of marketing and affiliates, Showtime, New York; Robert McCoArt, vice president/marketing, Warner-Amex Satellite Entertainment, New York. From the floor: Graham Moore, director of corporate marketing services, TeleCommunications, Denver; James Brown, vice president of operations, Wometco, Miami.

New Satellite Programming: Tiering or Tearing? Debutors: Mark Savage, president, Tulsa Cable TV, Tulsa, Okla.; Gregory Liptak, senior vice president/operations, Times Mirror, Los Angeles. From the floor: Lawrence Howe, vice president/cable programming, ATC, Englewood, Colo.


The Big Event. 8-10:30 p.m. Theater. Presentation of ACE awards with entertainment by comedian Steve Allen and singer Dionne Warwick.

Wednesday, May 21

Two concurrent technical breakfast sessions. 7:30-8:30 a.m.


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Alpha Technologies 823-24
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Headend standby power supply Staff: Fred Kaiser, Grace Borsari, L.M. Black, Peter Burchardt, Reinhold Burchardt, Alan Waddell, Lloyd Ingraham, Bob O'Hara.

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Appalachian Community Service Network 733
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Arrow Communications Labs 324
115 Twain Dr., Syracuse, N.Y. 13206

Hard-trap products and accessories for pay TV security. Staff: Andy Treness, Pete Chunka, Judy Gould, Jim Emerson, Darce Elmer, Mike Hingle.


Special session. 9:30-10:30 a.m. 400 mhz Technology ... Cable's Exciting New Star. Speaker: Kenneth Gunter, executive vice president, UA-Columbia Cablevision, San Angelo, Tex. Panelists: Bert Arnold, manager, district equipment, RCA Cablevision, N. Hollywood, Calif.; Byron Douglas Jarvis, president, Barry Cablevision Services, Playa Del Ray, Cali.; Alex Best, engineering manager, Cable Communications, S-A, Atlanta, Norcross, Ga.; Colin O'Brien, president, Jerrold Electronics, Hatboro, Pa.; Archer Taylor, engineering consultant, Malarkey, Taylor & Associates, Washington; James W. Stilwell, vice president, engineering, Times Mirror, Cable TV, Jenkintown, Pa.


Technical session. 10:45 a.m.-noon.


Special session. 10:45 a.m.-noon. The Economy ... Captive or Captor? Theater. Speaker: Dr. Pierre Rinfret, finance specialist.

Closing Ceremony. Noon-12:15 p.m. Theater.
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Box 726, Astoria, Ill. 61501

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CG-800 Marquee character generator system. Staff: Rod Herling, Jim Sherry, Don MacClymont, Bernie Lipari, Don Leuters, Paul Stewart.

Black Entertainment Television
3222 N. St., N.W. No. 300, Washington 20007

Program services by satellite. Staff: Robert Johnson.

Blonder-Tongue Laboratories
One Jack Brown Rd., Old Bridge N.J. 08857


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Broadcasting Engineering
1525 Cypress Dr., Jupiter, Fla. 33458

Staff: Fred Rogers, Chuck Wise, Robert Savard, Sandy Savard.

BudCo
4910 E. Admiral Pl., Tulsa, Okla. 74115

Security and identification devices. Staff: Bud Clements, Mary Lou Clements, Pat Coyle.

Bureau of the Census
Washington 20233

Staff: Valerie McFarland, Jane Summer.

Cable Ad Associates
1100 17th St. N.W., Suite 1100, Washington 20036

Political and spot advertising sales on cable, revenue from local program availability. Staff: Robert Burgener, April Reiman, Sallie Omsmedt, Kimberly Murphy.

Cablebus Systems
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Staff: Clifford Schrock, Paul Hinds. Don Tuite, Helen Schrock.

Cable Communications
3122 145 North, Spring, Tex. 77373

Cable Data
3200 Arden Way, Sacramento, Calif. 95825

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Computerized cable television system design and engineering consultation. Staff: Robert Sturm, Archer Taylor.

Cabletech
RR No. 9, Broomall, Ont. L2T 328

Cable Trends/National Screen Service
2200 Century Parkway N.E., Atlanta 30345


Cable TV Program Magazine
5211 N. High St., Columbus, Ohio 43214

Multi-tier program listings, local video sales representations. Staff: H.G. Kindred, John Miliken, David Geitry.

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7206 National Circle, Garland, Tex. 75041

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Carlton International Manufacturing
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Staff: Ken Silverman, Lawrence Feinberg, Pam Branner, Carol Hunter, Helene Landres, Jill Courtney, Tom Kennedy, Morton Hamber, Sylvester Weaver.

Coaxial Analysts 707
445 Grant St., Denver 80203
Engineering, financial, marketing and management services. Staff: Ross Mcpherson, Bob Fanch, Terry Hulseberg, Steve Gowe, Jeff Gutfriend.

Colorado Video 865
Box 988, Boulder, Colo. 80306
Staff: Jim Dote, Larry McClelland.

Colormax Electronics 117
180 Norfield Ave., Edison, N.Y. 08817
Subscriber hook-up material and set-top converters. Staff: Sakai Chang, B. Chang, S.K. Chang, Jim Emerson, Dancie Elmen, Mike Heigle.

Comm/Scope Company 401
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Communications Marketing 3
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Brokerage, market research and personal placement services, "Who's Who in Cable Communications." Staff: Jim Broxham, John Landefeld, Bonnie Sus, Jeff Applegate, Keith Kramer.

Communications Technology Management 809A, 2
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Compact Video Systems 608, 810, 717, 718
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Comp-U-Card of America 61
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Compucon 710
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Staff: Dan Yost, Jerry Williamson, Paul Wagner, Dave Mason, Rick Walker, Lorin Milone, Becky Shipman, Gary Reeves, Sam Baxter Dick Coupe, Misty Jennings.

Computer Video Systems 409
3678 W. 2150 South, Unit No. 2, Salt Lake City 84118
Staff: Randy Weger, Bruce Robertson, Pruce Hales, Ray Mahler, Craig Giles, Tim Pitts, Bill Lamp, Steve Grossman, Brenda Crossland, Don Thomas, Al Laughlin, Art Whittaker, Terry Jones, Carl Rosekrans.

Comsat 71, 72
960 L’Enfant Plaza, S.W. Washington 20024
Maintenance and supply center which provides maintenance information for satellite earth stations and other telecommunication facilities. Staff: James McKenna, Judith Ellick, C. Simms, William Paterson, James Travis.

Comsearch 330
7533 Leesburg Pike, Falls Church, Va. 22043
Satellite earth station placement, frequency coordination, RFID measurements, CABS band microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. Staff: Harry Stemple, Kurt Olver.

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Comtech Data 54
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Earth stations, receivers.

Continental Lift 111-14
RR 2, Box 19, Austin, Minn. 55912

Control Technology 903-04
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Coreco Research 331
370 Seventh Ave., Suite 301, New York 10001
Staff: William Zimmerman, Alice Alexander, Marie Chirillo.

Creative Cable Communications 713
4347 S. Hampton Rd., Suite 110, Dallas 75237
Staff: Clarence Stark, Paul Poulin, Robert Coleman, Chris Stark, John Charlton, Marilyn Triffee, Patrick Stark.

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Consulting, engineering, strand mapping, construction. Staff: Carl Smetters, Evan Webet, Charles Dean, Brian Luce, Curt Mott, Victoria Koske, Carlos Pedraja, Paul Sherman.

CWY Electronics 105
405 N. Earl Ave., Lafayette, Ind. 47904
Staff: Terry French, Patricia French, Wendell Whittaker, Thuris Whittaker.

Daines and Associates 1
2930 East Third Ave., Denver 80206
Brokerage, investment services, management services, programming services. Staff: John Saeman, Bob Holman, Hugh McCullough, Jim DeSoreno, Bob Brown, Andy Etseman, Jerry Zimmerman, Steve Halsedt, Jay Butsch, Tim Davida, Cynthia Baker, Bruce Dickenson, John Murgsia, Bill Fogarty, Jeanne O’Grady, Karen Bonston, Erica Schuler, Chris Barks, Ken Cook, Betty Clark, Tony Acone, Johnny Mankin, Wendell Owen, Dick Thomas, Dr. C.P. Currie, Dick Kirby, Roger Hollinger, Bob Nelson, Bill Moss, Tom Johnson.

Datafax-Atlanta 14, 15
Suite E, 6290 McDonough Dr., Norcross, Ga. 30093
Consultation services. Staff: David Thompson, Mario Umano, Jay LaMarche, Ed Terino, Del Brown, Larry Leonard, Bob Bodiford.

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Ditch Witch

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Eagle Comtronics

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Eastern Microwave

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Edutron

7

11003 U.S. Highway 19, Roswell, Ga. 30075

Staff: Dave Comstock, Virgil Lowe, Paul Jones.

Eian Enterprises

231

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Red-line motor generators. headend standby power, pole mount standby power. Staff: Joe Johnsen Jr., Larry Thompson, Suzanne Johnsen, Aneta Thompson.

Electronline Television Equipment

817

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Staff: Milcheli Olman, Jean-Pierre Vaillant.

Electronics, Missiles & Communications

218

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Encyclopedia Britannica

818

8350 Meadow Rd., Suite 196, Dallas 75231

30 vol. Encyclopedia Britannica and related educational publications. Staff: Mel Misney, Jim Turner, David Ojeda, Jim Ferrell, Becky Collin.

English Channel

334

680 Third Ave., New York 10022

Enterprise Electronics

906

Box 1516, Enterprise, Ala. 36330

Entertainment & Sports

Programming Network

97,133, others

ESPN Places, Bristol, Conn. 06010

ESPN SportsCenter-live broadcast and interviews from convention floor. Staff: Chester Sirmons, William Rasmussen, Evon Baket, S. Conial, J. Cavazzini, Michael Presbrey.

Evergreen Equipment

712

13588 Southeast 192d, Clackamass, Ore. 97015

Farinon Video

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1680 Bayport Ave., San Carlos, Calif. 94070

Firstmark Financial

50

110 E. Washington St., Indianapolis 46204

Financing for cable TV system acquisition, construction and debt refinancing. Staff: Philip Tholen, William VanKus, William Kennedy.

Forth Worth Tower

719

1901 E. Loop 820 South, Fort Worth 76112

Tower services. Staff: Tommy Moore, Betty Moore, Carl Moore, Fred Moore, Cheryl Moore, Valinda Moore, Billie Baitly, Linda Bishop, Sue Terell.

Galavision

709

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Gamco Industries

406

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511

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Gilbert Engineering

802

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214

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503

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Hamlin International

51-52

126 Southwest 153d St., Seattle 98166
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In the Illinois UPI awards, we won best spot news coverage for our reporting of last June’s plane hijack at O’Hare. Diane Abt’s reports on the School Board’s financial crisis won for best investigative reporting. And best sports reporting went to Brad Palmer’s coverage of Disco Night at Comiskey Park last year.

We also received recognition in several categories. For our coverage of last May’s DC-10 crash; John Cody, Sandy Bergo and Bob Crawford’s reporting on Chicago’s financial problems; William C. O’Donnell’s editorial on the proposed gas tax; and Dave Eanet and Phil Roger’s documentary on the 1970’s.

In Illinois AP awards, our 5:30 to 6:00 pm news was chosen as best regularly scheduled newscast. Our coverage of the DC-10 was the best spot news story. And, once again best sports reporting was Brad Palmer’s coverage of the Comiskey Park incident. Plus, we got recognition for our editorial about the proposed gas tax.

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**Myth:**
Railroads charge too much to move coal.

**Fact:**
Rail costs are a smaller share of the delivered price of coal today than they were 10 years ago.

The United States has enough coal to break our energy dependence on imported oil. Now, when this vital resource is needed more than ever, America's freight railroads are being accused of charging too much to move coal, thus impeding the nation's shift from oil to coal. Nothing could be further from the truth. Coal prices and electric utility rates have risen much faster than railroad coal rates. Ten years ago, rail transportation charges averaged 39 percent of the delivered price of coal. Today, they average only 25 percent of the delivered price.

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**Surprise:**
Railroads move a ton of coal for an average charge of less than 2¢ a mile.
Undeterred ABC-TV and its affiliates get ready for next year

L.A. convention looks to the future confidently; network leaders say they're going all out in the fall

If ABC-TV did indeed lose the 1979-80 prime-time season, no one, it seemed last week in Los Angeles, had bothered to tell the network. The talk was tough, the plans combative and the sights set high. The network's 200-plus affiliated stations gathered for their annual conference at the Century Plaza last Tuesday and Wednesday, aware the left ready for a fall battle many expect will be their fiercest ever.

Signs of any discord among the affiliates were minimal. Some still expressed reservations about Nightline, the late-night news program that evolved from ABC's regular series of special Iranian broadcasts, but both ABC and many of the affiliates expressed their obvious pleasure at what looks like a ratings success. There was talk of expanding World News Tonight, but most want to watch CBS-TV's actions in that area first. The Washington regulatory scene still confounds many. Friday and Sunday nights this coming season will see movies run over into local news, but, given ABC's generally poor performance last year in that area, many affiliates feel the runovers may be worth the price.

"I don't know of one affiliate who thinks he lost the season," said one delegate. "Not a one."

At least one delegate did acknowledge the tenth-of-a-rating-point loss to CBS last season, but he looked at it pragmatically. "I think it woke them up a little," he said. "If you have to lose, it's better by a tenth than a point."

And one affiliate who attended the CBS meeting two weeks ago at the same hotel compared the two. "These guys have so much more spirit," he said. "They're younger, both in age and in time on the air. Winning's still new to them."

"It is what we learned in 20 years as number three that enabled us to become number one," said Leonard H. Goldenson, chairman of ABC Inc. in his speech Wednesday. "Clean with—and we will prevail—but only with another application of the same spirit that carried us through the 1970's. Our talents and our resources are greater than they have ever been; let us be sure that our willingness to roll up our shirtsleeves and work is also greater than ever. If it is, I have no doubt that working together, we can make the 1980's a decade where we will continue to be number one and the industry leader."

ABC's theme for the 1980-81 season will be "You & Me & ABC." Promotional materials for the fall campaign were not yet ready, however. That led one delegate to suggest that CBS may be ahead in the promotional contest with its curiously similar "Looking Good Together" campaign.

It has been suggested that ABC might have rested on its laurels a bit in the past season, that the network went into the 1979-80 season with too great a lead, too much confidence and not enough diligence. ABC executives vehemently deny it, but Elton Rule, president of the corporation, seemed to address it in his remarks.

"This business of ours, this business of television, is one that's always in process," Rule said. "No matter how much we achieve, no matter how great our success, there's another day, another month, another season just ahead that needs all our attention. Any time we stop to admire our handiwork, we know we have to run just that much harder when we're done."

But the tough words of the week came from the executives on the line, led by Frederick Pierce, president of ABC Television and executive vice president of the corporation.

"Next fall," Pierce said, "we face perhaps our toughest season ever. But we are prepared and stronger than ever before. With aggressiveness, a focus on the basics that brought us leadership and total commitment, we will prevail.

"At ABC we have always thought of ourselves as fighters. Tough competition just brings out more of our fighting spirit. And I assure you, we are not only up for, but looking forward to the challenge."

Pierce's well-known scrappy style dominated much of last week's meeting, either in his person or in his spirit. The rhetoric from his division chiefs was as tough as his. Last year Network President James Duffy took the opportunity to "relax and celebrate," this year he spoke of the coming contest with CBS and was girding for the fight (see story, page 72). ABC Entertainment President Anthony D. Thomopoulos spoke of repairing "weaknesses" last year; last week he played a schedule of "trump cards" and, to show he wasn't bluffing, let his competition see his reserve series as well (see story, below).

Last season, Pierce said, "was incredibly competitive. And we are not glossing over our disappointments. But this season did not alter our pattern of growth or affect our long-range goals." As did others throughout the meeting, Pierce recited ABC's accomplishments last year as well as over the years.

"Leadership has not changed; our willingness to try new ideas and take risks—sometimes too often," he said. "Occasionally we stub our toe. But in today's competitive atmosphere, it is very important—despite the risks—to seek new directions. I think competition is good for the industry. Good for the audience. Good for you. And good for ABC."

ABC-TV shows its ammunition for counterattack

Affiliates hear from confident programming team that expects strength of returning shows and new programs, mostly comedies, to put it firmly back on top in the prime-time rating race

ABC Entertainment President Anthony D. (Tony) Thomopoulos outlined his network's prime-time weaknesses last week and his plan to combat them. Throughout his two-day presentation of ABC-TV's 1980-81 schedule, Thomopoulos used the word "confident" to describe his feeling that the network is effectively rising to the challenge put to it by CBS-TV last season.

"The number-one network sign-on to sign-off will positively glow during the prime-time hours of 1980-81," Thomopoulos said to his network's affiliates last Wednesday. He spoke in his presentation by Brandon Stoddard, senior vice president, and Marcia Carsey, senior vice president, prime-time series.

"We go into the season with many trump cards," Thomopoulos said. "In our scheduling meetings it was obvious that our early evenings on Friday, Saturday and Sunday were areas of weakness. And we
Glad to see "our boys" are doing so well.

Ira Wohl, Academy Award Winner: Documentary Feature, "Best Boy."

Dick Young, Academy Award Nominee: Documentary Short, "Remember Me."

Long before the Academy members saw Ira Wohl's deeply moving documentary, we saw it at the Blue Marble Company. As uncut footage. The footage was so breathtaking — the topic so important — we invited Ira to cut and finish "Best Boy" at our studios.

And as we watched, sometimes late into the night, this movie of dignity and compassion took shape, becoming the Oscar winner it is.

We watched with pride as Ira worked. And not without reason: For the last five years Ira has been a member of our family, editing and directing many of the finest segments of "Big Blue Marble," ITT's international children's TV series.

And even now, Ira's hard at work on new segments for our upcoming season. That makes us proud, too.

As for Dick Young, he's been directing and shooting "Big Blue Marble" segments since 1977. As a matter of fact, one of these segments earned Dick an Emmy Award last year.

Year in and year out, the Blue Marble Company strives to bring real quality to its film and television productions. It's people like Dick and Ira who help us do just that.

We're proud of the recognition they've received.

Because to us, Ira and Dick are family.
recognized that our Friday and Sunday movie franchises needed strengthening. Those were the initial targets we addressed ourselves to."

Thomopoulos and company introduced six new programs, moved four established shows and built their schedule around two traditionally strong programs—NFL Monday Night Football and 20/20.

"Fully 70% of the schedule consists of hit shows," the entertainment division president said, "returning in their established time periods. Those programs are currently averaging a 32 share of audience. We have made strategic moves with four additional series, giving us a total of 18 prime-time hours of track-record hits, including a solid heart-of-the-evening line-up at 9 o'clock. Most significantly, we have brought new vitality to many of these shows, including our two movie franchises.

"To this we have added six new programs, concentrating on comedies since our only weaknesses were in the early evening. Each of the four new half-hour comedies is scheduled behind four half-hour comedy hits. They'll get the sampling and get off to a good start.

"With Amazing Animals and Breaking Away we are confident that we have effectively programmed two time periods that have been ABC problem areas."

"And capping it all is the best stock bench any network has ever had before a new season ever started."

Meet the folk. Frederick S. Pierce, executive vice president of ABC Inc., and president of ABC Television (l) chats with Mrs. Leonard Goldenson, wife of the ABC chairman, and Tom Cheiman, general manager of affiliate WVEC-TV Norfolk, Va.

The entertainment division screened four full pilots and showed excerpts from two others. It also showed clips from some programs not included in the fall line-up but which will be added to the schedule as the season progresses.

New program pilots screened at the Century Plaza last week included:

Too Close for Comfort (Tuesday, 9:30-10)—Star Ted Knight plays the overly protective father of two very shapely young women. He is a 51-year-old cartoonist and landlord who feels slightly out of it all when faced with the problem of letting his daughters go out into the world on their own. He lets them go as far as an apartment in his building. Sight gags abound, and there are touches of genuinely witty dialogue. Nancy Dussault plays his wife, and Deborah Van Valkenburgh and Lydia Cornell are the daughters. Arne Sultan is executive producer for Taffner/Stoll Productions. The program is in the hammock position between Three's Company and Hart to Hart.

Bosom Buddies (Thursday 8:30-9)—This is a variation on the theme of the film, "Some Like It Hot," which starred Marilyn Monroe, Jack Lemmon and Tony Curtis. The all-girl band setting has been changed to feature two male advertising agency workers living, as women, in a Chicago women's hotel, featuring comics Tom Hanks and Peter Scolari. Hanks, who plays the character Kip, is a new comedy find whom ABC executives compare to Robin Williams, whose Mork & Mindy provides the show's lead-in, and Bill Murray of Saturday Night Live. Complications arise in the pilot when Kip, as his alter ego Buffy, falls in love with his across-the-hall neighbor, Sonny. ABC expects to overcome the problem that could develop with what is essentially a one-gag show by emphasizing the relationship between Hanks and Scolari. Edie Adams plays the likable desk clerk of the Susan B. Anthony hotel. Thomas Miller, Edward Milks and Robert Boyett are executive producers in association with Paramount Television.

But I'm a Big Girl Now (Friday,
Capital greeting. Bob King (l), Capital Cities Broadcasting, and Elton Rule, ABC Inc. president, during the network's affiliates meeting in L.A.

8:30-9 — Soap's Diana Canova moves to a Georgetown (Washington) row house and a job in a think tank in this new Witt-Thomas-Harris production. She is joined in her new life by her father, Danny Thomas, and her daughter, Rory King, a talkative seven-year-old. The pilot sets up the basic conflict between the daughter and father when he, rightly, charges her boyfriend with being married. Sheree North plays Diana's boss, and she, too, has man problems. Her latest lover is into wearing rubber suits.

Breaking Away (Saturday, 8-9) — Based on the 20th Century-Fox film, it is a sensitive and clever story of teen-agers in small-town America—Bloomington, Ind. Shaun Cassidy plays bicycle-racing Dave Stohler. Barbara Barrie recreates her film role as his mother and Vincent Gardenia plays the father. The show revolves around four "townies" in a university city. The pilot dealt with their conflicts with the college crowd. Peter Yates is executive producer, and Steven Teisch is the writer. They made the film.

Two new ABC programs were not screened in their entirety:

It's a Living (Thursday, 9:30-10) — Five young women are waitresses in a night club in this half-hour from Witt-Thomas Productions. Each principal is different, and the stories will revolve around a different cast member each episode. Susan Sullivan, Barrie Youngfellow, Gail Edwards, Ann Jillian and Wendy Schaal are the waitresses, and Marian Mercer is their boss. Paul Witt and Tony Thomas are executive producers. The program is set to

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air in the time slot between Barney Miller and 20/20.

Those Amazing Animals (Sunday, 7-8) – Executive producers Alan Landsburg and Merril Grant have turned their ever-inquisitive cameras on the bizarre world of animals. Hosts for the new series, which must square off against CBS's 60 Minutes and NBC's Disco Time hour, are veteran actors Burgess Meredith, Jim Stafford and Priscilla Presley. It is from Alan Landsburg Productions.

In addition to the programs already included in the fall schedule, ABC broke tradition last week and unveiled its line-up of series set to enter the schedule in the event that any of those in the line-up fail: Mr. and Mrs. Dracula – ABC Circle Films will make its television production debut with this half-hour comedy about "a rather long-in-the-tooth immigrant family." Dick Shawn stars as the count who has moved his family to the Bronx because Transylvania "is no longer a decent place for a vampire to raise a family." Bob Klane is executive producer.

Oil – Aaron Spelling Productions "tells the story of wealth and power—and the men and women who manipulate both." Described as a "sprawling saga," each episode of the series will be self-contained. Esther and Richard Shapiro are executive producers.

Foul Play – Paramount and Miller/Milks/Boyett have made this hour series that "combines mystery, action-adventure and high comedy as a San Francisco police lieutenant and his dotty female librarian friend team up to stamp out crime in the city." Hal Sitowitz is executive producer.

The Phoenix – Judson Scott plays a "new kind of superhero" – a "noble innocent from another time endowed with ESP, telepathy and remarkable intelligence, cast adrift in the world of the 1980's. His mission—to better mankind." Mark Carliner is executive producer for his own company.

The American Dream – Filmed entirely on location in Chicago, this Mace Neufeld production is about a modern-day family that moves from the suburbs to the city. Excerpts of the pilot were screened at the affiliates meeting. Neufeld is executive producer for his own company.


Acknowledging that part of ABC's problems last season had been the result of a weaker-than-usual package of theatrical films, Thomopoulos unveiled ABC's 1980-81 movie list last Tuesday and declared that ABC would establish itself as "the network of major theatricals" in the new season. He presented a package of 17 features for the new season and emphasized that "every one" will play in the coming season.


Seymour Amlen, vice president, ABC Entertainment, delivered the ratings report on daytime. The network, he said, is entering its 10th consecutive quarter as the leader in total households—a 13% margin over CBS and a 33% advantage over NBC.

Demographics played a major part in Amlen's presentation, and he reported that ABC's daytime programs delivered 3.8 million women in the 18-49 age group. That, he said, was 59% better than CBS's 2.4 million and 99% better than NBC's 1.9 million.

"Even more remarkable," he said, "ABC's time period wins among young women are achieved by substantial margins in almost every instance. As compared to CBS—with the exception of the prenoon hour—ABC's young-women advantage ranges between 43% and 82%.

Against NBC's levels, ABC's superiority is an astounding 58% to 142%—an almost unheard of advantage across the board."

Duffy: We're still (over-all) No. 1

ABC Television Network President James E. Duffy set the tone for much of the public discussion last week. In a Tuesday morning speech during the opening ceremonies of the ABC-TV affiliates conference, Duffy left no doubt that in the eyes of ABC executives, the network was still number one.

"We are strong in every department, in every area of activity," he said. "No program areas. No weak areas. None." "In recent months," he continued, "much attention was focused, quite naturally, on prime time because of the neck-and-neck race between ABC and CBS. However you measure the results, one thing is certain: It was the most intensely competitive season in the history of the medium. And prime time is going to keep right on that way."

Duffy proceeded to highlight, by daypart by daypart, ABC's strength in the three-network competition. By his count, ABC remained 10% ahead of CBS throughout the broadcast day.

"That total performance," he said, "that margin of leadership, can only be achieved through strength in every category of progrning. No areas of weakness."

The network president also looked back at the past 10 years of ABC to mark its over-all improvement. Ten years ago, he pointed out, "our only consistent area of strength was sports."

ABC then was not a "full-service net-
work”—it had no early-morning program; it had no complete Monday-through-Friday daytime schedule; late-night was virtually nonexistent.

As Duffy pointed out, in all but the last category, the network is either the leader or breathing closely on the neck of the leader.

“We've made late-night into an area of innovation—with Fridays, with our coverage of the Iranian crisis throughout practically the entire season, with the only extension in time in daily network news in more than a decade in our new program, Nightline, with Ted Koppel.”

A close race

CBS is the ratings winner for the week ended May 11, but NBC is encouraged by the slim victory margin

Sometimes a loser can be a winner.

Despite its third-place finish in the 1979-80 television season, NBC-TV has been taking solace in recent prime-time numbers that show the networks closer together than in years past.

NBC can now use the week ended May 11 to press its case. Less than one rating point separated the three networks as CBS-TV turned in a winning 16.6 rating and 28.8 share to ABC-TV's 16.4/28.4 and NBC's 15.9/27.7.

For the trailing network, the loss by such a small margin represented a comeback. And this particularly was true since it came during the Arbitron and Nielsen sweep periods when local markets are being measured.

For the week, NBC's unusually competitive form meant wins on three nights: Monday, Wednesday and Friday. CBS took Thursday and Sunday and ABC. Tuesday and Saturday.

Among the week's top-10 programs, the countdown gave CBS five shows, NBC three and ABC two. Leading the pack was the season favorite, CBS's 60 Minutes (22.6/47), followed by ABC's Three's Company (22.4/37); CBS's Jeffserson (21.9/36). Johnny Cash: The First 25 Years (21.7/34), and Alice (21.4/36); NBC's movie, "Breaking Away" (21.4/33); Real People (21.0/36) and Little House on the Prairie (20.9/36); CBS's Archie Bunker's Place (20.8/38) and ABC's movie, "Off the Minnesota Strip" (20.6/32).

Taking the list down to the top-20 programs, the race was tighter with CBS taking eight, with six each for NBC and ABC.

At the other end of the ratings spectrum, a Kennedy for President program-length commercial (five minutes) brought only an 8.6/15 for NBC, tied with the same network's Prime Time Saturday for the lowest scores of the week.

For the first 12 days of the Arbitron sweep, the scorecard had ABC and CBS tied at 16.4 and NBC behind at 15.3. The Nielsen count, began a day later, averaged 16.5 for CBS; 16.1 for ABC and 15.1 for NBC.

Controversial 'Princess' pulls ratings for PBS

Despite protests and lawsuits, show airs; overnights give it 16.8 average rating; phone calls following broadcast are favorable

The storm surrounding Death of a Princess, the controversial docudrama aired on Public Broadcasting Service stations last Monday (May 12), left in its wake the highest overnight ratings since PBS started keeping tabs.

National ratings will not be available for about two months, but Nielsen overnights for New York, Chicago and San Francisco gave the show a 16.8 average rating. Arbitron coincidentals in Boston showed a 28.0/49.0, which far outdistanced the competition.

In New York, Princess, which was followed by a one-hour discussion on the noncommercial network was the second highest rated program for the evening, and WNET (TV) New York registered the...
highest prime-time average. In Chicago, the show got the third highest rating, while in San Francisco it was second.

The furor created by the two-hour show (BROADCASTING, May 12) quickly died down, but PBS headquarters, as well as member stations, were swamped with calls and telegrams right up until air time. The calls started again after the show, but the majority of later calls were made to express support for the decision to air the program.

Although most member stations carried the documentary, the Alabama and South Carolina networks, along with stations in Jacksonville, Fla., and Houston, chose not to air it. In addition, stations in New Hampshire, Philadelphia, Los Angeles and Corpus Christi, Tex. are planning to run the show at a later date.

The Houston decision resulted in one of a series of four lawsuits. Last Monday, a U.S. Court of Appeals vacated the decision of a U.S. district judge requiring KUHT(TV) Houston to broadcast the show. KUHT, with PBS filing a friend-of-the-court brief in support of the appeal, argued that broadcast licensees should have the final say in whether a show should be aired. A petition to reinstate the district court's decision was filed with Supreme Court Justice Lewis Powell, but he denied the application shortly before the broadcast began.

A lawsuit seeking to require the Alabama ETV Commission to broadcast Princess was filed the day of the show, but the court refused to order that the program be aired that evening. On the same day, a lawsuit against the Atlanta public TV station was filed, claiming that the show should not be aired because it violates the station's doctrine and a section of the Public Broadcasting Act that prohibits public stations from editorializing. After a hearing, the suit was dismissed.

A fourth suit was filed in U.S. District Court in California, claiming that broadcast of the show would threaten the national security. This suit was also dismissed after a hearing. In all four cases, the plaintiffs were unknown to PBS and station attorneys.

Another suit, asking more than $20-billion in damages, was filed in San Francisco following the show.

The suit, filed on behalf of the world's Moslem population by two Moslem attorneys who are among the plaintiffs, claims the film was produced as part of an "international conspiracy to insult, ridicule, discriminate and abuse followers of Islam throughout the world." Other plaintiffs included the Concerned Black Africans in Support of Africa and the Middle East, Islamic Centers of America, the Ablak Institute and the Muslim League of Canada.

The court was asked to award damages in excess of $20-billion and to order the funds placed in a trust to spread Islam throughout the world.

The controversy, which was fueled by calls from Congress to not air the show (BROADCASTING, May 12), generated editorials nationwide, with a unanimous call in favor of airing it.

Following the show, stations in New York, Boston and Washington reported hundreds of calls, most of which were favorable, some of which expressed confusion over why such a fuss had been made.

In a closed circuit address to member stations Monday afternoon, Barry Chase, director of current affairs programming at PBS, said a 30-minute special on the role of Moslem women, scheduled for June 2, was in the works, and a two-hour special on Iran would be aired June 7. Chase said PBS would like to have other programs dealing with Islam, especially Saudi Arabia, and he invited stations to make available any appropriate films.

During the presentation, PBS President Lawrence Grossman informed stations that he had replied to the letter from Deputy Secretary of State Warren Christopher, which had asked that PBS give appropriate consideration to the issues involved.

In his letter, Grossman said that airing Death of a Princess would help to bring insights to the problems in the Middle East.

"We believe, to paraphrase a recent [Mobil Oil] newspaper advertisement on the subject, that a free society requires open and candid discussion of issues so that an informed public may make rational judgments," Grossman added. "We are offering tonight's programming as one part of public television's ongoing examination of the major issues in the Islamic world."
Law & Regulation

NBC gets specific about flaws in FCC report on children's TV

Network study says amount of available programming was seriously underestimated

NBC has completed a study that challenges a significant aspect of the FCC children's television task force study on children's programming.

NBC's report concludes that there is almost 50% more children's programming available than is shown in the FCC study, which was prepared by John D. Abel, associate professor in the department of telecommunications, Michigan State University, East Lansing.

The Abel study has become a centerpiece for the task force's conclusions that broadcasters have not been responsible in providing sufficient amounts of children's educational programming throughout the week. It surveyed programs broadcast by local commercial stations in 52 markets to determine any increase in programming from the 1973-74 to 1977-78 seasons. Abel concluded that there was only a 7.2% increase.

NBC said the "chief flaw in Abel's design was his failure to include public and out-of-town television stations that can and are being viewed in the markets surveyed." The study's other flaws, NBC said, was its use of a stratified sample of 52 markets that placed too much emphasis on small markets, and on the use of only two different composite weeks to estimate the programming during two year-long periods, "which provides neither a sufficient nor a consistent sample base."

NBC revid Abel's study and included out-of-town stations after analyses revealed that "the importation of distant signals was indeed an important factor in children's viewing behavior during the time periods studied by Abel."

NBC counted children's programs only on distant stations that Nielsen reported were being viewed. NBC did not count children's programing carried on pay cable systems. "Since many viewers now have the choice of seeing children's programs on these alternative sources, this omission makes NBC's count more conservative than a count of all program sources available in a market would be," NBC stated.

NBC's supplemental count also included a few local stations that the network contended Abel failed to count, plus local public television stations, distant commercial television stations and distant public stations.

The NBC study argues that there was a 42% increase in available children's programming between 1973-74 and 1977-78, primarily attributable to the increased availability of children's programs on commercial stations. The average amount of programming per week on commercial stations in the selected markets, the study said, increased from 36 hours in 1973-74 to 53 hours in 1977-78—a 47% increase.

NBC provided a breakdown of hours of children's programming provided by Abel during the two composite weeks, and the additional hours NBC counted from other program sources.

During the 1973/74 composite week, Abel said there were 32.38 hours of programming on local commercial stations. NBC said that in addition to this, there were 14.16 hours on local public TV stations, 1.02 hours on local commercial stations not owned by Abel, and 2.11 hours on distant commercial TV stations.

For the 1977-78 composite week, Abel calculated there were 35.30 hours of children's programming on local commercial stations, and NBC added 16.45 hours from local public TV stations. NBC counted 99 hours on local stations not covered by Abel, 1.96 hours on distant public TV stations and 16.43 hours on distant commercial TV stations.

NBC concluded that the task force study is "seriously deficient and that it has not answered the critical question about how much children's programming is available."

By omitting this additional programing, NBC asserts, "the task force study has seriously misled the commission in important respects."

NBC is filing its study with the FCC so that others may comment on it as part of the children's rulemaking proceeding.

One FCC source who had seen the study felt it was not valid because NBC had included Canadian stations and conducted a market analysis, rather than a station analysis, which was Abel's primary focus. NBC did count Canadian stations, but a footnote in its report said that "there are only three markets with Canadian stations reaching minimum audience requirements; thus the impact of counting these stations is minimal."

Erlick: Prime issues are copyright, DBS

ABC executive says Washington is out to push media diversity, and may run roughshod over broadcasting in the process

"Broadcasters are facing a regulatory bias that calls for diversity at any price," the ABC-TV affiliates were told in Los Angeles last week. "Washington has a 'more is better' philosophy that, ultimately, may mean less for the viewing public."

ABC's senior vice president and general counsel, Everett H. Erlick, told the affiliates last Wednesday that Washington's regulatory view "must be countered with a unified effort by broadcasters to increase legislative understanding of the long-term impact of such decisions."

In reviewing industry matters now pending in Washington, Erlick focused on what he considered to be the two principal issues of concern currently facing the broadcasting industry: the necessity for new copyright legislation and careful consideration of direct-to-home satellite broadcasting.

Of the former, Erlick said there is a need to remedy the "unfair competitive advantage" of cable television, an industry that currently must make "only token copyright payments."

According to Erlick, unless cable's copyright liability is increased, the new industry will be able to channel its increasing financial resources toward the purchase of major television attractions for pay-cable outlets.

"Economically," he said, "it is not sensible for cable to commit relatively large sums of money for the development of alternative, diversified fare, when broadcast programming can be obtained virtually free of charge under the current copyright system."

On the second front, Erlick said that direct-to-home satellite delivery of programs is inconsistent with the current system of local television broadcasting and that the FCC cannot authorize the new technology without approval from Congress.

"Only Congress can decide such a major question of national communications policy," he said, "and it is incumbent upon the legislative branch to consider if this mode of non-local program transmission serves the over-all public interest."
Hooks remembered. Last Monday it was at Washington Hilton hotel where Benjamin Hooks, executive director of National Association for the Advancement of Colored People, was honored for his role in fostering entrance of minorities into broadcast media. FCC Chairman Charles Ferris was to have spoken and Commissioner Tyrone Brown was invited, but their trip to China precluded appearances. Representative Parren D. Mitchell (D.-Md.) principal speaker, praised Hooks's years of service, including tenure as first black commissioner at FCC. Approximately 500 attended dinner/reception with proceeds going to program Hooks instituted at NAACP.- Afro-Academic Cultural Technological Scientific Olympics, designed to support minority youth achievement in arts, humanities and technical and social sciences.

Reforming. Senate Judiciary Committee passed regulatory reform bill that includes plan to establish Regulatory Policy Board that would oversee agency policy and provision to allow for stricter review of new regulations by federal courts. Detested, however, was plan for congressional veto, with presidential approval, of agency regulations. Bill differs from regulatory reform legislation already approved by Governmental Affairs Committee. House Judiciary Committee, meanwhile, will continue this week marking up its version of bill.

More support for Quello. New Jersey Broadcasters Association has joined line of state broadcaster associations supporting FCC Commissioner James H. Quello's renomination to FCC when his term expires this June. Resolution, adopted at association's recent executive board meeting, said Quello's "competence, integrity and practical experience in broadcasting have provided balance and common sense to the commission," and this "reappointment would signal encouragement to broadcasters that this administration is sincere in its view that onerous and burdensome governmental overregulation, paperwork and intervention sorely need abatement .

Still talking. FCC has denied petition of ITT World Communications Inc. proposing adoption of new rules to regulate FCC's contacts with foreign governments and telecommunications agencies. ITT believes such rules are needed because FCC, through its telecommunications committee, may continue to meet informally with foreign administrations to discuss future services and entry of new U.S. carriers in international market. ITT says FCC lacks authority to hold such discussions, but should commission continue to do so, there should be regulations governing contacts. In responding to petition, FCC said that it has not "negotiated" with foreign entities, and contacts with foreign administrations are not only permissible but encouraged by law.

Price tag. Answering request, FCC has told House Appropriations subcommittee that cost of investigation that led to its removing licenses of three RKO General TV stations and impounding others (Broadcasting, Jan. 28) was $366,917 over 10-year span dating from designation of wfla-tv Boston for hearing. Sources in position to know say there's no way to estimate RKO's total cost of defense, but legal fees alone far exceeded FCC's figure. Draft of RKO order, in work since FCC 4-3 vote, is now awaiting review by commissioners.

Gays in opposition. National Gay Task Force has asked FCC to ignore complaint filed by James Robison Evangelistic Association (JREA) against wfla-tv Dallas. JREA complaint seeks to overturn FCC Feb. 27 ruling that held that wfla-tv acted within licensee's editorial discretion in canceling JREA program after Robison preached sermon on morality of which substantial portion dealt with one-sided view of homosexuality. Wfla-tv, in canceling program, said religious programs should not deal with controversial issues.

Semantics. Canadian Broadcasting Network has filed petition for rulemaking at FCC seeking redefinition of term "network" so that syndication and prime-time access rules will be limited to ABC, CBS and NBC. CBM says step would "encourage alternative television programming, new program distribution arrangements and, ultimately, new television networks by making revenue from syndication and prime-time access available to CBM and other emerging networks engaged in producing new and alternative television fare."

Open for business. Allan I. Mendelson and Donald E. Ward have formed new law firm, Ward & Mendelson, PC, and opened new offices at 1725 Eye Street N.W. Suite 310, Washington, 20006.

Hold that line. Joint Council on Educational Telecommunications is organizing ad hoc committee of educational telecommunications interests to plan coordinated response to FCC's proposal to reallocate 10 television channels from Instructional Fixed Services (IFTS) to pay TV, and another 10 channels to private video services for business and industry. Initial open meeting is planned for Friday (May 23) at 10 a.m. in J CET's Washington offices.

Optical comes out on top in pay fight

Judge rules Comcast system must provide it a channel

Optical Systems Inc. has won an initial and critical round in a court fight to continue operating a pay channel on a Comcast Corp. cable television system in Flint, Mich. Indeed, the victory may affect the way that Home Box Office, one of the defendants in the case, affiliates with cable systems it supplies with pay programming.

U.S. Judge Stewart A. Newblatt of the Eastern District of Michigan went beyond Optical's request for a temporary restraining order to issue a preliminary injunction barring Comcast from terminating Optical's access to the channel and from interfering with its use of the channel as a pay medium.

Newblatt said Optical had "raised questions going to the merits so serious, substantial and difficult as to make them a fair ground for litigation and, thus, for more deliberate investigation . . . ."

Optical had filed an antitrust suit against Comcast, its subsidiary, Comcast Cablevision, and HBO, and sought the restraining order after Comcast had ordered Optical off the channel by May 1. Optical had been unable to negotiate a renewal of its lease, which had expired in October, and had said that compliance with the eviction order would threaten its existence. It also alleged that Comcast had informed it of plans to operate a pay service of its own on the system and had said that HBO would offer programming to Comcast but not to Optical "because it was in competition with Comcast (Broadcasting, April 28)."

Thus, Newblatt's ruling could be significant in its effect on HBO's affiliation agreements. Optical had claimed that affiliation agreements barring HBO from supplying to others the features it provides to the cable operator is an illegal restraint of trade. Optical also charged the agreements give HBO an unfair advantage in competing with leased channel operators, such as itself.

In any case, HBO has agreed to meet with Optical in an effort to settle their differences—although "to this point," Optical counsel Joel R. Kaswell said, "HBO has insisted that its affiliation contracts hinder it from offering the relief requested." An initial meeting of attorneys, on Wednesday, ended inconclusively. But both sides said later they still hoped for an out-of-court settlement.

Kaswell said the suit, in his view, could have implications beyond the impact on HBO's manner of affiliating with cable systems. If Newblatt's finding is sustained, he said, it could help "re-establish the access rights on cable systems, regardless of the Supreme Court's decision that the FCC cannot require such access as part of its authority to regulate cable."

For, Kaswell said, Newblatt recognized merit in the claim that a leased pay-channel operator "has rights, even in the ab-
sence of a lease contract,” to a cable system in order to provide its service. Kaswell also saw the judge “implicitly” finding that a valid case had been made for the argument that a cable operator may not use the limited monopoly it has been granted “to exclude competing pay-TV users.”

The court victory did not come cheap for Optical. Newblatt required the company to post a bond of $85,453, the amount it owes Comcast for back lease charges. He also directed Optical to pay, while the case is pending, a monthly charge of 37 1/2 cents for each Optical subscriber who subscribes to no other pay service, or $2.25 a month for each Optical subscriber, regardless of other subscriptions, whichever is greater.

Comcast will receive two-thirds of the total; the remainder will be placed in an escrow account and will eventually be paid either to Comcast or Optical, depending on the eventual lease charge. The total is 150% of the last fee offered Optical had made before negotiations were ended.

D.C. court’s newest on revolving door
Proposal would allow lawyers at agencies to bar firms from participating in cases if they have attorneys who formerly practiced at that agency

A former government-agency attorney’s law partners and associates can practice before the agency in a case on which the attorney had worked while in government only if the agency grants a waiver. And it could be left to the current agency lawyer involved in the case to decide whether to grant the waiver.

That was one of the “revolving door” amendments proposed by the Washington Court of Appeals after considering proposals submitted by the D.C. bar’s board of governors in February 1979. And it is stiffer than the rule proposed by the board. That would simply require firms to certify that the disqualified lawyer would not consult with other lawyers on the matter or share in the fees received.

Under the proposed rules, a former government lawyer is barred from working on a matter “in which he or she participated personally and substantially as a public officer or employee, which includes acting on the merits of a matter in a judicial capacity.”

And the disqualification would be imputed to the lawyer’s partners and associates unless a waiver of the disqualification standard is issued by the government lawyer who has principal operational responsibility for the matter involved, or by a higher official in the agency or department.

The waiver is to be made in writing, and state the reason it is in the public interest. As part of the basis for the waiver, the former government lawyer must file an affidavit asserting he or she will not participate in the matter in any way, or share in the fees involved.

The court is accepting comments on the proposals until June 2. It will issue the rules in final form on or after June 10.

Broadcasters pushing for big-picture approach to radio frequency planning
NAB and ABC affiliates ask for government-industry committee; stations also propose inquiry

The FCC has been prodded by two broadcast organizations to institute a comprehensive inquiry into its proposed policies and procedures governing the allocation and assignment of AM and FM frequencies.

Both the National Association of Broadcasters and the affiliates of ABC’s four radio networks have asked the FCC to form a government-industry advisory committee to develop a plan for aural assignments.

But the prodding will not stop there. NAB last week was host to a meeting of about 50 attorneys from various communications interests who discussed, principally, the new FM allocations proceedings at the commission, as well as other aural proceedings. And several of the attorneys present indicated that there will be a concerted industry effort to get an advisory group formed.

NAB first requested an advisory committee when the FCC conducted its 9 khz proceeding. But the FCC argued that an inquiry would be a better forum for input, and NAB’s request was denied. NAB then filed a request in February for an advisory committee to prepare “in-depth studies of the advantages and disadvantages of various methods to accomplish this national allocations goal.”

NAB’s latest request came in the form of a May 1 letter to FCC Chairman Charles Ferris. The letter enclosed a resolution passed at last month’s NAB executive committee meeting that called for a committee to “help develop a sound plan for radio broadcasting’s growth and to consider fully all the social, economic, engineering and public policy implications of the many proposals now before it to increase radio assignments.”

ABC, in calling for a single, full-scale commission inquiry into radio allocations, noted the current developments affecting aural assignments: the 1979 World Administrative Radio Conference proceedings, the Region 2 proceedings, Canadian-United States relations, the 9 khz proposal, the FCC’s new FM allocations proceeding and the National Telecommunications and Information Administration’s proposal for FM assignments.

The affiliates said these developments and proceedings are so closely related that “FCC or United States action on any one of the developments would affect the underlying rationale for positive action on a number of the other proposals.”
Senators demand autonomy for BIB

Foreign Relations Committee members send President letter requesting insistence that RFE/RL stay free of CIA influence

A policy question regarding the control and direction of Radio Free Europe and Radio Liberty, presumably settled six years ago, may be reopening. Four members of the Senate Foreign Relations Committee, at least, are sufficiently concerned about that prospect to have written President Carter on the matter.

At issue—in the senators' view—is the maintenance of the role of the Board for International Broadcasting as a force to "legitimize" the broadcasts of RFE/RL and "to free them from any suspicion of continuing influence by the Central Intelligence Agency," which had originally, and secretly, provided members send Senators Warner Lambert. The terms of the agreement to maintain independence of RFE/RL, presumably settled by Congress established the board.

The letter—signed by Senator Frank Church (D-Idaho), chairman of the committee; its ranking minority member, Senator Jacob Javits (R-N.Y.), and by the chairman and ranking minority member of the Subcommittee on International Operations, Senators Claiborne Pell (D-R.I.) and Charles H. Percy (R-Mich.)—was prompted in part by reports "of attempted interference in the board's work by former CIA officials inside and outside the administration." The CIA itself, committee staffers say, has steered clear of involvement with RFE/RL, and has shown no interest in re-establishing contact.

Beyond expressing concern about such reports, the senators made clear they are interested in the reappointment of three board members whose terms are ending—Chairman John Gronowski, former ambassador to Poland, Rita Hauser, a New York attorney who once served on the U.S. mission to the United Nations, and Frank Markoe Jr., vice chairman of Warner Lambert. The terms of the board's two other members expire in 1982.

The letter said the senators had been "deeply impressed" by the performance of BIB, the nonprofit, private corporation that Congress established in 1973 to provide funding for and oversight of RFE/RL. The "radios," as they are referred to, report on developments within Eastern Europe and the Soviet Union to those areas.

And, the senators said, "The board as currently constituted has secured the journalistic independence of RFE/RL from all forms of political or bureaucratic interference while maintaining scrupulous federal oversight of radio finances and administrative practices."

Reports circulating in Washington last week were that the President's national security adviser, Zbigniew Brzezinski, has been urging the replacement of at least two of the directors. His candidates, reportedly, are Leo Cherne, a former member of the President's Foreign Intelligence Advisory Board, and Paul Seabury, professor of political science at the University of California at Berkeley and a friend of Brzezinski. And the recommendations are said to have been suggested by Paul Henze, who had served with the radios in the 1950's and later maintained contact with them while in the CIA. At one time he was CIA chief in Ankara. He now serves on the NSC staff.

One source cautioned against the assumption the senators have fault to find with Cherne or Seabury. But, as the senators said in their letter, "we believe the work of a decade in assuring the professional integrity of RFE/RL would be undone if any of the present members of the BIB were to be replaced by persons who could even remotely be identified as presently or formerly associated with the CIA or intelligence activities in any capacity."

According to sources on Capitol Hill and elsewhere in Washington, the interest in replacing present board members with individuals more congenial to the intelligence community grows out of dissatisfaction with the strictness of BIB's oversight performance and a fondness for pre-BIB days. Henze has sided with the radios in several disputes with the board.

The sensitivity on the part of the Senate Foreign Relations Committee regarding the appearance of intelligence community representatives on the board is not new. Three years ago, Brzezinski was backing William Griffiths, a member of the political science faculty of the Massachusetts Institute of Technology who now serves NSC as a consultant and who in the 1960's was a policy advisor to the radios. However, the White House decided not to make the nomination after the committee expressed its concern.

Neither the White House nor the NSC was prepared to comment last week on the senators' letter. Although it was dated May 5, spokesmen for the President and Brzezinski said the letter had not yet been received.

However, one official indicated that, apart from any consideration regarding the nature of BIB's oversight role, or the identity of a possible candidate for the board, Hauser is at least one director who will not be reappointed. "She has not endeared herself to the administration," the official said. "She is a very vigorous Republican of an outspoken breed."

He's heard better. Coverage of the Carter administration is complicated by the President's "dangerously careless" use of language. John Scal, ABC News senior correspondent, has told the third annual Long Island Associated Press Broadcasters conference. Scal called Carter "an oratorical moron" who "doesn't give a speech, he emblazes it," and said the President's language tends to be either "ordinary and pedestrian ... or gushing with superlatives of dubious accuracy." Scal, who served more than a year as adviser to President Nixon and nearly three years as the U.S. representative to the United Nations before joining ABC News in 1975, spoke at May 8 luncheon at West Islip, N.Y., attended by 130 representatives of radio, TV, cable and other media and public and civic leaders. He is shown here (second from l) with (from l) Roy Steinfort, AP vice president and director, broadcast services; James Donna, AP chief of bureau, metropolitan New York, and Pat Milton, correspondent in charge of AP services on Long Island.
Freedom of the press

It's not absolute, says GWU's Barron, and must be balanced with fair trial concerns

Normally, speakers who address gatherings of journalists offer heaping portions of First Amendment absoluteness. Not so Jerome Barron, dean and professor of law at George Washington University. He is for freedom of speech and press, all right—but, as he indicated in luncheon remarks at a conference of the Washington Journalism Center, not without qualification. Indeed, he made it clear he hasn't changed his view that the press cannot exercise its First Amendment rights to the exclusion of what he sees as the public's right to speak.

"We often have rights that compete," Barron said. There is no mathematical means of determining the right that shall prevail. Decisions regarding rights, he said, should be made in a particular context.

For instance, he said, "It's not true to say there is no conflict between a fair trial and a free press." That is not to say conflict can't be dealt with. "But we do have a problem."

Then, too, in terms of the press's access to information, he cited the Supreme Court ruling protecting from public scrutiny the notes Henry Kissinger had made of his telephone conversations when he was secretary of state.

The policy question is whether that was a "good" decision. It's true that the public was denied important information. Barron said. But, he added, "if the court held that all records of all secretaries of state were available to the public, secretaries would not make notes—or would keep them a secret if they did."

"So you push the level of secrecy down a little bit further."

And while some press lawyers view recent Supreme Court decisions in libel cases as weakening First Amendment protections, Barron said only that the decisions "show the Supreme Court has gone as far as it can to limit the law of libel to permit freedom to publish."

He acknowledged the deadlines and other pressures of preparing news stories that must be taken into account in libel cases. "We don't want to turn journalists into research historians," But, he said, "if the material is false and the journalists knew it, the law says redress must be granted."

One area of conflict involving the First Amendment in which Barron is probably best known to those who follow the issue involves his backing of members of the public in their effort to gain access to the broadcast and print media. And he made it clear he has not joined the bandwagon of those who feel technology is rendering the issue moot.

"The hope is that technological engineering will make social engineering unnecessary," he said. "But this won't work." He said cable, for instance, "shows no promise of promoting diversity and variety. Most systems just offer more choices among networks."

The question, he said, is, "How do we give voice to citizens?" And while new technology may offer some measure of a solution, he said, "there is a tremendous disparity between freedom of speech of the public and the freedom of press of the media. The perspective of the First Amendment is not elitist," he added. "It's individualistic and extends to everyone in the country."

Sloan sponsors RTNDA updates, via satellite, for journalists

Orientation on current topics will be offered via satellite to broadcast news directors and other journalists ("Closed Circuit," April 14).

The idea was conceived by Sig Mickelson, one-time head of CBS News who now is executive director of the Center for Communications at San Diego State University, and Curtis Beckmann,
it's a monitor, a conventional reproducer, and more. Features like built-in speaker and amplifier, headphone jack, and front panel volume control make the Beaucart Monitor II ideal for use anywhere. High performance, affordable price. Now that's talking.

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Rather deploys TV's foreign news coverage

CBS correspondent Dan Rather says his and other networks have inadequately covered the Soviet invasion and subsequent unrest in Afghanistan because they and viewers share "a lack of language, knowledge and interest."

Rather, who secretly entered Afghanistan with a camera crew in March for a report aired last month on 60 Minutes (broadcasting, April 14), told a Harvard audience that journalism "frequently doesn't understand the world at large, and we often fail at foreign coverage."

He said Asia is "on the brink of becoming one huge refugee camp." He called coverage of Afghanistan "too seldom, too little, too late—narrow and shallow." He called the story a "watershed" that the media will gradually de-emphasize because of a lack of photo opportunities, difficulty of access and the expense of maintaining crews.

APB's top choices

Associated Press Broadcasters has announced awards to AP writers of outstanding scripts during 1979 and to member television and radio stations for excellence in news gathering.

The awards will be presented during APB's annual convention in DenverJune 5-7, at which time William S. Paley, chairman of CBS Inc., will be given the Robert Eunson Award for "distinguished service to broadcasting and broadcast journalism."

The APB winners:
William S. Paley - Robert Eunson Award.
Dan Murphy - For best regional summary.
Richard Lawyer - For best regional enterprise.
Brad Kalbfeld - For best national enterprise.
Liz Carver - For best national summary.
Nick D'Alessio - For best spot news coverage.
WHO(AM) Dayton, Ohio and KKN(AM) Los Angeles - Tied for enterprise reporting.
WKYT-TV Lexington, Ky. - For over-all cooperation.
KBHT(FM) Humbolt, Iowa - For spot news coverage.
KYSF(FM) Santa Fe, N.M. - For weekend coverage.

Hi, mom. ABC affiliates KOMO-TV Seattle, KSTP-TV Minneapolis-St. Paul, WCVB-TV Boston, WJLA-TV Washington and WRAL-TV Raleigh, N.C., will pre-empt their 10-11 p.m. NYT block on June 10 to broadcast What Does Your Mom Do, a program on the changing role of working mothers. It will be hosted by Ed Asner and narrated by local anchoringwomen from each city. The program was produced by the Eighth Decade Consortium, formed by the stations last fall. Anchors with Asner are (l-r): Renee Poussaint, WJLA-TV Washington; Kathy Cunningham, show's executive producer, from WJLA-TV; Cyndy Brucato, KSTP-TV; Natalie Jacobsen, WCVB-TV; Wallye Rasulala, WRAL-TV and Ruth Walsh, KOMO-TV.
Kennedy, Bush make their last television stands

Fighting presumably losing battles for presidential nomination, they both will throw as much money into TV as failing campaigns allow.

It seems like a long time ago, but once there were 10 presidential candidates whose commercials were punctuating the radio and television programing of stations in primary state after primary state. Now there are four seeking the Republican and Democratic nominations, and as the campaign enters its final weeks, Republican George Bush and Democrat Ted Kennedy are, like battered fighters in the final round, throwing their remaining resources into what virtually everyone in the arena regards as a vain effort to score a decisive win.

Kennedy’s situation seems particularly desperate, at least in terms of the resources he can call on, and his campaign must cut back on earlier, grander plans. The Bush campaign, on the other hand seems better fixed financially. It is buying time in half-hour chunks for town-meeting-type format programs that have served Bush well in earlier primaries.

For both, hope of success is rapidly dwindling. President Carter and Ronald Reagan, because of their wins in Maryland and Nebraska last week, could clinch their respective nominations, in terms of delegate strength, even before the final Tuesday, June 3, when nine primaries will be held.

Kennedy’s problems are evident in the planning now under way for three of those primaries—in California, Ohio and New Jersey—where the senator still hopes to score the kind of success that could slow the President’s drive to the nomination.

Campaign aides at one time talked of—hoped for, at least—a $500,000-$600,000 media buy in California alone. David Sawyer, who had been retained two weeks before the New York and Connecticut primaries to produce the senator’s television commercials, had created a half-dozen spots stressing a positive image of Kennedy. Meetings with voters had shown that they perceived Kennedy to be more capable than his rival, President Carter, and the aim was to focus on those feelings, with spots on Kennedy’s accomplishments as a senator and his agenda for the future. Previous ads designed to counteract Chappaquiddick-type charges, even though done subtly, were regarded by some in the campaign as “too defensive.”

Sawyer also produced two five-minute programs for showing on each of the television networks on succeeding Saturday nights (they began on April 26, on ABC) that were intended to set the tone for the spots. One (shown on ABC and CBS) borrows from footage of Kennedy’s announcement speech, in November, the other presents Kennedy’s activist and hopeful view of the Presidency. (“Our history shows a President can make a difference.”)

But last week, it appeared that the effort was being scaled down. The plan is to began airing the spots in the three states a week or 10 days before the primaries, not three weeks. And the campaign had budgeted roughly $220,000 for television in California and upwards of $60,000 for radio, plus about $175,000 for television and a relatively modest amount for radio both in New Jersey and Ohio. (However, there are tentative plans to run the ads in some other primary states, as well—New Mexico, West Virginia and Rhode Island.) And it seemed that only one more five-minute program would be produced instead of the two that had been planned. One, on the economy, is to run on ABC, on June 1.

The stripped-down version of the advertising effort is a disappointment to some associated with the Kennedy campaign who saw the ads and the programs as establishing for the first time a positive image for the senator. The intensity of the campaign needed to make it effective would not be possible, they feel, in a 10-day campaign.

Phil Bakes, deputy campaign manager, said firm figures on the media expenditures would not be available until late this week. “It depends on reports we get from the field and on the money available.” The campaign, aides noted, operates on a cash-flow basis.

Not making it easier for the Kennedy forces is the knowledge that Carter is already on the air with spots in Ohio. The material includes commercials, shown in earlier primary campaigns, in which men and women interviewed on the street criticize Kennedy on grounds of credibility and trust. (Sawyer has produced a man-in-the-street commercial of his own. Not surprisingly, Sawyer’s interviewees find Kennedy qualities to praise. One bearded man expresses what Sawyer hopes is a widely held view in stating that, although he had had doubts about Kennedy, the “strength and courage” the senator has exhibited in the primary campaigns had ended them.)

The Bush campaign also has the problems of operating on a cash-flow basis. It

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plans to spend $250,000 on media in Michigan—which holds its primary on May 20—and Ohio and hopes to raise enough to spend $400,000 on media for the California campaign.

A substantial amount of the money will be spent for time to air Ask George Bush town-meeting-style programs.

Bush will introduce the format to Michigan tonight (Monday) in a half-hour program that will be broadcast live by four stations, three in Detroit and one in Lansing. Later, it will be rebroadcast on stations around the state. He will repeat the formula in Ohio, with a live broadcast in Cleveland that will be rebroadcast on stations in other markets in the state. Besides those programs, the campaign will air a number of 30- and 60-second TV and radio spots dealing with the issues.

Campaign officials tentatively plan to do two Ask George Bush programs in California, in Los Angeles and San Francisco. But final plans depend on the success of fund-raising efforts.

As for Reagan, he is looking to the fall contest. He has hired Peter Dailey, Los Angeles advertising man and head of Dailey & Associates, to serve as media adviser to the presidential campaign. Dailey ran the November Group, which did the advertising for Richard Nixon's re-election campaign in 1972, and served in a similar capacity for Gerald Ford during the 1976 primary campaign, in which Reagan had challenged the incumbent president for the Republican nomination, and lost.

While Kennedy and Bush stagger toward the finish line, another presidential hopeful is laying plans for the start of a campaign that will be based largely on use of the media. Representative John Anderson (R-Ill.), who dropped out of the race for the Republican nomination last month, is planning strategy for his campaign for the Presidency as an independent. He has retained David Garth of New York as a media consultant, and advises foresee spending $10 million to $12 million in radio, television and newspapers—out of a campaign treasury no one expects to exceed $15 million. 

Storer hits snag in Minneapolis

Northern Cablevision subsidiary, which had won franchise, has it held up by state board and by protest from local access group

Northern Cablevision, the Storer Cable subsidiary that won the franchise for Minneapolis last December after a long and bitter fight, has had new obstacles thrown in its path. Because of a number of unresolved issues raised by its own staff and a public interest group, the Minnesota Cable Communications Board has balked at putting its final stamp of approval on the franchise ordinance drawn up between Northern and the city and has referred the matter to a state hearing examiner for investigation.

Northern can't begin building its promised 40-channel cable system until it gets a certificate of compliance from the cable board, and the cable board can't act until the hearing examiner holds hearings, gathers evidence and makes his report—a process that could take from two to six months.

Northern's problems began several weeks ago when the cable board's staff came up with 15 examples of what it felt was the franchise ordinance's failure to comply with the minimum cable requirements set by the state. But the number was reduced to five after representatives of the city met with the cable board.

Northern's problems grew again when the Committee for Open Media filed a petition with the cable board, charging irregularities in the franchising process and requesting that the cable board deny certification. According to Greg Moore, who is in charge of cable for the city, Open Media charges that the city didn't hold enough public hearings, that the city allowed Northern to make changes in its proposal and that the franchise ordinance was improperly passed.

Moore said that the objection raised by the cable board's staff dealt specifically with minimum requirements for public access channels.

On May 9 the cable board met to consider the objections that had been raised. After a day-long discussion, however, the board, instead of adopting Executive Director Wilbur Donaldson's recommendation to instruct the Minneapolis city council to amend the franchise ordinance, decided to turn the matter over to a state hearing examiner. The state hearing examiner would use his quasi-judicial powers to collect evidence, hear witnesses and report back to the cable board with recommendations for action. According to Donaldson, the state examiner has scheduled hearings for June 16 and 17.

Moore, who believes that the hearing process will take four to six months, was upset by the delay, and said it was a couple of reasons. First, it delays the appearance of cable in the city. "Nobody builds," he said. "It just sits there." Moore also doesn't understand why the cable board staff waited so long to make its objections known. "We sent them a draft ordinance last June. They made some suggestions all along the way and we made all the changes they suggested." The five unresolved questions were never raised before April.

Donaldson had no reply to Moore, fearing he might say something "possibly prejudicial" to the hearing examiner's proceeding. Donaldson did feel, however, that Moore had exaggerated the delay. He said it would take just two months for the hearing examiner to report out. He mentioned that the hearing dates had already been set and that "the issue is isolated enough" to be addressed in the two days. He expects the hearing examiner to take an additional month to review and weigh the evidence and make his recommendation.

Like Moore, Beverly Land, vice president of Storer Cable, is distressed most by the delay the cable board's action will cause. "We are in a hold pattern," she said. "Without that certificate, we aren't able to build."

Land suggested that part of the problem is that the cable board has never had to deal with the franchising of a major market before. She said some of the minimum requirements built into the state's cable rules in 1972 are "no longer applicable to the 40 or 50 channel systems that they're building these days."

She also feels that the staff's questions are minor ones and that if the cable board had requested that they make the changes they would have been willingly made. But, she said, the May 9 meeting never got around to the questions brought up by the staff.

And, she said, the decision to turn the matter over to the hearing examiner was based mostly on the issues raised by the Open Media.

Barbara Moore and Land recognize that the far more serious objections are those raised by Open Media. If the cable board, based on the hearing examiner's findings, decides that the franchising process was flawed, the cable board could conceivably force the city council to start the franchising process all over. But none thinks this scenario likely. Donaldson said that he has no way of speculating on what the hearing examiner will report, but he thinks that a recommendation of denial of certification "is not likely." When the prospect was suggested to Land, she said she didn't know how they could possibly do that. The state board worked with the city throughout the entire process. It just can't happen.

What does concern Land, however, is that other groups might take Open Media's lead and petition the cable board to deny certification. And since a precedent has now been set to defer the matter to a hearing examiner, each petition could result in a minimum two-month delay. When Storer starts to build, Land said, "it depends on how long people want to string it out."

Harris finds majority want separate NAB radio and TV conventions

Survey finds favor for either that or longer meeting, with days devoted to each segment

About three out of five broadcasters responding to an industry poll taken by the Harris Polling Co. say they would be willing to attend separate National Association of Broadcasters radio and television conventions. About the same number also say...
they would be interested in a six-day convention, with three days devoted to radio and three to TV.

Harris's principal interest in conducting the survey ("Closed Circuit," May 12) was to get ideas on how best to exhibit at future conventions. With the growing size of broadcast conventions—this year's NAB featured 410 exhibitors and 200,000 square feet of space—the cost of transporting equipment and personnel is a prime consideration.

Harris sent a questionnaire to 3,600 broadcasters, 905 of whom responded—representing 498 AM stations, 482 FM stations and 369 television stations—for a response rate of 25.5%.

Harris's questions centered on the NAB and National Radio Broadcasters Association conventions. Some of the questions and the responses:

- What was the last convention you attended? Six hundred and twenty-six attended NAB's 1980 convention in Las Vegas, 529 in 1979; NAB's 1979 Dallas convention, 122 went to NRBA's 1979 Washington convention, and 88 attended NRBA's 1978 San Francisco convention. (Of the respondents, 711 were NAB members and 183 were NRBA members.)
- Is the convention too crowded? NAB—25.9% yes, 29.9% no, 45% undecided. NRBA—25.3% yes, 33.1% no, 41% undecided.
- What do you attend at the convention? NAB—19.1% exhibits, 13.1% sessions, 11.4% exhibits, 67.2% both. NRBA—19.9% sessions, 13.1% exhibits, 66.5% both.
- Do you favor Las Vegas as a permanent site for NAB's convention? Yes, 42.2%; no, 37.1%, undecided 20.5%.
- If NAB would hold conventions at different times of the year—one for radio and one for television, would you attend? Radio broadcasters, 69% yes, 31% no. Television broadcasters, 58.2% yes, 41.8% no.
- If NAB would lengthen its convention to six days, three days for radio and three days for television, would you attend? Radio—71% yes, 29% no. Television—57.4% yes, 42.6% no.

Of the 905 responses, 47.7% were from management and 51.8% were from the technical side, while 0.4% listed job category as "other".

RCA conducted a survey on the floor at NAB's April convention in Las Vegas, but those results have not yet been tabulated. Harris also polled broadcasters in a separate study on the FCC's selection of the Magnavox AM stereo system; results are reported on page 87.

But, NAB's convention committee says its present format is best

The National Association of Broadcasters convention is such an industry event that NAB may just keep it as it is, with modifications each year only to adjust to increasing size.

That, at least, is the consensus of NAB's long-range convention planning committee, which was formed to take a look at NAB's annual extravaganza and see if or how it could be better handled. This year alone, with broadcasters, exhibitors, families and guests, attendance totaled almost 27,000.

The problems the committee looked at were varied: how to handle so many people, how to get more attendance at workshops, how to separate the serious buyers on the exhibit floor from the lookers, how to stagger time on the exhibit floor and how to handle advance hotel registrations.

One recommendation the committee will make in its report that it will present to the full board in June is that there should be a site selection committee formed on an annual basis. The committee would determine if the most recent convention statistics would eliminate any particular site.

One prime consideration is sufficient exhibit space. The planning committee estimates that there is a two-to-one ratio on the need for space; i.e., if 200,000 square feet of space is rented (as it was this year) an actual 400,000 square feet is needed to accommodate aisles and walkways.

The convention planning committee had a number of alternatives to consider:

- Should the convention be split into separate radio and television sessions? Should it be lengthened to one week, with radio sessions the first three days and television sessions the next three?

The committee agreed to a large extent that the convention is such a spectacle that splitting it would be counterproductive. But the committee will forward a number of alternatives with its report to the board.

But any drastic changes may be a long way off—NAB has already firm bookings for its conventions through 1988.

**PBS studies changes in underwriting**

It pondered whether to solicit cigarette and liquor firms and seek use of corporate logos

The Public Broadcasting Service is considering whether to allow the underwriting of nationally distributed programming by cigarette and liquor companies and to seek FCC reversal of its rule against the use of corporate logos in on-air underwriting announcements.

Current PBS policy prohibits underwriting by cigarette and liquor manufacturers, but because of the potential for new underwriting revenues, PBS is considering abolishing these prohibitions.

In a series of issue papers prepared by the office of the general counsel, discussing a number of possible changes in PBS policy, the idea of underwriting by such companies was treated cautiously.

"The public broadcasting system has consistently maintained that underwriting..."
is not advertising, and that no law bars our accepting underwriting from either cigarette companies or liquor companies," one paper said. "However, in the past, we have been reluctant to relax our prohibitions because of the possible legal or public relations ramifications that underwriting by either type of corporation might have."

Some of the problems involved, the paper said, could include the possibility of litigation on whether underwriting constitutes advertising for some purposes.

"Similarly, some congresspersons may use the relaxed standards as an opportunity to attack public broadcasting for becoming insensitive to public policy concerns," it added. "We may also be confronted with significant audience/public criticism."

The paper noted, however, that there is another side to the story. "Refusing underwriting by cigarette or liquor companies may give the appearance of our passing moral judgments about particular kinds of companies," it said.

The proposals, which were discussed at the last Distribution and Support Committee meeting, will be further explored at the annual meeting in June.

The proposal to press for the use of corporate logos in on-air announcements came from member stations, which reported that the current policy has, over-all, "a negative impact on attracting corporate underwriting."

Although the FCC now prohibits the use of logo credits, the paper says the time might be right to ask the commission to change its rules.

It noted, for example, a speech by FCC Chairman Charles Ferris before the Public Radio Conference (BROADCASTING, March 24) in which he predicted a shift in the way the commission would view public broad-casting.

"In light of this statement and the current federal budget cutbacks, the FCC may be more receptive to arguments that public broadcasting must aggressively pursue corporate funding in order to survive," the paper said. "It may, therefore, be an appropriate time to raise the issue of permitting corporate logos in underwriting credits."

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5/19/80
owned by R.F. Van Landingham (33%) and wife, Evelyn (67%). They have no other broadcast interests. Buyer is owned by Donald Curtis. He owns shopping mall and 25% of a real estate development company in Laurinburg, N.C. He also owns WEDO(AM)-WSIS(FM) Laurinburg and 20% of WDXI(AM)-WPJS(FM) Orangeburg, S.C. FCC, recently granted approval of his purchase of WTAB(AM)-WKSM(FM) Taybor City, N.C., (BROADCASTING, March 17). WTN(AM) is a 1 kw daytimer on 790 kHz. WTN(AM) is on 98.3 mhz with 3 kw and antenna 259 feet above average terrain.

- **WHAP(AM)** Hopeville, Va.: Sold by Chessie System Inc. to First Christopher Corp. for $400,000. Seller, major railroad company (parent of Chesapeake & Ohio Railway, Baltimore & Ohio Railroad, Western Maryland Railway and others) seeks waiver of three-year rule to eliminate any problems that broadcast ownership may present in its proposed merger with Seaboard Coastline Industries, major Southern railroad company. Chessie is publicly traded corporation based in Baltimore. Hays T. Watkins is chairman and president. It has no other broadcast interests. Buyer is owned by Caryl Anne Adams Trust. Caryl Anne Adams is president of corporation but father, Carl Adams, is sole trustee with unrestricted power to vote all shares of corporation. He is Lorraine, Ohio, business and financial consultant as well as president and principal owner of WQTY(AM)-WEMI-FM Montgomery, Ala., KLUR(FM) Wichita, Falls, Tex., and KNCY-AM-FM Nebraska City, Neb. Caryl Anne Adams has no other broadcast interests. WHAP is on 1340 kHz with 1 kw day and 250 w night.

- **KKAR(AM)** Hope, Ark.: Control (56%) sold by Arch Wylie to James M. Mason and Jerry G. Westmoreland for $356,000. Wylie has no other broadcast interests. Mason is chief engineer, director of operations and current 10% owner of station. Westmoreland is general manager and 7% owner of station. Each will own 36% of station after closing. They have no other broadcast interests. Interests of four other Kkar stockholders will not be affected. Two of them, Gerald Keith (10%) and Paul Coates (7%), are part owners of KCON(AM) Conway, Ark., which has been sold, subject to FCC approval (see below). Kkar is on 1490 kHz with 1 kw day and 250 w night.

- **KCON(AM)** Conway, Ark.: Sold by Conway Broadcasting to KCON Broadcasting Co. for assumption of liabilities ($337,000 plus interest). Seller is owned by Gerald Keith and Paul Coates (29% each), J.W. Rowe and Yancey Reynolds (21% each), Keith and Paul Coates (29% each). J.W. interest in KCON(AM) Hope, Ark., control of which has been sold to FCC approval (see above). Both also have interests in KBIT(AM) Fordyce, Ark.—Keith, 25%, and Coates. 15%. Buyer is owned by Madge Clayton (35%), Billy F. Johnson (25%), wife, Rosanne (20%), Adair S. Howell and Paul W. Logan (10% each). Clayton is former president and principal owner of KCON. Johnson is Conway banker. Rosanne Johnson is housewife. Howell is sales representative with KCON. Logan is reporter with KCON. They have no other broadcast interests. KCON is on 1230 kHz with 1 kw day and 250 w night.

- **WLCL-FM** Lowell, Ind.: Sold by William J. Dunn to White Advertising Metro Inc. for $250,000. Dunn has no other broadcast interests. Buyer is owned by Dean V. White and family. He is president of White Advertising which is involved primarily in outdoor advertising but also has interests in charter airplane services, health clubs, restaurants, screen printing, building supplies, sewage services, real estate and condominium development. Whites have no other broadcast interests. WLCL-FM is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

- **KONL-TV** St. Louis, Mo.: Sold by Evans Broadcasting Corp. to Buford Television Inc. for $17 million. Seller is owned by Thomas M. Evans; wife, Betty; their son, Edward (30% each), and Jack Petrik (10%). They have no other broadcast interests. Buyer is owned by Robert P. Geoffrey and Gerald Buford, brothers

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**Broadcasting May 19, 1980**
Anselmo would rather go hungry

Rene Anselmo, president of the Spanish International Network and of WXTV-TV Paterson, N.J., insists he will continue his hunger strike, despite indications last week from the Port Authority of New York and New Jersey that WXTV and WJNU-TV Linden, N.J., would be permitted to broadcast from atop the World Trade Center, starting June 8.

Anselmo, who began a fast restricted to water and juices on May 9 (BROADCASTING, May 12), said in an interview last week that he will not stop his hunger strike “until the switch is turned on.” He said he had received assurances in the past from the port authority that WXTV could begin operations from the WTC but delays have always occurred.

Last week Peter C. Goldmark Jr., executive director of the port authority, announced he was recommending that permission be granted to WXTV and WJNU-TV, Spanish-language UHF stations. Goldmark said both WXTV and WJNU-TV have agreed to broadcast from the WTC at 40% of the maximum power and output and have asked for FCC approval. No TV station is now operating from the WTC.

The Port Authority earlier had cited possible health hazards from radiation but, according to Anselmo, had agreed to permit WXTV and WJNU-TV to start telecasting on May 11 after the stations agreed to drop power output. A few days before May 11, Anselmo said, the authority announced another delay, touching off Anselmo’s hunger strike.

He has been living since then in a 30-foot van parked near the WTC. The outside of the van is decorated with posters denouncing the port authority and pedestrians are asked to sign a petition supporting Anselmo’s cause.

The Spanish-language broadcaster says he is able to perform some work—but not much—in the van but spends most of his time with interested New Yorkers, particularly Hispanic-Americans, who, he says, complain of the poor reception of WXTV, which now transmits from lower Manhattan.

Anselmo noted that TV stations have been attempting to relocate to the WTC since 1964. He said he found it “curious” that other TV stations in the New York area were not backing his hunger strike and added: “I’m fighting their battles, but still there’s been a virtual blackout of all that I’m trying to do. Only WNEW-TV New York sent a crew out here to interview me, but even they treated it like a lark.”

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Howl over Wolf. ABC Inc. has filed suit against CBS Inc. and WABC-TV New York sportscaster Warner Wolf asking New York State Supreme Court to issue preliminary injunction preventing Wolf from joining CBS’s WNBC New York. ABC contends that Wolf’s two-year contract with ABC stipulates that during three months following expiration of Wolf’s contract last March, Wolf would not accept employment as sportscaster at another station without first giving ABC opportunity to match offer. ABC claims Wolf breached contract by reaching agreement for employment with WCBS-TV and said CBS “intentionally and wrongfully” induced Wolf to refrain from negotiating in good faith with ABC. Wolf reportedly earns $250,000 per year at WABC and WCBS offer is said to be upwards of $400,000. CBS declined comment.

Fleming status. Due to “speculation within the public broadcasting community” over health of Corporation for Public Broadcasting President Robben Fleming, CPB issued statement that “evidence of lymphoma,” form of cancer, had been diagnosed in Fleming’s groin area. Fleming is undergoing treatment on outpatient basis, and tests indicate disease has not spread, said CPB statement. “Mr. Fleming expects to actively continue his duties as the corporation’s chief executive officer,” it added.

When disaster struck. WOR-WOR Westwood, Mich., was hardest-hit broadcast facility when three tornadoes struck that area last Tuesday. Station was knocked off air at 4:10 p.m. when twister tore away its microwave disk atop Industrial State Bank Building and destroyed much of its offices and studios in building. It resumed operation at 3 a.m. Wednesday. Other stations in area, including W20-TV Kalamazoo, suffered only brief power loss. Also in damaged ISB building in downtown Kalamazoo, local news bureau of wortv-Grand Rapids, Mich., which transferred operations to home of its bureau chief, Jim Childress, wortv-Grand Rapids, Mich., which transferred operations to home of its bureau chief, Jim Childress, sent a crew here to interview me, but even they treated it like a lark.”
Disagreement with decision on AM stereo is quantified by Harris Corp.

Majority of those surveyed in study sponsored by one of losers in FCC decision don't like Magnavox

Harris has fueled the fire of controversy surrounding the FCC's selection of the Magnavox AM stereo system as the industry standard. It released last week the results of a survey it commissioned that clearly indicated a great deal of broadcaster dissatisfaction with the Magnavox choice.

Harris is one of the four companies that had an AM stereo system rejected by the FCC in favor of the Magnavox system at an open FCC meeting last month (BROADCASTING, April 14). The poll was conducted between April 28 and May 7 by Weeks Research Associates, Morgan Hill, Calif., under contract to Harris. Its polling sample was 250 broadcasters—112 general managers and 138 chief engineers of AM and AM-FM facilities in 233 cities in 48 states.

The survey showed that 138 (55%) of the respondents were "not satisfied" with the Magnavox choice, 102 (41%) were "moderately satisfied" and only 10 (4%) were "very satisfied." Furthermore, the survey said that only six of the broadcasters felt that the Magnavox system was the best of those proposed, while 82 were sure that it wasn't.

The survey also said that 92% of the broadcasters would have no qualms about the FCC reconsidering its decision as long as there were no "significant" delay in implementing AM stereo and that under that circumstance 77% would actually encourage the FCC to reconsider.

The survey also asked questions pertaining to AM stereo apart from the Magnavox system and found that the responding broadcasters are indeed eager for AM stereo. It said well over half the broadcasters (62%), said that they would convert to AM stereo and nearly three-quarters of them said they would do so within a year.

The chief concerns among broadcasters wishing to convert to stereo, the survey found, are: the possibility of diminished coverage and loudness, the cost of conversion, compatibility of the approved system with transmitters and directional antennas arrays and degradation of the monaural signal.

Of least concern to the broadcasters in the changeover from mono to stereo was the complexity of the receiver. A total of 76 broadcasters felt the receiver complexity was "not important." In analyzing the data, Weeks said, "A substantial number of interviewees even commented that AM stereo might force a reversal of the trend toward low-cost, low-fidelity AM receivers that has taken place over recent years and force a return to higher quality products."

(This reaction of the broadcaster is particularly significant, as Magnavox has stated repeatedly that the chief advantage of its system is the low cost and simplicity of the receiver, qualities that apparently hold little weight with the broadcasters.)

Weeks said the 21% of the respondents who said they had no intention of converting to AM stereo fell into three categories: religious stations, most of whose music is recorded monaurally; news and talk stations, and stations in markets with little competition.

Weeks also summarized some of the comments broadcasters made during the interviews, which covered a wide range of topics. It said, "An unusually large number of respondents admitted that their decision to install stereo gear was to use stereo as a sales persuader . . . The attitude is a reflection of the increased competition from FM."

Weeks also said that "a great many respondents used such terms as 'shock,' 'surprise' and 'dismay' in describing their reactions to the FCC decision on Magnavox . . . Several broadcasters have stated that the decision was 'the worst thing that ever happened to AM radio.'"

Although Weeks said the respondents were not asked which system they considered best of the five, some volunteered opinions. Of those, Weeks said, "a majority said they thought Harris was the best with the Kahn another system proponent) system a close second." Weeks said it found "little positive support for either Motorola or Belar," the two other system proponents.

Weeks also said that while Harris and Kahn were the top choices, "a number of respondents" also said that they have been "harassed" by the various companies—principally Kahn and Harris—attempting to promote their systems.

FCC's plan for New Jersey U's gets mild reception

Comments on proceeding suggest plan for six new stations may not solve problem; some propose switching ch. 9 slot from New York

Though the FCC has extended until July 8 the deadline for comments on its proceeding on how best to utilize New Jersey television assignments, it has received a few comments in another arm of that proceeding—a proposal to provide New Jersey with six new UHF stations.

The action the FCC is proposing would make UHF channel assignments available in Asbury Park (ch. 60), population, 16,533; Atlantic City (ch. 62), population 47,859; Newton (ch. 63), population 7,297; Vineland (ch. 55), population 47,399; West Milford (ch. 66), population

Future is now. Proposed Intelsat building is futuristic in appearance but will be set back in 12-acre wooded site to blend with Northwest Washington neighborhood (BROADCASTING, April 21). Plan of Australian architect John Andrews has satisfied at least one critic. Wolf Von Eckardt, writing in Washington Post, said proposed new quarters "is the first institutional building in Washington, or anywhere, to herald a new architecture, perhaps the New Architecture . . . Human comfort, energy efficiency and respect for the site and the cityscape are not separate features of [the] building, but the elements and functions that form the design." Cost of project, due for completion in 1983, is $30 million.
Satellites: flying the crowded skies

Demand for orbital slots exceeds supply; FCC tries to get on top

The demand for orbital slots for domestic communications satellites became so great that the FCC set May 1 as a deadline after which all satellite applications would have to wait until all the applications filed before the deadline are run through the mill.

The FCC's files are now full of applications, many inspired by the announcement of the deadline, staking claims on the few desirable orbital slots that remain and describing plans for the launch of satellites to replace the aging first generation. The map and accompanying explanation summarize these files.

For purposes of clarity, the satellites operating in the C band and K band frequencies as well as the hybrid satellites using both frequency bands are shown on different arcs. In reality all satellites orbit above the equator at the same geosynchronous altitude of 22,300 miles.

The number of domestic communications satellites that can be placed in orbit is limited primarily by the same thing that limits broadcast stations on earth - radio interference. Since satellites use the same set of frequencies, it is, as a general rule, to maintain four degrees separation between satellites using the C band frequencies (3.7 ghz-4.2 ghz for downlinking and 5.9 ghz-6.4 ghz for uplinking) and three degrees separation for satellites using the K band (the term K-band is somewhat misleading as it now includes several different bands in the 11 ghz-14 ghz range).

Satellites are also confined to the orbital arc between 55 degrees west longitude and 136 west longitude. Beyond these points, it is impossible for a satellite to serve the entire continental United States and even at the extreme ends of the arc the elevation angles needed by the earth stations that send and receive signals from the satellites are so low as to be impractical for service to some parts of the country. Given the 55-136 degree arc, there are 21 orbital slots available for operation in the C band. But if the demands of the satellite carriers are accepted as the parameters for which orbits are practical, this number is reduced to the 12 slots between 75 degrees and 136 degrees (there are actually 16 slots but four are allocated to Canada).

Of these 12 slots, eight already have operational satellites and the remaining four are being contested.

In contrast to the C band “arc,” the K band is wide open. There is only one satellite currently using the frequencies in the western hemisphere, the Canadian B-I hybrid at 109 degrees. There are, as the map shows, several proposed satellites that plan to use the K-band. Western Union Space Communications, a sister company of Western Union, has requested this slot for Westar II now there when it expires. That would free this slot for use by Western Union's second Advanced Westar hybrid (see 83 degrees).

To 95 degrees. Proposed—Comsat Comstar III; Proposed—AT&T satellite. AT&T has asked to launch its own satellite to replace Comstar satellite it currently leases from Comsat.

At 99 degrees. Proposed—Western Union Westar IV, Western Union has proposed moving Comstar I into same slot with Comstar II. By using just 24 transponders of 24 transponders on each satellite, they would not interfere with each other and each would conserve life extending energy. AT&T satellite would be launched when both satellites expire.

Brazil all have laid claim to this slot. Hughes has requested this slot, along with 132 degrees and 79 degrees for three-satellite system it hopes to have operational by mid-1982. Western Union wants it for Westar V and Brazil wants it for another of its SBTS satellites. The SBTS may or may not be mutually exclusive with the domestic satellites (see 60 degrees).

At 79 degrees. Proposed (in contest)—Hughes's second satellite (see 75 degrees). Western Union has requested this slot if it is unable, due to competition, to be assigned 83 degrees (see below).

At 83 degrees. Proposed (in contest)—RCA has asked to launch Salcom IV into this slot in 1981. But Southern Pacific Communications has also requested it to accommodate one of the two hybrid satellites of its proposed system in early 1983. SPC wants to fly other satellite at 132 degrees beginning in late 1982. Western Union has also requested this slot for Westar I, which it wants to move in from 99 degrees to make room for Westar IV there. Western Union also plans to fly the first of its Advanced Westar hybrids here when Westar I runs out of fuel in 1982.

At 87 degrees. Operational—Comsat Comstar I; Proposed—AT&T satellite. AT&T has asked to launch its own satellite to replace Comstar satellite it currently leases from Comsat.

At 91 degrees. Operational—Western Union Westar III, launched in August 1979; Proposed—Western Union Advanced Westar hybrid. Western Union plans to move Westar III to 123.5 degrees to replace Westar II now there when it expires. That would free this slot for use by Western Union's second Advanced Westar hybrid (see 83 degrees).

At 95 degrees. Operational—Comsat Comstar II; Proposed—AT&T satellite. As at 87 degrees, AT&T has proposed replacement satellite for currently orbiting Comstar. To extend life of Comstar I and Comstar II, now at 99 degrees, Comsat has proposed moving Comstar I into same slot with Comstar II. By using just 24 transponders of 24 transponders on each satellite, they would not interfere with each other and each would conserve life extending energy. AT&T satellite would be launched when both satellites expire.

At 99 degrees. Operational—Western Union Westar II; Proposed—Western Union's Westar IV. Western Union has proposed moving Westar II to 83 degrees in 1982 to clear slot for Westar IV.

At 104 degrees. Operational—Canadian Anik I.

At 106.5 degrees. Operational—Canadian Anik II.

At 109 degrees. Operational—Canadian Anik B-I hybrid.

At 114 degrees. Operational—Canadian Anik III.


At 123.5 degrees. Operational—Western

17,304, and Wildwood (ch. 34), population 4,110.

To accomplish the assignment of these six additional channels, assignments from other communities in neighboring states would have to be deleted. The threatened channels are unoccupied and unapplied for, except one, ch. 60, Bethlehem, Pa., for which there is a pending application.

Representative Andrew Maguire (D-N.J.), in a letter to the FCC, said that although he is not opposed to the UHF proposal, he is "skeptical" of its "usefulness." He believes that it is "exceedingly difficult" for UHF's to thrive in a market where all antennas are aimed at the VHF stations north and south of the state.

Maguire did offer a solution, though. He feels that if the FCC's decision to revoke RKO's licenses for its stations in New York, Boston and Los Angeles (BROADCASTING, Jan. 28) is upheld, it would provide a final solution to the problem. Maguire asked the FCC to consider assigning ch. 9, now occupied by RKO's WOR-TV New York, to New Jersey.

The New Jersey Coalition for Fair Broadcasting agreed with Maguire in the request for ch. 9. The coalition said it did not believe that the UHF proposal would provide needed television service in New Jersey. "The basic problem," according to the group, is "lack of VHF service."

The New Jersey Public Broadcasting Authority endorsed the proposal wholeheartedly, and asked that the ch. 66 facility in West Milford be assigned to it so it could serve northern New Jersey.

The Association of Public Broadcasting, the Pennsylvania Public Broadcasting Service, said the commission should adopt the proposal as long as it is not to the detriment of television service in the state of Delaware. "The cost of the commission proposal to Delaware is very great compared with the limited benefits which would accrue to New Jersey ..."
KEY:  ● IN ORBIT
       ○ APPLIED FOR

Today and tomorrow in domestic communications satellites

This polar projection of the northern hemisphere shows where the 20 orbital slots now existing and proposed in the C band and the nine existing and proposed in the K band are positioned in terms of degrees of west longitude. (Hybrid satellites operate on both C and K band frequencies.) Although this diagram shows them in different arcs, in actuality all would be at the same 22,300 miles altitude over the equator. And although each slot is indicated at a point in space, at that distance one degree of longitude equals over 400 statute miles, leaving ample room for each satellite to maneuver within its assigned space. Each of the existing and projected satellites is described in the accompanying story.

Union Westar II; Proposed—Western Union Westar III. When Westar II expires, Western Union plans to replace it with Westar III, launched just last August at 91 degrees. Westar III’s place at 91 degrees will be filled by one of the Advanced Westar hybrids.

At 128 degrees, Operational—Comsat Comstar I; Proposed—Comsat Comstar IV and AT&T satellite. Under current proposals at FCC, Comsat will launch Comstar IV, heretofore the ground spare, into this slot and move Comstar I over to 95 degrees where it will fly alongside Comstar II (see 95 degrees). The AT&T satellite will be launched in 1986, near the end of Comstar IV’s design life.

At 132 degrees, Proposed (in contest)—RCA Satcom III-R, Southern Pacific Communications second hybrid satellite (see 83 degrees) and Hughes’s third satellite. RCA hopes to launch Satcom III-R in 1981 and erase memories of ill-fated Satcom III that disappeared in space three days after launch.

At 135–138 degrees, Operational (at 135 degrees)—Satcom I; Proposed (at 136 degrees)—Satcom I-R. Since Satcom I is scheduled to run out of gas in 1983, RCA has proposed launching replacement satellite in October 1982. Satcom I-R is currently flying at 135 degrees, but when satellite is launched at 132 degrees it will be bumped one degree west to maintain four degrees separation.

At 91 degrees, Proposed—Western Union’s second Advanced Westar hybrid.

At 100 degrees, Proposed (in contest)—GTE’s satellite and Satellite Business Systems SBS III.

At 103 degrees, Proposed (in contest)—GTE’s second satellite and Satellite Business Systems SBS II.

At 106 degrees, Proposed—Satellite Business Systems SBS I.

At 109 degrees, Operational—Canadian Anik B-1 hybrid.

At 112.5 degrees, Proposed—Anik C-1.

At 116 degrees, Proposed—Anik C-2.

At 132 degrees, Proposed—Southern Pacific Communications second hybrid satellite and Western Union’s first Advanced Westar hybrid.

Broadcasting May 19 1980 89
AMST takes new tack in fighting ch. 6 interference

It asks NTIA to use funding power to force noncommercial FM's to clean up signals

The Association of Maximum Service Telecasters has asked the Administration's communications arm to help stop the spread of and reduce educational FM interference to television channel 6 interference.

AMST filed a petition with the National Telecommunications and Information Administration urging it to use its funding authority under the Public Telecommunications Act to provide FM stations with a "strong incentive" to take steps to remedy the "impairment and losses of television broadcast service they cause.

AMST recognizes that NTIA does not have the authority to order FM stations to take these steps, and offered suggestions as to how a remedy can be achieved. First, AMST said, "no application for funds for construction of a new educational FM station or changes in facilities of an existing station" should be granted unless the applicant shows that no interference to television broadcast reception would be caused.

Second, the petition said that "existing educational stations should be required to use funds granted by NTIA to finance projects to eliminate interference to channel 6 service before being permitted to use such funds for any other purpose." AMST added that if changes in facilities cannot be accomplished without substantially reducing a station's existing service area, "then priority should be given to applications to finance comprehensive on-going programs to install and maintain filters to help eliminate or at least reduce the interference."

AMST said that by requiring the FM stations to use the funds first for reducing television reception interference, they would clearly strengthen their capability to service the public.

The National Association of Broadcasters has filed a brief with NTIA supporting AMST's petition. NAB believes the interference problem is "severe" and that there is a need for "prompt government action" in the overall allocations process, by offending FM stations on a "case-by-case" basis.

AMST also has filed reply comments with the FCC in its educational FM proceeding. AMST reiterated its concern to the FCC that programs must be implemented immediately to deal with FM interference to television reception through improvements in receivers and related technologies.

AMST, which submitted its own set of proposed standards for FM interference, said that "no action should be taken on any application for an educational FM station whose facilities would not meet those standards." AMST added that if the FCC feels that this step cannot be taken without further proceedings, then an oral argument should be scheduled "without delay." AMST explained that in urging the FCC to take immediate action on the matter of FM interference, its was not abandoning its support for a table of FM educational assignments. AMST noted that both the Corporation for Public Broadcasting and National Public Radio have filed comments, each suggesting a table of assignments for FM educational channels, during the course of this proceeding (BROADCASTING, Jan. 28) and that these "intramural" debates on the best alternative will take time to resolve. However, AMST told the commission that these debates should not stop the FCC from acting now "to preserve and improve the public's existing television channel 6 broadcast service."

New mobile service could open UHF spots in some cities

The FCC is considering implementation of a nationwide cellular mobile communications system that would greatly increase the capacity for mobile telephone service.

At present, the demand for mobile services far exceeds the available channels. But last January, the commission issued a notice of proposed rulemaking to examine how 40 mhz in the UHF TV band, set aside in 1975 for mobile telephone use, could be used to provide more service.

The cellular system, which the commission believes will offer the best means for meeting future demands of the mobile communications market, allows for the use of each radio channel many times in separate zones, or cells, within an area. When a mobile customer moves from one cell to another, electronic switching equipment transfers the call to the next cell—each cell ranging in size from one to eight miles in radius.

Two experiments with cellular technology have been going on, one in the Chicago area and one in the Baltimore-Washington area. Interested parties recently filed comments with the FCC on how the space allocated for cellular service should be used.

According to the Association of Maximum Service Telecasters, cellular technology could, conceivably, lead to a number of UHF TV assignments opening up.

At present, approximately 35 TV assignments in 13 of the largest markets can't go on the air because of temporary sharing of UHF channels 14-20 by broadcasting and land mobile.

AMST said that licensees of small land mobile systems could be expected to shift to cellular systems, and the commission could shift other lower band users to cellular systems or to more efficient private systems at a different frequency, thereby reclaiming the lower bands for other assignments.

AT&T has recommended that in addition to the 40 mhz already allocated to cellular service, an additional 20 mhz of adjacent reserve frequencies be used for cellular systems.
As compiled by BROADCASTING May 5 through May 9 and based on filings, authorizations and other FCC actions.


### New Stations

**TV application**
- Wichita, Kan.—Columbia-Kansas TV Ltd. seeks ch. 24; ERP 2570 kw vis., 247 kw aat. HAT. 1201 ft. alt., height above ground: 1065 ft. Address: Box 36169, Houston, Tex. 77036. Estimated construction costs: $2,843,000, first-quarter operating costs: $618,857; revenue: $433,383. Legal counsel: Wilmer & Scheiner. Wash.: consulting engineer: Jules Cohen & Assoc. Principals: Columbia Communications Inc. (general partner) and limited partners. Columbia Communications is owned by Columbia Communities Inc. Houston-based investment corp. (55%) and Lee Henne (5%). Communities is owned by Richard A. Rudy and Harold S. Goldstein (40% each) and Louis Freedman (20%). Rudy is president and Goldstein and Freedman vice presidents of Communities which invests primarily in real estate and communications properties. Hanna is former vice president of NBC and currently owns New York television consulting firm. Communities has 40% interest in four cable franchisees under construction in Houston vicinity. Rudy and Goldstein both have additional 33.3% interest in cable system being built in Houston area (Blue Ridge CATV Inc.). Two are also 33.3% (each) owners of co. that has 45% interest in Westland CATV Ltd., franchisee of system covering part of Houston. Columbia Communities also is an additional owner of new UHF in Des Moines, Iowa (BROADCASTING, Apr. 21). Ann. May 7.

**FM actions**
- Grass Valley, Calif.—ALJ Lozano granted merger agreement between Nevada County Broadcasters (granting its application) and Morder Lode Broadcasters (dismissing its application) for 92.1 mhz, 290 kw, HAA 980 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost $9,570; first-year operating costs: $6,975; revenue not given. Format: MOR. Principal: Carroll E. Brock, who has various business, real estate and energy exploration interests. Brock is also applicant for FM at Healdsburg, Calif. Ann. March 4.
- Corpus Christi, Tex.—ALJ Fryksa dismissed radio KKCT Inc’s application for 99.1 mhz, 100 kw. HAA 752 ft. P.O. address: 701 Benys Road; Corpus Christi 78405. Estimated construction costs: $90,404; first-year operating cost $93,000; revenue $102,000. Format: Spanish. Principals: Manuel G. Davila, his son Manuel Davila Jr. (40% each) and Willie G. Eganor (20%). They also own KKCTAM (AM) Corpus Christi and KEDA (AM) San Antonio. Tex. (BC Docs. 79-223-26). Action May 2.

**Ownership changes**
- KCON (AM) Conway, Ark. (AM: 1230 khz, 1 kw; D- 250 w-N) Seeks license of assignment from Conway Broadcasting Co. to KCON Broadcasting Co., for assumption of liabilities ($337,000 plus interest).

**Applications**
- KCON (AM) Conway, Ark. (AM: 1230 khz, 1 kw; D- 250 w-N) Seeks license of assignment from Conway Broadcasting Co. to KCON Broadcasting Co., for assumption of liabilities ($337,000 plus interest).

**FCC tabulations as of March 31, 1980**

| Commercial AM | 4,546 | 3 | 0 | 4,588 | 104 | 4,692 |
| Commercial FM | 3,185 | 2 | 0 | 3,185 | 0 | 3,185 |
| Educational FM | 1,030 | 0 | 5 | 1,035 | 96 | 1,131 |
| Total Radio | 8,741 | 5 | 15 | 8,781 | 361 | 9,142 |

**Summary of broadcasting**

**For the Record**

Sellers: Gerald Keith and Paul Coates (29% each), J. W. Rowe (21%) and Yancy Reynolds (20%). Keith and Coates own 10% and 7% (respectively) of KXJA (AM) Hope (see below) and 25% and 15% (respectively) of KUBIT (AM) Fortdce, Ar; Buyer: Mudge Clayton (35%); Billy F Johnson (25%), wife Rosanne 32% and Paul J. Holt, who owns 10% each. Clayton is former president and principal owner of KCON. Johnson is Conway banker. Rosanne Johnson and Melba Weasle are partners at KCON with W. Weasle. Wagner is partner at KCON. Logan is reporter for KCON. They have no other broadcast interests. Ann. May 5.

- KXAB (AM) Hope, Ar.; (AM: 1490 khz, 1 kw-D); 220 w-N) Seeks assignment of license from KXJA (AM) Hope, Ar; for 91% from Arch Wylie (56% before; none after) to James M. Mason and Jerry G. Westmoreland (17% before; 72% after). Consideration: $356,000. Principals: Wylie has no other broadcast interests. Mason is chief engineer, director of operations and current 100% owner of station. Westmoreland is general manager and 7% owner of station. Band with 36% election after completion of transaction. Interests of other four stockholders (none of whom owns more than 10%) will not be affected. Transferees have no other broadcast interests. Ann. May 5.

- WVLJ (FM) Monticello, Ill. (FM: 105.5 mhz, 3 kw) Seeks assignment of license from WVLJ Broadcasting Inc. to Sound Alternatives Inc. for $140,000. Seller: Dick Buck (75%) and Richard Teubner (25%). Buyer: Joseph D. Richard Teubner (91.6%) and Virginia Bingham (10%). Buck also owns 66.33% of WVTL (FM) Mon- ticello, 50.5% of WPD(FM) Columbia City, both In- diana, and 100% of KRB (AM) Monroeville. Ar;. McLENN owns one third of WVTL and 30% of WPD(F. Teubner is one of buyer principals. Buyer: Roy J. McLENN and Richard Teubner (40% each). Ronald L. W. Weisshaar (20%). Kieven is chief engineer of WVLJ. He also owns Cisco, Ill., firm. Teubner is vice president and general manager of station for which he is salesmen for same. They have no other broadcast inter-

- WLCI (FM) Lowell, Ind. (FM: 107.1 mhz, 3 kw) Seeks license of assignment from William J. Dunn to White Advertising Metro Inc. for $550,000. Dunn has no other broadcast interests. Buyer: Dean V. White and family (100%). He runs family held corporation which is involved primarily in outdoor advertising but also has interests in charter air plane ser-

- KEUN (AM) Eunice, La. (AM: 1490 khz: 1 kw-D; 250 w-N) Seeks transfer of control of Tri-Parrish Broadcasting from existing stockholders (100% before; none after) to Kari R. DeOtte, F.I. DeOtte; E. Warner Voltien and Joseph D. Voltien (none before; 100% after). Consideration: $633,500. Principals: Paul H. DeOtte Jr. (23.85); Roland Fink and Vincent Rich (20% each). Joseph Rich (10%) and five others. DeOtte owns 19% of KVPJ-AM-FM Ville Platte, and 21.25% of KFAA-AM Franklin, both Louisi-

- WTNC-AM-FM Thomasville, N.C. (AM: 790 khz, 1 kw-D) Seeks assignment of license from Thomasville Broadcasting Co. to Radio Thomasville Inc. for $415,000 plus $127,500 non-competitive agree-

*Special temporary authorization
**Includes off-air licenses

For the Record May 19 1980

Jacobs Jr.. (50.5 %). Laubach have no owner. It 5.

Ann. -TV Facilities changes transfer of control of Wichita, Parkersburg, Hartford, and other broadcast.


BROADCASTING, Aug. 20, 1979. Buyer is owned by Frank A. Jacobs Jr., Jeffrey A. Minsel, Trevor E. Thorington, Joe Oaks and Bradford Carson (17% each) and Sullivan Brown (14%). Jacobs is Windsor, Conn., realtor. Menzel is employee of Hartford, Conn., broadcasting training school. Thorington and Brown work for Hartford insurance companies; Oaks is supervisor of jet engine plant in Hartford, and Carson is Hartford investment banker. They have no other broadcasting interests. Action May 1.

WAVS(AM) - For Lauderdale, Fla. (AM: 1190 kHz, 5 kW) - ALJ Chackchik dismissed application for assignment of license from Radio WAVS Inc. to Gore Broadcasting of South Florida for $300,000 including $182,000 in liabilities. Seller: Jordan E. Ginsburg, son Scotti and Roy H. Bresky who have no other broadcasting interests. Buyer: Harold W Gore (principal), who has sold subject to FCC approval, WTVOW(AM) Towson, Md., WGOR(AM) Toledo and WZIP(AM) Cincinnati, both Ohio (BROADCASTING, March 24) and KLIT(AM) Pomona, Calif. (BROADCASTING, Feb. 4). He also owns WINQ(AM) Tampa, Fla., and part of KB2T(FM) San Diego (BC Doc. 10-17). Action May 2.

Application

WWGS-TV Philadelphia - Seeks mod of CP to change ERP to 709.6kw(11) vis: 177.4kw(uar); change type trans. Ann. May 9.

Broadcasting May 1980

Facilities changes

Action

WROI(AM) Glen Burnie, Md. - Granted CP to increase ERP for 1 kW. Action Apr. 24.

Allocations

Petitions

Loogoorie, Ind. - Charles N. Cutler requests amendment FM Table of Assignments to assign 94.3 mhz to Loogoorie, Indiana. This petition for rulemaking will be treated as counterproposal in BC Doc. 80-74. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. no later than date on which reply comments are due, rather than within 30 days after date of this public notice. Ann. May 7.

Vincences, Ind. - Original Co. requests amendment FM Table of Assignments to assign 92.3 mhz to Vincences, in lieu of previously requested 102.3 mhz (RM 3369). Ann. May 7.

Spirit Lake, Iowa - Paul C. Hedberg requests amendment FM Table of Assignments to assign 103.9 mhz to Spirit Lake (RM 3649). Ann. May 7.

Wiggins, Miss. - Community Broadcasting Co. Inc. requests amendment FM Table of Assignments to assign 95.3 mhz to Wiggins (RM 3650). Ann. May 7.

Los Lunas, N.M. - Frieda Brasier et al. request amendment FM Table of Assignments to assign 102.3 mhz to Los Lunas (RM 3648). Ann. May 7.

Millburn, Ohio - Dale J. Davis requests amendment FM Table of Assignments to assign 101.9 mhz to Millburn (RM 3647). Ann. May 7.

KFTI(AM) Centzal-Chehalis, Wash. - Requests amendment FM Table of Assignments to assign 96.1 mhz to Chehalis. This petition for rulemaking will be treated as counterproposal in BC Doc. 80-37. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. no later than May 22, 1980, which is extended reply comment date, rather than within 30 days after date of this public notice. Ann. May 7.

Actions

Corning, Calif. - In response to petition by Valley FM Radio for proposed assignment to 100.7 mhz and 92.1 mhz to Corning, comments due June 30, replies July 21 (BC Doc. 80-203; RM-3422). Action May 1.

 Lewiston, Idaho - In response to petition by The Church of the Day of the Waters Evangelica Association for proposed assignment 95.9 mhz to Lewiston as its third FM assignment, comments due June 30, replies July 21, Canal Concurrence must be obtained (BC Doc. 80-200; RM-3322). Action May 1.

Auburn, Me. - In response to petition by Great Down East Wireless Talking Machine Co. proposed substitution for 91.9 mhz at Auburn, comments due June 30, replies July 21, Canadian concurrence must be obtained (BC Doc. 80-204; RM-3421). Action May 1.

Pecos, N.M. - In response to petition by Sierra Communications Corp. proposed assignment 105.9 mhz to Pecos, comments due June 24, replies July 14 (BC Doc. 80-196; RM-3445). Action Apr. 25.

Santa Fe, N.M. - In response to separate two petitions by Robert C. Burris and Sigge M. Burris and Frederick Daniel Marcly proposed assignment 104.1 mhz and 105.1 mhz respectively to Santa Fe, comments due June 24, replies July 14 (BC Doc. 80-195; RM-3185, 3441). Action Apr. 25.

Lawton, Okla. - In response to petition by Linda A. Meyer proposed assignment 95.3 mhz to Lawton as its third FM assignment, comments due June 24, replies July 14 (BC Doc. 80-195; RM-3427). Action Apr. 25.

Goose Creek, S.C. - In response to petition by William K. Durst proposed assignment 101.7 mhz to Goose Creek as its first FM assignment, comments due June 30, replies July 21 (BC Doc. 80-202; RM-3234). Action May 1.

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Ann. May 7.

Grand Valley, Colo.—Garfield County seeks CP for new VHF translator on ch. 13 (TPO: 10 w; HAAT: 30 ft) to rebroadcast indirectly KRM(TV) Denver. Ann. May 7.

La Veta, Colo.—Univ. of Southern Colorado seeks CP for new VHF translator on ch. 3 (TPO: 1 w; HAAT: 35 ft) to rebroadcast directly KTS(TV) Pueblo, Colo. Ann. May 5.

Merrill, Ore.—Southern Oregon Education Co. seeks CP for new VHF translator on ch. 4 (TPO: 5 w; HAAT: 20 ft) to rebroadcast directly KSY(TV) Medford, Ore. Ann. May 4.

San Luis, Colo.—Univ. of Southern Colorado seeks CP for new VHF translator on ch. 2 (TPO: 1 w; HAAT: 23 ft) to rebroadcast indirectly KTS(TV) Pueblo, Colo. Ann. May 5.

Sutank, Colo.—Garfield County seeks CP for new VHF translator on ch. 4 (TPO: 5 w; HAAT: 30 ft) to rebroadcast indirectly KRM(TV) Denver. Ann. May 7.

Lordsburg, N.M.—Regents New Mexico State Univ. seek CP for new VHF translator on ch. 2 (TPO: 10 w; HAAT: 30 ft) to rebroadcast directly KRW(TV) Las Cruces, N.M. Ann. May 7.

Oregon Canyon, Ore.—John E. Chase seeks CP for new VHF translator on ch. 11 (TPO: 1 w; HAAT: 12 ft) to rebroadcast directly KVI(TV) Nampa, Idaho. Ann. May 7.

UHF applications

Alamosa, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 55 (TPO: 100 w; HAAT: 80 ft) to rebroadcast indirectly KTS(TV) Pueblo, Colo. Ann. May 5.

Salida, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 53 (TPO: 100 w; HAAT: 20 ft) to rebroadcast directly KTS(TV) Pueblo, Colo. Ann. May 5.

Trinidad, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 69 (TPO: 100 w; HAAT: 28 ft) to rebroadcast directly KTS(TV) Pueblo, Colo. Ann. May 5.

Walsenburg, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 56 (TPO: 100 w; HAAT: 75 ft) to rebroadcast directly KTS(TV) Pueblo, Colo. Ann. May 5.

Providence, R.I.—Boston Heritage Broadcasting Inc. seeks CP for new UHF translator on ch. 48 (TPO: 100 w; HAAT: 304 ft) to rebroadcast directly WQTV(TV) Boston. Ann. May 7.

Satellites

Pierce TV Cable Service for Pierce, Idaho (D0100) new system.

Ohio Valley Cable Corp. for Sistersville, W. Va. (WV0168) add signal.

Horizon Communications Corp. of Indianapolis for Mount Vernon, Ind. (N1005) add signal.

Teleprompter of Tucumcari for Tucumcari and Quay, both New Mexico (NM0022, 65) add signal.

Hillsboro Cable Inc. for Hillsboro, Kan. (KS0166) new system.

Shuck Electric Inc. for Grand Ronde, Ore. (OR0228).

Claremore Cable Television for Claremore, Okla. (OK1012) add signal.


Audubon Electronics Inc. for Medford, N.J. (NJ0410) add signal.

Selkirk Communications Inc. for Sea Ranch Lakes, Fla. (FL0463) add signal.

Silver Screen Inc. for Dallas, Tex. (TX0618) new system.

Cable of Chicago et al for Hodgkins, Ill. (IL0681) new system.

Runnells Clive et al for Missouri City, Stafford and Alief, all Texas (TX0613-17) new system.

River Bend Cablevision Inc. for West Bend, Wis. (WI0218) new system.

Cheaha Cablevision Inc. for Childersburg, Ala. (AL0198) new system.

Metro Cablevision Inc. for East Detroit, Mich. (MI0433) new system.

Cox Cable of Yakima Inc. for Yakima, Wash. (WA0307) new system.

First Illinois Cable TV Inc. for Rochester, Ill. (IL0386) new system.

The Las Colinas Association Inc. for Las Colinas, Tex. (TX0619) new system.

Bazline Cable Inc. for Bazline, Kan. (KS0219).

Gloucester County CATV Associates et al for National Park and Greenwich, both N.J. (NJ0423. 24) new system.

Gulfstream Cablevision Inc. for Tarpon Springs, Fla. (FL0488) new system.

Panhandle TV and Cable Co. Inc. for North River, Augusta and Shanks, both West Virginia (WV0619-21) new system.

Cablevision of New Jersey et al for Woodcliff Lake and Old Tappan, both New Jersey (NJ0425) new system.

United States Department of Energy for New Shoreham, R.I. (RI0002) new system.

Coconut Creek Cable TV Inc. for Coconut Creek, Fla. (FL0489) new system.

New England Cablevision Inc. for Farmington, N.H. (NH0084) new system.

Warner Annex Cable Communication Inc. for Barstow, Calif. (CA0068) new system.

Community Communications Co.—Boulder, Colo. (5 m; Hughes: E2097).

Northern Video Inc.—Benson, Minn. (5 m; S-A: E0998).

OVC Telecommunications Inc.—Lebanon, Ky. (4.6 m; S-A: E2099).

CATV of Burlington Inc.—Burlington, Iowa (5 m; S-A: E2100).

Chariton Cablevision Inc.—Chariton, Iowa (5 m; Hughes: E2101).

Hawkeye Communications Inc.—Leon, Iowa (5 m; Hughes: E2102).

Hi-Net Communications Inc.—Covington-Cincinnati, Ky. (5 m; Microdyne: E2103).

Metromedia Inc.—Washington, D.C. (4.6 m; AFC: E2104).

Colfax Cable TV—Colfax, Wash. (5 m; S-A: E2105).

Skatook Cablevision—Skatook, Okla. (5 m; Comtech: E2106).

Hominy Cablevision—Hominy, Okla. (5 m; Comtech: E2107).

Hi-Net Communications—High Point, N.C. (4.6 m; S-A: E2108).

Waseca Cable Television Inc.—Waseca, Minn. (5 m; S-A: E2109).

Spencer Community Antenna System—Spencer, Iowa (5 m; S-A: E2110).

Marsh Media of Smithville Inc.—Smithville, Tenn. (4.6 m; S-A: E2111).

Earth station grants

Community Cable Service—Logan, Ohio (E2018).

Continental Cablevision of Ohio—Springfield, Ohio (E2019).

Paxton Community Antenna System Inc.—Paxton, Ill. (E2021).

Caribbean Communications Corp.—St. Thomas, V.I. (WJ034).

Mutual Broadcasting—Downe眉毛 Groove, Ill. (WS41).

Call Letters

Applications

Call Sought by

KDFX-FM Delta Radio Co., Delta, Colo.

WGSR Boswell & Dingler, Greensboro Ga.

WCOME-FM Frank A. Delle, Jr., Dover-Foxcroft, Me.

Existing AM's

KPRZ KIS Los Angeles.

KBLW Logan, Utah

Existing FM

WZZY WJUC Winchester Ind.

Grants

Assigned to

Existing AM's

KKCM Klamath Broadcasting, Waite Park, Minn.

KHND Sharmack Communications Inc., Harvey, N.D.

New FM’s

KLJL Cajun Broadcasting Inc., Moreauville, La.

WXMR Donald Manoff, Lexington, Mass.

WHYK Nyack College, Nyack, N.Y.

WZMB East Carolina Univ., Greenville, N.C.

Existing FM’s

KCRX KIAT Roswell, N.M.

WECK WNIA Cheektowaga, N.Y.

WGMW WEOO Smithfield, Va.

New AM’s

KCRK KJZZ Anchorage, Alaska.

KKEG KKEG Hawaii

WCRK WCOM Chicago

WCKG-FM WCTO-FM Cambridgeville, Ky.

KDOC KDNT-FM Denver, Colo.

HELP WANTED MANAGEMENT

The Robert Engstäd Group broadcast with properties from Montana to Florida is filling a few key management positions for Account Executives and sales managers... If you have a record of success and are looking for an opportunity to join a professional, aggressive, growing group... respond now. Send resume immediately to Jerry Gutensohn, WTNT Radio, Box 1047, Tallahassee, FL 32302.

Sales Manager for central Maine MOR class IV. Successful applicant will sell, train and motivate sales department. EOE. Box E-78.

General Manager small market AM and to put Class FM on air. Pleasure Western New York state location. Excellent compensation plus meaningful profit participation. Should be strongly oriented toward sales and community involvement. EOE. Call 312-433-0802 or send resume to Box E-120.

Radio station engineer/television studio manager for mid-sized television station and菲特公司. Ability to serve as manager/engineer for an educational FM station. Knowledgeable of FCC regulations. Ability to repair, service, and maintain audio-visual equipment. Duties including management of color television operations. Salary dependent on background and experience. Application and resume to be sent to Mr. Robert Fraser, Principal.

Aggressive, experienced, sales-oriented person to manage a successful FM station in medium-size Northern Wisconsin City. Send a confidential resume to: Box E-142.

Looking for experienced manager strong on sales, who can handle a new beautiful music station in deep south market of 40,000. Our manager is already a pro, and is looking for possible equity. J. Boyd Ingram, President, Superior Broadcast Group, PO Box 73, Baisvil, ME 04306.

Major market looking for a Sales Manager to motivate local sales staff by leadership and utilization of sales tools including research. Must be able to maintain strong personal relationships. Excellent opportunity for the right professional. Excellent benefits, incentives and fringe. EOE. Box E-154.

HELP WANTED SALES

Virginia growth oriented station in recession immo market offers first year earnings of $25,000 plus for a seasoned account executive. If you believe your time should be spent selling, we agree. We provide a budget for you to hire your own personal advertising administrative assistant, to assist with your paperbacks and service calls. Send resume to Manager, WKCX, PO Box 1107, Harrisonburg, VA 22801.

Sales Manager and Account Executives needed for expanding sales department Eastern Massachusetts AM. Excellent opportunity for aggressive growth oriented individuals. Box E-132.

Very successful South Florida radio station seeking experienced salesperson for expanding sales force. Excellent pay and benefits. Equal Opportunity Employer. Send resume to Box E-122.

Can you sell time only for station in 100,000 CT market? We've got product, CP for night, but just 1 salesman. We're looking for right person. You? Respond to: WAMM, 21 Colony Street, Medline, MI 48640. An EOE.

Florida - 30,000 immediate pop. market size. I need a pro - you do it, wear em down or RAB. Do it your way and make us both big S. Partners in profit. Please don't and in final bid unless you have a proven sales record. Age no factor; amount of radio experience same. Station is already making money, but I need you so we can grow. Reply in total confidence to sole owner. Box E-131.


New Southern Oregon FM. Region's most powerful station. Excellent compensation, plus 3 creative, assertive, hard working who know or are willing to learn consultant selling. Sales guarantee $1000 pm. 2805 Irving Way Madison, WI 53713.

2 good people available for eastern Washington college — agricultural market AM/FM. Aggressive, persistent, determined to produce results for clients. Welan Co. station. Start minimum $5, possible $15. EEO, KOI, 509-332-6551.

Experienced Sales Manager, for California, daytimer, who can and will personally sell, recruit, motivate, direct sales staff, community oriented, with successful history of promotional merchandising programs. Resume, references, Box E-148.

HELP WANTED ANNOUNCERS

Talent wanted - Heftel Broadcasting now searching nationwide for dynamic air aces from all formats. This is for all positions on our highly acquired Cincinnati facility Send T & F's, in confidence, to Employment Director, Heftel Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan, Chicago, IL 60611. Send resume and equal opportunity employer - minorities encouraged to apply.

Chicago classical muscle line arts station. You must have fluent pronunciation of major languages and a working familiarity with all periods of classical music. Candidates must be able to evaluate and prepare news for broadcast, and excellent writing/speaking skills are required. This is a full-time position, Combo operation. Send letter detailing interest and resume to: Mc Mace Rosenfield, Chief Announcer, WMT Inc. 500 North Michigan Avenue, Suite 440, Chicago, IL 60611.

Country opportunity for Program Director and/or announcer in northeast Ohio. New country station looking for talented people who want the challenge of building this new format. Strong production, promotion, music necessary Excellent Location, pay benefits. EOE. Box E-32.

Exceptional morning DJ for exceptional radio station needed. WHYN-AM, Springfield. Number one in western Mass. One to one communicator, quick wit, and excellent rapport. Send resume and salary requirements only, no calls, to: Doug Hawkes, Program Director, WHYN AM/FM, 1300 Liberty Street, Springfield, MA 01101.

Top rated Northern Indiana station looking for an afternoon lock with easy relaxed personality who can entertain audience with more than introduction of records. You will be working with other professionals in an MOR format. An excellent opportunity to hone your skills before the big time! Send air-check and resume to Allen Strike, PO Box 699, Elkhart, IN 46515. EOE.

Major southeastern station ... looking for talent. Several days experience. Applicants must be talented, natural, mature and mentally together. All inquiries confidential. Excellent compensation for right people. 4/28/80. EOE. Box E-58.

New Southern Oregon FM, Region's most powerful station. All new equipment. Want announcers with experience to drive in air and production abilities. 2805 Irving Way, Madison, WI 53713.

Maryland adult contemporary daytimer has immediate opening for 1st ticketDJ. Send tape, resume, WSER, 192 Maloney Road, Elkton 21921.

Intelligent, solid voice announcer—recent college graduate or experience needed. Send tape, resume to: WAMM, 21 Colony Street, Medline, MI 48640. An EOE.

KJO is growing again! We need another natural sounding jock/person production. Top 40 or AOR experience preferred. Tapes to Tom Greenough, KJO, 1506 Gibson Ave. Ogden, UT 84404. EOE.

HELP WANTED TECHNICAL

Expanding group owner seeks Chief Engineer with minimum of five years engineering experience for large market directional AM and class C FM. If you know quality audio, work well with programming and management and are ready for a career opportunity working with state-of-the-art equipment, reply with resume and salary requirements to Box E-92.


Our Chief Engineer is moving up. We need a pro to take his place. Growing 1000-watt directional AM in pleasant country community. Send resume to WTWO, Box 10, Ithaca, NY 14850. EOE.

Chief Engineer, KZPP Phoenix, 100 kw FM, 5 kw AM directional. Large group operation looking for hard working perfectionist. Construction, re-building required. Excellent benefits. Contact Scott Hew, PO 3088, Tucson, AZ 85702, 602-624-2431.

Chief Engineer for automated Class A FM in University town, some air time. Work with resumes or call: General Manager, WUUN, 412 West Washington, Marquette, MI 49855. (An equal opportunity employer)

Quality conscious chief needed for Class C in Lake Charles, Louisiana. Informal atmosphere and nice equipment. 15K 318-433-0700 EOE.

A Brazilian radio corporation needs an AM-FM radio project engineer to work in Brazil. Must have experience with HARRI equipment. Minimum contract for one year in Brazil. Salary $30,000 to $35,000 per year plus apartment. Send resume and references to Box E-136.

Chief Engineer, KZPR-FM, Sacramento public radio. Required: BA or higher; experience in supervisory or management position. First Class Radioengineer/Construction License; knowledge of FCC rules; familiarity with audio, FM & RF transmission systems. Salary: $18-22,000. Send resume and 2 letters of recommendations by May 30, 1980 to: Foundation of CHOR, 50 J Street, Adirondack, Sacramento, CA 95819. An EOE.

HELP WANTED NEWS

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market, Box D-145.

Experienced, mature-speaking and aggressive newswoman needed for major market MOR afternoon drive. Self-starter who can communicate with adults. Reply Box E-53.

Opening for a newpaperman. Broadcasting and journalism skills required. Job includes gathering, writing and airing news. Send tape, resume, three references to WSLB, Box 239, Ogdenburg, NY 13869. EOE.

News Director for respected adult news station. Graduate your person department of press. Emphasis on strong delivery with conversational content! Need experienced 2 years+. Beautiful Big 10 city in aggressive media market. Good salary plus benefits in broadcast group. Respond with tapes and resume to Mark Renet KXIC/KKRO. Box 2388, Iowa City IA 52244.

All-News WTOP, Washington, D.C. is need of a News Manager. Applicants should possess a solid background in broadcast news. Must be a creative, investigative mind, and a pair of fork shoes, Resumes, references, and salary requirements to Ed Tobias, Director, News & Programming, WTOP Radio, 15, 4644 40th Street, N.W., Washington, D.C. 20016.
HELP WANTED NEWS
CONTINUED

News Reporter. WBT Radio is still looking for that right combination of experience in street reporting and anchoring. We'll hold the job until we find it. Tapes and resumes c/o Station Manager, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

KRLD Radio is looking for an all news anchor. Minimum 3 years experience in writing, gathering and delivering news. Send resume, tape and salary requirements to Station Manager, KRLD Radio, 7901 Carpenter Freeway, Dallas, TX 75247. EOE.


News and sports combination. Sports play by play sport talk show development and local color. Excellent writing ability. Must be experienced and a good voice. Excellent benefits. Send resumes, tapes to PD, WDSW Radio, Box 2250, Detroit, MI 48226. EOE.

Radio News Director—top 50 market. Must be solid pro with a feel for feature and promotional news. Top station Radio News Director and tape sample of writing and resume to—WROW AM/FM, 341 Northern Blvd, Albany, NY 12204. Attention: Bill Peterson 518-436-4841. WROW is an equal opportunity employer.

News Director for AMFM CBS Affiliate. We want a hard worker with a good voice and willing to assume responsibility for maintaining news leadership in this market. Call or write Cynthia Georgina, WXNE, Keene, NH 03431.

Experienced News Director, (California daytimer) to gather, dig, write, produce actualities, community participating, resumes, references. Box E-162.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

FM Program Director/ Air talent opening. Experience preferred in Top 40. Send tapes and resumes to Andy Bickel, WBWC, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Top rated Southern SW AM seeks experienced Program Director and announcer for C & W format. Excellent opportunity and working conditions. EOE/ME. Send resume to Box E-89.

Program Director/Morning Personality for Modern Combos, 100 glamour market in Sunbelt. Good management experience and good taste, knowledge and good taste. One person needed. Please, no screamers or time and temp people. Send tape and resume to our Dallas office at PO Box 6003, Richardson, TX 75080.

Program Director—Duties: Responsible for overall program schedule, station formats and on-air sound. Responsible for supervising, selecting, planning, producing programming and assist with program related publicity and guide. Qualifications: Bachelor's degree in related field and one to two years' experience at supervisory level. Preferred qualifications include intimate familiarity with classical music genre, pronunciation of names and ability to send delivery. Contact: Joe Hartman, General Manager, WCBU-FM, 1501 W. Bradley Ave, Peoria, IL 61625 WCBU FM (Bradley University) is an affirmative action equal opportunity employer.

Alaska—Kenai Peninsula. Announcer/producer specialist-needed at AM/FM, Cevna's new station. Minimum 2 years experience required. Heavy on production. Only professional need apply. $1600-$1800 per mo. to start. Send resume to KSMRQ-100, Soldotna, AK 99669, 702-262-5811.

Wanted: Continuity/Production Director at KTBB Radio, Tyler, Texas. Looking for an experienced, creative professional. Send tape, copy examples and resume to Larry Wraygler, KTBB Radio, PO Box 929, Tyler, TX 75710.

Program Director to organize and implement information based adult format. Tape, philosophy, resume, compensation requirements to: KNOJ, Box 1, Pullman, WA 590 —332-6551.

New Southern Oregon FM, Region's most powerful station. AM-FM, 341 Northern Blvd, Albany, NY 12204. Experienced Program/Operations Director who can establish objectives and follow through. 2825 Irvington Way, Madison, WI 53713.

SITUATIONS WANTED MANAGEMENT

General Manager. Lengthy experience with exceptional ability in sales, promotion, and management. All other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box E-7.

Station Manager. 13 years experience, 3 years management. B.S., MA, Prefer MOR and Fine Arts. East of Mississippi. Box E-5.

Experienced station manager/sales manager looking for either position in Ohio, Michigan, Indiana. 12 years radio experience offering heavy programming, sales and leadership skills. Take charge individual currently employed in southwestern major market. Box E-62.

Wanted: an opportunity and challenge with a progressive and expanding organization. Your reward, an experienced general manager with 19 years as a successful programmer/sales manager. All other qualifications include heavy sales & promotions. Strong leadership & motivator. Managed both AM & FM in medium and major markets. Track record can be checked. Box E-104.

Young energetic station manager looking for new challenge, proven track record. 17 years in radio currently managing station in 100,000 plus market. Have taken this station to the top. Will relocate almost anywhere. Well versed in FCC rules, regs, renewals, etc. Box E-125.

GM/QSM presently employed Central California Coast looking for opportunity to grow with small to medium market station. 22 years all aspects radio. I'll look at opportunity before SSSSSS. Box E-144.

Religious Radio Station Mgr.—successful medium & major market experience in all aspects of commercial and religious and sales management. Thoroughly professional. Box E-143.

Seventeen years getting results in Sales and Management. Sales and profit oriented with proven ability in motivating, programming, planning, promotion, building and administrative detail. Looking for small to large market challenge with opportunity to invest. Box E-147.

Full-service programmer. Community oriented family man, ten years experience in all phases of radio, sales, East Coast programming, operations, or general management. Box D-2.

SITUATIONS WANTED SALES


Four years of creative, consultant selling with lots of results for two New England radio corporations. Looking for opportunity to work with mentor-type manager. Prefer growing company Box E-158.

SITUATIONS WANTED ANOUNCERS

Black female dedicated, talented, reliable, mature, 3rd. Will relocate immediately. Call for tape and resume. Sharon Givens 312—276-7647 or 312—787-3188.


18-year morning pro wants a New England home. Has music knowledge and production expert. Box E-12.

First ticket plus me are you ready or in need, hard tenacious communication radio or TV, Tech School grad, BA, first phone, military veteran and married. Graphic preference America. EOE. Box E-74.

Witty, warm and wide format experience, including production, sales, management, programming. Am I responsible? Am I looking for a fortune—just to live comfortably Reply Box E-79.

Young black jock air personality 3rd will relocate immediately Knowledgeable, creative, versatile. For tape, resume call 219—845-5978 Clarence Collins, 2912 17th St. Apt. 1, Hammond, IN

Lady announcer wants day shift and 16K. I've worked personality formats in a top 25 market and I'm currently employed. Resume and tape available. Box D-106.

Combo? Yes! I have a first class ticket and personality to go with it. Call Doug Crouse 215—785-6100.

Creative, hardworking desires medium western market. Good personality, strong promotions, in AM, personality, news creation and production. Salary open. Experienced Tape and resume on request. Contact John Duncan, 723 Scramnt Sil, Aurora, CO 80010.

Mr. Rawls' song says it all "You'll never find a better resume than mine." Mature, stable, 29 year old professional seeks move up to a sound talk, talk/news or MOR operation. Box E-168.

This "Country Personality" sells products, service "our" station! No "super pipes" or production "genius" but good copy, promotions, program director, music director, operations manager and sales experience. Top references, maturity and leadership and flexibility in exchange for "home"; palmer small medium market. Box E-125.

Good deep voice, experienced top forty jock, uptempo with production seeks solid gig, east preferred, other areas considered, available now. Box 516—473-0167.

Ready to go! Male DJ know country inside and out! Prefer country Tape and resume ready Matt Swanson, 2149 Hartley Evanston, IL 60201. 312—864-3304.

1st phone jock with limited experience desires OH, Western PA, WV area, any format, any size market. Box E-128.

Versatile D.J. 22, creative, intelligent and five years experience. Special requests. Can work any format. No hype, just quality. Will relocate. tape and resume available. Call or Mike Conin at 312—551-5041. 465 Highest Dr, Wilmette, IL 60091.

Excellent employee. Good pbp, sportscasts, sales contact Dan Magnotta, 314 W 1st St, Prairieville, LA 70769. 318—672-2488 anytime.

Four years board experience, know "modern country" format, one year PBP. T. McGowan 307—672-7985 weekdays 7-11 PM.

AFRTS broadcaster, 12 years on duty, 6 in field, wants to come home. Experienced all phases broadcast, broadcast management. Box E-137.


Employed dependable, conscientious professional seeks advancement to operations manager/public relations. Free to travel. Box E-150.

SITUATIONS WANTED TECHNICAL

Network and major market experience, former assistant director of engineering for group. Heavy experience in AM/FM construction and maintenance. Box E-153.

Broadcasting May 19 1980
HELP WANTED MANAGEMENT

National Sales Manager: job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to: KFYR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Operations Manager: Sunbelt area. Aggressive wants an individual with heavy promotion background for southwestern market. Call, will discuss on phone—Station Manager 713-833-7512. EOE.

Qualified Chief Accountant for TV station in dynamic Top-40 Sunbelt market. Must have broadcast accounting experience. Promotion to Business Manager in sight. Box E-63.

Pacific Northwest network affiliate has immediate needs for a TV Program Director. Must have broadcast management and TV operations experience and knowledge of FCC procedures and program buying. Equal Opportunity Employer. Send resume and salary requirements to: Forest Amcasen, General Manager, King Broadcasting Co., PO Box 24255, Seattle, WA 98124.

Local Sales Manager—NBC affiliate, WESH-TV, Orlando-Daytona Beach TV market. Full administrative responsibility for all local television sales. Requires background of proven sales record. Other media experience, marketing and research background desired. Send resume and salary requirements to: Robert M. Fowles, WESH-TV, PO Box 7697, Orlando 32854.

General Sales Manager—Network Affiliate—second fifty market in Southwest sun belt. Applicants must have a minimum of two years TV sales management with impressive results to show. An Equal Opportunity Employer.

Director Business/Personnel for KOCE-TV (PBS), Huntington Beach, California. Develop and administer operating budgets for KOCE-TV (CCCD) and KOCE-TV Foundation. Broad knowledge of CPB/PBS budgeting, financial and management. Handle personnel, KOCE-TV employees. Negotiate union contracts. SALARY: $59,000. Excellent benefits. To apply contact: Coast Community College District, 1370 Adams Avenue, Costa Mesa, CA 92626. Send resume and salary requirements to the above address. Written notice must be received on or before June 6, 1980. Equal Opportunity Employer-MF.

Top station in southeastern's seventy-first market seeks Promotion Manager. Some experience helpful. Creatively and effectively promote your station. Salary competitive. Send resume to Box E-152.

President/Development Director: Duties: Plan and direct station goals, achievement of community identity, fundraising including memberships, underwriting, grants, volunteers, and special events. Qualifications: background in business management and public relations assisted by the director of broadcasting and staff. Requirements: minimum of 10 years TV station experience, 4 years of upper level PTV station management position with established track record of successful fundraising, minimum B.A. degree, Application Deadline: May 21, 1980. Contact: Mr. Noel Palmer, Chairman, Search Committee, WLW21, 1425 Old Country Road, Plainview, NY 11803.

HELP WANTED SALES

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

Account Executive, North Central ABC top 100 station anxious to fill opening due to retirement. Top list station. Must be experienced either in buying or selling with top resumes. Equal Opportunity Employer Send resume to Box E-149.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV Technician. Must be able to service all TV equipment. Send resume to: Donnelly Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4251 extension 395. An EOE.

maintenance Engineer—two public television stations in Dayton, Ohio. Background in transmitter/ studio maintenance. Must have 1st FCC license and strong "state-of-the-art" knowledge of television. Apply for an excellent benefit program. Apply to WPDT/TV, 3440 Office Park Drive, Dayton, OH 45439. An equal opportunity employer.

Maintenance Technician. Minimum 2 years experience in broadcast engineering. Must have knowledge of recent TV and audio technical background required. Send resume and salary requirements to Ken High, KARM-TV, Box 751, Amatillo, TX 78919. 306-383-3321. An EOE.

HELP WANTED NEWS

Managing Editor—will supervise day-to-day day-to-day operations of news department. Ultimate goal is to gain experience with managerial skills. Strong ABC affiliate in 52nd market. Send your letter and resume to: Henry Ulick, Director of Operations, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE/ME.
HELP WANTED NEWS CONTINUED

WANTED: Anchor — outstanding person as anchor for 6 & 10 pm newscasts at small to medium size Southwestern market. Must have a minimum of five years commercial television experience in either news reporting, producing, co-anchoring, weekend anchoring, or combination of each. Salary depending on experience and qualifications. Equal opportunity employer. Send complete specific resume including any salary requirements to Box D-168.

Midwest anchor looking for talented, motivated news anchor/producer duo. Weekend work — excellent benefits. Previous experience preferred. Be located within one hour of Minneapolis, MN 55408. An Equal Opportunity Employer.

Producer — For newscasts and special projects at WPLG-TV 10, South Florida's No. 1 News. Reply with 34 pt. resume and recent production. Dick Moore, Executive Producer, WPLG-TV 10, 3900 Biscayne Blvd, Miami, FL 33137. EOE/AAA.

Meteorologist: To appear on prime evening newscasts. Minimum two years television weather-casting experience. Send resume, VTR and salary requirements to Box X-926. News Director, WICS-TV, 2680 East Cook St, Springfield, IL 62706. EOE.

Good Opportunity for an experienced TV news reporter in a growing small market area. Send resume to Box E-161.

Sports Director — our man is ready to move on and we are looking. Field packages and anchoring plus keeping our audience involved is just top 50 with professional approach to news and sports. Resumes to Box E-164.

Sports Director — Minimum two years experience, with ENG and 16 mm equipment. Strong emphasis on local sports. Send resume, VTR and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62706. EOE.

Anchor/Producer opening for 6:00 and 11:00 News M-F on Northern California CBS affiliate. We are aggressively seeking to fill this position with a solid news background who can communicate. Send tape, resume to Dan Adams, KHSI-TV, PO Box 489, Chico, CA 95927. EOE.

News Producer Prior broadcast experience as commercial TV news producer. College education preferred. Must have strong writing and production skills, working knowledge of state of the art techniques and live ENG. Must be able to type. Send tape and resume to News Director, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN 55424.

Anchor/Producer — Top on-air performance and journalistic know-how is a must. Field reporting background is a plus. Pleasant eastern community near the mountains and the sea. A top 60 market. EEO employer. Send details to Box E-165.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS


TV Creative Director: ...need person with TV background for developing and communicating visual ideas through illustration and graphics. Some set designing and some skill in a plus. Degree in design preferred. Send resume to Personnel Department, KTIV, 1290 Ala Moana, Honolulu, HI 96814. An equal opportunity employer.

Producer/Designer — 3 to 5 years commercial experience. Familiar with computer graphics. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box E-55.

PM Magazine Co-Host. San Diego needs co-host to work with male on staff. Strong production skills a must. PM Magazine experience desired but not required. Send tape and resume to Producer, PM Magazine, KFMB-TV, Box 80888, San Diego, CA 92138. E.O.E. MiF.

TV Staff Artist. Top ten owned network affiliation is looking for a full time staff artist. Must have minimum of two years experience in production art. Must also have experience in graphic illustration, keys, print, courtroom drawings and photography. Salary commensurate with experience. An Equal Opportunity Employer. MiF. Send resume to: Ray Coleman, PO Box 1986, Pittsburg, PA 15230.

Producer/Designer (2): Need applicants with exceptional experience in directing newscasts and programs, public affairs and documentaries. Individual must have at least two years of solid production background. Responsible for supervising production personnel and will be assigned on occasion to produce special programs or projects. Send resume and reel. WPLG-TV, PO Box 5270, Jacksonville, FL 32207. EEO/AAA. Equal Opportunity Employer.

Promotion Director: Pacific NW VHF has an opening for Promotion Director to handle creation and execution of all promotions and sales promotion. At least two years of commercial station experience essential — preferably at an independent. Small town. Applicants must be married, have a tape and resumes immediately to Frank Jank, General Manager, KIVS-TV, PO Box 1157, Bellingham, WA 98225. Equal Opportunity Employer.

Production Manager: Top ten network affiliate is seeking an experienced, organized, creative producer/director for news and program management. Applicants should have a minimum of four years directing and producing experience. Production expertise should involve production of news, talk, ENG field production. Individuals must have demonstrable record of achievements and strong positive supervisory skills. This position will have some producing and directing responsibilities. Equal Opportunity Employer. Send resume to: Box E-123.

Producer/Designer/Writer: with track record in TV, emphasis in elementary education. Proven ability to translate objectives into scripts. Excellent opportunity for qualified individual to work with production team and develop innovative graphic animation for Science Series. Send resume, salary requirements, references. Paul Stankovich, University of Wisconsin-Stout, Menomonie, WI 54751.

Producer for No. 1 rated 6 and 10 PM newscasts in large Midwest market. Must be aggressive, innovative and experienced. Equal Opportunity Employer. Send resume and salary requirements to Box E-151.

Producer/Designer: Minimum 5 years experience directing news and/or other production on broadcast. Excellent experience. Medium market, Midwest. Good salary and benefits. Send resume and salary requirements. Box E-157.

Producer/Host — We're looking for a producer for our Public Affairs Program. This person should have at least two years of experience in television public affairs or news with some on-air studio experience. Qualified applicants should send resumes and tapes to Public Access Director, WTVD, PO Box 3009, Durham, NC 27702.

SITUATION WANTED MANAGED

In return for an Admin. Asst position, I'll provide you with two years broadcast experience with four years in mid-management, a background in license renewal, broadcast news, and project development and implementation (problem solving). Box E-160.
**SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS**

College grad, with two years commercial television experience, desires creative, challenging, responsible and rewarding production/writing position. Box E-77.

**Writer, Cinematographer, Editor:** Versatile, imaginative and hardworking, seeks position in Southwest U.S. Familiar with film and 35mm tape formats. Box E-80.

**Production/operator** position being sought by professional with twenty years production experience. Looking for station that realizes creative people are its biggest asset. Box D-121.

**EXPERIENCED EFP PRODUCTION MANAGER** in 70’s major network or major network affiliate, seeks directing, editing, remote system operations and administrative background. Box E-139.

**VERSATILE PRODUCER-DIRECTOR-EDITOR, Technical Direct-** tor Camera Operator, has worked on all the production levels. And has a dynamic professional career. Box E-163.

**SITUATIONS WANTED MANAGEMENT**

Hard-working, enthusiastic business manager seeks accounting, traffic or position leading to management/administration. Box E-36.

**HELP WANTED SALES**

**Synchrob Salesperson**—knowledge of both film sales and half-hour shows. Aggressive, goal setter with eye on the future. Good salary incentive and benefit package. Send resume to Box E-115.

**HELP WANTED TECHNICAL**

A National Organization is looking for a Broadcast Technician with two years of electronic training (technical school or military) and at least one year of television engineering experience. The person must also have a basic knowledge of radio production facilities. Send resume to: Box E-138.

**HELP WANTED PROGRAMMING, PRODUCTION, OTHERS**

**Producer** to function as an integral part of production staff committed to issue-oriented programming for local public and national distribution. Minimum years producing experience in related field required. Bachelor's degree in appropriate field of study and excellent benefits. Application deadline: 5/30/80. Send resume, writing samples, and videocassette of on-camera performance to Personnel, WITF-TV/FM, Box Z. Hershey, PA 17033. Affirmative action/equal opportunity employer.


**HELP WANTED INSTRUCTION**

**Assistant or Associate Professor:** To teach a minimum of four courses each semester including at least one in Broadcast Law and one in Radio-Televisi- on and the Society Be expected to pursue research and creative activities. Doctorate preferred, with a minimum of five years of teaching experience in public or commercial broadcasting. Effective date of appointment: August 18, 1980. Deadline for applications: June 23, 1980. Salary is competitive. Letter of application, complete credentials, and names of professional and academic references should be sent to: H. Eugene Dyvig, Departmental Executive Officer, Department of Mass Communications, Southern Illinois University, Carbondale, IL 62901. SIUC is an equal opportunity/affirmative action employer.

**Visting Assistant Professor.** Teach 9 credits/ semester in radio/television production, media history, other courses in mass-organizational communication. Nine month appointment. Ph.D. preferred; will consider ABJ. Salary $15,000. Application and letter of qualifications, Send letters of application and vita by May 30 to Chairperson, Humanities Division, University of Massachusetts, Amherst, MA 01003. Late applications will be considered until the position is filled. Affirmative Action/Equal Opportunity Employer.

**Communication Arts:** Full-time position for Com- munications specialist with sensitivity to program that integrates humanities with media-communications. Primary teaching areas include understanding media, media presentation, audio production, and scripting; possibility of teaching speech and commu- nications law. Minimum of one year teaching experience in college or high school is required. Minimum MA (in equivalent professional experience) required. App- pointment for one year with possibility of one year renewal. Begins August 15, 1980. Send application letter, resume, letter of recommendation, and transcripts by June 15 to Dr. William L. Sipple, Chair- man, English Department, Waynesburg College, Waynesburg, PA 15370. An equal opportunity, affirma- tive action employer.

**Visiting Instructor of Broadcasting:** For academic year 1980-81; Salary: $12,000; MA in Broadcasting required; or Master's in Communications with a minimum of one year teaching experience in college or high school. Send letter of application, resume, salary history, and 3 references (addresses and telephone numbers) to Dr. Howard Otis, Chairperson, Communication Arts, Department of Mass- communications, University of Cincinnati, Cincinnati, OH 45221. Deadline: May 30, 1980. The University of Cincinnati is an equal opportunity employer.

**HELP WANTED SALE/EQUIPMENT**

- **SALE OF FM TRANSMITTERS**—$7,000.
- **FOR SALE**—$1,500.
- **WANTED**—$500.

**FOR SALE EQUIPMENT**

- **5th Air Hellas**—$1,000.
- **Spectrosonic FM**—$1,000.
- **Skew Baker**—$500.

**WANTED TO BUY EQUIPMENT**

**WANTED FOR SALE**


**FOR SALE EQUIPMENT**


- **For sale:** Harris system 90 automation equipment with two N1 "go carte", logging and full encoded less than one year old. Call George Langan 217-789-0880.
- **For sale:** AM FM antenna. Circular polarized 10 bay Harris FM S 10 5 1000 400 MHz, 57,500 FOB Greenville, SC, Contact John Davenport, WESC Radio, 803—242-4660.
- **For sale:** Four Series 750 ITC Reel-to-reel reproducers. Best offer over $2500. Call 301—228-4800.
- **Collins 831G transmitter**—$22,500. Call Paul Schuler, 714—454-1154.

**5KW Bauer**—$500.

**For Sale or Lease:** Microwave MA-12G transmitter. MA-12 receiver. PAC-4 Audio MOD, PAC-5 Audio DEMOD, four 4" dishes and 2 radomes with waveguide and all accessories. 517—855-5115.

**RCA TT-10AL VHF Transmitter—** Working good, Channel 6, many spares, $5,000.

**RCA TT-35CH VHF Transmitter—** All spares, good condition, Channel $10,200.

**RCA TT-50AH VHF Transmitter—** Excellent, many spares, Channel $11,000.

**Complete film island—** PE 240, Eastman 285's, T7, Eastman multiplexer, $50,000.

**CVS 504B Time Base Corrector—** Recently recondi- tioned, $4,000.

**GE PE-40 Color Cameras—Pedestals, racks, CARPONY-700.**

**GE PE-350 Color Cameras—** All accessories, good condition, $4,200.

**GE PE-240 Film Camera—Automatic gain & blanking, $8,000.**

**ADC 55B-3 Switcher—** $40,000 if new, loaded, per- fect condition, $32,000.

**CDI VSF 741 Switcher—** $12 input, chintz key, $4,000.

**RCA TK-27A Film Camera—** Good condition, TP 15 available, $12,000.

**RCA 1600 Film Projectors—** New, factory carlsons, TV shutters, $500.

**Eastman 250 Projectors—** Recently removed from service, $2,000.

**Eastm CT-50 Projector—** Optical and mag strong, $500.

**RCA TP-5 Projectors—** Reverse good condition, $1,000.

**Ampeg 1200 A VTR's—** Amilec, Colorite, one with edit, $22,000.

**IVC 980C VTR's—** Portable model, working good, $1,600.

**Norcol PC-70 Color Camera—** 16x 200M Lens, 2 available, new low price, eas. $5,100.

**Norcol PC-70 Color Camera—** Portable or studio use, $4,000.

**VHF Antenna—** RCA Batwing. Available now, $8,000.

**VHF Antennas—** Various Models and Prices.

**30 Brands of New Equipment—** Special Prices. Will buy your used TV equipment. To buy or sell, call Toll Free, 1-800-124-7878, Bill Kitz, Quality Media Corporation In ga call 404—324-1271.

**General Electric professional lightv tube TV projec- tion lamp, 5PS20, $2,000. Mike Ludlow, 415—956-5101.

**RCA- TK-44B w/head, pedestal 75' cable, Angenieux 18-180, 2 lens. Good condition, $50,000.**


**Renamed Ampex 1200B VTR, Amilec, Col- orite, Mark II Editite, overhead bridge, spare head, compressor, Venturi Vacuum System, manuals, and extenders. Less than 125 hrs use since AFA rebuild, mint condition. Call Bob O'Connell 818—774-9338.**

**Ampex VBA-4000 Editite System, Ampex HS-100 SIO-Mic Recorders, Ampex VR-2000 Video Tape Machines, Ampex VR-1200 Video Tape Machines, Mobile Unit '89 Reliance 40 feet com- plète, electronics, 3-PC-70 Cameras, excellent operating con- dition. For more detailed information and inventory list contact: Jim Richards/ABC, 40 West 66 Street, NYC 10023, 212—887-4906.**

**1000 watt FM mike new, Gates 1-C with stereo generator and solid-state exciter. Low hours, used as stereo FM studio for perfect condition, no power cord. Delivery from stock. Besco International, 5946 Club Oaks Dr., Las Vegas, NV 89144—630-3600. Other AM and FM units in stock.**
FOR SALE EQUIPMENT
CONTINUED
Video Tape Equipment. 1. Dataton Videocut Editor 5200-202 SMPTE Time Code, perfect condition. cost-$31,000. sell-$9,000. 2. IVC Color CDR 1st, Model 900. Pack Mounted. cost $16,000. sell-$1,950. 3. IVC VTR 1st Model UC 800, cost $3,000, sell $750. 4. Microphones Phillips L85, 3 Leveler and 1 deck types, each sell $50. 5. Video Tape Sound Reader 2nd SRV. cost $495, sell-$95. 6. Film Chain Norelco PCF 701 Color Camera System variable matrix, multiplex, 2 16mm STC 100 16mm Projectors. RCA TP-7 Slide Projector and Pedestal, cost $591,845. sell-$29,850. Byron Rootlubash, 65 K Street, N.E., Washington, D.C. 20002-789-1100.

2 SMC Carousels with 50 event random select controller. $3000. Call 809-488-2858.

COMEDY
Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.


"Comic Relief!" Just for laughs. Bi-weekly Free sample. Mobile Creative Services, 20016 Elkhart, Detroit, MI 81225.

EMPLOYMENT SERVICE
Disc-Jockey and News openings—all formats—all markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

MISCELLANEOUS
Artist Info, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample, Galaxy Box 20093-B,Long Beach, CA 90801, 213-438-0508.

Do you have a client who needs a jingle? The ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010, 215-525-9876.


Records wanted—Have format changes left you with unneeded records? Top dollar paid for all types LP's. Well Travel for quirky Nuggets—Boston 617-536-0579.

Air Checks of America's Top Jocks! From 1950 to present! Send for free catalog --- Air Checks Unlimited, Box 87121, Chicago, IL 60680.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

RADIO PROGRAMING
Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

INSTRUCTION


Free booklets on job assistance. 1st Class FCC and DJ-Newcaster 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 June 17 and September 2. Study rooms at the school. 61 N Pineapple Ave, Sarasota, Fl 33577. 813—955-8922.

RADIO
Help Wanted Management

DOUBLEDAY IS LOOKING FOR EXECUTIVE TALENT

We are one of the hottest radio groups in the country. In a few months we will begin operating (subject to approval) our seventh station, in Detroit. We are constantly looking for good management talent to fill occasional openings throughout the company.

General Manager, Sales Manager or programming person looking for the right career move to put you in the mainstream we would like to know about you. Resumes in confidence to:

Gary Stevens, President
Doubleday Broadcasting Company, Inc.
PO. Box 9336
Minneapolis, MN 55440
EOE/MB

FUTURE JOB OPENINGS

Advert contemporary WITS and modern country WITS-FM in Bloomington, Indiana. None of Indiana University are soliciting resumes from prospective applicants for future job openings, particularly from experienced air personalites, news announcers, copy writers, salesperson, and audio technicians with first phone licenses. All personality and announcer resumes must be accompanied by tapes. Both stations insist upon high standards of professionalism and are regarded as leaders in the community with WITC showing also as No. 10 in average quarter-hour listeners in the Fall 79 Indiana Arbitron T.S.A. Stations in Indianapolis and Louisville view our staff as the most professional and our programs as the ones the listeners choose. Both stations are equal opportunity employers. Send resumes and tapes to Charlotte Webster, Administrative Assistant, WITC/WITS, 535 South Walnut Street, Bloomington, IN 47401.

Situations Wanted Management

TOP G.M. AVAILABLE NOW!
Profit, sales, people and community oriented. Super track, fine references. Turns a station ON! Send for details. Box E-127.

Situations Wanted Announcers

BEAUTIFUL MUSIC
Situations

GOTTA' MINUTE?
Not your everyday jock. Natural funny style, love to entertain. Been called “unique.” Successful personality past 10 years. Community oriented. Some RD. All this and not working. Let me tell you more about myself. 702-361-5403.

DOUBLETALK
Wife/Husband Talk Team. Successful in small and medium markets. Provocative, entertaining and controversial chatter and phone participation you can take neat or mix with music for a great ADR show. Prefer Western States. (714) 342-4607.

TELEVISION
Help Wanted Programming, Production. Others

COMMERCIAL PRODUCER/DIRECTOR
Major market television station seeking individual with a minimum three years experience in producing, directing, and writing commercials. Background in video tape recording, lighting, editing, and sound recording techniques. Must understand “state-of-the-art” equipment with thorough knowledge of studio and on location shooting. College graduate—television production major preferred. Please send tape of work.

Send resumes to: Nancy Fields, WMAR-TV 6400 York Road, Baltimore, Md. 21212.
E.O.E. M/F

TALENT/PHOTOGRAPHER-EDITORS
Talent and Photographer/Editor positions now available for our brand new PM Magazine team. If you are one of the best and brightest in our industry, rush resume and tape to Ron Loewen, KAKE, Box 10, Wichita, KS 67201.
KAKE-TV is a division of Chronicle Broadcasting Co. and an equal opportunity employer.

ASST ART DIRECTOR
Top 50 market station seeks an individual with a minimum of 3 years TV print & graphics or agency experience. Must have working knowledge of type spacing, illustrations, photography & set design. Must be knowledgeable in all current phases of TV production. Excellent company benefits. Send resume in confidence to: Manager of Employment, PO. Box 010767, Miami, Fla. 33107.
An equal opportunity employer mt

Help Wanted

Producer and co-hosts for PM Magazine premiering in Sept. on no. 1 station in the market. On-air and production experience preferred. Send resume to Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, Pa. 17604. No phone calls please.

HELP WANTED Management
Continued

PM Magazine

A Pulitzer Broadcast Station
Lancaster, Pa.

Help Wanted News

GENERAL MANAGER
West Coast Network Affiliate. Fast-growing station in excellent market needs dynamic, productive leader. Excellent compensation and benefits. Send resume to Box E-111
Equal Opportunity Employer

WANTED: News Director Who Wants To Live In Sunny Florida ... OR ... Assistant News Director Who Is Tired Of Waiting.

We're an aggressive, young, ABC affiliate in South Florida that has need of your special news management abilities.

Applicants must have at least three (3) years experience as News Director or Assistant News Director.

We're Ready and Waiting!

Send your resume and salary requirements (mandatory) to:

Personnel Director
WPEC-TV
Fairfield Drive
W. Palm Beach, FL 33407

HELP WANTED Management
Continued

HIRING A COMPLETE STAFF
(For new powerful UHF East Coast network affiliate)

Station Manager
Station Sales Manager
Chief Engineer (Preferably with some construction experience)
Program Director
Production Supervisor
Account Executives
Copywriter
Technicians
EEO/Affirmative Action Employer
BOX E-110
Help Wanted News
Continued

Major Group Broadcaster
seeks an experienced reporter and an experienced photographer for Washington, D.C. News Bureau. Send resume and salary requirements to Box E-59.

WANTED
A Troubleshooter Reporter and a Health Reporter. Top 25 market station with strong commitment to News. Heavy into microphone, including live helicopters. Please send resume to Box E-57. An Equal Opportunity Affirmative Action Employer M/F.

Situations Wanted News

TV SPORTS BUILDER
Will build strong TV sports department as non-air sports director. 20 years experience and dedication in all phases of local TV station sports. Success built on hustle, organization and discipline. Currently on-air. Box E-4.

MAJOR MARKET SPORTSCASTER
Two consultants call me the best all-around sports talent they've seen. Unique on-air presentation, award winning packages. Polished pro, early thirties. 313-354-3234.

Sports Director/ Sportscaster
Tired of sending in the clowns and former ballplayers? Experienced Sports Journalist who knows the score, what's behind it and how to visually package it desires medium/major market move. 513-771-9158.

SPORTSCASTER
super on-air presentation, knows and loves sports, age 31, 10 years experience, network sports reporting 816-942-0076.

Woman Anchor/Reporter

CABLE
Situations Wanted Management

AVAILABLE IMMEDIATELY
Knowledgeable, take-charge professional with 10 years experience in cable desires responsible position in management, customer service, marketing, sales, p.r., or production. Creative, accurate, dedicated & energetic individual who gets things done. Eager to be productive part of your company free to travel or relocate. Reply to Box E-140.

ALLIED FIELDS
Help Wanted Management

Director of Marketing
Are you an innovator? A take-charge executive?
Here is an outstanding opportunity for you in a highly creative organization which will have a major impact on national television viewing in the next five years!
The person we select will identify and help us create consumer demand and tap potential markets. If you are, or have the drive to become, a successful marketing/promotion executive and have experience in network TV, production; syndication or related consumer electronics, send your resume to:

J. E. D. Ball, President, 5203 Leesburg Pike
Falls Church, Virginia 22041
(A suburb of Washington, D.C.)

NATIONAL CAPTIONING INSTITUTE, INC.
Equal Opportunity Employer M/F

Help Wanted Programming, Production, Others
Continued

TM

TM Productions, Inc.
PRODUCTION DIRECTOR
Must be well-versed in all facets of creative production and supervisory management skills. Experience needed in radio, multitrack equipment to include: 4, 8, 16 and 24-track, and all phases of recording studio operation, mixing, etc. Strong copywriting and creative skills with musical background a must. Only thoroughly experienced professionals need apply. Send resume in confidence to:

Pat Shaughnessy
President of the TM Companies
1349 Regal Row
Dallas, Texas 75247

TM is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

ENGINEER FOR RANK CINTEL SERVICE
East Coast & Midwest
Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Video equipment. Must be fully conversant with state of the art analogue and digital circuitry and simple 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. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Lento at (201) 791-7000.
BROADCAST SYSTEMS ENGINEERS

We represent a major electronic corporation. Our client is looking for additional outstanding talent to continue a tradition of excellence. You'll be joining a well established world-wide equipment manufacturer. Immediate openings in the following areas:

SENIOR TRAINING SPECIALIST
Interpret new engineering developments for manufacturing and marketing as well as the customer; develop training manuals & audiovisual training tools. You should have a BSEE & the ability to communicate effectively verbally and in writing.

PRODUCT ASSURANCE ADMINISTRATOR
You'll be liaison between engineering and manufacturing staffs and customers in all areas affecting quality. Assure technical compliance with customers' quality requirements; handle customers problems, review quality control specifications/assurance procedures. Product assurance experienced in broadcast systems.

FIELD PROJECT ENGINEER
WORLD WIDE ASSIGNMENTS
Direct technical projects in a field that extends around the world! You should be willing to travel WORLD WIDE 50% of the time. To qualify you must have understanding of the latest generation of T.V. Broadcast equipment.

If you have these qualifications and are interested we are waiting to here from you. Call COLLECT, 215—968-0707 or send resume to:

WALSH
Broadcast Placement Service
The Commons West
Dept. B
638 Newtown Yardly Road
Newtown, PA 18940
An Equal Opportunity Employer

COMPUTER SYSTEM SALES

Station Business Systems, one of the nation’s leading suppliers of business automation for broadcasting and cable television, is expanding its national marketing operations.

Rapid, yet wholly expected, growth has made possible the addition of several Account Managers to our sales staff. Last year alone we sold more than 100 “BAT” computer systems, and continued growth of our Broadcast, CATV, and NEWSCOM systems offers challenging and rewarding opportunities for qualified individuals.

These consultative sales positions will interact with prospects’ top management to understand their needs, and sell solutions. Professional sales skills, and a good conceptual understanding of business systems or procedures is important. Persons with management experience in broadcasting and/or cable television preferred.

Excellent compensation, plus all travel expenses paid. Heavy travel required. Openings are in our Greenwich, Connecticut headquarters.

As a division of Control Data Corporation, we offer a long-term career opportunity with outstanding growth potential. For confidential consideration, please send a complete resume plus a letter describing your interest in the job and desired compensation to Mr. Larry T. Pfister, Vice-President Marketing.

STATION BUSINESS SYSTEMS

a division of
CONTROL DATA CORPORATION

600 West Putnam Avenue, Greenwich, CT. 06830
(An Affirmative Action Employer M/F)
Grass Valley Group Careers

Excellent career opportunities are immediately available with the Grass Valley Group for talented people with television industry experience in these areas:

Field Service Engineers

These challenging positions combine chances for U.S. travel plus marketing and engineering career opportunities. Individuals with experience designing and/or maintaining television broadcast systems are required to provide after-sales support for our wide variety of complex systems.

Project Engineer

This excellent growth opportunity requires an individual with video project experience plus BSEE or equivalent, to assume responsibility for challenging research and development projects.

Field Sales

This key position requires someone with an excellent technical background in broadcasting. Preference will be given to people with proven sales experience. Excellent company benefits plus sales and commission programs are available to the successful candidate.

The Grass Valley Group offers a state-of-the-art technical environment in a serene rural setting. We are located at the foothills of California's Sierra Nevada mountains, where you'll find a relaxed lifestyle and abundant recreational activities.

Interested and qualified candidates are invited to send a resume in confidence to Sylvia Smith, The Grass Valley Group, Inc., P.O. Box 114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group
A Tektronix Company

Transmitter Designer

AM broadcast rigs to 1,000 watts. 100% transistorized Class "D" finals. State of the art Degree optional, skill a must! (FCC first phone ticket required, some experience as CE at AM stations) New firm, California. Equally offered Idealists extra welcome! Please send resume. Box E-169.

Help Wanted Sales

SALES

Account Executive

OUTSTANDING OPPORTUNITY

... With Arbitron's New York office ... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Television Station Sales Department.

The person we're seeking should have at least 5+ years experience in Television Broadcast Sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

PERSONNEL DIRECTOR
THE ARBITRON COMPANY
a research service of
Control Data Corporation
1350 Ave. of the Americas, New York, New York 10019
An Affirmative Action Employer

BROADCAST SALES MANAGER

Otari Corp. needs managerial type person for contact of OEM's and broadcast dealers plus administrative work. Company located in Northern California. Position requires extensive travel thru-out U.S. Good comprehensive program with benefits. Call Steve Krampf 415-592-8311.

Employment Service

Continued

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812-889-2907
R3, Box 64, Lexington, Indiana 47138

ENGINEERING POSITIONS

We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential, no fee. Best Industrial Reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Korinish at (717) 267-8636 or send your resume now.

KEY systems
NEW BRIDGE CENTER, KINGSTON, VA. 18704

Broadcasting May 19 1980 104
CALIFORNIA
Successful AM in dynamic, fast-growing California market. Will gross $500,000+ plus this year. $1,250,000. Box E-155

- Chattanooga area daytimer $80,000. D.R.
- AM/FM in No. Mich. $190,000.
- Atlanta area daytimer. $850,000.
- Louisville area daytimer. $450,000.
- Fulltimer W. Va. city. $450,000.
- Florida station under construction. Prefer partner but will sell. $220,000. Terms.
- Eastern Kentucky AM/FM. Bargain. $90,000. Terms.
- VA. Coastal. Attractive. $600,000.
- AM 50,000 watts. FL $3.8 mill.
- Full-time AM and 50,000 watt FM in Maryland. $640,000.
- AM/FM in Central Florida. $400,000. Terms.
- Powerful daytimer in Atlanta area. $800,000. Terms.
- AM/FM both powerful. N.C. $800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. $430,000 Terms.
- Fulltimer. Kentucky. $250,000, Terms.
- Daytimer. WA. $220,000. Good population. Terms.
- Educational station in Akron area. $300,000.
- Class C in Colorado. $590,000. Terms.
- $4,000,000 cash. Powerful AM/FM.
- N.C. daytimer. Big town. $400,000. Terms.
- AM/FM near North Florida resort city. $340,000. $35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. $780,000.
- Dynamic Fulltimer covering half of Alaska population. $1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. $850,000.
- Fulltimer. Coastal city in Southeast. $500,000.
- Daytimer. Northeast Texas. $550,000.
- Fulltimer in large North Carolina city. $1,500,000.
- Ethnic station in large Northern city. $1,800,000.
- South Alaska. Includes Real Estate. $200,000. Terms.
- Indiana. Large metro. $200,000 down. Good coverage.
- Daytimer. Boston area. $550,000.
- Fulltimer. Dominant Metro. TX. $1,200,000.
- Daytimer. Ft. Worth/Dallas area. $1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. $250,000. Good terms.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-755-7838 24 HOURS

For Fast Action Use BROADCASTING's Classified Advertising

SELECT MEDIA BROKERS
NC Daytime AM 165K Small
MO Daytime AM 225K Small
MI Fulltime AM 235K Small
MS Daytime AM 325K Medium
KS Non-Commercial FM 350K Metro
GA Daytime AM 400K Medium
MA Daytime AM 650K Major
SC Daytime AM 150K Small
FL Fulltime AM 340K Medium
DC Daytime AM 440K Medium
VA Daytime AM 180K Small
GA Daytime AM 385K Small
NC Fulltime AM 750K Medium
AL Fulltime AM 175K Small
IN Daytime AM 1.25 M Major
CO Daytime AM 300K Small
SC Daytime AM 155K Small
CO Fulltime FM 500K Metro

912-883-8417
PO Box 5, Albany, GA 31706

H.B. La Rue, Media Broker
912-883-8417

FOR SALE
TOP 25 MARKET
AM/FM COMBO
Class "C" FM... Fulltime AM
Principals only: Box E-97

R.D. HANNA
COMPANY
BROKERS - APraisers - CONSULTANTS

5944 Luther Lane, Suite 505 • 8346 East Princeton Avenue
Dallas, Texas 75228 • Denver, Colorado 80237
(214) 966-1022 • (303) 771-7675

OWNERS WILL FINANCE
full time AM in sunbelt. Includes 40 acres of land. Cash or terms. $80 million market. Reply with phone number to Box E-68.

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations
**SPECIAL OFFERING**

WCDL-AM and WCDL-FM, Carbondale, Pennsylvania, must be divested by present owners under F.C.C. "Regional Concentration" regulation. The AM is a 5 kw daytimer, non-directional, on 1440 kHz. The FM is a Class "A" operating on 94.3 mhz with excellent coverage at 770 feet A.A.T. Real estate includes modern broadcast plant. Price is $550,000. We are exclusive agents for the seller for this fine AM-FM property. For complete details contact Dick Kozacko at our Elmira office.

**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY**

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### STATION

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>E Small AM</td>
<td>Art Simmers (617) 848-4893</td>
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<tr>
<td>SW Small AM/FM</td>
<td>Dan Rouse (214) 387-2303</td>
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<tr>
<td>MW Small AM/FM</td>
<td>Peter Stromquist (218) 728-3003</td>
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<tr>
<td>S Medium Fulltime</td>
<td>Bill Chapman (404) 458-9228</td>
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<tr>
<td>SW Suburban FM</td>
<td>Ray Stanfield (213) 363-5764</td>
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<tr>
<td>W Metro Fulltime</td>
<td>Larry St. John (206) 691-1917</td>
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</tbody>
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To receive offering of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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### FM NEAR WASH., DC

In a county soon to merge into Washington's standard metropolitan statistical area. Rapidly growing! Untapped potential! $440,000 cash; $550,000 terms. Box E-124.

---

### 5000 Watt

day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 PM. 517-321-1763.

---

### 901/767-7980

**MILTON Q. FORD & ASSOCIATES**

Media Brokers—Appraisers

"Specializing in Sunbelt Broadcast Properties"

- 5050 Poplar Suite 816 Memphis, Tenn. 38117
- 20036 DeSales St., N.W. Washington, D.C. 20036

![901/767-7980 logo](image)

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### 250,000

Virginia Contemporary FM-Stereo with 3,000 watts. Excellent potential and great market! Please inform us of financial qualifications for information. Box E-135

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### RALPH E. MEADOR

Media Broker

AM - FM - TV - Appraisals

P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

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### BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and terms $2.00)

- When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

- Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

- Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING.

- Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, faxes or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, faxes and VTR's are not forwarded, and are returned to the sender.

**Rates:**

- Classified listings (non-display) Help Wanted: $25.00 per word. $500.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. 50.00 weekly minimum. All other classifications. 50¢ per word. $100.00 weekly minimum. Blind Box numbers: $2.00 per issue.

**Press release:**

- Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications. $60.00 per inch. For Sale Stations. Wanted To Buy Stations. Employment Services. Business Opportunities. and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $55m; COD; PD; etc. Count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Fates & Fortunes

Media

Patrick Kenney, general sales manager for Kelly Broadcasting's KCKA-TV Sacramento, Calif., named general manager of KFCQ-TV Tacoma, Wash., which was recently purchased by Kelly. Station was formerly noncommercial. Kelly will operate it as commercial independent, scheduled to return to air in September. Julianna Guy, who was Western region controller for Wometco Enterprises, joined Kelly last year, and will be station manager of KFCQ-TV.

Frank Melton, executive VP-general manager of resources for Buford Television's KLTV(TV) Tyler, Tex., named executive VP-general manager. Miles Jackson, creative services director for Buford's KXRE-TV Lufkin, Tex., named general manager-resources.

F. Craig Magee, general manager, KWK(AM) St. Louis-wwwk(FM) Granite City, Ill., named president and general manager, LIN Broadcasting's WIL Music, Inc., licensee of WIL-AM-FM St. Louis.

Nolan Quam, station manager and general sales manager, KCIL-TV Des Moines, Iowa, elected executive VP.

Mel Querio, general manager, KCKT-TV El Paso, Tex., joins KLOC-TV Modesto, Calif., in same capacity.

Steve Dinetz, general sales manager, WXLO(FM) New York, joins WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., as VP-general manager.

Roger Stockton, local sales manager, WJSI(AM)-WTOQ(FM) Winston-Salem, N.C., named VP-general manager.

Leonard Cohen, in local and regional sales for KWAV(FM) Monterey, Calif., named general manager.

Theodore Pierce, station manager, WSTM(AM)-WLEV(FM) Easton, Pa., named general manager of stations and VP of parent company, Sound Communications Corp.

Bill Mockbee, national sales coordinator and director of research, sales promotion and development, WCVB-TV Boston, joins WJIB(FM) there as manager of operations.

Mike McGee, national sales manager, KCMO(AM)-KCEZ(FM) Kansas City, Mo., named operations manager for KCMO.

Roger R. Smith, VP and director of investor relations, Warner Communications Inc., New York, named VP, corporate affairs, with responsibility for investor relations, public relations and corporate communications.

Mason Johnson, mid-South director of operations for Storer Cable Communications division, named VP-director of operations for mid-South area, based in Atlanta. Douglas Price, director of operations for Storer Cable Television systems in Houston area, elected VP of Storer Cable TV of Texas Inc.

Larry Aldridge, director of marketing for cable systems in Iowa operated by Dowden Communications, Atlanta-based cable firm, named director of corporate development for Dowden. Stephen Eggers, with forerunner of Dowden, T.C. Dowden Co., named business manager. Scott Garrett, investment analyst in securities division of Life Insurance Co. of Georgia, joins Dowden as controller.

Robert Stengel, senior staff member of Carnegie Commission on Future of Public Broadcasting, and formerly with Public Broadcasting Service, Corporation for Public Broadcasting and National Telecommunications and Information Administration, joins Continental Cablevision, Boston, as director of governmental affairs. Karen Gagen, marketing manager for Continental's Lansing, Mich., system, named to same position for Continental Cablevision of Cook County, Morton Grove, Ill.


Alan Baumgardner, manager of labor relations and compensation for RCA facility in Circleville, Ohio, named manager of labor relations and compensation for NBC's WRC-AM-TV and WKS(FM) Washington.

Karen Olson, VP-administration for Data Courier, subsidiary of Courier Journal and Louisville (Ky.) Times Co., joins co-owned WHAS-AM-TV Louisville as business manager.

Karen Nance, personnel manager, WBBM-TV Chicago, named director of personnel.

Advertising

Robert L. James, chairman and chief executive officer of Marschalk Co., New York, Interpublic Group of Companies agency, named vice chairman of Interpublic. Michael Lesser, who continues as president of Marschalk, will become chief executive officer of agency. Stephen O'Leary, management supervisor, Marschalk, elected senior VP.


Barbara Fisher Hughley, broadcast buying supervisor, and Alan Orlick, assistant media director, Ogilvy & Mather, New York, elected VP's.

Frank Holland, VP-director of media operations, Keichum, MacLeod & Grove, New York, joins Martin Landey, Arlow Advertising there as VP-media director.

Pamela Steward, media director, Fessel, Siegfried & Moeller Advertising, Louisville, Ky., elected VP-media planning. Dane Ferguson, associate media director, named media director.

Walter Meyer, advertising manager for Caribbean cruise ships, Cunard Lines, New York, joins Chiat/Day/Hoefer, San Francisco, as account coordinator.

Aima Drill, consultant to Noxell Corp., joins Keichum, MacLeod & Grove, Washington, as account executive.


Surely in a class by herself.

Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.

BROADCAST PERSONNEL, INC. 527 MADISON AVENUE NEW YORK CITY, 10022 (212) 355-2672
Deborah Ryan, assistant media buyer, CPM Inc., media management firm based in Chicago, named media buyer. Vicki Hubert, account executive, Chicago’s All Canada Radio and TV, and Deborah Small, director of media support group, Arthur Meyerhoff, join CPM as media buyers. Joan Bernstein, traffic coordinator, CPM, and Nancy Schnell, former office manager for Katz Television in Chicago, named assistant media buyers for CPM.

William Snyder, art director, NW Ayer ABH International, New York, joins Hecht, Higgins & Peterson there as senior art director.

Bobbie Bender, former creative group head, Grey Advertising, New York, joins Siegel/Raymond Advertising there as copy chief.

Harry Pastel, senior VP, American Association of Advertising Agencies, New York, named executive VP.

Elaine Linker, Group A sales manager, and Ted Van Erk, Group B sales manager, MMT Sales, New York, named VP’s. Tony Thompson, assistant sales manager of Team B in MMT’s Los Angeles office, named VP. Charlie Lizzo, account executive in Chicago office of MMT, named Team A sales manager.

Alan Fuller, account executive, Katz Radio, Los Angeles, joins CBS Radio Spot Sales there as account executive. Maureen Floyd, senior sales assistant, CBS Radio Spot Sales in Detroit, named account executive there.

Annette Jacaruso, former assistant television buyer at Air Time, New York, joins Psyber Television there as research analyst.

Tom Cassetty, national sales manager, wsmv-tv Nashville, named general sales manager.

Bruce Baculus Jr., general sales manager, wylde-am-fm New Orleans, joins E.O. Roden & Associates as director of corporate sales for radio division, which includes five AM and four FM stations in Mississippi and Florida. He will be based at company’s WCOM(Am)-Wtam(Fm) Gulfport, Miss.

John Mackin Ade, general sales manager and assistant general manager, wktu(FM) New York, joins WFTX(FM) Fort Lauderdale as general sales manager.

Elliott Schneider, local sales manager, wtfm(FM) New York, named sales manager.


Donald Zink, in sales at wiyeye(FM) Buffalo, N.Y., named general sales manager.

Will Dougherty, VP, Television Bureau of Advertising, Atlanta, joins wanx-tv there as director of retail and local sales. Judy Hippler, sales manager, wacxami auselli, Ga., and Carla Keserson, former publisher of TV Tempo, Atlanta, join wakn-tv as account executives.


Joe Davidman, local sales manager, wcbs-tv New York, joins wsrwf(FM)-wshs-FM Fort Lauderdale, Fla., as general sales manager.

Charles Bortnick, regional sales manager, wknx-am-fm Miami, named local sales manager for wklko(FM) Fort Lauderdale, general sales manager, wcoma(Am) Fort Lauderdale, named local sales manager for wsrf.

Danielle Jones, account executive, wskr-tv Charlotte, N.C., named retail sales manager.

Programming

Ned Kandel, director of special programming, RCA SelectaVision, New York, joins CBS Video Enterprises there as VP-programming.

Judith Ann Bresler, program attorney, ABC, named assistant general attorney and associate director of business affairs for ABC Video Enterprises, New York.

Glenn Britt, VP of network and studio operations, and Kevin Senie, director of sales planning and development. Time Inc.’s Home Box Office, New York, given special assignments by Time Inc.’s group VP-video, Gerald Levin. Edward Horowitz, VP-general manager of central region. HBO, named to succeed Britt. Dennis Garcher, Southeast regional director, succeeds Horowitz. Gail Sermersheim, mid-South and Florida regional director, succeeds Garcher.

Frank Blair, newscaster on NBC’s Today show for 23 years, has been named co-host, with Hugh Downs, of Public Broadcasting Service’s Over Easy, series about issues affecting older Americans.

Barry Jay Reis, senior VP-administration and business affairs, Infinity Records, New York, named VP-business affairs for MCA Discovision at MCA in New York.

Lynn Smith, communications specialist for Faulkner & Associates, Little Rock, Ark., joins Falcon Productions there as regional sales manager.

Rick Abrams, formerly with wjtn-tv Pittsburgh, joins TPC Communications, Sewickley, Pa., as manager of commercial sales.

William Shock, production manager, wdbo-tv Toledo, Ohio, named to newly created position of program and operations manager. Dennis Sherar, in production, named creative services director.

Jerry Eaton, producer of Evening Magazine on wjtw-tv Baltimore, named executive producer for wjtw.

David Ulrich, producer of public affairs, waga-tv Atlanta, joins wanx-tv there as production manager. Becky Lewis-Congdon, national coordination director, waga-tv Atlanta, joins wanx-tv as traffic manager.

Lance Russell, former production manager for waga-tv Atlanta, joins wskk-tv Winston-Salem, N.C., as production manager. Dave Pylor, account executive, wxix, named director of special services in program department. He will anchor 6 and 11 p.m. weather reports and will perform various talent duties for program department. Jay Paul, from wtaw-tv Norfolk, Va., joins wxix as producer-director.

Peter Restivo, senior producer of Good Morning New York on wabc-tv New York, joins wnewn-tv there as producer of PM Magazine.

Jose Villareal, production manager for non-commercial kuhhtv Houston, joins Connecti- cut Public Television, Hartford, as executive producer for cultural affairs.

Theresa Dowell, Seattle attorney, joins komo-tv Seattle to report on legal matters on 5 p.m. news three times a week.

Dan Vrabel, from wmbtv Richmond, Va., joins wcrt-tv Columbus, Ohio, as producer-director. Wilhelmina Walker, claims representative for insurance company, and former production intern with wjtw-boson, joins wcmh-tv as film editor.

Lou Tilley, sports reporter, weekend sports anchor and host of weekly basketball magazine show on wjtw-tv Charlotte, N.C., named sports director.


Corey McPherrin, weekend sports anchor and assistant sports director, wdsu-tv New Orleans, joins kbtv(tv) Denver as weekend sportscaster.

Tom Maloney, sports director, wgsq(am) Saginaw, Mich., joins wood-am-fm Grand Rapids, Mich., as sports reporter.

Mike Dorn, air personality, keep-fm Mankato, Minn., joins wibc-am-fm Canton, Ohio, as program host.

News and Public Affairs


Bill Vitka, anchor of overnight newscasts for The Source, NBC’s young adult radio network, named correspondent.

Jacqui Mullen, news director of Gateway Communications’ wkwk-tv Huntington, W.Va., assumes additional duties as news coordinator for all of Gateway stations: wjtw-tv Altoona, Pa.; wsky-tv Binghamton, N.Y.; wlyh-tv Lancaster, Pa., and wkwk.

Rene Ford, former associate producer, wsa-tv Atlanta, joins wanx-tv there as news director.

Rick Brown, associate producer of CBS’s Morning, based in Chicago, named assistant manager of CBS News’s Chicago bureau. Christine Welcher, who has been assistant manager of Chicago bureau, succeeds Brown as
associate producer of Morning, Derrick Blakley, general assignment reporter, WINS-TV Columbus, Ohio, joins CBS News as reporter, based in Chicago bureau.

Chuck Biechlin, news director, KATV(1V) Portland, Ore., joins WTCN-TV Minneapolis in same capacity.

Jerry Sander, managing editor, W5AZ-TV Huntington, W.Va., joins wtvq-TV Lexington, Ky., as news director. Dave Winters, anchor, wbrt-TV Roanoke, Va., joins wtvq-TV in same capacity.

Tony deHaro, formerly with KMBC-TV Kansas City, Mo., joined KRLD(AM) Dallas as news director.


Charlie Gaddy, 6 p.m. anchor, WRAL-TV Raleigh, N.C., assumes additional duties as executive news producer.

Patrick Emory, anchor-reporter, WTHR(TV) Indianapolis, joins KYW-TV Philadelphia as anchor.

Wendy Tokuda, noon anchor, KFTR(TV) San Francisco, named 11 p.m. anchor, and in June will assume additional duties as 6 p.m. anchor.

Scott Newell, reporter, WXIA-TV Atlanta, and Mary King Rose, reporter and weekend co-anchor, KTLV-TV Tulsa, Okla., named weekend co-anchors: WXIA-TV.

Mike Brunswick, weekend anchor-producer, WLS-TV Onondaga, Mich., joins WTVI(AM) Elkhart, Ind., as 10 p.m. co-anchor and producer. Cathleen McVeigh, formerly of KHMR(TV) Fresno-Tulare, Calif., joins WSVI as reporter.

Dave Gillbault, field producer for ABC's World News Tonight, based in Washington, joins Cable News Network as producer based in Atlanta headquarters of CNN. Dini Diskin, associate director in Washington bureau of ABC News, joins CNN as director based in Atlanta.

Sandi Freeman, co-host of AM Chicago on WLS-TV Chicago, joins CNN as host of evening talk and phone-in show Cross Talk.

Rick Sallinger, formerly with WVTB(TV) Indianapolis, joins KTVV(AM) Denver as reporter.

Jordan Edmunds Weinstein, staff announcer and audio production engineer, KSTV(TV) Salt Lake City, joins wizc-zz Binghamton, N.Y., as general assignment and weather reporter.


Art Newman, formerly with KYW(AM) Denver, named traffic reporter and rover-reporter for KRAI(AM) there.

Bill Welch, news photographer, WFMY-TV Greensboro, N.C., named chief news photographer and ENG supervisor.

Pete Yackley, KIYI(AM) Stockton, Calif., and Bill Cooper, KPPC(AM) Pasadena, Calif., elected president and VP respectively, as California Associated Press Television- Radio Association.


Jim Bittoroff, NBC News correspondent. named Journalism Alumnus of the Year at Southern Illinois University at Carbondale. He was graduated in 1969.

Promotion and PR


David Newell, associate producer and coordinator of promotion relations. Family Communications, which produces Mister Rogers' Neighborhood and Old Friends... New Friends, named director of public relations for Family. based in Pittsburgh. Janet Hamnett, from Laura Welcher Public Relations in San Diego, joins Family as assistant director of public relations.

Anthony Garcia, account executive for public relations firm of Hill & Knowlton, New York, joins Modern Talking Picture Service there as sales promotion manager.

Barbara Kehret-Wright, advertising and promotion manager, WSB-TV Atlanta, joins WAXN-TV there in same capacity. Kathryn Kelly, former continuity director for WAXN-TV, rejoins station as assistant advertising and promotion manager.

Clive Brash, freelance Los Angeles consultant, joins KXTV(TV) Sacramento, Calif., as advertising and promotion manager.

Judy Hernandez, assistant media buyer. Kelly, Scott & Madison, Chicago, joins WSYC-TV Cleveland as on-air supervisor in promotion department.

Joyce Hammond, director of advertising and display for Bernie's and Bottoms stores, Seattle, joins KJRC(AM) Seattle as sales promotion manager.

Debbie Katzman, former promotion director for WIOD(AM)-WAlA(AM) Miami, joins noncommercial WHTF(TV) Gainesville, Fla., as information specialist.

Ann Elizabeth Abernathy, former partner of Kizer & Kizer Advertising, Oklahoma City. joins KOCO-TV there as promotion manager.

Vivi St. Amand, creative services director, KSBT-TS San Luis Obispo, Calif., named promotion manager.

John Calver, promotion director, WWJ-AM-FM

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Name __________________________ Title __________________________

Station __________________________ Format __________________________

Address __________________________

City __________________________ State __________________________ Zip __________________________
Detroit, joins WJFF -TV Evansville, Ind., in same capacity.

Jan Kowal, sales and program assistant, KNIX-FM Tempe, Ariz., named to publicity and promotions department.

John Asher, former VP in charge of advertising and promotion for Golden West Broadcasters, Los Angeles, has formed John Asher & Associates and will handle advertising and promotion for KLALI-MI Pasadena, Calif.

Gerard Corbett, technical communications editor, Creamer Dickson Basford/New England, Providence, R.I., and Norman Brown, former head of his own public relations firm in Westbury, N.Y., named program supervisors in program services group at Creamer.

Debbie Ziska, publicity and public relations coordinator, WDMV-TV Washington, joins National Commission on Working Women in Washington as public information specialist.

John Maddigan Jr., VP of Ketchum MacLeod & Grove Public Relations, Pittsburgh, named associate director. Nicholas Hill, account supervisor, named VP.

**Technology**

Herbert Schubarth, VP-chief engineer of Gannett Co.'s WTVT-Denver, named VP-director of engineering for Gannett Broadcasting Group, which operates seven television, six AM and six FM stations. He will continue to be based in Denver.


Gerald Cushing, chief engineer, WABC-TV Boston, joins Outlet's WORS FM in same capacity.

Kevin McNamara, from engineering staff of WNBC-TV Boston, named chief engineer for Outlet's WJAR Providence, R.I.

Gibson White, engineering supervisor, non-commercial WITF-TV Hershey, Pa., joins WLYH-TV Lancaster, Pa., as chief engineer.

Kerwin McMahon, general sales manager, RMS Electronics, Bronx, N.Y., named VP-cable division. Ray Perez, assistant sales manager, named general sales manager of cable division.

D. Richard Gilbert, formerly with WMBT-TV Panama City, Fla., joins WMBT-TV Dothan, Ala., as chief maintenance engineer.

Dennis Doyle, acting chief engineer, non-commercial WEDU-TV Tampa, Fla., named chief engineer.

Robert Borum, field service engineer, radio division of Rockwell International and formerly with WEDU, rejoins station as engineering supervisor.


Bruce M. Brown, formerly with E.A. Butler Associates, Stammford, Conn., joins Times Wire & Cable, Wallingford, Conn., as senior VP-cable sales and marketing. Frederick Brown, formerly with Frederic (Md.) Cablevision, joins Times Wire & Cable as Atlantic Coast sales manager.

Robert Andeman, broadcast sales manager, McMartin Industries, Omaha, named director of domestic operations. Ron Briggs, international contract and sales administrator, named director of international operations.

Don Denver, national sales administrator, named district sales manager for Illinois, Indiana, Iowa, Nebraska and Kansas. Bill Hoisington, part owner of Wkdian Andalusia, Ala., named district sales manager for McMartin for Georgia, Mississippi, Alabama, North Carolina, South Carolina and Tennessee.

Martin Siskel, VP-manufacturing, Signal-Stat division of Abex Corp., joins Blondet-Tongue Laboratories, Old Bridge, N.J., as manager of production control.

Arnold Spain, formerly with North American Philips, joins Draney Engineering Laboratories, South Plainfield, N.J., as Southeast regional sales manager.

Terry Bequette, manager of roll and special services, Illinois Bell Telephone, Rockford, joins Rockford/Park Cablevision there as director of cablevision.

Norman Reinhardt, former officer in U.S. Army, joins Continental Cablevision of Ohio. Findlay, as assistant to VP of engineering. Lyle Keesnern.

Robert Lee, former chief engineer for Columbia Cablevision's Long Island, N.Y., system, named systems engineer for Viacom Cablevision of Suffolk County, Central Islip, N.Y.

Jim Woodworth, president of Control Technology Inc. Fort Lauderdale, Fla., has announced that Control Technology will act as independent consultant to IGM Communications, Bellingham, Wash.

Ernest B. Kelly, with COMSAT, Washington, named congressional and government relations manager.

New officers. National Society of Broadcast Engineers: Robert Jones, consulting engineer in LaGrange, Ill., re-elected president; Ron Arendall, WTHR-TV Indianapolis, elected VP, and Ed Karl, KMOV-St. Louis, elected secretary-treasurer.


**Allied Fields**

J. Michael Cummins, senior economist in FCC's Common Carrier Bureau's policy and planning division, named chief of international facilities planning division in Common Carrier Bureau. Division was formed as part of bureau's reorganization.

James Crawford, account manager and scanning specialist in Boston office of A.C. Nielsen Co., named VP-account manager of marketing research group USA.


New officers. American Women in Radio and Television. Atlanta chapter: Mary Jean Meadows, Liller Neal Weltin, president; Hatti Jackson, WMAA-TV Atlanta, president-elect; Beth Sheehan, WPLOI-MWWEFMI Atlanta, treasurer; Debbie Roquette, Clem and Lowrance, corresponding secretary, and Sybil Freeman, TV Guide, recording secretary.

Phil Donahue, host of television show. Donahue, will receive Silver Satellite Award from American Women in Radio and Television at annual convention to be held June 6 in San Antonio. Tex. Award was established in 1968 to "honor those individuals who have made outstanding contributions to the field of broadcast communication ... Phil Donahue has perhaps done more to attract public attention to women's issues than anyone else in the industry."

Kris Glen, visiting professor. Hofstra University. Hempstead, N.Y., joins New York Law School as associate professor and will also be associate director of Communications Media Center.

Gary Miller, information coordinator, Pennsylvania State University. University Park, named assistant director for educational services. He will coordinate instructional program on non-commercial WPXM-TV Clearfield, Pa., and cable television. Jack Eggert, producer-director for television. University of Nebraska, Omaha, joins broadcasting services at Pennsylvania State as producer-director for instructional programs.

Jack Britain, manager of studio projects. Marconi Communication Systems Ltd., joining Rank Cintel, Ware, Hertfordshire, England, as area sales manager, responsible for telephone sales in England, Spain, Portugal, Italy and Eastern Bloc countries.

Gaston Poulin, manager of radio sales for Canadian Broadcasting Corp.'s French Network, named manager of television sales, English services division for Quebec region. CBC. He will be based in Montreal.

**Deaths**

John A. (Jack) Fawcett, 49, Western manager of Arbitron Radio Station Sales, Los Angeles, died of cancer in La Habre (Calif.) General hospital May 12. He is survived by his wife, Betty.

Frances Wolfson, 73, director of Wometco Enterprises, Miami, and wife of Mitchell Wolfson. Founder and president of Wometco, died May 9 after long illness. Wometco is owner of five television stations. One FM station and cable systems. She was elected to board in 1943. In addition to her husband, one daughter survives.
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**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

**Earnings Figures are exclusive of extraordinary gain or loss. Footnotes:** *Stock did not trade on given day; price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split + Stock traded at less than 1/2 cent.

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**Earnings Figures are exclusive of extraordinary gain or loss. Footnotes:** *Stock did not trade on given day; price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split + Stock traded at less than 1/2 cent.

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**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific.
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:

Jun 9  The Washington Lawyers. Who's who among the influential legal elite populating the communications corridors of the nation's capital, who occupy so pivotal a role in affecting both the country's telecommunications policy and protecting their clients' interests.

Jul 7  A long hard look at the prospects for satellite-to-home TV—whether, when, how and why.

Jul 14  The annual Awards issue, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.

Jul 28  A special report on local TV journalism—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.

Oct 13  The beginning of Broadcasting magazine's celebration of its own first 50 years—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in Broadcasting's 50th Anniversary Issue on Oct. 12, 1981.

Broadcasting will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting—Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
NCTA's Dittrick: the skills of a politician plus the drive of a businessman

It's a shame that Doug Dittrick has no political ambitions beyond the school board of his hometown of Ridgewood, N.J. He'd make the perfect candidate: trim, well groomed and conservative in both dress and manner. His speech is clear and strong and he clearly loves the political game playing. But, most important, the man can garner votes. In February he was elected to an unprecedented second term as chairman of the National Cable Television Association.

Sitting comfortably in the dark, wood-paneled conference room of the headquarters of the NCTA in Washington, Dittrick chooses his words carefully, often drawing on his pipe to find the right way to articulate his thoughts. The hesitation, however, disappears when the conversation turns from the realm of NCTA policy and the activities of his own company, subjects that require delicacy when talking with a reporter, to cable financing or local, state or national politics about which he is not at all hesitant to express his right-of-center views.

At 47, Dittrick considers himself "an old man in the cable business." His introduction to it occurred in 1965 while working for General Electric, which he joined upon graduation from Ohio Wesleyan in 1955. Dittrick says GE formed a three-man team, including himself as "the financial fellow," to study the cable television business.

Following their study, Dittrick says the "team recommended to GE that they get involved in this business called cable television as an operating company." GE took the advice and instructed Dittrick and another member of the team to implement it. General Electric Cablevision Corp., an MSO that now serves approximately 200,000 subscribers, was thus created.

As manager of operations of the GE cable division, he first joined NCTA in 1967. His membership on the board introduced him to a number of persons in the industry and eventually led to a job offer from Monroe Rifkin, during the formation of American Television and Communications in 1968. Dittrick served in the number-two role there for five years until "an opportunity to run an entire cable operation" presented itself.

Dittrick joined Viacom Communications in 1973 as president, taking over the West Coast cable properties that CBS had acquired in the late sixties and spun off in compliance with an FCC order in 1971.

Viacom fulfilled Dittrick's ambition un-
The majors
Judged by prearranged events, the convention of the National Cable Television Association in Dallas this week is to be more a programing bazaar than a hardware market. That is not to predict inactivity in the equipment displays. It is to say that the emphasis in modern cable operation is changing from technology to content. Multipath access to a significant percentage of American homes is now an established condition, subject, of course, to expansion and refinement. The problem is what to send down all those paths.

It is a problem that increasingly attracts heavyweight attention. Getty Oil no sooner teams with Columbia Pictures, MCA, Paramount and 20th Century-Fox to sell subscription movies to cable homes than CBS scares its television broadcasting affiliates with news of its entry into cable networking. Lest corporate interest in the new video ventures be dismissed as transitory, at Time Inc. the man who had run the company's pay cable service, cable systems and related enterprises is rewarded with the presidency of the whole corporation—magazines, book houses, newspapers, forests, paper mills and all. Mom and pop and their five-channel wire strung down the hill no longer rate even a reliquary. Make way for Teleprompter, Cox, Viacom, Warner, American Express...

As Alvah Johnson ended a memorable New Yorker profile of Henry Luce and his upstairs magazine, in Time-style parody a generation ago: "Where it all will end, knows God."

Tenure
Once again William S. Paley has been disappointed in his search for whomever he is seeking. John Backe joins others in the silent limbo to which contract settlements commit failed executives who fall or are pushed from the upper slopes of Black Rock.

Paley's plans as characterized elsewhere in this issue are those of a man very much in charge of a company where he has exercised undisputed authority since he bought CBS in its infancy 53 years ago.

The successor to Backe will know he enters an office with a hidden trap door that can be sprung from the corner suite down the hall. Stockholders will hope for a compatible and lucky choice. Meanwhile it can be said of the chairman still on duty that for longevity and brilliance in broadcasting management, nobody else comes close. But he mustn't expect the miracle of cloning to be perfected in time.

A noncommercial hit
The Public Broadcasting System stood its ground against considerable opposition, including that of one of its most valued underwriters, and presented Death of a Princess as scheduled last Monday night— to probably the biggest audience the noncommercial network ever drew. The republic still stands. For all we know, the Saudis last Wednesday would have raised the price of oil another two dollars anyway.

There was really nothing else that PBS could do, once it had committed itself to carry the program. Knuckling under to the pressures from Saudi Arabia, the hints from our own State Department and the widely publicized entreaties of Mobil Oil would have disqualified PBS from serious consideration as a national program service.

Indeed PBS came out well ahead of Mobil, which has pretty well disqualified itself from serious discussions of freedom of the press. An oil company urging censorship on behalf of a foreign government with which it does huge business might as well save the money it would have spent on future newspaper ads clamoring for access to commercial television network time.

None of the above, however, relieves concerns expressed about the form of the disputed program. The "docudrama" is at best a mongrel, neither honest fiction nor objective fact. Whatever may be said of this particular application of it, the form itself should be put to further scrutiny. especially when sensibilities on so large a scale are involved.

Uneven justice
Officials and stockholders of General Tire had reason to wonder last week whether punishments always fit the crimes as meted out in Washington.

The Firestone Tire and Rubber Co. was fined $500,000—by federal standards an inconsequential sum—for marketing tires that the National Highway Traffic and Safety Commission found that the company knew to be unsafe. The contrast between that penalty for that offense and General Tire's recent experience before the FCC is shocking.

Last January the FCC voted, 4 to 3, to take three television station licenses from General Tire's subsidiary, RKO General Inc., and imperil the rest of the licenses held by the station group. The potential penalty adds up to something like $400 million.

If offenses are to be judged by punishments, General Tire must have committed crimes infinitely more heinous than knowingly selling tires that could kill innocent motorists. Not quite. The FCC's harsh judgment was based on the parent company's foreign payments and domestic political contributions of a kind generally made by American corporations before such practices fell out of favor in Washington. Not only that, the charges had already been resolved by consent decrees reached with the Securities and Exchange Commission and the Justice Department.

The drafting of the FCC's order in the RKO General case is still incomplete ("Closed Circuit," May 5). If it comes out as originally directed, the Bureau of Weights and Measures ought to run a check on the scales of justice used at 19th and M Streets, Washington, these days.

"That's right. The new bulb doesn't work either."
WHAT A SWITCH!

WTVK-CHANNEL 26 GAINS BIG AS NEW NBC AFFILIATE!

<table>
<thead>
<tr>
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<th>1978* w/ABC</th>
<th>1979** w/1N</th>
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<tr>
<td>Mon-Fri 7-9 AM</td>
<td>7</td>
<td>20</td>
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<tr>
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<tr>
<td>Mon-Sun</td>
<td>12</td>
<td>17</td>
<td>up 42%</td>
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TALK ABOUT BEING PROUD!

*Nov. 1978 ARB **Nov. 1979 ARB — ADI Shares
For information call WTVK-TV (615) 687-2312 or your nearest HR Television office.
ON AIR CONTROL – CHUM, TORONTO

ONE OF FOUR NEW CHUM STUDIOS INSTALLED THIS YEAR UNDER THE DIRECTION OF GEORGE JONES, DIRECTOR OF ENGINEERING FOR CHUM GROUP RADIO

In 1958 CHUM installed the first of the McCurdy SS4000 Package Console Facilities. After twenty years of continuous operation the original package was replaced by this customized SS8600 System.