FCC working on ‘postcard’ renewals □ Segelstein in, WSB-TV out at NBC □ CNN cranking away

Broadcasting 4 Jun 9
The newsweekly of broadcasting and allied arts

Our 49th Year 1980

WONDER WOMAN
Available NOW

Warner Bros. Television Distribution A Warner Communications Company
"Match Game" wins more 18-49 women than year-ago programs in access time periods.

<table>
<thead>
<tr>
<th>Station</th>
<th>2/80 vs 2/79</th>
</tr>
</thead>
<tbody>
<tr>
<td>WENTS Cleveland</td>
<td>Up 30%</td>
</tr>
<tr>
<td>WANE-TV Ft. Wayne</td>
<td>Up 50%</td>
</tr>
<tr>
<td>WKZO-TV Grand Rapids</td>
<td>Up 13%</td>
</tr>
<tr>
<td>WFBC-TV Greenville</td>
<td>Up 12%</td>
</tr>
<tr>
<td>WSYR-TV Syracuse</td>
<td>Up 58%</td>
</tr>
<tr>
<td>WTSP-TV Tampa</td>
<td>Up 180%</td>
</tr>
<tr>
<td>KOTV Tulsa</td>
<td>Up 39%</td>
</tr>
<tr>
<td>WDAU-TV Scranton</td>
<td>Up 80%</td>
</tr>
</tbody>
</table>

"Match Game" wins more 18-49 women than year-ago programs in fringe time periods.

<table>
<thead>
<tr>
<th>Station</th>
<th>2/80 vs 2/79</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBBM-TV Chicago</td>
<td>Up 73%</td>
</tr>
<tr>
<td>WJRT-TV Flint</td>
<td>Up 59%</td>
</tr>
<tr>
<td>WTPA Harrisburg</td>
<td>Up 67%</td>
</tr>
<tr>
<td>WRTV Indianapolis</td>
<td>Up 9%</td>
</tr>
<tr>
<td>KSTP-TV Minneapolis</td>
<td>Up 271%</td>
</tr>
<tr>
<td>KXTV Sacramento</td>
<td>Up 70%</td>
</tr>
<tr>
<td>KTVI St. Louis</td>
<td>Up 11%</td>
</tr>
<tr>
<td>KSBW-TV Salinas</td>
<td>Up 22%</td>
</tr>
</tbody>
</table>

Source: A & B, 2/80 and 2/79. Audience estimates are subject to limitations of the rating service.
When popular host Gene Rayburn brings his celebrity-packed “Match Game” strip to town, he zeroes in on a station’s target audience: 18–49 women.

He did it first when “Match Game” started as an afternoon strip on CBS-TV and became a young women’s favorite and the highest rated daytime network game show within 6 months after its debut.

He captivated young women again when “Match Game PM” started once-a-week in access time and joined the top ranks of all syndicated programs.

Now, as the impressive tables show, he’s winning the allegiance of young women for a third time in “Match Game’s” first season as a syndicated strip.

What’s Gene Rayburn’s secret?
He’s an established all-star host with enormous appeal. And he brings an all-star celebrity panel to each show. Including “regulars” Charles Nelson Reilly and Brett Somers. And such guests as Loretta Swit, Lee Meriwether, Phyllis Diller, Jack Jones, Nipsey Russell, Bob Barker, Rita Moreno, Dick Martin, Fannie Flagg and Betty White.

Gene Rayburn needs no introduction. Neither do his supporting panels; nor does “Match Game’s” preeminent game show producer, Goodson-Todman.

That’s why you can count on this long-running hit to start strong and fast in September. And capture a big, ready-and-waiting access audience for your station.
“Let's take a walk”

...was all we said, and 20,000 Pittsburghers showed up! When Steel City News weatherman Pat Shingleton invited viewers to walk with him for the March of Dimes, people showed the spirit that makes Pittsburgh the City of Champions - by walking 13 miles and raising over $525,000 to help those who can't walk at all. WIIC-TV's sponsorship is just another way we're involved with the people; the New Spirit of Pittsburgh is Channel 11.
THE SHORT OF IT ☐ FCC proposes postcard-size renewal form, random IRS-type audits to insure licensee compliance with rules. PAGE 21.

RADIO CONSCIOUSNESS-RAISING ☐ NAB boards' chief concern, at meeting in Washington, is impending change in allocations. PAGE 22.

UP AND OUT AT NBC ☐ Segelstein is elevated to new position of president of NBC Television, but there's bad news for the network: it's lost prime affiliate WBTV Atlanta to ABC. PAGE 24.

LOTTERY TIME AT FCC ☐ The FCC votes to try that system to pick from applicants who appear equal in a six-year-old FM proceeding. PAGE 30.

THE RKO DECISION ☐ The staff at the FCC is directed to prepare the final order lifting three licenses. Comments are asked on what to do with 13 remaining outlets. General Tire promises to go to court. PAGE 30.

SETBACK ☐ CBS loses another round, this time in an appeals court, in its 10-year-old fight for per-use music licenses. PAGE 36.

PREMIERE PICKS HARRIS ☐ The broadcast-cable operator is named chairman and chief executive officer of the new pay operation. PAGE 37.

KMAG ASSAYS ☐ The ad agency predicts CBS-TV will again be prime-time winner next season. PAGE 37.

BEST NOT ENOUGH ☐ ABC-TV's 20-20 is top-rated for the week ended June 1, but CBS-TV takes the seven days by half a point. PAGE 38.

NEWEST PARTNERSHIP ☐ MGM Film and CBS plan a joint venture in videodisks and videogadgets for the home. PAGE 40.

RADIO'S FORMAT LEADER ☐ McGavren-Guild's annual survey of the top 25 markets finds it is adult contemporary. Black, disco and AOR make gains, while progressive, MOR and talk decline. PAGE 44.

CNN'S DEBUT ☐ The 24-hour cable news service is greeted with positive reaction. PAGE 48. The news breaks on opening day let CNN show off its technical stuff. PAGE 52.

LOCAL TV AT NATIONAL CONVENTIONS ☐ This year's party gatherings will attract a lot of coverage by individual stations, thanks to satellites. PAGE 55.

HEWITT EXPONDS ☐ IRTS's "Broadcaster of the Year" says television news should focus more on people and less on politicians. PAGE 56.

APB, PBS TALK MONEY ☐ At their annual meeting in Washington, Carley of Associated Public Broadcasters says his operation needs more funds. Grossman of Public Broadcasting Service thinks technology can be put to work to generate added revenues. PAGE 57. Minow bows out as PBS chairman, and successor Oaks pushes for a complete study of the new technologies. PAGE 58. Mankiewicz urges more cooperation between public radio and TV. PAGE 58.

BPA-BDA SET FOR MONTREAL ☐ The top promoters and designers will turn out in record numbers for their annual seminars. PAGE 62.

CARTER-REAGAN ATTITUDES ☐ The White House incumbent and the man who wants to evict him outline their thoughts about broadcasting in response to NAB questions. PAGE 67.

COX'S SINGLE LIFE ☐ Following termination of the proposed merger with GE, the company makes two-for-one stock split, increases its dividends and names first black to its board. PAGE 89.

BPA'S DAWSON ☐ Tom Dawson recalls vividly the first Broadcasters Promotion Association seminar in 1956. So it's fitting that the CBS Radio executive and BPA president will be playing such a pivotal role at this week's seminar in Montreal. PAGE 97.

The Week in Brief
DON'T GET STUCK WITHOUT IT!

These days more and more broadcasters pin their station's success to promotion. And for good reasons. Without an aggressive, on-going promotion campaign, they know they'll be fighting a losing battle.

Still, there are some station honchos who haven't wised-up yet. They're too busy defending the bottom line to make a serious investment in promotion.

That kind of thinking might win the fiscal battle but it will most certainly lose the ratings war.

Bottom line. It doesn't pay to short change promotion.

We've learned that from experience. After all, broadcast promotion is our business. We know what it takes to make it work. And we know it's all worth working for.

If you want to give promotion a promotion, stop by our suite at the BPA Convention. We'll be happy to pin success on you.

WE'RE PROMOTING PROMOTION.

KLEIN &. A total broadcast promotion service.
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Targets

Now that Ronald Reagan has clinched Republican nomination, what would happen to FCC if he were elected President? He'd be free to replace FCC Chairman Charles Ferris with any of three Republican commissioners (Robert E. Lee, Abbott Washburn, Anne Jones). Three top staffers are vulnerable to political replacement—General Counsel Robert Bruce, Office of Plans and Policy Chief Nina Cornell and Chief Scientist Stephen J. Lukasik.

In earlier administrations Broadcast Bureau chief's has also been job subject to political change. But present chief, Richard Shiben, chose to retain career status when government employees holding supergrade rank (immune to summary removal at change of political power) were invited to join new senior executive service (vulnerable).

Fast reaction

Working out affiliation deal between NBC-TV and Gannett's WXIA-TV Atlanta, in wake of WSB-TV's decision to move to ABC there (story page 24), may have set new speed record. Gannett Broadcasting Group President Alvin G. Flanagan says he learned of WSB-TV deal with ABC last Wednesday morning—when he called ABC to talk about Atlanta situation. "We and NBC then had a common problem," he says, "and we practically met, headed for each other's office." Flanagan, based in Denver, was already in New York. By early afternoon NBC had put out announcement of WXIA-TV agreement.

Flanagan would neither confirm nor rule out speculation that WXIA-TV would hold ABC to full term of its contract and cherry-pick choice programs from both networks from Sept. 30, when NBC/WSB-TV contract expires, to Dec. 5 termination of WXIA-TV's ABC affiliation. That could include World Series on NBC in October and preliminary league playoffs on ABC.

Hidden thinkers

One of least publicized gatherings in broadcasting, annual Keystone Conference, opened Saturday in that Colorado resort with some 125 members of broadcasting and production communities listening to academics and other experts on world and national issues in sessions that will run through Wednesday. It's think-tank affair, totally off record, organized by Gene Accas of Leo Burnett Co. and Herman Land of Association of Independent TV Stations. Among those attending this year are AI Schneider, Dick Wald and Dick O'Leary of ABC; John Lane and Peter Lund of CBS; and NBC President Fred Silverman—who stopped en route to Hawaii vacation.

Out of the attic

Two long-dormant issues—VHF drop-ins and prime-time access rule—are resurfacing at FCC. Sixteen months after commission rejected staff recommendation that proposal for short-spaced drop-ins be abandoned (BROADCASTING, Jan. 1, 1979), staff is completing additional studies and analyses asked of it at that time. And word last week was that item will be back on commission agenda by end of July. Whether recommendation will be different is largely matter of speculation; work on item remains to be done. But with new Broadcast Bureau chief and deputy (Richard Shiben and Frank Washington for Wallace Johnson and Martin Levy), there is said to be "a different leaning" on issue. Drop-ins under consideration are channel 11 for Charleston, W. Va.; channel 8 for Johnstown, Pa., or channel 12 for Altoona, Pa.; channel 8 for Knoxville, Tenn., and channel 8 for Salt Lake City.

Question of prime-time access rule—on books since 1971—came up briefly at commission meeting two weeks ago in connection with requested waiver. At that time, some commissioners suggested revisiting matter, and staff plans to do study on access programming as basis for possible re-examination. Network inquiry staff has been studying television program suppliers, both network and nonnetwork, and is scheduled to release number of reports on June 18.

Getting ready

Former NBC News correspondent Elie Abel is reportedly among those that State Department may recommend to President Carter for membership on U.S. delegation to UNESCO general conference in Belgrade, Yugoslavia, in September. World Press Freedom Committee members will express enthusiastic support for him when they meet with Secretary of State Edmund S. Muskie on June 10. Committee members, who plan to bring Muskie up to date on their concerns regarding UNESCO and report of its MacBride Commission on Communications, as well as Third World countries' proposals for New World Information Order, feel delegation should include representatives of media. WPFC Chairman Harold W. Anderson, president of World-Herald Co., Omaha, feels Abel would be valuable spokesman for freedom of press at Belgrade meeting. After service with NBC, Abel became dean of Columbia Graduate School of Journalism, is now on faculty of Stanford university.

WPFC delegation to Muskie will include at least two broadcast representatives—Bill Leonard, president of CBS News, and Arch Madsen, president of Bonneville International Corp.

Looking

Gannett Co. is investigating major acquisition in cable television field, according to officials with both Gannett and Denver-based Daniels & Associates, cable-financing firm. Although no "serious negotiations" are in progress, Gannett is looking at cable to round out its media holdings (newspapers and broadcast stations). If it opts to enter system ownership, Gannett officials compare any ambitions in that medium with those company displayed two years ago when it acquired Combined Communications Corp. for $370 million in Gannett stock.

Silver lining

WSM(AM) Nashville, which led fight, now lost, against FCC's cutback of protection for IA clear channels—primarily on ground its Grand Ole Opry won't reach fans nationwide—has ambitious contingency plan in works. It is developing satellite interconnection possibility to leapfrog signal around U.S. and Canada. Plan could lead to larger audience—and more sophisticated business plan for exploiting it—than before clear channel curtailment.

Hard times

Number of noncommercial television stations that had planned to do localized coverage of Republican national convention in Detroit next month have had to scrap or cut back plans—partly because they were unable to come up with $11,000 for land line from Cobo Hall to local noncommercial station that houses satellite uplink. Public Broadcasting Service earlier voted down money for extensive convention coverage by MacNeil/Lehrer Report, meaning stations would have to send their own crews.

Daily Exchange Feed reserved satellite time to send reports to subscribers, but high cost of phones and other operating expenses—rather than satellite time, which stations could afford—scared some off, thereby increasing pool costs for others.
Starsky & Hutch. It turns out to be information, ask these broadcasters.

GOLDEN WEST, McGRAW HILL, BLAIR, STORER, MULTIMEDIA, O.
be a problem solver. For further

METROMEDIA
COMMUNICATION

AFT, HUBBAR

GAYLORD ZIE

BROAD

LET OUT

STARSKY & HUTCH. THE ANSWER.

A Spelling/Goldberg Production distributed by

Columbia Pictures Television
Del Taco □ Twenty-six week campaign for fast food restaurants begins this week in Los Angeles. Agency: McCaffrey & McCall, New York. Target: adults, 18-34.

Taco Charlie's □ Seventeen-week campaign for fast food restaurants begins this month in about 23 markets including Phoenix, Las Vegas and San Jose, Sacramento and Fresno, all California. Agency: Space, Kansas City, Mo. Target: adults, 18-24; teenagers.

McDonald's □ Seven-week campaign to promote McChicken chicken sandwiches begins this week in Providence, R.I., and Boston. Daytime and afternoon drive. Agency: Arnold & Co., Boston. Target: adults, 18-49.


Kinder-Care Learning Centers □ Four-week campaign for day-care centers begins Aug. 1 in 92 markets including Los Angeles; San Francisco; Denver; Orlando, Fla.; Raleigh, N.C.; Nashville; Louisville, Ky.; Detroit; Cincinnati; Baltimore, and Philadelphia. Morning and afternoon drive times. Agency: Klein-Sieb Advertising & Public Relations, Atlanta. Target: women, 18-34.

Mexican National Tourism □ Four-week campaign begins this week in more than 10 markets including Chicago; Houston; Albuquerque, N.M.; Phoenix; Los Angeles, and Philadelphia. Agency: Chapman Communications, New York. Target: adults, 18-49.

Southern Bell □ Four-week campaign to promote business use of long distance calls begins this week in 22 markets, including Raleigh and Wilmington, both...
IN NOVEMBER...

IN FEBRUARY!

HERE ARE THE FACTS...

HERE ARE THE SHOWS WE REPLACED:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>FORMER PROGRAM IN TIME PERIOD</th>
<th>CURRENT PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>Emergency One</td>
<td>Match Game</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Superman</td>
<td>Match Game</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Hogan's Heroes</td>
<td>Match Game</td>
</tr>
<tr>
<td>Boston</td>
<td>6 Million $ Man</td>
<td>Match Game</td>
</tr>
<tr>
<td>Detroit</td>
<td>Dinan</td>
<td>Match Game</td>
</tr>
<tr>
<td>Houston</td>
<td>Andy Griffith</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Every Day</td>
<td>Bewitched</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Andy Griffith</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>Bewitched</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Huntsville-Decatur</td>
<td>6 Million $ Man</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Augusta</td>
<td>Newlywed Game</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Montgomery</td>
<td>My 3 Sons</td>
<td>Bewitched</td>
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<tr>
<td>Lafayette, La.</td>
<td>Partridge Family</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Columbus, Ga.</td>
<td>Various</td>
<td>Bewitched</td>
</tr>
<tr>
<td>Panama City</td>
<td></td>
<td>Bewitched</td>
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HERE'S HOW THE AUDIENCE WENT UP:

<table>
<thead>
<tr>
<th></th>
<th>HOUSE 18-49</th>
<th>WOMEN 18-34</th>
<th>WOMEN 18-49</th>
<th>MEN 18-49</th>
<th>TEENS</th>
<th>KIDS</th>
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<tbody>
<tr>
<td>New York</td>
<td>UP 75%</td>
<td>UP 162%</td>
<td>UP 135%</td>
<td>UP 70%</td>
<td>UP 101%</td>
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<tr>
<td>Los Angeles</td>
<td>UP 98%</td>
<td>UP 469%</td>
<td>UP 336%</td>
<td>UP 184%</td>
<td>UP 187%</td>
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<td>Philadelphia</td>
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<td>UP 181%</td>
<td>UP 54%</td>
<td>UP 163%</td>
<td>UP 118%</td>
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<td>Boston</td>
<td>UP 122%</td>
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<td>UP 126%</td>
<td>UP 152%</td>
<td>UP 119%</td>
<td>UP 111%</td>
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<tr>
<td>Detroit</td>
<td>UP 30%</td>
<td>UP 86%</td>
<td>UP 136%</td>
<td>UP 112%</td>
<td>UP 174%</td>
<td>UP 578%</td>
</tr>
<tr>
<td>Houston</td>
<td>UP 127%</td>
<td>UP 100%</td>
<td>UP 105%</td>
<td>UP 60%</td>
<td>UP 258%</td>
<td>UP 150%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>UP 92%</td>
<td>UP 88%</td>
<td>UP 120%</td>
<td>UP 280%</td>
<td>UP 513%</td>
<td>UP 1950%</td>
</tr>
<tr>
<td>New Orleans</td>
<td>UP 89%</td>
<td>UP 141%</td>
<td>UP 129%</td>
<td>UP 37%</td>
<td>UP 211%</td>
<td>UP 175%</td>
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<td>Jacksonville</td>
<td>UP 68%</td>
<td>UP 88%</td>
<td>UP 92%</td>
<td>UP 114%</td>
<td>UP 109%</td>
<td>UP 11%</td>
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<tr>
<td>Huntsville-Decatur</td>
<td>UP 188%</td>
<td>UP 233%</td>
<td>UP 250%</td>
<td>UP 700%</td>
<td>UP 100%</td>
<td>UP 180%</td>
</tr>
<tr>
<td>Augusta</td>
<td>UP 105%</td>
<td>UP 120%</td>
<td>UP 183%</td>
<td>UP 175%</td>
<td>UP 233%</td>
<td>UP 144%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>UP 13%</td>
<td>UP 58%</td>
<td>UP 40%</td>
<td>UP 60%</td>
<td>UP 50%</td>
<td>UP 33%</td>
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<tr>
<td>Lafayette, La.</td>
<td>UP 76%</td>
<td>UP 113%</td>
<td>UP 100%</td>
<td>UP 100%</td>
<td>UP 50%</td>
<td>UP 35%</td>
</tr>
<tr>
<td>Columbus, Ga.</td>
<td>UP 71%</td>
<td>UP 95%</td>
<td>UP 92%</td>
<td>UP 53%</td>
<td>UP 78%</td>
<td>UP 146%</td>
</tr>
<tr>
<td>Panama City</td>
<td>UP 57%</td>
<td>UP 193%</td>
<td>UP 164%</td>
<td>UP 48%</td>
<td>UP 71%</td>
<td>UP 30%</td>
</tr>
</tbody>
</table>


*Match Game/Gong Show/Candid Camera/Family Feud/Muppets

CHECK OUT OUR LIBRARIES

No matter what your station's format is, William B. Tanner Company has the library for it. We have eight to choose from. And they run from one end of the musical scale to the other. Contemporary, Contemporary Country, Middle of the Road, Rock, and easy listening. Production music libraries! Sales libraries! All have sound effects and production effects. All Tanner libraries are designed to increase sales and listeners—and enhance programming. Write for more information about the library of your choice today.

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Station ________________________________ Format ________________________________

Address ________________________________________________________________

City __________________ State __________ Zip __________


Century Importers □ Three-week campaign for Old Vienna beer begins June 16 in eight New York markets including Rochester, Buffalo and Binghamton. All day parts. Agency: Ogilvy & Mather, New York. Target: men, 18-34.

IBM □ Twelve-day campaign for general systems division begins in over 100 markets including San Francisco; San Diego; Tampa, Fl.; Boston; Baltimore, and Providence, R.I. Morning and afternoon drive. Agency: Leber Katz Partners, New York. Target: men, 35-54.


Heileman □ Four-to-five week campaign for Carling Black Label beer begins this month in seven markets including Philadelphia. Fringe, prime, prime access and sports times. Agency: W.B. Doner, Baltimore. Target: men, 16-49.


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This week

June 8-27 - Institute for Religious Communications 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.


June 12-14 - Workshop for Catholic television producers sponsored by UNDA-USA Holiday Inn Riverfront; St. Louis. Speaker: Martin Dobrzeniecki, 75 Chestnut Hill Avenue, Brighton, Mass. 02135; (617) 762-2195.

June 12-14 - Joint Association of Broadcasters meeting Holiday Inn, Oklahoma City.


June 14 - Radio-Television News Directors Association region 11 (New England) meeting. Dunfrey's Sheraton Watertown, Bedford, NH.

June 14 - Institute of Electrical and Electronic Engineers, International Conference on Communications Hilton hotel, Denver.

Also in June

June 15-17 - Montana Cable Television Association annual convention. Great Northern Inn, Kalispell, Mont.

June 15-18 - Virginia Association of Broadcasters summer meeting. Cavalier hotel, Virginia Beach.


June 16-22 - National Sisters Communications Service fifth annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 17-19 - Eurocom 80, second international conference and exhibit for advanced communications equipment. Copenhagen. Information: Bella Center, Copenhagen 2600, Copenhagen S.

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


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


June 20 - UPI New York State broadcast dinner and annual meeting. Gideon-Pulman hotel, Saratoga Springs, N.Y.

June 20-21 - North Dakota Broadcasters Association spring meeting. Art Club hotel, Devils Lake.


June 20-21 - 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 21-25 - Georgia Association of Broadcasters 41st annual convention. Callaway Gardens.


June 23 - Television Critics Association meeting. Speakers include FCC Commissioner Tyrone Brown; Kathleen Nolan, Corporation for Public Broadcasting; 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 - Association of National Advertisers-Radio
On the first newswire designed especially for television.

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The AP TV Wire provides for the first time an in-depth background source for all the state, national, and world news you need, uniquely designed and totally suited for television. It's the most comprehensive TV news package anywhere; plus, sports, features, specials, and much more—all available at 1200 wpm via our state-of-the-art, high-speed system.

The AP TV Wire is simply the most technically advanced and carefully designed broadcast newswire ever.

Each AP TV Wire printer is installed with a micro-computer that we program individually to the needs you specify. Newsroom efficiency and productivity benefit because the computer scans and selects the service tailored to you, sends and receives simultaneously, spaces and organizes items for easier use, knows your station by call letters and network affiliation for exclusive communication, and will even set off a beeper when a bulletin is coming.

Plus, only AP Broadcast Services has the trained field personnel to program, maintain, and update your AP TV Wire to the latest service and technology.

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AP Broadcast Services
INNOVATION for better news programming


June 25-28 – Florida Association of Broadcasters annual convention, Disney World Contemporary hotel, Orlando.


July 26-29 – Third annual National Federation of Local Camera Programs convention, Mid-Ohio State University Kellogg Center East Lansing, Mich.

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


July 13-18 – New England Cable Television Association annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, 8/6 North State Street, Concord, N.H. 03301; (603) 224-3373.

July 14 – Beginning of Republican national convention. Cobo Hall, Detroit.

July 14-15 – Society of Cable Television Engineers technical meeting and workshop on "Cable Side or Fiber Optic?" Dallas, Texas. Kal-Tel TV 20th floor.


July 18-19 – Summer convention, Colorado Association of Broadcasters, Keystone Resort, near Dillon.


July 24-28 – Louisiana Association of Broadcasters summer convention. Regency hotel, Shreveport.


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


July 30-31 – Wisconsin Broadcasters Association annual summer meeting. Pioneer Inn, Oshkosh.


July 31-Aug. 1 – Arkansas Association of Broadcasters meeting. The Arlington, Hot Springs.

August

Aug. 3-5 – South Carolina Broadcasters Association meeting. Hyatt on Hilton Head, Hilton Head.

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

Aug. 10-13 – New York State Cable Television Association summer meeting. Otesaga hotel. Cooperstown Information: (518) 482-6678.


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


Aug. 22 – Kansas Association of Broadcasters annual sports seminar Royals Stadium, Kansas City.


September


Sept. 1 – Deadline for entries for annual Women at Work broadcast awards supported by National Commission on Working Women for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs/ documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Zsika, NCWW, 1211 Connecticut Ave., N.W., Suite 310. Washington 20036; (202) 466-6771.


Sept. 8-9 – Society of Cable Television Engineers technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Registration due Aug. 1. Princess Kaiulani hotel, Honolulu.


Sept. 15 – Comments due in FCC proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 FCC, Washington.


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


October

Oct. 1 – New deadline for comments in FCC rulemaking to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1, FCC, Washington.


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


Oct. 5-8 – National Radio Broadcasters Association annual convention, Bonaventure hotel, Los Angeles.


Unconventional coverage

EDITOR: It should not have surprised me to find your coverage of the National Cable Television Association convention superb. For those of us in attendance, it was a rare insight into the amazing growth of an industry from both the technical as well as software capabilities.

Having attended numerous National Association of Broadcasters conventions for the Petry Co. [station representative firm of which he was president and later chairman from 1963 to 1972], and still finding in Broadcasting rare documentation of what went on, I couldn’t help but think that you have the innate ability to capture the heart of the sessions and give those who were unable to attend a front seat to tomorrows’ events.

For anyone in cable or commercial broadcasting, your magazine gives one a comprehensive understanding of the state-of-the-art, and just as important, the current climate in its developmental process.

Congratulations.—Martin L. Nieman, director of sales, the Telemine Co., New York.

Clear-channel clarification

EDITOR: I am quoted in the June 2 issue at page 29 as saying in connection with the clear-channel decision: “A lot of people are going to lose service in areas that are already well served.”

Actually, one of the comments I made was to the effect that a lot of people in areas receiving little or no service are going to lose service in order that persons residing in areas already well served can receive an additional service.—R. Russell Eagan, Kirkland & Ellis, Washington.

Editor’s Note: Eagan is attorney for the Clear Channel Broadcasters Association.

Longer by 15

EDITOR: The squib in “Closed Circuit” (May 5) concerning possible expansion of CBS-TV’s evening news brought back old memories.

The subject was hot in the last meeting of the CBS-TV affiliates board I attended prior to my retirement as vice president-general manager, WMAR-TV Baltimore, which would have been some time prior to June 1976. It was then feared that CBS intended to make a proposal. After listening to much adverse comment, all of which seemed based upon the possible economic consequences, I took the floor to say that never in the history of broadcasting had we made an improvement in our service to the public that didn’t ultimately result in an improvement in our economic picture, and that the time must come when network news would expand. It was then, I believe, that I first proposed the possibility of a 45-minute compromise.

The 45-minute proposal had much to recommend it, particularly if the network, during the introductory period, tried to overcome the difficulty of getting clearance by offering a breakaway at the half-hour mark.—Donald P. Campbell, Marco Island, Fl.

Setting a good example

EDITOR: I have just finished your story on Ted Turner (May 19). In many ways, I admire him. However, his distaste for broadcasters leaves me cold.

As a child, I listened to Ed and Wendy King and Regis Corcic on KDKA(AM) Pittsburgh. From these professionals and many others, I learned what broadcasting was. Entertainment, information and music, all for free, for rich and poor, elderly and young. The broadcasters of this country did something very great.

If the cable companies grow and grow, and commercial TV stations are forced to turn STV, the cable companies will become the monopoly that Turner is so critical of. With the introduction of commercials on cable, there is enough money in cable for everyone. Please, the airwaves as well as the cable signals belong to the poor and elderly as well as those who are more fortunate. In the light of current times, communications entrepreneurs may find themselves programming to a limited audience who can afford their product.—Vito Capaccio, Pittsburgh.

Errata

May 26 “Changing Hands” item on KBEY(AM) Redondo should have stated that Marvin Bear and his wife, Virginia, own 9% each of selling corporation. Station is 1 kw day, 250 w night.

Subhead on June 2 story on presidential debates erred in stating, “League of Women Voters says independent candidate [John B. Anderson] should be included.” As spokeswoman is quoted in story, league has “made no decision as to who will be included” in the debate.

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"Executive and publication headquarters Broadcasting-Telecasting building 1735 DeSales Street, N.W., Washington 20006.
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TV only just beginning to catch up to radio

It's been said before, but I'll say it again: Radio is probably the most underutilized of major media.

As an agency with many national advertisers on its roster, Bozell & Jacobs has used spot radio for many years, both as an adjunct to other media and as a primary carrier of commercials. B&J billed more than $300 million in 1979, $60 million of which was invested in radio and TV spot, of which radio accounted for 9% of our media placement.

Before I try to define what I think spot radio is, I'd like to state what I think it isn't. First and foremost, it isn't a cheap way to buy television. It's not picturless TV. It shouldn't even loosely be categorized with television. It's a completely distinct and discrete medium, as different from television as is, say, Sunday supplements or car cards. In fact, I never bought the concept of "imagery transfer," which was so popular some years back as a supposed means of latch ing onto television's coattails.

Obviously radio should not be competing against television. It has its own strengths, its own mystique, its own selling protocol.

One of radio's great strengths is its ability to pinpoint prospects, on a cost-efficient basis, as to demographics, age and other considerations. Another basic and unique advantage is its ability to employ psychographics.

The spectrum of radio offers the advertiser the choice to select a format that attracts the greatest concentration of the primary target audience with minimal wasted impressions against demographic cells outside the target audience. Imagine the choices we have: effectively and efficiently to reach the business flyer, the upscale car buyer, corporate leaders, the large-acreage farmer—all successful businessmen—through radio.

For example, one of our clients, Greyhound, wanted to reach the college market, a notoriously low-viewing TV quintile. Our creative approach was to come up with the "Bus Brothers," a take-off on a Saturday Night Live routine. This had definite appeal to college students and provided listeners with an easily identifiable contemporary character. Our media approach and media execution of this campaign were unusual in that both had no relationship to the television advertising, which was running concurrently. In other words, we did not take the normal agency route of recreating a TV commercial in a radio spot. Our client, Greyhound, feels that it was a highly successful program.

John J. Gudelanis, vice president and director of regional broadcast operations for Bozell & Jacobs Inc., New York, has spent 13 years in agency media work. He joined B&J in 1977 in this present post. Earlier he had been vice president and director of broadcast services. Wells, Rich, Greene; associate buying director of BBDO, and associate media director of Hunt Media Advertising.

Artful radio commercials can unleash the unlimited imaginative potential of the human mind. The commercials have the ability to stimulate each listener's image-making process. In effect, the commercial can offer each listener a conceptual framework; he or she can then harness the power of imagination and custom-create a visual in the mind that is the most palatable and appealing and that would therefore motivate the listener most.

Our campaign for Iberia Airlines is a good case in point. The major portion of Iberia's electronic media budget is devoted to spot radio. A careful evaluation of qualitative and quantitative data reveals that the campaign effectively and efficiently targets Iberia's commercial message to the frequent overseas traveler.

We believe that the healthy growth of Iberia is closely tied to the creative use of radio, and the radio budget is double that of a year ago on this account.

The creative approach is simply one musical track that is readily identifiable. It is not intended to duplicate a print or TV approach, but is specifically tailored for good music, MOR and news stations. We believe that a successful radio commercial must be created, designed and executed to match and blend with the type of format of the station that will carry it. While the selling message may vary from campaign to campaign, the basic creative approach is designed to maintain continuity and thus continued awareness. Accordingly, all Iberia commercials end with the haunting "Iberia! Iberia!" theme, which extends the advertising effectiveness without exorbitantly increasing the budget.

Unlike many other agencies, at B&J we almost make it a fetish to pre-select radio stations according to their format. This is because of our deep-rooted belief that the programming in which the commercial is showcased most definitely has a high degree of impact on the ability to sell the prospective consumer. Here we examine radio formats as intensively as we do, for example, magazines.

As a buyer, I prefer the beautiful music format for all my adult accounts. The good music format gives us the ability to know exactly the environment in which we are placing our commercial. While this is more or less true of other types of radio formats, it is not necessarily true on TV. This is one of the major advantages of the radio medium: the ability to choose an editorial environment.

Another advantage of the beautiful music format is the undercommercialization it offers vis-a-vis top 40, all news, and even TV. Commercial minute counts should be a primary consideration in choosing a station. We consider a format of eight to 10 commercial minutes per hour to be far superior to a format that runs up to 18 commercial minutes on radio (and 16 on TV). While we have always complained about commercial clutter on radio and TV, direct action is more expedient: We use the format that offers a desirable commercial load.

Every major agency is currently faced with the media challenge stemming from the advent of pay TV, cable TV, expanded syndication, superstations and all the other possible entries in the new wave of electronic technology.

It appears to me that the new TV technologies are paralleling the development of the expanded radio formats that we have learned to use in the past two decades. The interest in and use of the new video technologies as a medium will have a beneficial impact on spot radio for the following reasons:

The fragmentation of the visual medium will force agencies to look at TV in detail and use radio-type buying techniques on these new video media. I believe the radio industry will flourish because an advertiser will have a choice in the eighties of preselecting demographics and format in TV as well as radio. More than ever, radio will have the ability to compete against the TV medium, not as a supplemental buy, but as a primary advertising vehicle by itself.

It is interesting to look at the matter in historical perspective. Soap operas and dramas started on radio, then moved to TV. All-news radio has been around for over a decade, and only now is all-news TV here. Specialty formats started in radio, and are now starting on TV. TV took 30 years to catch up to radio.
## The Art of Marshalling 18-49 Adults

In these markets, KUNG FU substantially increased 18-49 adults in February 1980 over programming in the same time period, same station in February 1979.

<table>
<thead>
<tr>
<th>Market</th>
<th>Station</th>
<th>Days</th>
<th>Time</th>
<th>18-49 Adults</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WPIX</td>
<td>Tuesdays</td>
<td>9 to 10 pm</td>
<td>up 93%</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>WPIX</td>
<td>Wednesdays</td>
<td>9 to 10 pm</td>
<td>up 92%</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>WPIX</td>
<td>Thursdays</td>
<td>9 to 10 pm</td>
<td>up 134%</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA</td>
<td>Thursdays</td>
<td>9 to 10 pm</td>
<td>up 56%</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>WNAC-TV</td>
<td>Mon.-Fri.</td>
<td>4 to 5 pm</td>
<td>up 181%</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WPGH-TV</td>
<td>Saturdays</td>
<td>5 to 6 pm</td>
<td>up 229%</td>
<td></td>
</tr>
<tr>
<td>Houston</td>
<td>KHTV</td>
<td>Saturdays</td>
<td>5 to 6 pm</td>
<td>up 30%</td>
<td></td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KMSP-TV</td>
<td>Sundays</td>
<td>5 to 6 pm</td>
<td>up 30%</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>KDNL-TV</td>
<td>Saturdays</td>
<td>6 to 7 pm</td>
<td>up 66%</td>
<td></td>
</tr>
<tr>
<td>Seattle-Tacoma</td>
<td>KSTW-TV</td>
<td>Saturdays</td>
<td>7 to 8 pm</td>
<td>up 121%</td>
<td></td>
</tr>
<tr>
<td>Tampa-St. Petersburg</td>
<td>WTOG-TV</td>
<td>Saturdays</td>
<td>1 to 2 pm</td>
<td>up 65%</td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>KBMA-TV</td>
<td>Saturdays</td>
<td>6 to 7 pm</td>
<td>up 300%</td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>WDRB-TV</td>
<td>Saturdays</td>
<td>7 to 8 pm</td>
<td>up 34%</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>KJFO</td>
<td>Saturdays</td>
<td>7 to 8 pm</td>
<td>up 56%</td>
<td></td>
</tr>
<tr>
<td>Albuquerque</td>
<td>KGGM-TV</td>
<td>Saturdays</td>
<td>7 to 8 pm</td>
<td>up 74%</td>
<td></td>
</tr>
<tr>
<td>Duluth-Superior</td>
<td>KBJR-TV</td>
<td>Saturdays</td>
<td>6 to 7 pm</td>
<td>up 257%</td>
<td></td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KSHO-TV</td>
<td>Saturdays</td>
<td>7 to 8 pm</td>
<td>up 600%</td>
<td></td>
</tr>
<tr>
<td>Wheeling-St.</td>
<td>WTOV-TV</td>
<td>Sundays</td>
<td>5 to 6 pm</td>
<td>up 242%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Arbitron reports for February 1980 and February 1979. Data are estimates and subject to qualifications stated in reports used.
Making a Christmas Special.

Each year, volunteer workers at the Kalamazoo Regional Psychiatric Hospital make an extra effort to bring a little of the Christmas spirit to the patients there. And last year, with the cooperation of WKZO-TV, they helped make the season more joyful than ever.

The Hospital Chapel, recently built by the volunteers actively assisted by WKZO-TV, became a theater for the beautiful Christmas program they presented. A religious service followed the program. WKZO-TV was there to televise both events so the moving celebration that brightened the holidays for the patients and their families could be shared by their friends throughout Western Michigan.

Extending our help to those who help others is all part of the Fetzer tradition of total community involvement.
Just fill out the postcard?
FCC starts up rulemaking on short renewal form; proposal also calls for random audits to insure compliance with rules

The FCC last week adopted a notice of proposed rulemaking that, if enacted, would shorten dramatically the size of the license renewal application form—currently two pages long for radio, 21 pages for TV and 15 pages for noncommercial stations—to the size of a postcard. The most significant effect of the change would be to reduce by about two-thirds the industry time spent filling out renewal forms—from an estimated 300,000 hours to 100,000 hours per three-year renewal cycle.

Currently, 3,000 renewal forms are reviewed annually by the FCC to determine whether licensees are in compliance with FCC rules. If the commission adopts the shorter renewal form, the Field Operations Bureau would conduct random field audits in much the same way that the Internal Revenue Service conducts random audits of taxpayers. The theory is that any licensee at any time could have its entire operation reviewed by an FCC field office, thereby deterring it from straying from its proposed programing practices and general adherence to FCC rules. The ever-present possibility of an audit would also help insure that the commission's oversight of its licensees would not be weakened by the lack of an in-depth renewal evaluation every three years.

During a three-year period, Broadcast Bureau Chief Richard Shiben suggests that 16% of all licensees be audited in the field. However, comments will be sought on that percentage figure, and a final determination will depend on the funds available for field audits.

Commissioner Joseph Fogarty noted that in the FCC's last fiscal year, only $30,000 had been allocated for field audits, enough to conduct about six or seven of them. The 16% figure that Shiben proposed would mean an average of 40 audits a month. Shiben said he would be requesting more funds for the field audits, but said it was too early at this stage of the proceeding to determine, even roughly, a dollar figure.

In addition to field audits, the proposed rulemaking suggests that a random selection of about 5% of licensees be required to fill out a longer renewal form, answering questions concerning technical and programing performance and legal qualifications. The long-form renewal applicants would also be subject to audits if their applications raised particular concerns or if the bureau simply wanted to check the validity of the information submitted.

The proposed short form will ask four questions: (1) Have updated EEO and annual ownership reports been filed with the commission? (2) Is the applicant in compliance with rules relating to the interests of aliens and foreign governments? (3) Have character qualifications of the applicant been challenged by any court or administrative body since its last renewal application was filed? (4) Is the applicant's public inspection file in order? Comment is sought on whether additional questions concerning past and proposed programing should also be included on the application.

Also proposed by the commission is the elimination of the requirement that television licensees file with the FCC an annual programing report (Form 303A). Comments are being sought addressing the issue of whether such reports should still be filled out but simply retained in the licensees' public inspection file or whether to have just the audit (long) form applicants file three of them, one for each year of the completed renewal period.

One concern raised by Commissioner Abbott Washburn in this regard was the commission's ability to oversee industry.
performance in news and public affairs programming. Under the new proposals, a licensee would be bound by its last "promise vs. performance" statement. But any licensee wishing to amend its programming proposal could simply file such amendments with the commission. The Broadcast Bureau staff has argued this change would be necessary because it believes there have been cases where the performance of licensees regarding news and public affairs programming promises has been inadequate. Washburn says this is the case only because past performance has been scrutinized so thoroughly by the commission.

Reaction to the proposed rulemaking was varied.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, has mixed emotions about the short-form renewal proposals. The reduction of paper work he feels would be "good," but "what they give with the big print, the small print takes away," he said, revealing a concern about auditors' ability to perform effectively audits that would have on the broadcasting industry. The ultimate question, he believes, is whether or not the ground rules would be significantly changed regarding the disposition of renewal applications. He feels that the standards used by the FCC to grant or deny a renewal of license are still unclear.

Abe Voron, executive vice president of the National Radio Broadcasters Association, believes that the commission's action is an improvement over present conditions, where, he said, radio licensees spend "literally days" filling out their renewal forms. Although he says field audits in the past "have been quite fair on the whole," he disagreed with Shiben's contention that audits conducted by the FCC to those made by the IRS. The stakes, said Voron, are much higher for the broadcaster, who stands to lose his sole means of generating an income—namely, his license. He did agree, however, that audits would insure broadcaster compliance with the rules.

Fred von Stade, general manager of WTVN-TV Columbus, Ohio, called the proposals "ridiculous" and would rather put up with the current procedure, which may be time consuming but is preferable to "Gestapo-like random audits." He believes that such audits place a "guilty-until-proved-innocent" burden upon the broadcaster. Licensees efficient in their record-keeping shouldn't really have a problem with the current set-up, von Stade said. He estimated that the programming section of the current renewal procedures takes about 30 man-hours to complete, with the technical side taking an additional two to four business days.

Warren Zwicky, an attorney for Storer Broadcasting, doesn't believe that the short form, if adopted, would make much difference because the record-keeping and research requirements stay the same. A licensee must assume that it will be audited, and hence must be prepared for one. He estimates that the programming and technical portions of the current application take three days to complete, with the composite-week analysis taking an additional two days to prepare.

Steve Simmons, associate director of the White House domestic policy staff, said his first impression was that "the proposal makes great sense. It should lead to a significant reduction in needless paperwork and expense," while the audit procedure proposed would "result in a more meaningful renewal process." This is the kind of deregulation objective that President Carter talked about at the NAB convention in Dallas last year, Simmons said.

The three major networks were not prepared to make any significant comment on the proposed rulemaking. An ABC spokesman did say, however, that it appears to be a "very progressive step."

Shape of radio weighs heavily on NAB boards

Washington meeting gears up effort to convince government to take a big-picture approach to spectrum

There were more issues than answers at the joint board meeting of the National Association of Broadcasters last week. But one issue—the potential breakdown of the structure of radio as it exists today—had the most shattering effect on the directors.

The scene was set Wednesday by George Bartlett, NAB's vice president for engineering, who reviewed the recent government activity in the frequency and allocation areas, including, for AM, the 9 kHz separation issue and further breakdown of clear channels, and, for FM, new assignments. It could entail the addition of upwards of 4,000 radio stations, aside from deterioration of present service, he said.

The radio board responded by authorizing the immediate formation of a special task force to oversee the preparation of in-depth studies dealing with the realities of additional stations and their impact on service to the public. The task force was also directed to petition the FCC to join in the effort and make it a cooperative industry project and further assure that assessments are not on a piecemeal basis.

The necessary studies are to be completed by Jan. 1, 1981, with a status report to be made at the coming NAB board meeting in September.

In its resolution, the board said it is "clear that a restructuring of the American system of broadcasting may be imminent." It added that Congress should "move without delay to assure that the FCC, before it implements these proposals, develops a radio master plan which fosters an orderly growth, and as part of that planning process, that it appoint a governmental/industry committee."

It was emphasized that the committee's objective will be to avoid disruption to present services, to allow daytime facilities to operate full time and to provide a sufficient number of new assignments to satisfy whatever needs may exist for more full-time or overlay operation.

NAB officials said they could not estimate the cost of the project at this time, that the budgeting would be referred to the executive committee.

The NAB television board also attempted to protect its technical turf last week. It protested against increased power to some educational FM stations that it said will increase interference to TV channel 6 stations. The TV board's resolution followed an earlier request of the NAB's engineering advisory committee which cited 250 low-powered stations (nominal 10 watts) in the lower FM band that are being ordered by the FCC to increase significantly their operating powers or make other operational changes.

The TV board last week said any further such FM actions should be held up "until the FCC has implemented specific rules to provide standards for the protection of TV channel 6."

Another TV board resolution urged the retention of cable TV distant-signal information and syndicated exclusivity rules "until cable shoulders normal copyright liability or retransmission consent."

It charged CATV distant-signal programming is insulated by government regulation from the marketplace, giving cable an unfair and anticompetitive advantage. The resolution then noted the present distant-signal importation and syndicated exclusivity rules are needed "to help balance the present governmentally distorted operation of the marketplace."

The radio board examined its own composition but came up with only one proposal. It approved a change in the NAB bylaws that would increase the number of radio board directors by one, but added language to put a ceiling on the maximum number that could represent networks. This had been a concern of some members due to the proliferation of radio networks in recent years. The additional language in the bylaws would specify that if the number of radio networks in NAB membership exceeds six, there would be an election by those members to designate the six networks that would serve on the radio board.

Mechanics for implementing the change will be determined by the NAB's bylaws committee and presented to the board at its September meeting.

The radio board also discussed eliminating some or all of the current eight at-large seats and increasing the number of districts. But after a few informal polls failed to produce a favorable consensus further action on the matter was deferred.
Quick take. The President had to leave earlier than expected, due to a late-breaking commitment in Baltimore. So he missed the pitch for the reappointment of James H. Quello to the FCC by a fellow Michigander and member of the National Association of Broadcasters board of directors. Nevertheless, Michael O. Lareau, executive vice president and general manager of WOOD-AM-FM Grand Rapids, backed by the full NAB board, managed to convey to the White House the broadcasters' endorsement of Quello.

It came last Thursday afternoon as the joint board wound up its June 3-5 session with a White House visit that originally called for Carter to speak to the broadcasters after a high-level briefing by members of his administration. In the revised order, the President appeared first and discussed energy and inflation problems and praised broadcasters for their efforts in that area. However, he did not cover the gut issues in communications and did not mention the FCC, Federal Trade Commission and his own National Telecommunications and Information Agency.

It was after he had left and during a question-and-answer session with Secretary of the Treasury G. William Miller that Lareau had an opportunity to ask the secretary to relay word of the broadcasters' support for Quello's reappointment. Miller, in his opening remarks, had offered an in-depth explanation of how inflation breeds recession, a problem he said that began 15 years ago, and presumably, just happened to culminate in the Carter era.

Last participant was Secretary of State Edmund Muskie, who warned of the dangers of the Soviet invasion of Afghanistan and the inability to get reliable information through Soviet censorship. To questions about external communications and nonparticipation in the Olympics, Muskie observed that only that week he had received a briefing from the International Communications Agency. As for the Olympics, he said the long-term impact of the boycott of the games by the U.S. and other nations will be to frustrate efforts by the USSR to promote its political philosophy.

Anne Wexler, assistant to the President, introduced the administration figures and inserted her own pitch for generous use by broadcasters of new PSA's dealing with the economy. Secretaries Miller and Muskie also made pleas for media cooperation.

Front row of audience (l-r): J.T. Whitlock, WLBN/WM-LSKIFM Lebanon, Ky., and Mrs. Whitlock; Hal Niven, NAB vice president, planning and development, and Mrs. Niven; Mrs. Harden and W. Frank Harden, State Telecasting Co., Columbia, S.C.; John B. Summers, NAB executive vice president and general manager; Vincent T. Wasilewski, NAB president; Mrs. Bolger and NAB joint board Chairman Thomas E. Bolger, Forward Communications, Madison, Wis.

to the next meeting.

The joint board sessions Tuesday primarily reviewed, but took no definitive action on, Communications Act amendments, financial reporting and disclosure, performers' royalty, association interrelationships and direct satellite-to-home television.

On the contraceptive-advertising study that had been ordered earlier this year, it was reported that interim test studies of consumer reaction were being set up in Detroit for the fall.

The joint board officially scratched Kansas City, Mo., as the site for the 1986 NAB convention, due to limitations of facilities there. Las Vegas was picked as the alternative.

There also was discussion of opening conventions earlier in the weekend, with the feeling that a Saturday start could permit delegates to better absorb the many exhibits and growing agenda.

Samuel D. Ewing, appointed to be president and chief executive officer of NAB's Minority Investment Fund to assist minority entry into broadcasting (BROADCASTING, May 5), was introduced at the Tuesday meeting.

Preceding the Washington meetings of the boards was a Monday morning session of the NAB small market radio committee, among its actions:

- It reaffirmed opposition to any legislation that would require broadcasters to pay royalties to performers for records played over the air.
- It discussed the difficulties of small-market stations to qualify employment opportunity regulations. It noted the difficulty in recruiting qualified personnel to some parts of the country, and directed the NAB staff to contact state broadcaster associations for help in solving this problem.
- It said that more engineering information is needed on AM/FM allocations proceedings—particularly the proposed 9 kHz channel spacing.
- It agreed that National Radio Month should continue its sales-oriented approach and recommended that new spot announcements stressing the theme be considered for next year's observance.
- It set Oct. 20 as the date for its next semiannual meeting.
- It said stations should consider the annual small-market station tour with FCC commissioners and staff.

Climax to the board's Washington week came Thursday when the directors, NAB executives and their wives were invited to the White House for a high-level briefing by the President and top administration officials (see above).

A light schedule of social activities interspersed the week of work. One NAB veteran missing was Bill Carlisle, vice president, government relations. He underwent extensive intestinal surgery at the Washington Hospital Center and is expected to be sidelined for at least four weeks.

Elections come off with no surprises

The elections of chairmen and vice chairmen for the different boards ran as expected:

- NAB's joint board chairman, Tom Bolger of Forward Communications, Madison, Wis., was unopposed in his bid for a second one-year term.
- Similarly, Robert King of Capital Cities Communications and Mark Smith of Landmark Broadcasting, Las Vegas, had no opposition to re-election as chairman and vice chairman, respectively, of the TV board.
- For the radio board, Vice Chairman Edward Fritts of Fritts Broadcasting of Indianola, Miss., was elected chairman. He was unopposed and succeeds Arnold Lerner of WLLH(AM)-WSH(AM) Lowell,
Mass., who stepped down from the post. Cullie Tarleton, general manager of WBT(AM)-WBCY(FM) Charlotte, N.C., had no opposition for the vice chairmanship of the radio board.

The chairmen and vice chairmen of the boards also serve on the executive committee advising NAB President Vincent T. Wasilewski on policy implementation.

**Switch in the South**

The rumors were right; WSB-TV Atlanta changes to ABC; NBC gets WXIA-TV

ABC-TV pulled off one of its biggest affiliate coups last week—and NBC-TV suffered one of its worst affiliate defections—as Cox Broadcasting’s WSB-TV Atlanta signed to switch to ABC next fall.

NBC, associated with WSB-TV since the station went on the air 32 years ago, promptly signed with Gannett Co.‘s WXIA-TV Atlanta, currently the ABC outlet there. WSB-TV is on channel 2, WXIA-TV on channel 11.

The announcements said the switchovers would occur before the end of the year, but speculation linked the likely date with the start of the new prime-time season in September.

Cox and WSB-TV officials reached their decision last Tuesday, four days after meeting with an NBC-TV delegation led by President Robert Mulholland in Atlanta (Broadcasting, June 2). Both sides denied that the decision turned on network compensation.

“ABC’s unparalleled growth and its industry leadership in recent years is well documented and will continue,” said William A. Schwartz, president of Cox’s broadcast division. “We feel there is a strong relationship between the profile of the Atlanta viewer and ABC’s programming philosophy. Like ABC, Atlanta is experiencing a tremendous period of growth and we feel that positioning ourselves with ABC will enable us to best keep pace with that growth as we look to the future.”

ABC-TV President James E. Duffy specifically denied speculation—often present in such cases—that the network had “bought” the affiliation through a high rate of network compensation. ABC-TV pays competitive rates, he said, but the real improvement in compensation WSB-TV will receive will be increased revenues from spots it sells adjacent to ABC programs.

He also made clear that he considered the signing “quite a coup.” WSB-TV, he said, “has been acknowledged for many years as a pioneer and a leader in the broadcasting industry. It represents a most important addition to our strong affiliate line-up. WSB-TV is a major force in news in the growing Atlanta market and the Southeast and is an exceptional broadcast entity over-all.”

The announcement said WSB-TV is currently delivering audience shares ranging from 35% to 60%, ranking first in the market in early-morning, daytime, news, prime-time and late-night programming. The station is especially recognized as a leader in news, with an operation said to be the largest in the South.

Richard L. Beesemeyer, ABC-TV vice president, was the negotiator with WSB-TV, as he has been in many affiliate acquisitions. ABC-TV President Duffy said talks had been held with WSB-TV officials intermittently for several years, but “warmed up” after the ABC-affiliates convention last month (Cox’s WSOC-TV Charlotte, N.C., is also an ABC affiliate, having switched from NBC in July 1978) and grew warmer and warmer as time passed.

Frederick R. Barber Jr., general manager of WSB-TV, described events leading up to the switchover decision as “two or three weeks of research and staying up all night.

NBC-TV apparently needed little time to line up WXIA-TV as its replacement in Atlanta. For one thing, the only other network, CBS-TV, is already affiliated with the market’s only other V, WAGA-TV. For another, NBC-TV has affiliation ties with two other Gannett stations, KPNX-TV Phoenix and KARK-TV Little Rock, Ark.

NBC sought to soften its blow by getting out word of its new affiliate in Atlanta before ABC could announce its acquisition. NBC also let the word get out that loss of WSB-TV wasn’t all bad—that the station had pre-empted some 450 hours of network programming in the last 52 weeks, whereas WXIA-TV promised to clear all or virtually all. “It’s always a good philosophical question,” one executive said, “whether it’s better to be affiliated with a number-one station that pre-empts your programming; or with a number-two that clears everything.”

“I am extremely pleased,” said NBC-TV President Mulholland, “that the NBC television network is forming this new partnership with WXIA-TV. In this highly competitive marketplace WXIA-TV’s management team, headed by Jeff David-

son as its president and general manager, has a track record of cooperation, success and ratings growth.”

The statement by Gannett Broadcasting President Alvin G. Flanagan was blunter: “Despite the Cox crossownership of radio, television and the two largest newspapers in Atlanta, we know WXIA’s growth will continue in our new association with NBC.”

ABC-TV President Duffy had kind words for the station he was giving up and for its owners and management. “We have deep respect for [them],” he said, “and hope to continue the fine association with Gannett through our other [Gannett] affiliations.”

**Segelstein adds stripes**

He’s elevated to president of NBC Television, will take some of administrative-creative burden off his boss, Fred Silverman

Irwin Segelstein, NBC President Fred Silverman’s right-hand man for all seasons, last week was put in charge of most of NBC’s television activities in the new post of president, NBC Television. The post is roughly comparable to that held by Frederick S. Pierce as president of ABC Television, except that Segelstein’s responsibilities do not include news, broadcast operations and engineering, and NBC Enterprises. News continues to report to NBC Vice Chairman Richard S. Salant, the other two to Silverman.

Silverman, announcing the appointment, said Segelstein will have “full responsibility for the many day-to-day activities of all of NBC Television,” and called him “ideal” for the job.

Segelstein saw the move as one in which he would “help share the load” with Silverman, “both administratively and creatively.”

“There’s a vast administrative iceberg
submerged at any network," he said. "We'll share some of that."

Segelstein said he had no plans for changes, at least not that "I probably have to change my vacation—I'd planned to take some time off in June."

People changes? "I have none in mind," he said.

Said Silverman: "We now have an enor-mously talented group of people in place within NBC Television and are poised to make a major move forward this coming season. Irwin's role will be to serve as the operational and creative catalyst for the many components that constitute NBC Television. He will work closely with me in achieving the broadcast leadership to which we are dedicated and committed."

Closely identified with Silverman in an association that goes back to their days together at CBS, Segelstein most recently has been president, NBC Television Stations/Radio. The NBC Radio Group, headed by Dick Verne, will now report directly to Silverman.

Segelstein keeps responsibility for the television stations division, headed by Bob Walsh, and adds NBC-TV Entertainment, headed by Brandon Tartikoff; television research, by William Rubens, and NBC Entertainment business affairs, by Irwin Moss.

Segelstein, age 55, joined NBC in 1976 as executive vice president, programs, and later was named executive vice president, program planning. When Silverman became president on June 7, 1978, his first move was to name Segelstein his deputy as executive vice president, programing. He became president, NBC Television Stations/Radio last August.

After Air Corps service, Segelstein spent 18 years at Benton & Bowles, rising to vice president in charge of programing, before moving to CBS-TV in 1965 as vice president, programs, New York. He was promoted to vice president, program administration, in 1970. For a time during his CBS-TV tenure he was Silverman's boss. He moved to another CBS division, CBS Records, as president in 1973 and held that post until he moved to NBC three years later.

FCC Commissioner Robert E. Lee, in late-filed dissent in RKO case (page 30), said commission "short-circuited" Communications Act requirements by not allowing RKO adequate opportunity to defend itself against some of charges on which commission based its decision—"THAT!" exaggerates a nexus between activities of RKO and its parent, General Tire & Rubber. (U.S. Pioneer Electronics plans July 1 introduction of Laserdisc optical videodisk system in Dallas, Minneapolis and Syracuse, N.Y. System will sell for about $500, was developed jointly by N.V. Philips (Netherlands) and MCA. Meanwhile, General Electric, Japan's Matsushita and Victor, and Britain's Thorn-EMI confirm they're talking feasibility of organizing three jointly owned companies to back introduction of yet another disk system.) U.S. Court of Appeals has affirmed FCC decision denying renewal of WBBG—AM—FM Greenwood, Miss., even though it found commission's decision "flawed." Court cited in particular commission's failure to articulate relative importance of findings that led to ultimate denial of renewal applications. However, court held that commission's decision was not arbitrary or capricious since it held that "misrepresentations [to commission], standing alone," would be enough to warrant denial. (Telerep, already handling four Gaylord Broadcasting TV's, made it group sweep, snapping wtrv Tampa, Fla., wjac Cleveland and wvtt Milwaukee from Katz Television, effective June 9. Starting in fall, noncommercial UHF weta-tv Washington will begin transmission of Canadian Teledon teletext system in two-year, $1 million field test. About 50 decoders will be placed in homes and institutions, monitored by recording devices in decoders. (Rumor mills worked overtime last week on fate of Tom Snyder as host of Prime Time Friday. Although he apparently still is possible, being mentioned are David Brinkley, Tom Brokaw and Susan Slombre. (Robert D. Wood, independent producer and former CBS-TV president, named president, Metromedia Producers Corp. Robert Howard, VP-general manager, NBC's wnac-tv New York, named to new post of VP, TV projects, NBC television stations division. He's succeeded by Albert Jerome of network's wmo-tv Chicago. Bud Getzler, VP, Taft Entertainment Group and VP-general manager of Hanna-Barbera Productions, named senior VP, Viacom Entertainment. (American Women in Radio and Television, convening last week in San Antonio, voted down effort to open membership beyond present management-only restriction. (NASA has awarded $1 million contracts to TRW and Hughes to develop advanced satellite system that would operate with 20 ghz downlinking frequencies and 30 ghz uplinks (Ka-Band). (Connecticut, Maine and Mississippi PTV networks are refusing to carry PBS's "Choosing Suicide," documentary on cancer-stricken woman who overdosed on sleeping pills with knowledge of family and friends. It airs July 16. (Reagan campaign sets up its own ad agency

Campaign '80 Inc. will be headed by Peter Dailey, based in Washington

Ronald Reagan, virtually assured of the Republican party's nomination for President, has been moving rapidly to set up his organization for the fall campaign. And among the projects being fitted into place is a full-service advertising agency—Campaign '80 Inc.—that will be responsible for spending about $14 million on media, in the cause of Reagan's election.

Peter Dailey, of Dailey & Associates, a Los Angeles advertising agency, was named last month by Reagan to serve as his media adviser. And in the past several weeks he has been recruiting top advertising professionals to staff the campaign agency.

Campaign '80 Inc., whose creation is expected to be formally announced this week, will operate with a staff of up to 60, according to Dailey. It will have its headquarters in Washington, where Reagan is moving his, but it will also maintain offices in New York.

Dailey will serve as chairman of the new organization, and Philip Joanno, a principal in the Dailey agency, will be its president and principal strategist. The only other Campaign '80 officials whose identities have been learned are John Overaker, who will serve as creative director, and George Karakekas, who will be media director. They now hold those positions with, respectively, the Lansdowne Agency, a subsidiary of J. Walter Thompson Co., and D'Arcy-MacManus & Masius.

Dailey is seeking personnel under the American Association of Advertising Agencies' 18-year-old "Anchor and Loan Program," under which agencies loan executives to a campaign, are reimbursed for their salaries and take them back after the campaign.

The agency product will not be seen until after Labor Day, the traditional start of presidential campaigns, according to Dailey. And with staff not yet in place, it was too early last week for those involved to talk advertising strategy. However, Campaign '80 will maintain liaison with the Reagan for President Committee and the Republican National Committee.

And Dailey estimated that the agency's budget would bear the same relation to the total budget the federal government will provide each of the major party candidates—some $29 million—as was true of President Gerald Ford's Campaign '76 four years ago, that agency spent some $10 million of the $22 million available to Ford.

Dailey has been associated with Republican political policies in the last two
elections. In 1976, he ran the Ford advertising campaign during the primaries—in which Ford’s opponent was Ronald Reagan—and in 1972, he headed the November Group, the agency created to serve in Richard Nixon’s re-election campaign.

President Carter, whose renomination seems assured, despite Senator Edward M. Kennedy’s refusal to abandon his quest for the nomination, will again rely on Gerald Rafshoon, the Atlanta advertising man whose agency handled the advertising for Carter in his 1976 campaign. Rafshoon has also produced the television commercials that in the primary campaign just ended promoted Carter as a man of honor and a decent family man and questioned the integrity and character of Kennedy.

The Kennedy showing on “Super Tuesday”—five victories in eight state primaries—may have cast fresh doubt on the importance of television commercials in political campaigns. Kennedy’s television producer, David Sawyer, had produced a new batch of spots for the final week of the campaign, and Kennedy aides regarded them as effective. But lastminute changes in strategy resulted in a diversion of most of the money that had been budgeted for television time to personal campaigning by the senator.

As a result, Kennedy was outspent on media many times over by Carter in the three states that both sides considered crucial—California, where Kennedy spent $50,000 (down from a planned $200,000), Ohio, where the figure was $40,000 (down from a projected $150,000) and New Jersey, where he spent $30,000 (and where $115,000 had been budgeted). And Kennedy won in California and New Jersey.

But Phil Bakes, deputy campaign manager, said radio and television had been important to Kennedy in working toward Super Tuesday. In the course of extensive travel, Bakes said, “Kennedy participated in many direct interviews with local television stations.” Interviews, Bakes said, provide “a believable forum.”

Predictions from Denver

At AP Broadcasters convention, Eunson award winner Paley sees more government intrusion ahead for both print and broadcast; Wald sees fractionalization, and Hammer covers world affairs

CBS Inc. Chairman of the Board William S. Paley warned last Friday that the new era of electronic information delivery systems is likely to see more government regulation of the print media and not less. Indeed, he said, in the age of the new technologies, the fates of print and of broadcast are likely to coincide.

“Too many of us in print and broadcast have imagined that we had separate destinies and separate problems, but the destinies and the problems of each are becoming the same,” Paley said.

The chairman’s relatively rare public appearance was made at the 10th annual convention of the Associated Press Broadcasters. He received the association’s Robert Eunson award at Friday’s luncheon ceremonies.

Registration for the three days of meetings and workshops was expected to reach 400.

In his speech, Paley reviewed much of the legal and regulatory background that have separated print and broadcast media and attempted to demonstrate the apparent convergence of the two in such new technologies as teletext, videodata and cable television. Paley also said that the new technological era should bring print and broadcast closer together politically as the advocates of each recognize their common opposition to government regulation.

“Already the FCC has the same ‘equal time’ and fairness doctrine powers over cable origination as it does over conventional broadcasts. And print may well find its way into the home through cable. It would be foolish indeed for the print media not to be concerned that their output in this form may be drawn into the regulatory web whether through cable or other technology,” Paley said.

“Before such a foothold is established, the print and broadcast media will have to unite and fight against the imposition of government controls on them, beginning with the removal of the present regulatory restraints on broadcasting. Let us recognize that our interests no longer run on separate tracks. It is imperative, in my view, that print and broadcasting people understand they have a common cause, and that cause is the removal of governmental intrusion in the editorial process.”

Paley, whose corporation has become a major publisher of books and magazines as well as a broadcaster, pictured a communications universe where print and broadcast are being drawn together by the vast ‘electronification’ that is changing the face of the media today.” CBS itself, for example, has already noted that programing for its new cable networking operations will be coming from its publishing division and not its Broadcast Group.

Paley was one of the three featured speakers at Friday’s sessions in Denver’s Fort Deadline, which agenda included ABC News Senior Vice President Richard Wald, delivering the convention’s keynote address, and Occidental Petroleum Co.’s chairman, Armand Hammer.

More philosophical than Paley, Wald, too, addressed the convergence of the print and broadcast media and the time in the near future when news and other forms of information and programing will be determined “by the means of distribution.”

“The old distinctions between print and broadcast are disappearing,” Wald said. And with that, he speculated, there is the possibility that information users and suppliers would become less national, less universal in their perceptions of the world. As individuals acquire the means to choose narrow fields of interest through their use of the new technologies, the media could well “increase the separation of the way people think,” Wald said. “It must not be that we create individual universes.”

Wald cautioned that information providers have a moral obligation to present a universal experience that will help to bring divergent groups closer together.

“If you think you are playing with something less important than an atomic bomb, you’re wrong,” he told the broadcasters.

Hammer’s address was billed as “The World as I See It,” and he ranged, literally, over the world—from the Soviet Union under Lenin to Afghanistan under Brezhnev to the People’s Republic of China. Hammer said that neither the U.S. nor the USSR could afford to return to an era of cold war—which, he said, could lead to “miscalculations” resulting in the destruction of both superpowers.

Orion, Cosmos in $110-million broadcast deal

Orion Broadcasting Inc., licensee of five TV, two AM and one FM stations, would become wholly owned subsidiary of Cosmos Broadcasting (four TV, one AM, one FM, mainly in South) under $110-million cash corporate acquisition agreed to in principle Friday, with spin-offs to comply with FCC multiple-ownership rules. Transfers should be cleared in 1981, said Charles A. Batson, Cosmos chairman, and T. Ballard Morton, Orion president. Stations on Orion TV roster to be retained in top 100 markets are ch. 3 WAVE-TV Louisville, Ky., and ch. 14 WFA-TV Evansville, Ind. Radios being retained would be WMT-AM-FM Cedar Rapids, Iowa. Orion stations to be spun off: ch. 2 WMT-TV Cedar Rapids, ch. 5 WFRF-TV Green Bay, Wis., and its satellite, WMTN-AM Escanaba, Mich., plus WAVE-AM Evansville.

Key personnel of Orion, including President Morton and Ralph S. Jackson, executive vice president, would continue operation of the Orion subsidiary under Batson as chief executive officer.

Cosmos stations are: WSFA-TV Montgomery, Ala.; WSNPM-FM Sarasota, Fla.; WOSU-TV Columbus; WOR-TV New York; WQAM-TV Miami; WOSU-TV Columbus, S.C.; Liberty Corp., publicly-traded insurance, broadcasting and savings and loan firm, is Cosmos parent, established by Hipp family, still largest owners.

Broadcasting Jun 9 1980 26
Letter to the Editor

Sol Taishoff
Editor
Broadcasting Magazine
1735 DeSales Street, N. W.
Washington, D. C. 20036

Dear Sol:

Minneapolis-St. Paul is a very competitive and excellent market for news. In fact, two of the stations run neck and neck in the "news ratings". Recently one of our competitors ran an ad on the cover of Broadcasting Magazine touting their dominance of news at 10 PM in the Mpls-St. Paul market.

Now we expect our competition to put their best foot forward in their advertising. . .but, come on. . .based on the February rating book! With the Winter Olympics programmed preceding and following their 10 PM News on two weeks of the February sweep. . .with most of the Olympic Hockey team and officials from the Winter Olympics from the state of Minnesota and neighboring Wisconsin. . .how could you miss?

It was close but WCCO-TV won the 10 PM News Monday-Friday time block in the February Arbitron without the Olympics!

We would appreciate your pointing these facts out to your readers.

With best regards,

Martha Pell Stanville
Director of Advertising & Promotion

P. S. WCCO-TV also won the 5:00 PM, 5:30 PM and 6 PM M-F news blocks.

AD Ratings Monday-Friday without Olympics Subject to limitations.
In its first season as a syndicated strip, this compelling dramatic half-hour serial overpowers talk shows, movies, news specials, sitcoms and sci-fi to become the #1 favorite among women viewers in every age category.

**PRISONER: CELL BLOCK H CAPTURES WOMEN OF ALL AGES!**

Philadelphia. On KYW-TV, 5:00-5:30 PM, Mon.-Fri.: More women of all ages watch “Prisoner” than any competing program.¹

“Prisoner’s” dominant position is more than triple the number of women viewers 18-34 and 18-49 delivered by previous programming (Mike Douglas) in the time period.²

In addition, “Prisoner” doubles the 5 rating from its lead-in talk show (Mike Douglas)! And KYW-TV’s News at 5:30 PM shows a spectacular improvement in rating, share, households, and women viewers as a result of “Prisoner’s” tremendous lead-in.³

¹—NSI, March ’80
²—NSI, Fall ’79 vs March ’80
³—NSI, Feb ’80 vs Nov ’79

All audience estimates are subject to the limitations of the rating service.
Chicago. On WGN-TV, 10:30-11:00 PM, Mon.-Fri.: More women of all ages watch “Prisoner” than any competing program.1

“Prisoner’s” dominant position virtually triples the 18-34 and 18-49 women viewers delivered by previous programming (movie) in the time period, while dramatically increasing the rating, share, households, and every other women demographic.2

In addition, “Prisoner” doubles the 5 rating and 9 share from its sitcom lead-in (Odd Couple).1

St. Louis. On KPLR-TV, 10:30-11:00 PM, Mon.-Fri.: More women of all ages watch “Prisoner” than any competing program.3

“Prisoner’s” dominant position is a spectacular increase over previous programming (movie) in the time period! “Prisoner” more than quintuples the number of women viewers in every age category!! And . . . triples rating, share and households.5

In addition, “Prisoner” more than triples the 3 rating, 6 share from its sitcom lead-in, as well as tripling all women demographic categories.3

If your target audience is women (of any age) . . . capture them by stripping “Prisoner: Cell Block H” in your market!
Pick an applicant, any applicant

FCC votes to try a lottery to select winner in a six-year-old FM comparative hearing, faces complaints from NAB and at least one of the parties

The FCC, which for several years has been considering the possibility of resorting to the lottery as a means of cutting the Gordian knot of comparative hearings, is moving toward that option in an FM comparative hearing that began six years ago.

But whether it can get to the lottery without fighting off a legal challenge remains to be seen.

The commission on May 29 on a 4-3 vote, directed the staff to prepare a draft decision making a choice by lottery between two applicants it found to be "equally qualified to hold the license"—Greater Media Radio Co. and Alexander S. Klein Jr. (BROADCASTING, June 2). A third applicant, Roberts Broadcasting Corp., was found to be "inferior" to the others.

The commission’s decision, which also directed the staff to devise procedures to implement a lottery to select the licensee, ran counter to the comments of a number of industry representatives that filed on the question last September in response to a commission invitation. The National Association of Broadcasters, for instance, questioned the use of a lottery at the end of an adjudicatory proceeding, after the parties involved had spent time and money complying with commission rules.

It also said that if the commission regards a lottery as desirable, it should consider the matter in a rulemaking (BROADCASTING, Oct. 1, 1979).

The National Telecommunications and Information Administration, on the other hand, said the commission has the necessary authority to resort to a lottery once it concludes it is "unable to distinguish among two or more qualified applicants from a public interest standpoint."

Counsel for the applicants last week said they would have to read the final order before deciding whether to file a challenge. But counsel for at least one—Keith Putbrese, for Klein—said a preliminary decision has been made to seek reconsideration. He said Klein has contended it is distinguishable from Greater Media on the ground of diversification of ownership of media. None of Klein’s principals has any media interests, while Greater Media’s 95% owner, Daniel Lerner, owns 25% of WLLH-AM/WSHH (FM) Lowell, Mass. (Lerner’s brother, Arnold, principal owner of WLLH-WSHH, ended a term as chairman of the National Association of Broadcasters radio board last week (see “Top of the Week.”))

Dissenting votes were cast by Commissioners Robert E. Lee, Abbott Washburn and Joseph Fogarty. And Washburn and Fogarty issued statements that could provide ammunition for a court appeal.

Both expressed the view that, in the first place, the contest was not so close that Greater Media and Klein cannot be distinguished. They said Greater Media, which had been favored by the FCC Review Board, deserved a preference because of the proposed daily full-time participation in station management of a black woman—Judith Grimes—who is a 5% owner. She would serve as business manager.

Washburn, in addition, said the use of a lottery in the case is premature. "Before departing from long-standing precedent," he said, "the commission should have conducted a rulemaking to develop all the relevant facts and policy considerations. It also would have been helpful to have additional discussion on the question of the commission’s statutory authority to conduct a lottery."

And Fogarty said the commission’s decision "constitutes an impermissible abridgment of the commission’s statutory responsibilities and an improper denial of the hearing rights of the applicants. Whatever the merits of a lottery alternative in resolving deadlocked comparative cases, the commission cannot evade its clear responsibility for making sophisticated public-interest judgments where that more rational and less arbitrary mode of decision-making is plainly applicable."

RKO decision is formally promulgated

Three licenses are lifted; FCC asks for comments on what to do with licensee’s remaining outlets; parent promises to go to court; Washburn and Quello charge overkill

The FCC last week completed the grim task it began in January when it directed its staff to prepare final orders denying renewal of three RKO General Inc. stations—WNAC-TV Boston, KHI-TV Los Angeles and WOR-TV New York. It adopted the final orders, on identical 4-3 votes, which held that RKO lacked the character qualifications to continue as licensee of those stations.

At the same time, the commission asked for comments on what actions, if any, it should take regarding the licenses of RKO’s 13 other stations.

Thus, RKO, broadcaster for 35 years, faces the loss of broadcast holdings with a total estimated value of $400 million (BROADCASTING, Jan. 28).

The commission, managed, composed of Chairman Charles D. Ferris and Commissioners Joseph Fogarty, Tyrone Brown and Anne Jones, held that evidence developed in connection with a comparative-renewal proceeding involving WNAC-TV was clear and convincing proof that RKO engaged in a variety of misconduct that rendered it unfit to be the station’s licensee.

Since the renewals of KHI-TV and WOR-TV—both under challenge by competing applicants—were conditioned on the outcome of the WNAC-TV case, the majority, in separate orders, said it was "constrained to conclude" that RKO also lacks the character qualifications to continue as licensee of those stations.

The orders do not finally resolve the contest for the three licenses—but they may constitute good news for at least two of the long-time challengers. Fidelity Television Inc., which has been seeking the license for KHI-TV since 1965, and Multi-State Communications, which filed its competing application for WOR-TV’s license in 1972, were directed to file comments as to how procedural questions remaining in those cases should be resolved—and to respond as well to the question of whether their applications for construction permits can be granted without further hearings.

The contest for WNAC-TV is more complicated. Two competing applications were filed in 1969, by Community Broadcasting of Boston Inc. and the Dudley Station Corp., but, as part of an effort to settle the case with RKO, they merged, in 1978, into New England Television Co. with a view to purchasing the station for $54 million.

Then, last November, a would-be new applicant—Hub Broadcasting—sought to enter the proceeding.

The commission last week rejected Hub’s petition on the ground that good cause for intervention had not been shown. But it asked Community and Dudley what they propose to do in light of RKO’s disqualification—whether they will pursue their competing applications.

In all three cases, RKO and the Broadcast Bureau are asked to file reply comments.

General Tire & Rubber, RKO’s parent, will do more than file comments. It issued a statement shortly after release of the commission’s announcement, on Wednesday afternoon, saying it will appeal and that it "intends to use every resource
Listen

It's what we've been doing better than anyone for the last twelve years.
And here's how it pays off for you.

THE HOTTEST NEWS. We've got the biggest news organization in radio, with more than 100 reporters and researchers in New York and Washington alone. And we specially tailor the news to fit your format.

THE HOTTEST SPORTS. Prestige events like the Olympics, The Kentucky Derby, The Sugar Bowl. A grand total of 68 sports casts every week—nobody else in radio can match a score like that. Covered by pros who give every program a hard news focus. And always, the live action coverage and interviews you expect from ABC.

THE HOTTEST ENTERTAINMENT. The kind of high voltage specials that make people take notice. We've slated 34 of them for 1980. That's far more than any other radio network. With a constellation of superstars like Fleetwood Mac, Blondie, The Beach Boys, The Eagles, Tammy Wynette, Styx, Waylon Jennings, Dionne Warwick. ABC means entertainment that's geared to every format, every audience. Entertainment that's geared to make you a winner in the ratings game.

It's no accident that ABC has been the leader in network radio since 1969. Or that we have the deepest and strongest station lineup. It's simply because we've taken the time to find out what you need and what you want. People listen to us because we listen to you.
One of Boston's biggest hockey
The Boston Bruins are a champion hockey team. But in Boston, they're not the only team in town. For the sixth year in a row, the Boston Bruins have shared the ice, the air and the fans with a half-dozen little squirts.

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

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

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

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

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

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

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

STORER
BROADCASTING COMPANY
available to reverse this unfair and unjustified decision.”

The statement called the FCC action “the most unfair and discriminatory ever handed down by a government agency,” and quoted M.G. O’Neill, president of GT&O, as saying: “The FCC action is_punishment for extreme against General Tire’s 45,000 shareholder-owners and 40,000 employees. It could result in the largest ‘fine’ ever levied against a company in the history of American free enterprise.”

For the most part, RKO’s troubles stem from the wrongdoing of its parent. But the commission held that RKO itself was guilty of improper activities. The FCC majority, which cited its evidence in large part from a report prepared for the Securities and Exchange Commission by a committee appointed by the GT&O board of directors, held that “RKO knowingly engaged in an improper reciprocal trade program that was anti-competitive,” “knowingly filed false financial statements” and was not “entirely honest and forthright” in its dealings with the commission.

The majority said its concern was “heightened” by the misconduct of the parent corporation—misconduct over a 20-year period that, the majority said, included illegal domestic political contributions, systematic overbilling and denial of rebates to partly owned foreign affiliates, bribing foreign officials to gain business advantages, and financing illegal activities through secret accounts and then covering up those activities through falsification of records.

Furthermore, the majority said GT&O not only has legal control of RKO but “has exercised practical control over RKO operations in certain respects and has involved the broadcast operations in serious misconduct.” The majority said the close ties “further tainted RKO’s qualifications.”

The only person serving on the boards of both GT&O and the subsidiary is Thomas F. O’Neill, but he is chairman and a director of both, and he and members of his family, the O’Neill family, control GT&O. T.F. O’Neill provides another part of what the majority considers the incriminating “nexus” between the two companies.

The majority said it was not seeking to punish RKO for past sins but, rather, to assure that WNAC-TV and the other stations involved in the decision performed in the public interest. And, given the past misconduct, the majority said, it had no assurance RKO would in the future “be a dependable and trustworthy trustee of the public airwaves.”

The majority also cited the decision as demonstrating a determination to administer a single standard of justice. It said the commission did not “envision one standard of justice for small-town, single-station licensees and a less demanding standard for big-city, multiple-station licensees.” It said the RKO decision was consistent with a number of decisions in which smaller companies lost licenses.

The other 13 stations whose licenses are now in jeopardy are WHBO-TV Memphis (the revocation of its license has already been sought by a local biracial group seeking to buy the station at a “distress sale”) [Broadcasting, May 26], WHBIAM-Memphis; WOR(WLW)(FM) New York; WLRK-WRKR(FM) Boston; KJHAIAM; KRT(KF) Los Angeles; WGMNAM-FM Belhesda, Md.-Washington; KFCI(AF) San Francisco; WAXY(FM) Fort Lauderdale, Fla., and WYFR(FM) Chicago.

RKO three months ago proposed spinning off those 13 stations to a new corporation composed of RKO stockholders as a means of protecting those stockholders’ interests in the properties. The commission, in its order, said it was “not prepared to act on that proposal; instead, it asked for comments within 30 days on what if any action it should take, and said it would allow another 15 days for reply comments.

The commission said it would not accept requests for extensions of the filing deadlines. And in the meantime, it indicated, it will maintain the status quo regarding the 13 licenses. It deferred for two months the date for filing by RKO of renewal applications for its three California radio stations. The scheduled date is Aug. 1.

The dissenters were Commissioners Robert E. Lee, Abbott Washburn and James H. Quello. Washburn, in a statement called the action “unprecedented and extreme,” one based on a “tenuous” link between GT&O’s misdeeds and RKO’s broadcast service. Instead of assessing RKO’s qualifications to be a licensee, he said, the majority “has focused on the parent organization and made a moral judgment about corporate business standards.

Quello said the commission had engaged in “gross bureaucratic overkill [that] represents the most harsh and unwarranted punishment in the history of communications.”

And he warned that the “incredibly harsh findings . . . indicate a mindset that equates bigness with badness.” He said that large corporations with broadcast properties “should be on notice that all of their dealings must be not only legal but above any possible reproach,” and added: “Such a rigid standard with no allowance for human error is virtually unattainable, a fact which could make large corporate owners—and their stockholders—an endangered species.”

Sims says FCC’s rule against trafficking prohibits trades with tax advantages

Bill Sims, president of Wycom Corp., has come up against what he calls another case of “broad-based discrimination,” and he wants the FCC to do something about it. His concern is the commission’s anti-trafficking rule that he says prevents broadcasters from engaging in what Sims calls a “very common business practice”—three-party trades.

In such a trade, an individual with property to dispose of trades it for property he wants and that he has persuaded a third party to purchase. The benefit of such a swap is that it is tax free for the traders, except for a capital-gain tax on any difference in value, while the seller of the property that sparked the transaction winds up with cash.

Sims laid this out in a letter to FCC Chairman Charles D. Ferris that also said that the rule prohibiting broadcasters from disposing of a station within three years of purchase prevents broadcasters from engaging in that type of deal. The person purchasing the deal-sparking station would momentarily be its licensee.

Sims feels this is unfair. “What would be wrong with the buyer of my station owning, just for a second, the station I want to acquire, so that I can trade him assets for assets? That buyer would not exercise any control over the station I seek to buy. His ‘instant’ ownership would be merely on paper and would be followed by an immediate trade to me. Since he would not have any gain on this, the spirit of the trafficking rule would not be violated.”


More extensive EEO reports in works at FCC

Commission adopts rulemaking anticipating detailed filings by stations, including records of job applicants by race, sex.

The FCC voted unanimously last week to initiate a rulemaking looking to make stringent EEO reporting requirements for all stations with five or more employees.

Commissioners Abbott Washburn and Anne Jones raised any serious concerns over the proposal, both questioning the value of requiring smaller stations to maintain “applicant flow files” according to recruitment source, race, sex, job title, category and disposition of each applicant. Broadcast Bureau Chief Richard Shiben admitted that his staff had yet to come up with an exact definition of the term “applicant”—whether it is a person who responds to a specific opening as opposed to someone who is randomly seeking employment, or both. In a spirited response during this part of the discussion, Washburn said he did not want to see the FCC become the national nanny of the broadcast industry.

Chairman Charles D. Ferris was the most avid defender of the proposed rulemaking. In responding to Washburn’s “national nanny” remark, Ferris rebutted that the application flow requirement was to the advantage of the broadcaster, that
And now something for the "compleat" sports fan.
Enterprise Radio. The first, and only, national all-sports radio network. Broadcasting via satellite. 48 times a day.
Bringing sports news, features, events, personalities, talk, late-breaking stories. Maybe even a score or two.

We set up the hardware. You add a new dimension to your programming. And the jocks out there get round the clock sports news. Everyone's a winner.
Want more information? Contact:
Jon Foley, Enterprise Radio,
The Exchange, Suite 337,
270 Farmington Ave., Farmington,
CT 06032. (203) 677-6843.
such information would provide a station's best defense if challenged on an EEO issue. In terms of the over-all proposal, he said, "it is to the advantage of the country" and "good communications policy and good social policy."

After Ferris's staunch defense of the requirement, Commissioner Anne Jones suggested wryly that the record ought to show that Ferris had not prejudged the proposal.

In addition to the applicant flow and job hires amendment, proposed major changes in the model EEO program include: Requiring all licensees to report employment by race, sex, job title, category and part-time/full-time status (currently only licensees with 50 or more full-time employees must report such data); requiring reports of promotions by race, sex, former job title and category, and new job title and category; adoption of voluntary goals and timetables by licensees who believe their employment profiles to be unsatisfactory; requiring an annual updating of the model EEO program for placement in the licensee's public inspection file; no longer requiring station sellers to file EEO programs, only buyers, and exempting those licensees that employ women and minorities at a rate of 80% of the station's area labor force from most EEO record keeping and reporting requirements.

FTC becoming too meek for one official

Alfred F. Dougherty Jr., one of the Federal Trade Commission's top officials, has resigned, expressing doubts that the FTC can continue to do its job effectively, with Congress looking closely over the agency's shoulder.

Dougherty, director of the FTC's Bureau of Competition, sent a letter of resignation to FTC Chairman Michael Perischuk May 20, later made public. In the letter, Dougherty complained that "an air of calculating caution has spread within the commission," and he had become doubtful that he would be able to fulfill the goal he had been committed to.

Dougherty's resignation, effective June 30, comes after a long battle over the FTC's authorizing legislation, which ended with Congress clamping a number of restrictions on the agency.

"The internal and external perception of a wary and excessively critical commission inevitably will have a deleterious effect on the morale and performance of our creative and energetic stuff," Dougherty said. "I doubt that I can change that perception or overcome its adverse effects."

Meanwhile, the director of the agency's Bureau of Consumer Protection, Albert Kramer, told a meeting of the Federal Communications Bar Association that he feels otherwise. "I think what Congress told us is to be politically sensitive, but they have not intended to tell us to politicize everything we're doing, or to stop doing everything we're doing," Kramer said.

He admitted that the FTC experienced "some dark moments" during the debate over the FTC authorization bills, but the final legislation "leaves the agency well equipped to handle the pressing problems that will confront consumers in the coming years."

As for children's advertising, Kramer said the agency wants to have a look at the new congressional guidelines, but that it was a problem area the commission ought to be allowed to continue to deal with.

Dougherty's departure from the FTC will coincide with that of Michael Sohn, the commission's general counsel, who is returning to the law firm of Arnold & Porter, where he was previously employed.

Also leaving the agency this summer will be William Comanor, director of the Bureau of Economics, who is returning to teaching.

Dougherty has been in his present post since July 1, 1977. Prior to that he was with the Washington law firm of Hogan & Hartson, and had previously worked with the FTC where he had been deputy director of the Bureau of Competition.

CBS running out of legal room on per-use suit

Appeals court refuses rehearing; Supreme Court is last resort

CBS lost another round last week in its 10-year-old legal fight for "per use" music licenses. The U.S. Court of Appeals in New York denied its petition for rehearing on the court's ruling, two months earlier, affirming a lower court dismissal of the suit (Broadcasting, April 7).

In its suit, filed in December 1969 against the American Society of Composers, Authors and Publishers and Broadcast Music Inc., CBS contended the blanket licenses offered by the two organizations violate antitrust laws, and asked that the societies be required to issue a license under which CBS would pay only for music it actually uses.

After trial, a federal district judge dismissed the suit in 1975. The appeals court reversed that decision in 1977, and ASCAP and BMI appealed to the Supreme Court. In 1979 the Supreme Court ruled
that the blanket licenses are not a per se violation but returned the case to the appeals court to determine whether there is a violation under "the rule of reason."

CBS attorneys said no decision had been reached on whether to ask the Supreme Court to hear an appeal, and that they have until Sept. 2 to file one.

Kennedy denied in latest bid for TV time

Appeals court upholds earlier FCC decision turning down senator's request to respond to Carter appearances

The U.S. Court of Appeals provided a prompt decision in two appeals Senator Edward M. Kennedy (D-Mass.) had taken from FCC decisions rejecting complaints about the refusal of the television networks to grant him air time to respond to President Carter. The court affirmed the commission in both cases, announcing its decision on Saturday, May 31, one day after hearing oral arguments and three days before the final set of eight Democratic presidential primaries were held. The court said its opinions would be issued later.

Kennedy's first complaint followed a Feb. 13 presidential press conference, carried live by the networks, in which the President had attacked his rival for the Democratic presidential nomination. The commission on May 6 affirmed a staff ruling rejecting Kennedy's request for equal time on the ground that press conferences are exempt from the equal-time law as a bona fide news event.

Kennedy's second complaint was based on a less conventional approach. He cited the "reasonable access" provision of Section 312 (a)(7) of the Communications Act and the "fairness" provision of Section 315 in asking the commission to "redress a pattern of conduct causing an unacceptably imbalanced presentation of important facts."

He was referring to the heavy play the networks had given President Carter's announcement of a program on the economy—the networks interrupted programing on March 14 at 4:30 p.m. to broadcast a speech by the President, they carried stories on the announcement in news shows that evening, and then broadcast live a presidential press conference in which Carter discussed the economic program in detail.

The commission staff, in an opinion the commission affirmed on May 16, said Kennedy had failed to make a "reasonable access" case in view of "the availability of prime time for purchase." The staff said "the networks' failure to furnish free time does not raise a Section 312(a)(7) question."

The staff also said the fairness provision of the law is not applicable to Kennedy with a basis for securing free time. It said no specific individual is entitled to present contrasting views. Kennedy, the staff said, "had no 'fairness' right to present his views on the economy in a free prime-time broadcast."

Programing

Burt Harris named Premiere's chairman

Broadcast-cable operator picked also as CEO of new pay operation

Burt I. Harris, a career broadcaster and cable television system operator, was named chairman and chief executive officer of Premiere last week. The national pay-cable service will be headquartered in Los Angeles, where Harris maintains his offices as president of Harriscope Broadcasting Corp. and Harris Cable Corp. He was chairman of the National Cable Television Association in 1976-77.

Harris's name first appeared among those of likely candidates for the job at the NCTA convention last month when Premiere, a joint venture among Getty Oil Co. and four Hollywood movie companies, was officially announced to the cable industry. It had been said that Harris had requested that his company be allowed to become a partner in the joint venture—an offer declined by the participating companies.

Instead, Harris is said to be getting a six-figure salary plus an incentive plan in a three-and-a-half-year contract.

One official with Premiere emphasized that Harris would have "no equity in any form" in the national service, which is set to begin operating Jan. 1, 1981.

He anticipates hiring a staff of at least 100 persons to run the new company. An executive search has already begun.

Harris will report to a joint board comprising two members from each of the five participating companies—Getty, Columbia Pictures Industries, 20th Century-Fox Film Corp., MCA Inc. and Paramount Pictures Corp.

KM&G puts its chips on CBS-TV next fall

Agency predicts strong Fridays will put network on top for week

KM&G International, the advertising agency, picks CBS-TV as the winner in the 1980-81 prime-time season, with an average 31.6 share, followed by ABC-TV at 31.0 and NBC-TV at 28.8. According to the KM&G analysis, CBS-TV will capture three nights—Thursday, Friday and Sunday—and run second on Tuesday and third on Monday, Wednesday and Saturday. The agency's estimate is that ABC-TV will win Monday, Tuesday and Saturday, take second Wednesday, Thursday and Friday and wind up third on Sunday. NBC-TV is assigned the winning niche on Wednesday, second Saturday, Sunday and Monday, and third on Tuesday, Thursday and Friday.

KM&G says that CBS will "run away with the audience" on Friday, with an average 37.3 share, versus 28.2 for ABC and 23.0 for NBC. Excluding Friday, however, the agency says, ABC would land in first place for 1980-81 with a 31.3 share, trailed by CBS, 30.7 and NBC, 29.7.

For the fourth quarter 1980, KM&G predicts the following will be the top 10 regularly scheduled programs based on households: 60 Minutes (CBS), with a 25.8 share and 20,130,000 households; M*A*S*H (CBS), 25.1 and 19,570,000; Alice (CBS), 24.9 and 19,400,000; Three's Company (ABC), 24.7 and 19,240,000; The Jeffersons (CBS), 24.0 and 18,710,000; Real People (NBC), 23.2 and 18,160,000; Dallas (CBS), 22.9 and 17,860,000; Archie Bunker's Place (CBS), 22.6 and 17,640,000; One Day at a Time (CBS), 22.6 and 17,610,000 and Dukes of Hazzard (CBS), 22.5 and 17,520,000.

KM&G notes differences in programing philosophy among the networks for the upcoming season. Four of ABC's six new
shows are comedies, while there is only one new comedy on the other network schedules. Two of CBS's five new shows are in the police/detective genre, while only one such type appears on the other networks. CBS's exclusive production contract with the noted star James Garner for Polaroid commercials, will be "While Jane's away."

Both Arbitron and Nielsen's prime time sweep periods (Broadcasting, June 2) but network last week was claiming "graceful improvement" with a 5% gain in households over last year's Arbitron and 6% over Nielsen. Victor CBS-TV was up 5% over Arbitron and down 11% over Nielsen, with second place ABC-TV off 10% and Nielsen 11%, respectively. This year's Arbitron period gave CBS 16.3, ABC 16.1 and NBC 14.4. Nielsen period gave CBS 16.2, ABC 15.9 and NBC 14.7. Demographic gains were also cited by NBC, with 15% improvements in categories of men and women 18-34, 18-49 and 25-54. ABC, however, was said to have dropped in each of those groups while CBS was down in young women. NBC claimed it jumped from third place in all categories to first or second, except in women 25-54. Arbitron period ran April 30-May 27; Nielsen, May 1-28. NBC's demographic figures are based on Nielsen figures, however.

On the bright side. NBC-TV may have been clear third nationally in both Arbitron and Nielsen prime time sweep periods (Broadcasting, June 2) but network last week was claiming "great improvement" with a 6% gain in households over last year's Arbitron and 8% over Nielsen. Victor CBS-TV was up by 1% in Arbitron and down 1% in Nielsen, with second place ABC-TV off 1% and NBC up 11%, respectively. This year's Arbitron period gave CBS 16.3, ABC 16.1 and NBC 14.4. Nielsen period gave CBS 16.2, ABC 15.9 and NBC 14.7. Demographic gains were also cited by NBC, with 15% improvements in categories of men and women 18-34, 18-49 and 25-54. ABC, however, was said to have dropped in each of those groups while CBS was down in young women. NBC claimed it jumped from third place in all categories to first or second, except in women 25-54. Arbitron period ran April 30-May 27; Nielsen, May 1-28. NBC's demographic figures are based on Nielsen figures, however.

A first. ON-TV, over-air subscription television service in Los Angeles, won STV's first Emmy award last week in market competition. Jeff Romano, producer, and John Mohr, executive producer, received statues for best Los Angeles-based entertainment and sports series from independent station, services' ongoing coverage of Lakers basketball. ON, joint venture of Chartwell Communications and Oak industries, operates on xasc-tv (ch. 52), licensed to Corona, Calif.

Signed. Paul Junger Witt and Tony Thomas (two-thirds of Witt-Thomas-Harris Productions) have signed nonexclusive agreement with 20th Century-Fox Film Corp. to produce long-form television projects and theatrical films. As part of agreement, Fox will have worldwide syndication rights to Witt-Thomas Productions' 'It's a Living,' half-hour situation comedy debuting this fall on ABC-TV (Thursday, 9:30-10 p.m. N.Y.)

While Jane's away. Actress Mariette Hartley, whose popularity has soared since teaming with James Garner for Polaroid commercials, will be substituting for Jane Pauley when Today show regular begins three-week vacation today (June 9). Hartley will do features, and interviews, with Tom Brokaw picking up Pauley's newscasting duties. NBC maintains she's just subbing and that Pauley's contract runs through end of 1982, but there's also been speculation that Hartley's auditioning as well.

OPT strikes again. If first outing sets pace, Operation Prime Time stations may have winner in hand with The Girl, The Gold Watch and Everything. First station to air two-hour pilot special (which also can be five half-hours) was KABC Los Angeles, and on Tuesday, May 20, 15 rating beat all competition. Repeat two evenings later also scored well, with 11 rating.

NASL to USA. Latest sports deal for cable's USA Network is for Wednesday night games of North American Soccer League. Fifteen contests are expected to be cablecast this season beginning June 18 and through selected playoffs. USA also has just won cable rights to French Open Tennis Tournament and Notre Dame football.

Signed on. Roberta Haynes, 20th Century-Fox Television's vice president for television movies and miniseries, is giving up that post for independent production. She has signed exclusive contract with Fox. Bud Austin, former head of Paramount Television, has signed exclusive production contract with Universal Television.

'20/20' captures top spot, but can't shake CBS loose

ABC's newsmagazine is No. 1 show in week ended June 1, but CBS takes week by half a point.

Thanks to a well-promoted piece on sexual fantasies and other reports on Mount St. Helen's and gifted children, ABC News' '20/20' came out at the top of the ratings list for the week ended June 1.

In its Thursday 10-11 p.m. slot, the ABC newsmagazine demolished both a CBS-TV Bob Newhart special and an NBC-TV documentary to earn a 27.7 rating and 41 share. It was '20/20's' first time in first place.

Over all, however, the balance was tipped in CBS's favor. For the seven nights of prime time, the reigning network continued to hold onto top honors besting ABC's 14.3/26.9 average against a 14.8/28.0. Still trailing was NBC, with a 13.7/25.8.

During the week, ABC won Monday, Tuesday and Thursday. CBS took Friday and Sunday. NBC won Wednesday, and Saturday was a ratings dead heat between ABC and CBS.

After '20/20, other programs in the top-10 were CBS's 'The排除' (22.6/39), 'Dallas' (21.0/40), 'Alice' (20.9/37), '60 Minutes' (20.7/44), 'Dukes of Hazzard' (20.7/40) and 'Trapper John M.D.' (20.4/36). 'ABC's 'Three's Company' (20.2/34), NBC's 'Bob Hope Birthday Show' (19.7/33), and ABC's 'TAXI' (19.3/32).

Although '20/20's performance at 22.7/41 against a repeat of CBS's 'Ladies and Gentlemen, Bob Newhart' (14.3/26) and NBC News' To Be A Doctor (8.4/15) was unbeatable for the week, it was the highest score the newsmagazine has achieved.

Two other broadcasts, both presented during weeks when viewing levels were higher (and therefore ratings are higher) topped the May 29 performance. '20/20' did best when it devoted last fall's premiere show to the circumstances surrounding Elvis Presley's death, earning a 25.7/43 on Sept. 13. Next highest in attracting an audience was a 22.8/39 from last Dec. 27's show which featured a follow-up on the Elvis story, an interview with rock star Michael Jackson and a piece on the movie, 'Star Trek'.

Elsewhere in the ratings, but outside prime time, ABC also was claiming success with its 'World News Tonight, said to have beaten the 'NBC Nightly News' and earned second place for the fifth consecutive week.

Sorry about that

Lady Plowden, head of Britain's Independent Broadcasting Authority, the controlling agency for the commercial television network, ITV, has expressed regret for the offense given to some people by the
Simply fantastic picture quality. Fantastically simple set-up. Get both with our renowned TK-47.
Press a button, and it sets up automatically. In seconds, instead of hours. File and recall six basic lighting situations, and get great picture quality—instantly—under any conditions.
All RCA cameras are built to extend your creativity, lighten your chores, and deliver the very best on-air product.
Our TK-76C is light, rugged and agile enough to go anywhere and start shooting right away.
Our TK-760 has enough heft for smooth studio work, yet is light enough for easy transport to the field as an EFP camera.
And with them all comes famous RCA TechAlert service to keep you on the air, come what may. Your RCA Representative can tell you more.
RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.
miniserries, A Man Called Intrepid. In a letter to the Danish ambassador to Britain, Plowden also promised that the screening process for imported programs would be strengthened.

Plowden said the authority recognized that the program did not receive the same checking procedure before being broadcast as is undergone by British-made shows. Intrepid was produced by Astro Television Films, of Toronto.

"I doubt very much whether, had the film come from a British source, it would have survived those normal checks," she said.

The dispute over the program concerns the changing of historical facts about World War II intelligence. Colonel Maurice Buckmaster, wartime head of the British intelligence service, called Intrepid "a travesty of fictionalized espionage activities." Relatives and former associates of physicists Nils Bohr have also complained about his portrayal in the program.

But Leslie Halliwell, head of program purchasing for ITV, called the criticism unfair. He said all imports are viewed by ITV officials, and if any problems are encountered the matter is taken to the film clearance group which makes the final decision.

Halliwell said it would require a specialist in the field to notice the inaccuracies in Intrepid, and he said there was no way that all imported programs could be checked in this way.

Comsat sets up homesat subsidiary

Satellite Television Corp. will be headed by Johnson, is still looking for partners for venture

Comsat General Corp. spun off a new subsidiary last week, the Satellite Television Corp., to pursue its announced plans to begin satellite-to-home subscription television service.

Comsat General is itself a subsidiary of the Communications Satellite Corp., the United States partner in Intelsat.

A spokesman for Comsat said STC was created "to bring the whole project under one roof" and to demonstrate Comsat's commitment to the subscription television concept. In a prepared statement, John A. Johnson, president of the new corporation, said, "We are convinced that this service will help meet growing consumer demand for diverse home entertainment and information."

Assisting Johnson in the new venture are George Bilings, vice president, business development; Judith S. Elinski, vice president public affairs; Leo M. Keane, vice president engineering, and Warren Y. Zeger, vice president and general counsel.

Johnson is currently chairman and chief executive officer of Comsat General, poss he will relinquish this fall.

According to Johnson, the STC will continue discussions with a number of companies about forming a joint venture to provide STV service.

Talks with Sears, Roebuck & Co. about a joint venture (BROADCASTING, April 14) have fallen through.

When the subscription television plans were first announced last August, Comsat officials were talking about a start-up date some time in 1983. But with the failure of the Sears talks, the date has slipped to at least 1984.

Details of the STC project won't become available until STC makes its filing at the FCC and nobody is making predictions of when that might be.

MGM, CBS partners in new venture for home-video software

Both will provide programs; network's Records Group will distribute disks and cassettes

CBS Inc. and MGM, both anxious to make a major impact on the home-video scene, are now working together to pursue their respective goals.

Announced last week was MGM/CBS Home Video, a joint marketing venture for videodisks and videotapes. Distribution of cassettes is expected to start before year-end.

Under an arrangement that is still being worked out, each partner will earn the revenues from the software it contributes. A concert disk by a CBS recording artist, for example, will generate money for CBS Inc. Conversely, a cassette of MGM's "The Wizard of Oz" will put the revenues in MGM's pocket.

MGM/CBS Home Video also intends to become involved in original production and acquisition of other product, although not at the outset. In those cases, revenues would be shared.

The deal also calls for the CBS/Records Group to manufacture the videodisks and

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Broadcasting Jun 9 1980

40
All-family quality presentations from the best of Hollywood including MGM, Warner Bros., 20th Century Fox, Filmation, Paramount and Disney.

Scheduled programming up to 2 years in advance offering both stations and advertisers ample time to plan promotional tie-ins on a local and national level.

A combination of holidays and the SFM HOLIDAY NETWORK means not only increased audience attention but substantial increases in expenditures by both national and local advertisers.

Endorsed by The National Education Association each presentation is backed by the highest level of promotional support with specialized material adapted to local efforts.

The best films are better in our package—THE SFM HOLIDAY NETWORK

SFM Entertainment - 1180 Ave of the Americas - New York, N.Y 10036 (212) 790-4800
Help for Boston's insomniacs

'Five All Night Live All Night' on WCVB-TV takes one camera, a mike, a host, some offset topics and budget-priced spots to fill its late-late hours

If they're pondering the Cosmic Wimp-Out, it must be 'Five All Night Live All Night'.

WCVB-TV Boston General Manager Bob Bennett thinks it's easy to understand why his station's early morning, live, talk show is the only one: "It's not profitable."

But Bennett hopes that he calls this "road company version of Johnny Carson" will attract enough of the estimated 250,000 college students in his signal area to make it profitable. Bennett says advertisers, boost the station's image and eventually trigger national syndication.

Mixing sex talk, local rock groups, giggly call-ins, atomic bomb victims and authors, the low-budget show airs from 2 to 4 a.m. Wednesdays, Thursdays and Fridays and from 1 to 3 a.m. Saturdays and Sundays.

Time has varied since the March 5 start-up, because of ABC's special Iran coverage which pushed the network's schedules back, but that doesn't seem to bother FANLAN host Matt Siegel. Calmly dealing with the vagaries of one mimcam and a mike, no production control room and a fold-up set, the former disk jockey discusses "threesomes," openly scans newspaper clippings before introducing a tax protest and instructs the cameraman to focus more tightly on a Playboy shot of a Boston "society stripper."

Siegel's 10-hour-a-week live television debut, says Bennett, is "throwing him in the tank when he's never been in the water before." The general manager is casual because of the low stakes involved. He estimates annual costs for the show, including salaries for the three-person staff, at $200,000. Selling 30-second spots for $50 each, it's already doing about $3,700 a week, or $192,400 a year.

"And even if it brought in only a hundred thousand a year," Bennett maintains, "it would be worth it to say we're doing it." Although there's not yet a direct time period payoff, he feels the station's over-all reputation will be helped—that a timebuyer all things being equal, will give WCVB-TV the nod because of such programming.

Bennett's experience has shown him that all-night programming can produce revenue as well as status. In 1965, he convinced Los Angeles independent KTTV(TV) to go 24 hours and found that one car dealer's low-priced ads during early hours produced one-third of his auto sales.

Twenty-five years later, Bennett feels television's high prices are restricting the kinds of advertisers who can use the medium—and odd-hour, cut-rate ads may encourage the $250-a-week spender to give video a try.

With a 30-second afternoon spot costing $600, and FANLAN's willingness to do live commercials, early morning programming can pay off better for some advertisers than prime-time, Bennett says. He's traditionally had trouble attracting car dealers; currently, four of them advertise on FANLAN, along with a host of youth market items and two FM stations.

Up to now, Bennett says, his station's 24-hour status hasn't been a commercial success. One reason he cites is deeper film libraries at rival stations WGB-TV (an ABC affiliate) and UHF independent WSBK-TV to lure night-owl viewers.

So let's try a live talk show, Bennett figures.

Nielsen ratings don't cover the time slot, but Bennett figures that FANLAN has something special going for it: "the appreciation factor. Nowhere else do you get that. When someone tunes in at 4 a.m., he doesn't really expect anything. He wants to fill up some lonely hours."

Bennett hastens to deliver the station's standard FANLAN pitch: that the show intends to break new ground with such items as experimental films. If it works, he says, "we could throw it up on a satellite and syndicate it across the country."

WCVB-TV has won attention with other productions like The Baxters, now syndicated nationally, and Park Street Under, a local comedy show. Bennett thinks that sometimes it gets too much credit for this; many stations could do the same thing, he says, by letting their staffers have more freedom.

□

In FANLAN's eight-by-12-foot office, things are free, if crowded. "I have no idea what a Cosmic Wimp-Out is," associate producer Vicki Gordon is answering producer Danny Schecter about an upcoming segment—over a phone with extension buttons constantly lit with calls from weightlifting coaches, juggling comedians and busiiss who demand union scale before they perform.

Gordon, who has an arts production background, says she tends toward unusual, "zany" items. Schecter, with heavy political and news experience, handles the one "hard" segment each show contains. Their lack of staff and marathon working hours—the producers answer their own phones, make their own coffee and often log noon-to-5 a.m. shifts—make it difficult for them to do much initiative programming.

"We're on the right issues," says Gordon, "though I don't know how ahead we are." These now usually derive from newspaper or magazine articles, a book publicist's approach or a politician's priorities. Schecter, a prize-winning "news dissector" for Boston's WBCN(FM) from whence Siegel sprang and producer of the now nationally syndicated Joe Oteri Show for WLVI-TV Cambridge, Mass., recalls the days when he "talked about issues before they became fashionable" and voices hopes of doing the same thing on
Vital today for big-time real-time production

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HI TECHNOLOGY VIDEO PRODUCTS INNOVATORS

VITAL INDUSTRIES, INC.
MAIN OFFICE: 3700 N.E. 53rd Ave. Gainesville, Fla. 32601 U.S.A.

1980-the year Vital doubled its sales-personnel-plant facilities.
Radio’s format leader: adult contemporary

It tops the list in annual McGavren-Guild survey of top 25 markets; black, disco and AOR show gains while progressive, MOR and talk drop

The adult contemporary format emerged in first place in 1979 in McGavren-Guild’s latest study of radio programing trends in the top 25 markets.

Marc Guild, director of network research and operations for McGavren, said that on an increasing basis in 1979, stations labeled themselves as “contemporary,” and offered the following rationale:

“For example, a disco station may have found the description, ‘disco,’ conjured up a small demographic slice in some advertisers’ minds. In order to correct this, they started to call themselves urban contemporary. In the midst of the hits today has a disco beat, it seemed to be a natural union.

“Similarly, a top-40 radio station might be viewed as strictly a 12-24 station, but contemporary expands one’s demographic to 12-34 to incorporate the 25-34 upper-income listener without changing the station’s programing,” Guild said. “It could be used on the older side also. An MOR station is viewed as though its appeal might be 35-54. While this may be the case, a title of adult contemporary broadens the station’s demographic image to 25-54.”

McGavren’s study used Arbitron Radio Reports to compute average share trends

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**Markets 1-10, men 18+, Mon.-Fri. 6-10 a.m.**

<table>
<thead>
<tr>
<th></th>
<th>% chng. vs. ’75</th>
<th>% chng. vs. ’76</th>
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<td>12.1</td>
<td>16.3</td>
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<tr>
<td>Top 40</td>
<td>14.9</td>
<td>14.5</td>
</tr>
<tr>
<td>Disco</td>
<td>1.6</td>
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<tr>
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<tr>
<td>Progressive</td>
<td>5.6</td>
<td>6.3</td>
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<tr>
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<td>15.2</td>
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**Markets 1-10, women 18+, Mon.-Fri. 6-10 a.m.**

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<tr>
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**Markets 1-10, men 18+, Mon.-Fri. 10 a.m.-3 p.m.**

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**Markets 1-10, women 18+, Mon.-Fri. 10 a.m.-3 p.m.**

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<tr>
<td>Jazz</td>
<td>19.2</td>
<td>18.4</td>
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Broadcasting Jan 9 1980 44
How the right mike helps you get the most for your video dollar.

You spend a lot of good money for video equipment. And a lot of expensive time to produce a great picture.

But audio is a critically important part of that picture, too. Much too important to take chances on just any mike.

That's why it pays to choose mikes carefully. Especially since choosing the right one for the job is one of the most effective ways to upgrade a video program without spending a lot of money.

It pays to pick a Panasonic.

Economy (From $18.95*)
These mikes are best used for basic video recording. The omnidirectional WM-1100 will stand up to rugged handling. Both the WM-1150 and WM-1151 are unidirectional, with the WM-1151 providing sharper reproduction. For crisp outdoor recording there’s the unidirectional WM-1181 with a 16.4-foot cable. The WM-1610, an electret condenser lavalier mike, comes with tie clip holder and mercury battery.

High Performance (From $49.95*)
If you're looking for high performance at a good price, here's the place to look. For PA applications, there's the WM-1315. Where clear voice reproduction is a must, there's the WM-1323 with switchable impedance (200 ohms/20k ohms). For vocals or percussion, there's the WM-1325. For onstage vocals, percussion and brass, the WM-1326 is outstanding. And in theatres and large rooms, the WM-1400, with wide frequency response and high and low tone filters, is tough to beat. These are all unidirectional, dynamic mikes, and are equipped with a 15-foot cable and ¼-inch phone plug. Also, all but the WM-1315 have an XLR connector at the mike for use with balanced cables.

Professional (From $94.95*)
Professional quality is what you expect from Panasonic, and these mikes deliver it. They are all balanced, unidirectional, low-impedance mikes, and come with XLR connectors on a 15-foot cable. For vocals and instrumentals, the WM-1505 is best used in studios, and the WM-1506 for live performances on stage. Both the WM-1520 and the WM-1521 are low-distortion mikes designed for natural-sounding speech and interviewing, while the WM-1521 offers a wider frequency response. And the versatile WM-1555 is our ultimate hand-held mike for broadcast studios.

So whatever kind of mike you need, pick a Panasonic. You'll like what you see because you'll love what you hear.


*Panasonic recommended price, but actual price will be set by dealers.

Panasonic®, just slightly ahead of our time.
from market one through 25 for the years
1977 through 1979 covering persons aged
12 and over, Monday to Sunday, 6 a.m.
to midnight. For all of these years contem-
porary in some form or another was the
leader, but for 1979 adult contemporary
was the favored designation of stations.

To collect the data, the national repre-
sentative firm sent questionnaires to more
than 500 stations in the top 25 markets.
There was a return of more than 60% and
McGavren conducted telephone inter-
views with stations that had not responded
to the questionnaires.

Adult contemporary posted a gain of
63% in 1979, rising to a share of 19.3 from
12.0 in 1978, the first year this format was
introduced. In second place was good
music, climbing by 7% to 14.5.

Other formats showing growth in 1979
were news, up 12% to 6.5; black, up 18%
to 5.3; disco, up 31% to 3.4 and album
oriented rock, up 21% to 9.9.

Formats losing ground in 1979 were top
40, down 44% to a 7.9 share; progressive
(rock), down 64% to 0.5; middle-of-the-
road, down 27% to 7.1, and talk, down
29% to 2.5.

McGavren also provided data for the top
10 markets on formats by dayparts and
major demographic classifications: men,
Monday through Friday, 6 to 10 a.m.;
women, Monday through Friday, 6-10 a.m.;
men, Monday through Friday, 10 a.m.
to 3 p.m.; women, Monday through Fri-
day, 10 a.m.-3 p.m.; men, Monday
through Friday, 3-7 p.m.; teen-agers,
Monday through Friday, 3-7 p.m.; and
teen-agers Monday through Friday, 7-12
midnight.

Among men, adult contemporary or
good music formats were dominant, de-
pending on the time period. At 6-10 a.m.
and 3-7 p.m., adult contemporary was
in the forefront, with 16.3 and 14.5 shares
respectively. In the 10-3 slot, among men,
the good music format led with a share of
17.3.

A similar pattern prevailed among
women. Again, in the 6-10 a.m. and 3-7
p.m. segments, the adult contemporary
format held an edge over good music. But
in the 10-3 p.m. slot, good music was on
top with a 19.4 share.

Among teen-agers, the adult contem-
porary format was by far the most prefer-
ed, chalking up a 27.5 share in the 3-7
p.m. period and a 35.7 in the 7 p.m.
midnight block. Other leading formats among
teen-agers were album oriented rock and
top-40. Losing ground among teens were
middle-of-the-road and country music.
Late-night listless?
Access dragging?

**Benny Hill to the rescue!**

Strip or once a week.
Indie or affiliate.
Benny's the proven audience-builder.

<table>
<thead>
<tr>
<th><strong>ARB, Feb. '80 vs. Feb. '79</strong></th>
<th><strong>ADULTS 18-49</strong></th>
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<tr>
<td><strong>LATE NIGHT ONCE A WEEK</strong></td>
<td></td>
</tr>
<tr>
<td>KMTV Omaha, 12:00 M Sat</td>
<td>Up 67% Up 81% Up 140%</td>
</tr>
<tr>
<td>WPRI Providence, 11:30 PM Sun</td>
<td>Up 20% Up 19% NC</td>
</tr>
<tr>
<td>WKBN Youngstown, 11:30 PM Sat</td>
<td>Up 10% Up 37% Up 48%</td>
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<tr>
<td><em>(Beats &quot;Saturday Night Live&quot;!)</em></td>
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<tr>
<td><strong>ACCESS STRIPS M-F</strong></td>
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<tr>
<td>WLVI Boston, 7:30 PM</td>
<td>Up 50% Up 65% Up 58%</td>
</tr>
<tr>
<td>WPGH Pittsburgh, 7:30 PM</td>
<td>Up 50% Up 43% Up 55%</td>
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<tr>
<td>WDHO Toledo, 6:30 PM</td>
<td>Up 33% Up 48% Up 20%</td>
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<tr>
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<tr>
<td>KHTV Houston, 10:00 PM</td>
<td>Up 50% Up 61% Up 62%</td>
</tr>
<tr>
<td>WDRB Louisville, 11:00 PM</td>
<td>Up 50% Up 64% Up 200%</td>
</tr>
<tr>
<td>WPGH Pittsburgh, 11:00 PM</td>
<td>Up 300% Up 244% Up 308%</td>
</tr>
</tbody>
</table>

**The Benny Hill Package**
100 hilarious half hours from
**Thames Television**

To capture Benny for your station, contact:

**D.L. Taffner/Limited**

1370 Avenue of the Americas, New York, N.Y. 10019 (212) 245-4680
5900 Wilshire Blvd., Suite 1450, Los Angeles, Ca.90036 (213) 937-1144
6951 Roswell Road N.E., Atlanta, Ga. 30328 (404) 393-2491
Star-spangled start for CNN

As 24-hour cable news service gets off the ground and on the satellite, it's greeted with positive reaction

After a gestation period of one year, 22 days and seven hours, the Cable News Network was born in Atlanta on the appointed day and hour—June 1 at 6 p.m. NYT.

And Ted Turner, its flamboyant progenitor, did not let the birth pass quietly. The turn-on came amid a huge party, and the first five minutes of CNN were given to coverage of a dedication speech by Turner and the playing of the national anthem by three military bands in front of CNN's Atlanta headquarters.

After the preamble, the real show began as the husband-wife team of Dave Walker and Lois Hart introduced CNN and reported its first story: on the critically wounded civil rights leader, Vernon Jordan.

Since that beginning, CNN has been providing subscribers of 172 cable systems around the country with around-the-clock, nonstop news, and by all indications it has been well received.

John Evans, president of ARTEC, serving the Washington suburb of Arlington, Va., attributes the addition of "a couple hundred" subscribers to systems' addition of CNN. "Our salesmen," he said, "are finding a very, very high awareness level of CNN...and that's pretty unusual."

Evans credits the consumer awareness to the "tremendous press coverage" CNN has received from the local papers and from the network news.

The many cable operators who had signed up before CNN even existed were particularly pleased with their foresight. Ron Roe, general manager of a 15,000-subscriber system, in Hampden Roads, Va., said the response from his customers has been positive and predicts that the service will boost his total subscribership by 2-3%.

Roe's concern, however, was that CNN wouldn't be able to sustain itself. "I hope Turner has staying power," Roe said, "because we need it."

Ninety percent of the calls received at Fort Dodge (Iowa) Cablevision praised the news service. The only negative comments, said general manager Kent Sharp, were from subscribers who missed the Reuters news service that was dropped from the basic service package and its accompanying background music (KLYF-FM Des Moines, Iowa).

It's too early for Sharp to predict what effect the news service would have on his subscriber rolls, but he said he can already attribute one new customer to his carriage of it.

CNN's largest single audience is the 192,000 homes of Mission Cable in San Diego. Bob Schettino, a spokesman for Mission, said "it's still a bit early to fully judge subscriber response," but that the business office has received numerous calls, from subscribers and nonsubscribers alike, whose curiosity about CNN was piqued by all the press coverage. And Schettino said the salesmen were reporting positive responses as they made their door-to-door rounds.

Bob Ossenburg, general manager of the General Electric-owned Evansville (Ind.) Cable TV Inc., is dropping UPI Newsfive even though his contract with the voice-over-stills news service runs through November. CNN, he said, "is much greater than UPI! It's pathetic." He said that he's received "quite a lot of comment from subscribers indicating they think it's pretty good."

Ossenburg said his 20,000-subscriber system is still being built and that he expects CNN to help in initial sales. "If Turner's behind it, as crazy as he is, I think it will go," he said.

Debbie Agee, office manager of a 2,900-subscriber system in Richmond, Ky., was not nearly as enthusiastic as some of her counterparts at the bigger systems. She said the response was less than she expected and that she did get one complaint from a man who missed WKRC(TV) Cincinnati, the imported channel that had to be dropped to make room for CNN. But, she added, others that called in said they liked it.

In Buffalo, N.Y., Ross MacGregor, general manager of Courier Cable, said that while he hasn't heard many good things yet about the service from the subscribers, he also hasn't heard any complaints about the reduction in sporting events that the addition of CNN necessitated.

John Gaultz, president of Manhattan Cable, the company that serves the

1050 Techwood Drive: Three military bands added color and sound to the excitement of the Cable News Network's dedication ceremony.
The southern portion of Manhattan, said that he’s received “very positive feedback.” The best measure of how well it’s taken hold, he said, was the numerous complaints the company received when a Tuesday night storm knocked the channel—it’s fed into New York by a microwave link—off the air for two 10-minute stretches.

Unlike other operators who are looking to dump existing alphanumeric news services, Gaultz thinks there is a place for both in his programing package. He said he would continue Reuters service and alphanumeric sports and financial channels there is, he said, a “separate and distinct place for CNN” primarily because it’s an advertising vehicle. Advertising, he explained, can’t be done on the character-generated channels.

As for boosting subscription, Gaultz said that he hoped it would, but like many of the other operators, he said he would have to wait before making a judgment.

Tom Kanarian, vice president and general manager of Theta Cable, a Hughes Aircraft subsidiary serving 96,000 subscribers in and around Los Angeles, said unequivocally the response from his customers was “oustanding” and that CNN has evoked “the most excitement since pay TV was introduced in 1974.”

Kanarian said that he has not been “overwhelmed” by new service orders. He said, however, that it’s very unusual for such a large number of subscribers to call in and say how supportive they are of a particular service.

What amazed the subscribers of American Cable TV of Pompano Beach, Fla., according to the 30,000-subscriber cable system’s general manager, Neil Burmeister, was that the Sunday opening was no special premiere, but normal programing. They were “just incredulous,” Burmeister said, when they discovered on Monday and Tuesday that “it goes on and on.”

They were also surprised, he said, “that it’s as good as it is. Everyone was skeptical, but it’s there.”

Burmeister thinks it will help lure new customers and said that “it will certainly mean better retention.”

Almost all the operators said the local newspapers and television stations covered the startup of the new service and that they were delighted to receive the media attention in the wake of that coverage.

The major television networks, with the exception of ABC, didn’t have too much to say about the new arrival. Burton Benjamin, vice president and director of news at CBS, said it’s too early to tell anything and that it would be two or three weeks before he would have anything to say. NBC News President Bill Small, also declined comment on the operation, saying he had seen only 11 or 12 minutes of it.

Richard Wald, senior vice president at ABC News, however, was prepared with a “cosmetic” review of the operation: “neat, clean and efficient.” He said that it did have some technical problems—but “don’t we all.”

Perhaps one of the reasons it appealed to Wald was because, as he put it, “stylistically it looks a lot like ABC,” particularly in its use of graphics and its presentation of news. Wald said he found the program generally “interesting” and pro-
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Wald said he could not go deeper than the superficial reading. Its real value, he said, can't be judged until it's been on a while.

CNN shows off its technical stuff in first hours of operation

Switching around the country and the world, all-news network gets lively news material to work with as it inaugurates the system

On the evening of June 1, a stream of news began flowing out of Atlanta, through a satellite and into the homes of 2 million cable subscribers, carrying a panopoly of taped and live news reports from bureaus and remotes, foreign and domestic. The Cable News Network was in business.

In its first 24 hours of operation, the 24-hour-a-day news service demonstrated its unique capabilities and its limitations.

Although the network has been doing full-dress rehearsals of the fulltime news since May 15, with the exception of a couple days, it was not simply a matter of throwing a switch on Sunday evening. A special program schedule had been created for the opening day and included an hour and a half of taped shows— an interview with President Carter and two 15-minute tours of the CNN facility. According to John Ward, director of operations, it was not until one or two o'clock in the morning that things fell "back into the pattern."

But if things had fallen into a routine on Monday morning, it was a hectic routine. None of the enthusiasm or excitement of the large open newsroom/studio seemed to have dissipated. The producers, managers, directors, technicians and on-air talent were in perpetual motion, moving from one set to another, to the offices in the back of the studio, to the glass-enclosed editing suites that formed one wall of the studio.

The problems that the network experienced were many, but minor. They included all the gaffes viewers have come to expect in local newscasts—a shifty-eyed anchor waiting for the tape to roll, wrong graphics, loss of audio, early cut-ins. Jim Kitchell, senior vice president, admitted the bureau is not a "well-oiled machine. We're still trying to get it all in gear."

"You can rehearse until you are blue in the face," he said "but it's never really the same as doing it." Still, Kitchell felt the bureau had "amazingly few problems." His biggest thrill was "seeing each of the feeds coming in and going through the system" and knowing, finally, "that it works."

Some of the operational and procedural problems that showed up on the screen as a lack of continuity could perhaps be blamed on the nonoperating computer system that was to replace the need for paper in the newsroom. As writers and reporters banged on typewriters, the computer terminals sat idle on their desks. Ward said software problems were holding up implementation of the system, but that it should be operational in a week or two.

By the end of the first 24 hours of operation, CNN President Reese Schonfeld was a tired, but happy man. Despite the numerous technical and operational problems that frayed both his nerves and CNN's edges, Schonfeld felt that the 300-person operation that he, Ted Turner and other top executives had assembled performed admirably and had put out a product that all could be proud of.

He was particularly pleased about having beat the early morning news shows of the major television networks by airing a taped report on the rioting Cuban refugees at Fort Chaffee, Ark., at 6 a.m. Monday morning.

And he was defensive about some of

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The source. Regardless of how well the staff of CNN does its job, the future of the Cable News Network hinges on bringing more and more cable systems into CNN's fold. Each additional subscriber creates revenues in two ways: directly, through the 20 cents per month per subscriber (15 cents per month if taken with superstation WJRT4 Atlanta) that cable systems are required to pay and, indirectly, through increases in advertising rates. Currently the subscriber count stands at approximately two million. And since almost all also take WBS, CNN derives only about $300,000 per month from the monthly system fees. According to Don Lachowski, vice president of sales for Turner Broadcasting, CNN expects to bill $3.5 million, or an average of $500,000 per month, for the next seven months.

Since CNN's budget calls for expenditures of $3 million a month, the mathematics say that in the first months of operation, CNN will lose about $2.2 million. If all goes well, the gap between expenditures and revenues will steadily decrease and within three or four years CNN will hit the break-even point. Ted Turner, founder of CNN, has gone on record as saying that he fully expects to lose an average of $2 million per month for the next 18 months.

To help Turner through the early lean years, Bill Daniels, the long-time cable entrepreneur, and a private group of investors have purchased $10 million in subordinated debentures and warrants from Turner Broadcasting. Under the agreement announced last week, the Daniels group will receive 13% subordinated debentures payable in equal annual installments of $2 million starting in 1983. The deal also included warrants to purchase approximately 657,000 shares of Turner stock at $15 per share. Dates on the warrants were not announced. The deal is expected to be closed on or about July 2. Daniels said that most of the investing group have cable holdings and that he had personally subscribed to half the total issue.

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the arrival of a flotilla of Cuban refugees also cut it close but was ready along with the rest of CNN at 5 o'clock. Jimmy Carter appeared live during the first half hour of the network's life, giving CNN the chance to demonstrate its willingness to disrupt regular programming and commercials to bring cable subscribers the news as it happens.

When Carter walked out of the Fort Wayne Ind. hospital to make a statement on the Vernon Jordan shooting, 15 minutes into CNN's first news segment, CNN broke into its first commercial to carry the President live, "God produced the segment for us," Schonfeld said.

And, as Schonfeld pointed out, it was equally fortuitous that Carter stopped talking just before 6:30. CNN had picked up the NBC pool feed of Carter at AT&T's network radio hub in New York and had brought it to Atlanta over the dedicated line, AT&T had installed between New York, Washington and Atlanta. Not knowing when Carter would speak, CNN had made arrangements to use the New York-Atlanta link to bring in a feed from Jerusalem at precisely 6:30 via Intelsat.

Schonfeld said that if Carter hadn't finished when he did, CNN would have had to dump either Carter in mid-sentence or the costly overseas feed.

Schonfeld's other "miracle" of the first night was the live production of Lee Leonard's talk show out of Los Angeles, a bureau plagued by equipment problems.

The primary problem—patching together a microwave-satellite link between Los Angeles and Atlanta—was finally resolved at about 3:30 p.m., just two-and-a-half hours before sign-on.

But while Atlanta was concerned with establishing the link, Peter Spear, the Los Angeles bureau chief, was worrying about more basic things—like where to find a camera. On Thursday night, two RCA TK-74C's were stolen out of the bureau. The two replacements that arrived from Atlanta on Saturday wouldn't work. It was only through the kindness of an independent producer whom Spear had met the day before that the bureau was able to distribute live and the Leonard Show went live. The producer lent Spear a Hiachi SK-70, which was used throughout that first day. Spear said up to 60 seconds before the bureau delivered its first live feed—the first one it was asked for—at 8:20 p.m. on Sunday evening, the technicians were frantically adjusting the SK-70. On Monday, Spear did the job with two rented SK-70's ($150 each per day).

Another last-minute ingredient that Schonfeld was able to add to his news mix that first day was a series of live reports from Key West, Fla., where reporter Mike Boettcher watched the southern horizon for signs of a flotilla of Cuban refugees. The reports were made possible by a mobile earth station CNN leased from Southern Satellite Systems. Like the Los Angeles feed, Schonfeld didn't know if he could count on the Key West reports until about 3 p.m. Sunday. A "$1.98 six-inch piece of cable" had to be sent by air freight on Saturday and the FCC would not allow testing until after Saturday midnight.

President Carter's interview with Washington correspondent Daniel Schorr and managing editor George Watson, taped at the White House on Saturday, was the highlight of the first evening. And the CNN promotional people milked it dry. News from the interview was released in time for a story with credit in the New York Times Sunday morning, Turner's wbrt tv Atlanta which is also distributed to cable systems via satellite aired the interview in its entirety at 11 p.m. Sunday, and an excerpt from the tape was inserted into the first news block.

As delighted as Schonfeld was with the Carter interview he was disappointed with the interview of Ted Kennedy that Schorr and talk-show host Sandi Freeman taped on Monday morning. As originally planned, Kennedy was to have been interviewed live in California but Kennedy changed the venue to New York. When an offer to do the Today show was made, Kennedy again changed the arrangements, first to Newark, N.J., and finally to an airplane on route to Cleveland. Not only was Schonfeld perturbed by the repeated postponements, but when the interview was finally arranged, Kennedy conceded to just a half-hour interview, instead of the full hour he had promised.

Schorr was forced to fly Daniel Schorr in from Washington on Monday evening to help fill and give some life to Freeman's hour talk show at 10 p.m. Schonfeld said that they "should have walked away from the interview" not only because of Kennedy's treatment but because the interview did not fit into the format of Freeman's show. "It's a little foolish," he said, "to open with an atypical show.

Freeman's show, Crosstalk, is supposed to feature live guests with questions by telephone and from a studio audience.

The consensus among the CNN staff was that the sports department was putting on the slickest show. On Sunday evening, it did a 45-minute show beginning at 7 p.m. It included a live interview with NFL Commissioner Pete Rozelle, conducted by CNN sports anchors Nick Charles and Bob Kurtz, and a special report highlighting the many sports happenings of the week.

Part of the sports department smoothness may come from the prominence the department receives. Nick Charles, a former sportscaster at wrc-tv Washington and wiz-tv Baltimore, said that at CNN he feels none of the condescension toward sports that he felt at the broadcast stations. Here, he said, sports is a full department, not a "garbage can or a necessity."

Some of the taped sport specials also come—as does some of the hard news—from the exchange agreements Schonfeld has struck with 30 to 35 broadcasters. Schonfeld said on occasion CNN will also buy tape directly from broadcasters.
Local TV goes to the conventions

This year's party gatherings will be covered live by stations all over the country, thanks to affordability of satellites.

Whatever their other claims to fame, the national political conventions of 1980 will be known as the first that were covered live by many individual television stations. Preparations are going forward for 13 to 15 stations and groups to provide live coverage for one or both of the conventions—the Republican, in Joe Louis Arena, in Detroit, July 14-17, and the Democratic, in New York's Madison Square Garden, Aug. 11-14.

The lower transmission costs of satellites as compared with land lines have made live coverage feasible for stations and groups. The spur of competition among the stations has made it almost inevitable.

And the fact that a section of seats in Madison Square Garden is rendered unusable by the camera platform that will be erected in front of it provided the incentive for a proposal to the Democratic convention officials for the use of the space.

The superintendent of the House of Representatives radio and television gallery, Mike Michaelson, who works with the conventions in accrediting nonnetwork broadcast correspondents and technicians and in attempting to meet their coverage needs, spotted the section. And, with a number of interested organizations, he worked with Democratic convention officials to develop a plan for its use. They also agreed on the use of floor positions for live reports by correspondents for network-owned-and-operated stations and network affiliate groups before and after the sessions.

That done, Michaelson and representatives of several of the same organizations met in Detroit with officials of the Republican convention. The Republicans proved at least equally cooperative in finding space in a section of seats as well as in several of the arena's skyboxes. Indeed, the Republicans even made six floor positions available for live broadcasts during, as well as before and after the convention sessions. They will probably be used by owned-and-operated and affiliated stations, though the owned-stations would not be expected to pre-empt the networks during the sessions.

All told, 13 stations and groups will have space in Joe Louis Arena from which they will broadcast live inserts and transmit taped reports for local news shows at various times of the day and night. They are Cox Broadcasting, KRON-TV San Francisco, Post-Newsweek Stations, WCCO-TV Minneapolis, Bonneville TV, Storer Inc., Gannett Stations, WFAA-TV Dallas, Capital Broadcast News, Westinghouse Broadcasting Co., ABC affiliates, WTMJ-TV Milwaukee and KTRK-TV Houston.

The Democratic convention will include

a couple of added starters in live coverage—WNAC-TV Boston, part of the RKO General contingent that will be located in the Garden's skyboxes, is following Senator Edward M. Kennedy's continued quest for the presidential nomination, and WGR-TV Buffalo, which regards the Democratic convention as likely to be more demanding of live coverage than the Republican. (WGR-TV and Cox are the only organizations that will use land lines for their live coverage in New York rather than satellite service.)

Nor is that all. Several networks will be making their debut in live coverage of the political conventions—Independent Television News Association, Spanish International Network and Cable News Network.

In all, Michaelson expects 3,000 broadcast correspondents and technicians representing more than 400 organizations—in addition to the major networks—to cover the conventions. In 1976, credentials were issued to 1,800 individuals representing 462 organizations.

The numbers then, indicate the networks will have their share of competition for the viewers' attention in the coverage of events in Detroit and New York. But considering the story already told in the primaries and caucuses since January, the journalists may have trouble finding much to interest their audiences.
Hewitt expounds on TV's mission

At IRTS 'Broadcaster of the Year' fete, '60 Minutes' chief says television should focus more on people and less on politicians

60 Minutes Executive Producer Don Hewitt last week urged television to take a closer look at where the buck really stops and to "shift its gaze from the shortcomings of the politicians to the shortcomings of the electorate."

At the Waldorf-Astoria hotel in New York to be honored as Broadcaster of the Year by the International Radio and Television Society, Hewitt suggested that "when television puts the American people in the same spotlight in which it puts Vietnam and Watergate maybe then we'll begin to realize that the mess in Washington is as much our mess as it is their mess."

The CBS News executive said that his colleagues in the press have the same major shortcoming as the public at large—"everybody looking out for himself." He explained that "the preoccupation some journalists have with themselves and their rights may be symptomatic of what's wrong with the rest of the country."

For his own part, Hewitt doesn't feel as threatened by the courts and the government as do some other journalists.

"I am not absolutely convinced that the courts are out to get the press. I don't remember ever catching cold from any of those 'chilling effect' court decisions, nor do I remember doing anything differently because of Spiro Agnew or Warren Burger.

"I also happen to think that there is more in the Constitution than just the First Amendment."

"With everybody looking out for himself," he said, "many of us who are qualified to cast a stone at Bert Lance?" Similarly, he asked, "Why were we shocked when we thought a presidential advisor might be involved with drugs since "half the country" is "flirting" with them also?"

Hewitt called the members of the television press "America's super-salesmen" and said they ought to sell the idea "that it's not just our politicians who don't measure up." He claimed that candidates keep getting questioned about their political views "when we know damn well where they stand on the issues. They stand anywhere they think we want them to stand."

So, he suggested, "there is no greater public service" than focusing on the public itself. Hewitt added that "that is what 60 Minutes has been doing for years—holding a mirror to the welfare cheats, the unemployment cheats, the doctors who rip off Medicaid," among a wide variety of others. "But let's face it," he added, "in one way or another we all have our hands out. And that may not be totally unrelated to why, at least in Iran, we also have our hands up."

In addition to Vietnam and Watergate, Hewitt said, "television played a big part in binding up our wounds after the assassination in Dallas. We're wounded again and our wounds need binding again."

The charge that Hewitt offered to the IRTS gathering was: "Now it's time to make America face up to itself." Just as television has been used by evangelists to "create born-again Christians," Hewitt said, "I'll bet it can also create born-again Americans."

Hewitt's plaque from IRTS, as the inscription read, came because "he restored our faith in cause and effect. He took up a great cause and had an even greater effect." Honoring him with their presence on the dais not only were IRTS officers and governors but the 60 Minutes on-air team and the three network news presidents, among others.

Another broadcaster honored by IRTS at last week's luncheon was the organization's outgoing president, Giraud Chester, executive vice president, Goodson-Todman Productions. In recognition of Chester's three consecutive IRTS terms, he received a Steuben glass sculpture and later in the week an honorary doctorate from St. Johns University. The IRTS presentation was made by the new president, Avram Butensky, corporate senior vice president, Ed Libov Associates Inc.

Both the Hewitt and Chester honors were part of the program. A member of the audience, however, received some spontaneous kudos. When it was announced that Frank Stanton, former CBS Inc. president and vice chairman, was in attendance, all those on the dais and a portion of the luncheon audience rose to their feet with an ovation.

New York inches toward some court coverage

The New York Court of Appeals, the state's highest tribunal, moved closer toward television and radio coverage of its proceedings last week when a special advisory committee suggested that its deliberations be open to television, radio and still-picture coverage.

Chief Judge Lawrence H. Cooke asked Administrative Judge Herbert B. Evans to draft new court rules that could end the absolute prohibition on cameras in the state's courtrooms. Cooke said he was "pleased with the report" and that "the recommendations should be given a try."

The media advisory committee also suggested that a series of tests be conducted to determine the feasibility of permitting similar broadcasts of civil court trials. It drew the line on criminal cases, however, until the U.S. Supreme Court decides whether TV-radio coverage violates a defendant's right to a fair trial.

The proposals to be framed by Evans governing microphones and cameras in the appellate courts or in civil trials must be given final approval by the seven-member Court of Appeals before the proposals can be introduced. A spokesman for the court said last week that authorization for coverage could be in effect by next fall.

In reaching its conclusions, the media committee cited a successful television experiment last fall in which public television station WNET(11) New York videotaped proceedings of the New York Court of Appeals (BROADCASTING, Oct. 29, 1979). The 12-member committee, consisting of judges, lawyers and journalists, said "the advantages of allowing the public to observe the proceedings in our trial courts outweigh the disadvantages articulated by those who oppose all access by the media."

Mates and teammates. The 60 Minutes on-air crew poses with Don Hewitt, his IRTS award and his wife, Marilyn Berger, anchor of WNET's New York's City Edition. L to r are Mike Wallace, Dan Rather, Hewitt, Harry Reasoner, Berger and Morley Safer.

Broadcasting Jun 9 1980 86
APB-PBS meet, eye new ways for public TV to make money

Carley says his operation needs more funds; Grossman thinks technology can be put to work to generate added revenues

Representatives of the nation's public television stations went to Washington last week to examine, among other items, the results of last year's restructuring vote that created the autonomous Public Broadcasting Service and Association for Public Broadcasting. But little attention was paid to the reorganization, which most agreed had been successfully implemented; the focus, instead, moved to new technologies and how public TV could use them to insure its future growth.

As a result of last year's split, APB took over lobbying and membership functions, while PBS, which itself restructured to offer three distinct services, was left to concentrate solely on programming.

At this year's annual meeting, which brought over 500 public TV representatives to Washington, APB and PBS were each given one day to conduct their business. And while there was at least some interest in APB, which is now budgeted at $500,000 per year, the interest was clearly in programming.

APB President David Carley, who has been at the head of the organization for two months, told a Monday meeting that, in his opinion, the association "had done a monumental job" since the beginning of the year. In particular, he said that APB had opened up lines of communication with Congress and the Corporation for Public Broadcasting.

"Member stations can look to CPB at this point with a feeling of understanding and solid support," Carley said. He added that he expected relations with CPB, which had hit some rocky roads, to improve.

In an afternoon general session, which generated little enthusiasm, Carley said that APB could not continue to adequately represent the interests of public television with its current level of funding. He would not offer a figure he considered adequate, but he said the size of the staff—which now stands at four—would have to be increased. In addition, APB would be moving from its temporary base at PBS headquarters to permanent offices, which would be another expense.

Carley said APB would continue to work with National Public Radio for added funds, but he noted that public broadcasters have not worked hard enough to inform Congress of the fiscal problems they face. "We are in trouble and we literally face the survival of public television as we know it," he said.

Carley, like other speakers at the meeting, pointed to new technologies as an area for serious examination. Direct satellite-to-home broadcasts, subscription TV and, particularly cable, all deserve a close look, he said.

Unlike PBS President Lawrence Grossman, however, who on Tuesday outlined a new marketing approach that would de-emphasize the importance of federal funding, Carley pointed to government dollars as the key source of income. "I believe federal funds represent the best single way to fund public television," Carley said, adding that the medium is "a legitimate beneficiary of the national treasury."

Grossman, at the Tuesday morning PBS meeting, called the past year pivotal for public TV, noting that the new satellite system was put in place, the country's first nationwide instructional TV schedule was fed for in-school use, national audience reports were up substantially, and common carriage of PBS programs was introduced.

That afternoon, Grossman's attention turned to new technologies, and what may be a totally new direction for public TV. "It is our conviction that public television must enter a new phase of development—a new approach that combines our traditional philanthropic public service with enterprise new marketing initiatives," he said. "We must mine new sources of income. We must earn our way. We must use our public funds as the nucleus of a quality service. And we must leverage those funds through vigorous and imaginative marketing of our programs and our services in the private sector."

Grossman stressed the importance of moving quickly on these ideas, recommending that a systemwide task force be set up to devise a plan of action.

(The PBS board, however, in its meeting Wednesday, did not authorize the immediate formation of such a task force. It instead recommended meeting with APB delegates to work out a unified position on how to proceed.)

Neil Mahler, PBS senior vice president for marketing, outlined specific areas that may be revenue-producing sources.

Mahler pointed to some of the traditional sources, such as auctions and subscriptions, as potentials for greater income than in the past. To these, he added marketing of products such as video and audio tapes to subscribers; a stepped-up push for corporate underwriting; a "Corporate Fund for Public Television," which would pool underwriting dollars; a greater push for grants; foreign sales, and leveraging of funds.

Eric Sass, PBS Director of development, outlined nonbroadcast areas that PBS was studying to increase its income.

In particular, Sass said that PBS had to get involved in marketing videocassettes and videotapes. He recommended the launching of a centrally operated videocassette club, a public TV videocassette catalogue, a public television record label, and perhaps a public television videocassette recorder and disk player.

Satellite distribution, he said, is also an area PBS should further explore. In addition to leasing space on public television earth stations to Western Union, which begins this fall, he said PBS had been talking to Group W's Vidsat subsidiary, which
wants to distribute its syndicated shows via satellite to commercial stations. In such cases, public TV stations would, for a fee, pull down and record shows from the satellite for local commercial stations.

A similar operation, he said, could be done with commercials. He noted that John Blair rep firm is planning to distribute commercials to local TV stations via satellite also (see page 69), and estimates show that a public TV station could realize $40,000 for recording, storing and distributing the spots.

Sass said another "potential gold mine" is to use public television's satellite interconnection system for teleconferencing—an economical alternative to travel for commercial companies.

Dan Wells, senior vice president of engineering and operations, pointed to cable, subscription TV and videotext as potential money makers for public television. Some stations, he said, are looking to combine commercial pay TV with non-commercial public TV on one channel.

But Wells singled out cable as possibly offering the most immediate prospects for public TV. "When it comes to cable, local and national, we've got a head start," he said. "Our satellite system is operational, not just on the drawing board. Our three-program service structure could lead to ready-made public television cable schedules. And we've started down the rocky road to resolving the program rights issue."

Wells said that one of PBS's program services, PTV-3, believes it will be able to offer soon a pay cable children's-instructional and in-home educational service. Such a service, he said, would require some changes in how public television conducts its business, but the monetary rewards may be worth the changes.

Changing of the guard: Minow bows out as chairman, Oaks takes over and pushes for study of new means of signal delivery

Newton Minow, outgoing chairman of the board of the Public Broadcasting Service, told PBS delegates that public television must preserve its commitment to independence.

Minow, who recounted for the PBS membership the storm surrounding the airing of Death of a Princess, said that public television learned a lot from the experience, including the fact that the American system works. "Everyone's point of view was aired," Minow said. "American viewers were trusted to make up their own minds about the program."

In addition, Minow said that public TV set a valuable precedent. "Public television preserved its independence, knowing that if it did not display courage this time, it would be fair game next time it got a similar request from another part of our government, or Israel, or France, or China, or any other foreign government, or another underwriter, or another television producer, or another congressman or senator," he said.

The former FCC chairman, now a Chicago lawyer, who concluded his two-year tenure as PBS board chairman with a Tuesday morning address, said that the final lesson learned was that broadcasters must be free and independent if they are to be responsible trustees for the American people. "For if we lose our independence," he added, "the issue would not be Death of a Princess; it would be death of a principle."

Minow's successor, Dallin Oaks, outgoing president of Brigham Young university, Provo, Utah, agreed about the necessity of remaining independent, but pointed to new technologies as the most crucial issue facing PBS.

"It is ironic that just as public television is coming of age in its competition with commercial networks, both commercial and public television are now confronted with strong challenges from these new technologies," Oaks said. "Clearly, the programming monopoly we have enjoyed for so long through free-over-the-air broadcasting has ended."

Oaks's theme, which was similar to that expressed by PBS President Lawrence Grossman in a Tuesday afternoon presentation (see page 57), stressed the importance of fully exploring all new technologies and not being left behind by the communications revolution.

"Technological advances in program distribution should persuade us that PBS's future is not merely in its system for delivering programs from broadcast stations to the home," he said. "Our future must also be based on our ability to combine public and private resources to provide the public with high quality programing."

As a result of changing circumstances, Oaks suggested that PBS look toward a new future course. For example, he said he was not in favor of continuing large-scale expenditures for public broadcasting to establish conventional broadcast stations. Instead, he said that new technologies should be looked to for future expansion into new locations.

In addition, he said that since the future was not based significantly on programming, PBS should promote "mutually beneficial relationships" with program suppliers. "Our ultimate objective should be to strengthen the over-all program production process, insuring a continuing flow of quality programing through a variety of distribution mechanisms, including our own," he said.

A resolution introduced by Oaks, and approved by the PBS delegates, paid tribute to Minow for his service to public broadcasting. Along with a generous ovation, Minow was given a miniature model of the Westar satellite that carries PBS signals.

Mankiewicz urges more cooperation between public radio and TV

Frank Mankiewicz, president of National Public Radio, addressed a luncheon audience Monday and held out a peace pipe to Association for Public Broadcasting members. Mankiewicz came under attack recently when he was quoted in a
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magazine article as saying that the federal government should begin to think about phasing out its funding of public television.

But Mankiewicz, who later denied making such remarks, called for cooperation between radio and TV licensees, saying that the level of federal funding for public broadcasting is likely to decline in the future, and bickering in the ranks would prove unusually destructive.

The greatest challenge for public broadcasting, Mankiewicz said, was in the legislative field, particularly now that Congress is so intent on balancing the federal budget. He predicted that not only would it be unrealistic to expect increases in funding but public broadcasting would actually “be lucky to hang on to the levels of the past few years.”

As such, Mankiewicz said that public radio and television would have to get together in their push for funds, and even then, he predicted that victory would by no means be certain.

But Mankiewicz added that one area of government to which public broadcasting can look with pleasure is the FCC, which he said, is probably the most favorably disposed commission toward public broadcasting in history. He expressed particular pleasure with the recent FCC decision breaking down the clear channels (BROADCASTING, June 2), which he called “an enlightened, pro-public decision that will have an impact for years to come to the well-being of radio, and particularly of public radio.”

The only complaint Mankiewicz had about public television was the name the new association had chosen. Calling the group the Association for Public Broadcasting, he said, “causes trouble and anxiety among our members.” He added that an association including public radio licensees might accurately have such a name, but he said it wasn’t likely NPR members would want to join such an association in the near future. He suggested that APB members consider changing the name when they are polled, as the current name “makes cooperation just a bit more difficult.”

One area where cooperation has worked, Mankiewicz said, is in dealings with the Corporation for Public Broadcasting. He noted that the CPB board reversed a decision at its last meeting that would have shifted the burden of music copyright payments to stations, and the decision was no doubt helped by radio and TV joint efforts.

In times of prosperity, he concluded, public TV and radio can afford to battle, but the changing climate in the government does not now allow for such feuds. “I think the future demands that we work together and remove whatever banners, real or imagined, that stand in our way,” he said.

Swift says medium must maintain editorial integrity; technology poses bigger threat, he says, than government meddling

Representative Allan Swift (D-Wash.) kicked off the Association for Public Broadcasting meeting with a morning address that praised both public television and Public Broadcasting Service President Lawrence Grossman, particularly for the latter’s handling of the events surrounding the controversial show, Death of a Princess.

Grossman’s actions, Swift said, were “courageous, clear and wise, and the only actions that could have been taken without instantly making PBS a second-class citizen of the broadcasting field and forever a captive of the whims and prejudices of Congress and various branches of the federal government.”

Swift added, however, that he had concerns about the program’s format—which he called “docudrama”—because it had the potential for misleading viewers. But the bottom line, he said, was that PBS stood up for what it believed in and made the final decision about whether to air the show.

Swift, a former broadcaster who is a member of the House Communications Subcommittee, said that Congress is lagging behind the general public in realizing the balance public television provides for American viewers. “Public broadcasting is not an elite cultural ghetto,” he said, but an alternative to commercial network fare that offers something for all segments of the population.

As to the future for public TV, Swift said that his crystal ball “is rather dark.” He attributed this to the explosion of new technology, which he predicted, would have profound effects on all facets of broadcasting.

But he added that the coming changes, which include the growth of cable, home video recorders and satellite technology, would not necessarily mean destructive changes for public TV. Those who survive the changes, he said, will be those that remain flexible and adapt to that change.

As for Congress, Swift said legislators are “schizophrenic” about public TV. There is a desire for fund programing of public TV, but also a desire for programing that is not controversial.

The fallout from Death of a Princess, he said, which included some unfavorable congressional criticism, should be viewed as legitimate debate, and should not affect programing decisions, which ultimately have to rest with the networks—commercial or public. “If you don’t trust the heads of the networks to make decisions fairly and justly, to whom do you give that authority?” Swift asked.

He said that the airing of controversial material has in some cases resulted in fairness-doctrine problems for broadcasters, but he thought the system worked well.

The three choices facing broadcasters, he added, are to abolish the fairness doctrine, let the government decide whether to allow the airing of controversial material, or to leave things the way they are. Swift said he was in favor of the last option, as letting the government dictate would set a dangerous precedent, and abolishing the fairness doctrine.
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In the end, Swift said, public broadcasters should continue to remain flexible, particularly as they continue to look to the government for tax dollars.

"The 80's will be a fascinating decade," he said. "Public broadcasting has come into its own and is on the verge of tremendous growth." He added that although technology will remain crucial, he said that PBS must be able in the future to defend its decisions with the same vigor as it defended 

Ted Turner takes off against the television networks for causing the decline of America

Ted Turner, never one to mince his words, gave only passing mention to his day-old Cable News Network and to public television, which, he admitted, he didn't watch very much, and instead took off on a Monday night sermon to last week's public television meeting. He wandered from network evils to the decline of morality to the wholesome quality of 

Turner said he had become a critic of network television after his retransmission consent battles in which the broadcasters went for "the cable industry's jugular."

The commercial networks, he said, "have definitely taken the low road" in programming decisions, their judgments made entirely on ratings numbers. "I don't believe the people who run the networks have any idea of what effect TV has on American viewers," he added.

To Turner, the effect has been moral decay, a decline of the work ethic and the disappearance of traditional values, such as a strong military. The networks, he said, are run by people "who leave their conscience outside when they come to work," and he blamed them for a "lack of sensibility."

In the past, Turner said, the airwaves were filled with good programming—shows such as Leave It to Beaver and Father Knows Best—which depicted life the way it really was. But as those shows have disappeared, replaced by the likes of Charlie's Angels, the country, he said, has seen a general decline in moral values and patriotism. "I don't see how anyone can watch six hours of television a day and be worth anything to their country," he added.

With the growth of cable, however, Turner said there will be diversity, transforming television from an institution controlled by the three commercial networks to a medium of plenty. "I think we are going to see the decline of the commercial networks as a medium of mass entertainment," he said.

Turner said public TV was failing in promotion; its shows, he said, are usually "a well kept secret."

And although he admitted he rarely watched public TV—"partly because he doesn't watch much TV and partly because his time is spent checking on what his own station is airing"—he said he thought that public TV was trying to accomplish the same types of goals that he was.

He challenged the noncommercial station representatives to "get off your behind" and push on more meaningful programming and set examples for others.

"This group can and will do something about our problems," he said.

But Turner implored the crowd to look at more than just the communications business. A push must be made, he said, to rebuild the military quickly and to make the nation economically self sufficient.

He added that, with a concerted effort, all types of changes will be possible. "The reason I criticize the networks," he said, "is because maybe we can shape them into doing better."

Turner, who rambled from one subject to another, at one point apologized for what, at times, seemed like free association, directed at no one in particular, that might stretch on into the early morning hours. "If I seem a little burned out, I am," he said. "Last night we went on with the Cable News Network."
the calendar for the BPA business meeting is a proposed change that would have the president-elect assume office at the end of each annual seminar, rather than at the end of the year. The proposed change would be effective in 1981.

The business meeting will also act on the proposed slate of officers selected by the nominating committee chaired by past BPA President Terry Simpson, Indianapolis Cablevision Co. in addition to President-Elect Morrell, the slate includes DeAnne Martin, WTVH-TV Springfield, Mo., as next president-elect; Anne Coleman, Wave-TV Louisville, vice president; Fred Bergendorf, KNX(AM-Los Angeles, secretary, and A. Lee Pocock, KSL(AM-Salt Lake City, treasurer.

Nominees for the board of directors for one year: Diane Bagwell, WIS-TV Columbia, S.C., and Dick Collins, WTMJ-TV Milwaukee. For two-year term: Kay Greer, WFSB-TV Hartford, Conn. For four-year terms: Deb Kneipp McDermott, KYW(AM-Lincoln, Neb.; Judy Horan, WWT(AM) Omaha, Neb.; Mort Slakoff, Metromedia, New York; and Ellen Manowitz, WIND(AM) Chicago. James B. Delehanty Jr. of TV Guide, New York, has been nominated as an associate member of the board of directors.

Continuing terms on the board will be Ray McCarty, KRTN(AM)-KRNQ(FM) Des Moines, Iowa; Bill McLean, KSTW-TV Tacoma, Wash.; Jim Young, WFRT-FM-TV Wheeling, W. Va.; Beryl Spector, WMHT-FM-TV Schenectady, N.Y., and Al Batten, WTVL(AM) Jacksonville, Fla.

BPA and BDA will drop the curtain with the annual awards banquet and entertainment Saturday night. MC's will be Lloyd Robertson and Harvey Kirch, anchorman with CTV National News.

Changing Hands

PROPOSED

KMPM-AM-FM Portland, Ore.: Sold by Romito Corp. to Duffy Broadcasting for $3.5 million. Seller is owned by Walter P. Rossman, who has no other broadcast interests. Buyer is owned by Robert Duffy (33.3%), First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York radio representative, which he is acquiring in stages from Cox Broadcasting Corp. (BROADCASTING, March 26, 1979). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp., which is bank holding company. One of its major holdings is First National Bank of Chicago. John Doede is general manager of First Capital.

It has 25% interest in another cable firm owned by NCTA chairman, Douglas Dittrick, and 25% interest in American Cable Systems which has systems in Bluefield, Cameron and Glendale, all Virginia; Rockland and Peekskill, both New York, and recently acquired franchise for Arlington, Mass. KMPM is on 1410 kHz with 5 kw day. KMPM-FM is on 97.1 mhz with 100 kw horizontal, 40 kw vertical and antenna 980 feet above average terrain.

WPOM(AM) Riviera Beach, Fla.: Sold by Riviera Broadcasting Corp. to L.J. Communications for $1.05 million. Seller is owned by Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer is owned by Lamar J. Jackson (61%), Garth C. Reeves (17%), Vincent A. Henry (16%) and William C. Jones (6%). Jackson is affirmative action coordinator for Monroe county, N.Y., government. Reeves is president, publisher and principal owner of Miami Times. Henry is student in Philadelphia and son of Ragan Henry, president and principal owner of Broadcast Enterprises National, owner of five AM's, three FM's and one TV. Jones is Midlothian, Va., physician. Jackson is director and less than one 1% stockholder of Post Corp., Appleton, Wis.-based group owner of two AM's, one FM and five TV's. Jones is 2.3% owner of Broadcast Enterprises National. WPOM is on 1600 kHz with 1 kw full time.

WSBR(AM) Boca Raton, Fla.: Sold by Burbach Radio Inc. to Howard J. Kotlicky for $500,000. Seller is owned by Robert H. Burstein (45%), John L. Laubach Jr. (30%), D. Larry Deitch (15%) and estate of Thomas F. Fleming Jr. (10%). Burstein and Laubach have purchased, subject to FCC approval, WXIL(FM) Parkersburg, W. Va. (BROADCASTING, May 19). Other sellers have no other broadcast interests.

Kotlicky is Boca Raton, Fla., investor with no other broadcast interests. WSBR is one kw during the day on 740 kHz.

WDXY(AM) Sumter, S.C.: Sold by TAGR Corp. to Dailey & Reich for $493,000 including $175,000 for consulting and noncompete agreements. Seller is owned by Calvin E. Dailey Jr. and Raymond F. Reich (50 each). They own WIXL(AM) Steuben, N.Y. Dailey is applicant for new FM in Riple, W. Va. WDXY is on 1240 kHz with 1 kw day and 250 w night.

WLBR(FM) Rehoboth Beach, Del.: Sold by Marvin Gollub to Resort Broadcasting Ltd., for $360,000. Gollub owns WMS(FM) Prince Frederick, Md. Buyer is owned by Gene E. McCoy, Joseph C. Giuliano and David Schoumacher (33.3% each). McCoy is real estate investor in Burgetstown, Pa., and Washington. Giuliano is Washington architect and realtor. Schoumacher is archanorman for WILA-TV Washington. McCoy has 25% interest in consortium of As in Harold Friedman Consortium.

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applicants for new FM in Mullens, W. Va. Others have no other broadcast interests.

WLRB is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

KHILL (AM)-KWXC (FM) Willcox, Ariz.: Sold by Copperstone Communications Inc. to Rex K. Jensen for $340,000. Seller is owned by Burkett H. Wamsley and wife, Elizabeth (48%) each, and William Wise
an Jr. (4%). They have no other broadcast interests. Jensen owns 52% of KDXT (FM) Missoula, Mont. He is applicant for new FM at Cortez, Colo. KHIL is on 1250 kzh with 5 kw day. KWXC is on 98.3 mhz with 3 kw and antenna 57 feet above average terrain.

KNTO (FM) Wichita Falls, Tex.: Sold by Wichita Radio Corp. to Sunshine Radio Co. for $300,000. Price may be decreased, pending completion of appraisals, to meet price of 75% of fair market value prescribed by FCC for distress sale condition. Seller is owned by Max M. Leon who has no other broadcast interests. He sold WDAS-AM-FM Philadelphia (BROADCASTING, Aug. 6, 1979) under distress sale conditions because stations' licenses had been designated for hearing on character qualifications issues (misrepresentation, lack of candor, subordinating public interest and anti-competitive practices).

Previous deal to sell KNTO for full market value fell through when contract expired before FCC acted on sale (BROADCASTING, Nov. 20, 1978). Due to unresolved issues concerning WDAS-AM-FM, Leon hopes to expedite sale of KNTO by invoking distress sale policy although no specific allegations have been brought up against KNTO. Buyer is minority controlled corporation owned by Karen Dorsey (50%), Christine Stonely and Anthony S. Brand
don (16.67% each) and Lawrence Brand
don (16.6%). Lawrence Brandon is father of Anthony. Dorsey is Bakersfield, Calif., independent market researcher. Her husband, Terry Dorsey, owns 7.3% of KMGN (FM) Shafter, Calif. Stonely is 33.33% owner of WWG (AM) Rochester, N.Y., and 25% of KNTO Bakersfield, Calif. Brandons own 33.33% each of Spectacolor Inc., New York outdoor advertising company, which has purchased, subject to FCC approval, KKAL (AM) Arroyo Grande-kdzo (FM) San Luis Obispo, both California (BROADCASTING, May 5). Anthony Brandon owns 92.7% of KMGN. 35% of KERN and 33.33% of WWGV. Lawrence Brandon owns 33.33% of WWGQ and 5% of KERN. KNTO is on 103.3 mhz with 100 kw and antenna 440 feet above average terrain.

WRAJ-AM-FM Anna, Ill.: Sold by Anna Broadcasting Co. to Union Broadcasting for $300,000. Seller is owned by Donald C. Michel who has no other broadcast interests. Buyer is owned by Eugene F. Stratemeyer (51%) and wife, Charlene (49%). They own Metropolis, Ill., farm and farm service company that sells agricultural supplies and equipment. They have no other broadcast interests.

WRAJ (AM) is on 1440 kzh with 500 day. WRAJ-FM is on 92.7 mhz with 3 kw and antenna 290 feet above average terrain.

WNON (AM) Lebanon, Ind.: Sold by Boone Communications Inc. to Broadcast Communications Inc. for $264,000. Seller is owned by Warren Wright (51%) and wife, Vivian (49%). They have no other broadcast interests. Buyer is owned by James T. Morris, James B. Mathis and Emmett E. Depoy (21.5%) each and five others. Morris is vice president of Lilly Endowment, Indianapolis. Mathis and Depoy are vice presidents and 33.33% owners of WWIB (AM) Noblesville, Ind. Other buyers have no other broadcast interests. WNON is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

WMSA (AM) Massena, N.Y.: Sold by Johnson Newspaper Corp. to 1340 Broadcasting Corp. for $210,000. Seller is Watertown, N.Y.-based newspaper publisher/group owner which is liquidating its broadcast holdings. It owns WNNY-TV Carthage, N.Y., and has sold, subject to FCC approval, WNNY (AM) Watertown, N.Y., same daytimer station (BROADCASTING, Feb. 25). John B. Johnson is president and principal owner. Buyer is owned by McCaffrey & McCall Inc., employee-owned, New York advertising agency. David B. McCall is chairman and 37% owner. It has no other broadcast interests. WMSA is on 1340 kzh with 1 kw day and 250 night.

KNOC (AM)-KDBH (FM) Nauchalles, La.: Control (50%) sold by B. Hillman Bailey Jr. to sons, Karl and David Bailey, and Robert Burke. B. Hillman Bailey has no other broadcast interests. Buyers now own 16.66% each of station, will hold 33.33 each after transfer. All are employed at stations, Karl Bailey as station manager and director of engineering, David Bailey as vice president, sales, and Burke as commercial manager. They have no other broadcast interests. KNOC is 1 kw daytimer on 1450 kzh. KDBH is on 97.7 mhz with 3 kw and antenna 140 feet above average terrain.

Other proposed station sales include: WENR (AM) Englewood, Tenn.; WLDJ (FM) Winchester, Ky.; WBBQ-FM Scarborough, Me.; WDCS (FM) Portland, Me. and KUEA (AM) Tulia, Tex. (see “For The Record,” page 75).

Howard Cable Television Associates, Howard county, Md.: Control (80%) sold by corporation to Storer Broadcasting Co. for $3.2 million including $2.3-million assumption of liabilities. Seller is owned by approximately 250 local residents. Howard G. Christ was chairman, president and approximate 11% owner prior to transaction. Subsequently he will retain approximate 2.5% interest. Buyer is Miami-based station group owner and MSO with one FM, seven TV's and 209 cable systems in 18 states passing 677,000 homes with total subscriber list of 385,000. Storer last purchased cable systems serving Gloucester county, N.J.

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64
Resurgence of the Pioneers

The organization, founded in 1942, has reoriented itself to the present and future, strives for professionalism and is experiencing fast growth in both members and programs.

The Broadcast Pioneers, going into its 39th year, is in the midst of a rebuilding and expansion program that has more than doubled its membership in less than a year.

The membership, which stands at 1,250, is up 50% from last October and more than 70% from last July. A year ago, the total was about 600.

The past year's growth, though exceptional, is just for starters. Jerry Lee, president of WYDRF/FM Philadelphia and the Pioneers, estimates that there are at least 30,000 people who meet the organization's membership requirement of 20 years' affiliation with the broadcasting industry. Lee and his associates would like to see them all sign up.

"You don't have to be old to be a Pioneer," Lee says. "Fifteen years or so ago, you almost had to be 50 if you'd been in the business for 20 years, but that's not true any more. A lot of people now have been in broadcasting 20 years and are still in their very early 40s."

In addition to changing the notion that Pioneers are old foggies by definition, Lee and the other leaders of the organization want to correct the corollary misimpression that a pioneer, in this sense, is necessarily someone who was in the business in its early years.

"An innovator can be a pioneer—everyone who thinks of new ways of doing things, for example," Lee explains. "And an innovator can be a young person just as easily as an older person."

What Lee and his fellow officers and directors want most to change, however, is the perception in which broadcasters and broadcasting are held. They think the broadcaster is being shortchanged. "We are not regarded as being in a profession to the extent that doctors, lawyers, architects or even print journalists are," according to Lee.

As one step toward correcting this, the organization last fall adopted a new definition of itself: "A society of broadcast professionals contributing to the past, present and future of broadcasting" (Broadcasting, Oct. 1, 1979).

"We have three main areas of concern," Lee explains. "One is the past of broadcasting—preserving its history and traditions. Another is the present of broadcasting—to honor broadcasters for what they are doing today. The third is the future of broadcasting—to influence people to get into broadcasting and to be sure we are perceived as professionals."

As part of its work to preserve broadcasting's history and traditions, the Pioneers founded the Broadcast Pioneer Library, which was formally dedicated in 1972 and is located in the National Association of Broadcasters building in Washington. It contains a growing volume of material on the history of broadcasting—oral tapes and transcripts, early research, recordings, books and various personal papers.

Since 1950, the Pioneers has maintained the Broadcasters Hall of Fame, with posthumous awards to such notables as Thomas A. Edison, Guglielmo Marconi, Reginald Fessenden, Frank Conrad, M. H. Aylesworth and Dr. Lee Deforest, among others. The most recent hall of fame members to be inducted were Bing Crosby, General David Sarnoff of RCA and William S. Hedges of NBC.

To honor current broadcasters for outstanding achievement, the Pioneers spon
The organization makes up an ongoing, if sometimes singular, force in the industry, including legal, programming, artists, owners and managers, public relations and publicity, advertising, engineering, finance and government. Fast as the growth has been in recent months, it has not been as great as Lee and his associates hoped. They plan to make up for that with a redoubled effort. Both in the campaign drive and in the revitalization program generally, Lee says the BP officials believe board members are "incredibly cooperative."

"This is the warmest board I've ever served on," he says. "There's no in-fighting."

The officers with Lee are Harold Niven of NAB, first vice president; Chapman of WANE-TV Fort Wayne, Ind., vice president; William O'Shaughnessy, W Vox(AM) New Rochelle, N.Y., secretary, and Sol J. Paul, WNYO-AM Age, treasurer.

Members of the board are Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Joseph E. Baudino, Westinghouse Broadcasting; Norman E. Cash, Television Bureau of Advertising; Edward M. Cramer, BMI; Roy Danish, Television Information Office; Miles David, Radio Advertising Bureau; James J. Delmonico, WRGB(TV) Schenectady, N.Y.; Sam Cook Dinges, CBS Radio; Richard Dudley, Forward Communications; Robert W. Ferguson, Forward Stations; Ralph Guild, McGavren Guild; Art Harrison, W WRL(AM) New York; Ben Hoberman, ABC Radio; Ernest Lee Jahneke Jr., public relations consultant; Robert Kalhoff, A very-Knodel; Donald E. Mercer, NBC; William J. Mulvey, Capital Cities TV Productions; Edward W. Pfeiffer, Wmbc-TV Washington; Paul Ruse, Michigan chapter of Pioneers; Earl R. Stanley, Washington attorney; Marion Stephenson, NBC Radio; Jack Thayer, Wnew(AM) New York; Sybil Trent, Young & Rubicam; Albert Warren, TV Digest; Florence Stock, Philadelphia Pioneers chapter.
Carter, Reagan outline attitudes on regulation of broadcasting

Likely presidential contenders answer NAB questionnaire with answers that show they prefer a hands-off government approach

Both President Carter and White House hopeful Ronald Reagan generally support the stances and issues espoused by broadcasters. That is the over-all tone of responses that the Carter-Mondale Presidential Committee, in behalf of Carter, and the apparent Republican presidential nominee made May 30 in a questionnaire submitted by the National Association of Broadcasters.

On some issues there was not total agreement. Carter reiterated his support of public funding of private groups that participate in proceedings before federal agencies; Reagan saw no need for such funding at the taxpayer’s expense. The President would not comment on performer’s royalties and cable copyright until he could study the matters further. He also declined to comment on the Justice Department suit against the NAB television code, deeming it inappropriate to express an opinion while the question is currently being litigated by Justice.

Text of the replies follow. The Carter response is shown with the NAB specific questions (latter inserted by BROADCASTING). The Reagan responses were in a more general letter form.

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Carter

I. If elected, describe what you would do to deregulate broadcasting, particularly radio. What action would your administration take to decrease paperwork requirements?

The President’s general views on broadcast deregulation were set forth in his speech to the NAB’s Dallas convention last year, and his position remains the same. He is in favor of responsible deregulation, where the public interest would not be harmed. As to the reduction of paperwork requirements, this is an important goal of the Carter administration. Since 1977, government paperwork burden imposed on the private sector has been cut by 15%. The President has stressed that all agencies and departments, including the FCC, should take a careful look at their regulations to insure that unnecessary and ineffective paperwork is eliminated.

II. We believe it is obvious that the free enterprise system of broadcasting in this country is superior to the state-run system of any other nation. What would you do to make certain that government does not intrude in broadcast programing decisions and continues the system that has worked so well?

President Carter’s respect for the American broadcast community remains very high. Our country has the strongest broadcasting system of any country on earth. A major theme of the administration in the broadcasting area is to insure that First Amendment rights are protected. The President has firmly supported insulating public broadcasting from any political interference, has proposed legislation that would protect the broadcast and print press from surprise searches and seizures that might result from the Stanford Daily Supreme Court decision.

III. The present policy of encouraging locally- oriented broadcast service is a longstanding one, based in both law and our economic system. Do you anticipate changes in this policy and if so, in what way?

The administration anticipates no statutory change in the present policy of encouraging locally-oriented broadcast service, which is embodied in Section 307(b) of the Communications Act of 1934, as amended.

IV. What would you do to increase the stability of broadcast licenses? What should the license term be and why?

The President believes that a vital aspect of maintaining our broadcasting system is assuring stability for broadcast licensees who have rendered meritorious service to their public.

V. An issue likely to face the next President of the United States, which could endanger the future of locally oriented broadcast service, is Comsat’s proposal to start satellite-to-home broadcasts. We believe that the policy implications of such a new service regardless of who offers such a service are so far-reaching that the Congress should first decide whether,

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and if so on what conditions, it may be authorized. Would you agree with this position? Do you believe that Comsat has the power in its legislative charter to go ahead with this service without congressional approval? Please give your reasons.

Since there is no pending proposal for satellite-to-home broadcasting, the administration is in a position to evaluate the substantive merits of the issue. It is obviously an important one, and the administration is certain that it will generate appropriate scrutiny when the dimensions of an actual system are developed and submitted for FCC approval.

VI. Do you believe that any government official or agency, in the absence of national emergency conditions, should censor or otherwise determine the content of broadcast programing? Are there any situations where you believe the government should have the right to censor broadcasts?

The President strongly believes that as a general proposition, no government official or agency should censor or determine the content of broadcast programing. The obvious exception, as noted in the question, might be in a national emergency situation. Of course, there are some other narrow exceptions such as obscenity, to the extent allowed by judicial standards and safeguards.

VII. Broadcasters have a long history of effective self-regulation. Recently some members of the Congress and the Justice Department have indicated a desire to have the government regulate advertising. Explain your views on such government regulation and describe how you would deal with federal efforts to regulate broadcast advertising problems.

Since the subject matter raised by this question is presently being litigated by the Justice Department, it would be inappropriate for the administration to comment at this time.

VIII. Broadcasters already pay authors and publishers for the right to use their music. Do you see any need for the creation of a performance's royalty paid to performing artists and record companies by broadcasters? Please explain your position.

Since the President has not had the opportunity to personally study the issues raised in questions 8 and 10, it would be inappropriate to set forth judgments there.

IX. Broadcasters have found that today there are many organized special interest groups who spend a great deal of time trying to tell broadcasters, other businessmen and government officials how to do their jobs. What is your attitude toward suggestions that the federal government provide funds to these groups in order for them to participate in regulatory proceedings?

The President’s position on public participation funding programs has been set forth in a message sent to Congress on April 11, 1977. In that message he supported “congressional efforts to assist citizen groups to participate in the proceedings of federal agencies, where their participation may lead to a more balanced decision.” The President has also reiterated support for the establishment of public participation funding programs in a memorandum to all executive agencies dated May 16, 1979. President Carter believes that citizens or citizen groups should participate on the basis of providing responsible input and not for purposes of harassment or frivolous complaint.

X. Do you agree that the Copyright Act of 1976 is inconsistent with a policy of fair competition insofar as it allows the cable industry to use all of the television industry’s programs for privately compensated use? Doesn’t this amount to a federal subsidy, favoring the cable industry over the competing broadcast television and program production industries? If you do not consider this to be proper, how would you propose to change this unfair competitive situation?

Since the President has not had the opportunity to personally study the issues raised in questions 8 and 10, it would be inappropriate to set forth judgments there.

Reagan

I sense an attitude of indifference on the part of some at least among the business environment in which broadcasters must operate. Several years ago, in response to complaints from broadcasters about the burden of FCC regulations, the present chairman of the FCC was quoted as saying he saw no “majesty” in meeting the “bottom line.” I could hardly disagree more. As I said when I spoke before the 1978 NAB convention, meeting the bottom line means serving the public’s needs effectively, and providing jobs and careers for men and women and incomes for themselves and their families. It means creating new jobs and capital plant in other supporting businesses and industries. Meet the bottom line, and the broadcaster may provide income, even a feast, for himself and his family; fall, and he has only a bitter pill to swallow. So, the majesty in the bottom line. It is a noble endeavor.

Many steps can be taken to deregulate broadcasting. Hearing procedures at the FCC are in need of substantial revision, particularly the pleading processes. Questions on FCC application forms can either be eliminated or streamlined, to reduce the burden on the applicant and speed application processing. Attention should be given to reducing the number of reporting requirements, which are another source of unnecessary paperwork. I support current efforts to eliminate ascertainment requirements for radio; consideration should be given to reducing or eliminating such requirements for television, as well. At this time, I understand that the FCC is considering imposing greater financial reporting on over-the-air broadcasters. In my judgment, new reporting requirements are not needed; rather, a study should be made to determine whether present reporting requirements can be reduced. On this same subject, I believe that financial information reported to the FCC by broadcasters should not normally be made public, unless a compelling public interest need in a specific case requires it. Commission procedures and manpower requirements should be adjusted to eliminate the present intolerable delays in reaching decisions in hearing cases and in granting uncontested applications.

I agree with the position implicit in your question that government should not intrude in broadcast programing decisions. There are two reasons for my belief. First, I believe that the marketplace works well in broadcasting, and that it is the basis for determining what a particular broadcaster’s format should be. This also assures the broadcaster maximum flexibility in changing his format, and attempting new and innovative programing, should the needs and interests of the marketplace so dictate. Secondly, a line of court decisions requiring the FCC to intrude upon choice of format may well have the opposite effect of what is intended by the courts. A broadcaster will be reluctant to attempt a particular format if the law is perceived by him to freeze him in that particular format for all time or make any subsequent change in format difficult to achieve. On the other hand, the marketplace does not impinge upon the listening public’s freedom of choice. If a listener does not like a particular programing format of a station, he is free to seek out other stations which may provide a programing format more attuned to his particular tastes. Government intrusion in this sensitive area has the capacity to impinge on the freedoms of both broadcaster and listener alike.

I believe in our present system of locally-oriented broadcast service. Indeed, this is consistent with my general philosophy of government. There are many new and exciting technologies on the horizon, but I do not see them as necessarily incompatible with our present broadcast system. To increase the stability of our present broadcast system, I support proposed legislation, such as that of Senator Goldwater, to improve the certainty of the license renewal process. I support the lengthening of the term of broadcast licenses.

Comsat’s proposal to initiate satellite-to-home broadcasting has not yet been submitted by Comsat, and therefore no assessment presently can be made. When submitted, the proposal is a matter for evaluation by the expertise of the regulatory agency and Congress. In any evaluation, we would want to insure that the public is not deprived of quality programing obtained from over-the-air broadcast sources.

I believe that the government should never be a censor of broadcast programing, except in time of war or national emergency.

There is no need to expand present federal law, which, properly administered, is ample to deal with false and misleading advertising. With regard to broadcasters, the media should not be regulated, but rather the advertisers responsible for the advertising broadcast.

I see no need for the federal government to fund participation by private groups in regulatory proceedings. Every group should have the right to organize and speak its piece to the best of its ability, but there is no need to burden the taxpayer to pay for new programs to fund private participation.

Under our free enterprise concept, our broadcast system has become the most creative and least restricted of any in the world. It is no accident that where economic freedom is cherished and personal freedoms. Any regulatory scheme of the broadcast industry must endeavor to preserve and strengthen each of these freedoms.
**Business**

**Cox enjoying the single life**

Company ups number of shares of stock by 100%, increases dividend, names first black to its board

Cox Broadcasting Corp. last week was back acting like a company with an independent future after the bust-up of its proposed merger into General Electric Co. It announced a two-for-one stock split, increased the quarterly cash dividend 12%, announced a shareholders meeting, and elected a new director—the board's first black.

At the same time, Cox was notifying GE of the termination of the merger contract. That option became available when May 31, the deadline set in the contract, passed without a final FCC order approving the merger.

Cox also expressed the view the notice was redundant. Cox maintains that both parties, a month earlier, had agreed to terminate the contract after they were unable to agree on terms for closing on the FCC's preliminary order issued on April 29, or for extending the deadline.

Given Cox's unwillingness to close on the basis of financial terms it now feels were grossly inadequate, the merger was effectively killed two weeks ago when Cox, three citizen groups and a cable company with a complaint against Cox variously petitioned the commission to reconsider its preliminary order approving the merger and appealed it to the U.S. Court of Appeals in Washington (BROADCASTING, June 2). Those pleadings barred issuance of a final order.

Under the terms of the stock split, shareholders of record June 30 will receive, on July 31, one share for each share held. The result will be an increase in the number of Cox shares to about 13.5 million. And the new dividend rate amounts to an increase to 23.75 cents per share, equivalent to an annual rate on existing shares of 95 cents—or of 47.5 cents on the split shares. The first dividend at the new rate (11.875 cents on the split shares) is payable July 15 to shareholders of record June 30.

The Cox directors announced that the annual meeting of shareholders will be held Aug. 5 at the company's headquarters in Atlanta. (The new director is Thomas O. Cordy, president of AMC Mechanical Contractors Inc., Atlanta. The firm provides contract installation of commercial and industrial heating, air conditioning, ventilation, plumbing and process-piping systems.

Cordy formerly held positions in Washington with financial institutions. He was an associate director of the Commercial Lending Division of the American Bankers Association; vice president, Minibanc Capital Corp., and director of finance and treasurer, Minority Contractors Assistance Projects Inc.

**Spots via satellite**

Blair sets Oct. 1 as start date for delivery to 31 markets of commercials on Westar III

John Blair & Co., New York, has formed Blairsat, a subsidiary that will provide instantaneous satellite transmission and traffic instructions of television commercials to the top 31 television markets, starting on Oct. 1.

Blair officials said in a news conference last week that Blairsat will be competitive in costs with existing methods of distribution. Its basic rate will range from $15 to $18 per commercial, including tape duplication and distribution costs.

John T. (Jack) Bray, a vice-president of Blair, who conceived the project, has been appointed president of Blairsat. He said major print houses that consolidate the duplication and distribution of TV commercials for agencies and advertisers will be the basic clients. Among the print houses that already have indicated they will use Blairsat, he said, are Winkler Video (on behalf of Bristol-Myers) and MGS Services.

Tape-Film Industries, a subsidiary of Western Union's Westar III. On the downlink side, one television station in each of the 31 markets will act as tape distribution center for its area. Bray said that 21 of the 31 television stations that will maintain tape centers already have earth terminals in operation. The remaining 10 will have the facilities in place by September, he added. Stations will be paid for the local production and distribution services they provide.

Blair officials said the satellite distribution concept has applications beyond commercials. They felt it can be tapped for the relay of syndicated programming but said they wanted the TV commercials service "in place" before undertaking any expansion.

The Blairsat concept of satellite distribution was tested in 1979 over a 13-week period by Blair in cooperation with Ogilvy & Mather Inc., New York, for the latter's client, General Foods Corp. During the test, television commercials and instructions were transmitted from New York to all TV facilities in Seattle, Kansas City, Mo., and Sacramento, Calif.

**Foul-up in Phoenix**

A canceled radio-sales training seminar in Phoenix was the center of a dispute last week.

Robert A. Podolsky, sales manager of KNX-AM-FM Tempe-Phoenix, said he and five of his salespeople had arrived at the appointed place and time—along with maybe 25 people from other stations—but could find no sign of the seminar that had been scheduled by Jason Jennings, sales training specialist based in San Francisco.

Jennings said all who had sent checks covering their fees for participation in the seminar were notified of its cancellation ahead of time—and their checks returned immediately—but that Podolsky's check wasn't received in advance. When it did arrive, Jennings said, it was returned, and when Podolsky's letter of complaint arrived he responded with a letter of explanation and an offer of free admission at the next seminar.

Podolsky said last Wednesday he had received only a form letter announcing the cancellation, and with it his returned check for $365, which he said had been the scheduled fee for six persons. He said the "form letter" was dated May 20—the date on which the seminar had been scheduled—and was received May 23, and that he had seen nothing of any personal letter or offer of free admission next time around.

Jennings, well known in broadcasting circles, spoke at both this year's National Association of Broadcasters convention
Solution proposed for Air Time creditors

The creditors committee of the financially beleaguered Air Time Inc. (BROADCASTING, March 26, et seq.) have recommended to creditors that they accept a plan worked out by the committee and officials of the media-buying service. The agreement provides for 100 cents on the dollar to all creditors under the following stipulations: media billings for which Air Time has yet to receive payment from either advertisers or their agencies will be paid in full within 10 days of receipt of the funds; debts for which Air Time had received funds prior to March 31, 1980, will be paid in full over 18 to 24 months, with interest at the rate of 10% per year from July 1, 1980, out of a fund consisting of all of Air Time's income less operating expenses; creditors with aggregate claims of $1,000 or less will be paid in full upon acceptance of the agreement by the requisite number of creditors, and creditors with claims of $2,000 or under may reduce their claims to $1,000 and accept that amount in full.

The committee said that based on Air Time's present cash flow projections, creditors should be paid in full with interest within 18 to 24 months. Air Time's liabilities are said to be about $8.7 million. The company has about 750 creditors.

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

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* Since Associated Communications did not become operational until March 23, 1979, there are no first quarter comparisons.

Broadcasting June 9 1980
The 1980 Yearbook is off the press and on the market. Thick (1,212 pages). Heavy (5 pounds 7.5 ounces). Fulfilling (everything you need to know about radio, television, cable and their allied arts). $55.
Metro-Goldwyn-Mayer Film Co. has been spun off from Metro-Goldwyn-Mayer Inc., and will include the MGM Television Division as well as theatrical film production operations.

The spin-off was approved by shareholders at a meeting May 30. They received one share of the new company for each share of MGM stock held. As part of the separation, MGM’s name has been changed to MGM Grand Hotels Inc., which will conduct the company’s hotel-gambling operations.

Financier Kirk Kerkorian, who owns about 47% of the two companies into which MGM was divided, was set to make a tender offer for up to 5% more of the newly created film company’s stock at $5 per share. He withdrew the offer last Monday when the stock traded at more than $8 per share on the New York Stock Exchange.

Who views?
The attractiveness of television to the most affluent and better educated segments of the population is underscored in a new report issued by the Television Bureau of Advertising. TVB used a new R.H. Bruskin study and data from the A.C. Nielsen Co. to buttress its contention that television leads all other media in terms of upscale viewers reached and time spent with the medium.

The report shows that 82% of adults in households with incomes of more than $25,000 are reached daily by television, as against 80% for newspapers, 72% for radio and 37% for magazines. With respect to daily time spent by this same demographic group, television totaled two hours and 27 minutes; radio, one hour and 50 minutes; newspapers, 35 minutes and magazines, 20 minutes. Among college graduates, Bruskin found that 82% were reached daily by TV and spent two hours and 12 minutes with the medium as compared with newspapers, 79% and 36 minutes; radio, 71% and one hour and 93 minutes, and magazines, 45% and 29 minutes.

“Television viewing among the more affluent and better educated is at high levels and increasing,” commented Roger D. Rice, president of TVB. “This fact is well recognized by many advertisers who are directing part or all of their TV investments at those particular programs which reach their target audiences effectively and efficiently.”
Very few media sales are made without serving the media information needs of the people who make the buys.

Your Service-Ads in SRDS help your salesmen become more productive by serving those same needs.

Because of the way SRDS is used by the people you seek to sell, your opportunity there is not to promote, in the ordinary sense. It is to communicate capsuled highlights of your media values, for the convenient use of all who are involved in media matters.

In SRDS you are taking positive steps to sell by providing buying information. At the same time you fortify; you magnify your direct selling action by helping your men increase their productivity to get more contracts, to average larger contracts, which is one sure way media have left to increase profits.

In SRDS YOU ARE THERE selling by helping people buy

STANDARD RATE & DATA SERVICE, INC.  
the national authority serving the media-buying function  
5201 Old Orchard Road, Skokie, Ill. 60077
For the Record

As compiled by Broadcasting May 19 through May 23 and based on filings, authorizations and other FCC actions.

Abbreviations: APC—Antenna For Communications, AL— Alias, ANN.—announced, Ant.—antenna, aural.—auxiliary, CH—critical hours, CP—construction permit, D.A.—Directional antenna, Doc.—Documents, ERP—effective radiated power, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, m—meters, MEQV—maximum expected operation value, mHz—megahertz, mod.—modulation, N.—night, PSA—preservice announcement, S.A.—Scientific Atlanta, SH—specified hours, SL—studio location, T.T.—transmitter, TPO—transmitter output power, U.—unlimited, vis.—visual, wv—waivers, *—noncommercial.

New Stations

AM applications


Ann. May 23.

Silverton, Colo.—Longhorn Communications Inc. seeks 1450 kHz, 1 kw-D. Address: 29 North Slope, Union Gap Village, Clinton, N.J. Estimated construction cost: $38,230, first quarter operating cost: $3,500, revenue: $50,000. Format: Easy listening. Principals: Theresa S. Kessler (65%), William M. Howell (29%) and two others. Theresa is business manager for WKBW(AM) Somerville, N.J. Howell owns retail and mail order business in Silverton. Longhorn is also applicant for new FM in Silverton. Ann. May 23.


Berlin, N.H.—New England Broadcasting Inc. seeks 1230 kHz, 1 kw-D. Address: Box 516 Berlin 03510. Estimated construction cost: $14,500; first year operating cost: $200,000, revenue: $228,500. Format: MOR. Principals: Stephen E. Powell and Deborah S. Stever (45% each) and Robert D. Bernt (10%). Powell is Jackson, N.H. television film producer. Stever is coordinator, public information dept. for WENH-TV Durham, N.H. Bernt is news director for WMGJ(AM)-WLQ(AM) FM Berlin. Powell and Stever are siblings. Their father Robert Powell is former licensee of WMOJ(AM)-WLQ(AM). They have no other broadcast interest. Ann. May 23.

Cobleskill, N.Y.—Scholaric Communications Corp. seeks 1190 kHz, 250 w-D. Address: 30 Main St., Dunnedee, N.Y. 14837. Estimated construction costs: $67,543; first quarter operating cost: $17,875; revenue: $85,000. Format: Pop. Principal: Donald L. Sork and John C. Clancy (43%) and two others. Sork is partner in Penn Van, N.Y., insurance co. Clancy is president and general manager and 49% owner of WFLR-AM FM Dundee, N.Y. He owns 30% of WBAB(AM) Brookville, Fla. Sork owns remaining 51% of WFLR-AM and 35% of WJLB. Ann. May 23.


Summary of broadcasting

FCC tabulations as of March 31, 1980

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<th>Licensed</th>
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<th>SFAT*</th>
<th>CPy A</th>
<th>CPy B</th>
<th>Total on air</th>
<th>CPy not on air</th>
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<td>738</td>
<td>3</td>
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<td>728</td>
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<td>293</td>
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<td>1</td>
<td>293</td>
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<td>TV Transmitters</td>
<td>112</td>
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<td>1</td>
<td>112</td>
<td>47</td>
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<tr>
<td>Total</td>
<td>1,700</td>
<td>6</td>
<td>6</td>
<td>1,698</td>
<td>209</td>
<td>1,907</td>
<td>2,657</td>
</tr>
</tbody>
</table>

*Special temporary authorization
*Includes off-air licenses

TV application
- San Juan, P.R.: La Fe del Progreso Broadcasting Corp. seeks chs. 30, ERP 2,630 kw. vs. 263 kw. aural. HAAT: 1,301 ft.; anl. height above ground: 196 ft. Address: Calle No. 1, No. 364 Urb. Hinas, Davilla, Bayamon, P.R. 00961. Estimated construction cost: $180,000; first-year operating cost: $66,000; revenue $130,000. Legal counsel: Camaron & Grange. W. consultaing engineer: Willis C. Beecher. Principals: Ramon Rodriguez-Nieves. He is Bayamon, P.R. merchant and dairyman. He has no other broadcast interests. Filed Mar. 28.

AM action

FM actions

Owner changes
- WMBSA(A) Massena, N.Y. (1340 kHz, 1 kw-D. 250 w-n)-Seeks assignment of license from Johnson Newspapers Corp. to 1340 Broadcasting Corp. for $40,000. Seller: William E. Wagers, Sr., manager/group owner which is liquidating its broadcasting holdings. It has sold, subject to FCC approval, WWSY (FM) 106.3 to Eberle, and WYNN (AM) 1100 to WOR (BROADCASTING, Feb. 25). It also owns WWNY-TV Carthage, N.Y. John B. Johnson is president and principal owner. Buyer: William B. Deitch, 2830 W. 16th St., New York, N.Y., 10011, a self-employed New York-based advertising company. David B. McCall is chairman and 37% owner. It has no other broadcast interests. Ann. May 29.
- WISS(AM) Bellingham, Ind. (1240 kHz, 1 kw-D. 350 w-Seeks assignment of license from TAGR Corp to Relay and Reich for $431,000 including $175,000 for consulting and noncompete agreements. Seller: Carrier C. Hardwick Jr. (75%) and Harvey H. Hotzel (25%). Hotzel has no other broadcast interests. Fogel owns WINH(AM)-WGBM(AM) Grand Island and Wisconsin and WCRL(W) (FM) La Crosse. Seller: William S. Welscham and Joseph S. L. Rose, and now is majority owner of Winhington Broadcasting, Inc., and owns 100% of WNDE and other FM stations. Buyer: Lawrence B. Hodge Jr., owner of the entire 41 stations, including five in Coney Island, New York, and various others. Bellingham is a two-station operation. Buyer: William B. Deitch, 2830 W. 16th St., New York, N.Y., 10011, a self-employed New York-based advertising company. David B. McCall is chairman and 37% owner. It has no other broadcast interests. Ann. May 29.
and Lawrence Brandon (16.66%). Lawrence is father of Anthony. Dorsey is Bakersfield, Calif., independent market researcher. Her husband, Terry Dorsey, owns 7.3% of KMGN(FM) Shafter, Calif. Stonestly is 33.3% owner of WWWG(AM) Rochester, N.Y., and 25% of KERN(AM) Bakersfield. Brandon owns 33.3% of Spectascolor, Inc., New York outdoor advertising company which has purchased, subject to FCC approval, 500 sales of WWLG(AM) San Juan Los Bispos, both California (BROADCASTING, May 5). Anthony owns 92.7% of KMGN, 35.9% of KERN and 33.3% of WWWG. Lawrence owns 33.3% of WWVG and 5% of KERN. Ann, May 29.

Facilities Changes

AM actions
- WTLN(AM) Apopka, Fla.—Disapproved application for CP to increase power and change type trans. (BP-20,259). Action Apr. 17.
- KLBA(AM) Albia, Iowa—Granted mod. of CP to change main SL and operate at standard pattern; conditions (BMP-790262A). Action Apr. 16.
- WTCM(AM) Traverse City, Mich.—Granted CP to change frequency to 890 kHz and operate at 2.5 kW, with installation CL change TL: Second Rd., approximately 5 miles SW of Traverse City.; makes changes in ant. sys. conditions (BP-790515A). Action Apr. 17.

FM actions
- WZWA(FM) Kokomo, Ind.—Granted CP to change TL to 360 ft. El, of Dixon Rd., 1000 ft., North of County Rd., Kokomo; increase ant. height 300 ft.; change frequency to 92.7 MHz; conditions (BP-790101A). Action Apr. 10.
- KBZM(FM) Bozeman, Mont.—Granted modification of CP to change TL to 4.4 miles S. and 2.5 miles W. of Bozeman, increasing height minus 93 feet and make changes in ant. sys. conditions (BMP-791120A). Action Apr. 10.
- KTXM-FM Victoria, Tex.—Granted CP to change TL to 2.5 miles NW of city limits of Victoria, make changes in ant. sys. (increase height): ERP: 28 kw, ant. height 285 ft., and change type trans. (BP-1033). Action Apr. 16.

TV actions
- WCFT-TV Tuscaloosa, Ala.—Granted CP to change ERP 1000 kw, max. ERP 1120 kw, ant. height 540 ft., and change type trans. (BPCF-781113K). Action Apr. 3.
- KTVM-Phoenix, Ariz.—Granted authority to operate trans. by remote control from location specified as 3019 E. Southern Avenue, Phoenix (BRCCT-791226K). Action Apr. 4.
- WFTV(Orlando, Fla.—Granted authority to operate trans. by remote control from Orlando (BRCCTV-790606K). Action Apr. 2.
- WOFL(Orlando, Fla.—Granted authority to change SL to 2300 Orange Blossom Trail S., Orlando, and operate trans. by remote control) from SL (BRCCT791205K). Action Apr. 18.
- WUSF-TV Tampa, Fla.—Granted mod. of CP to change ERP to 1050 kw, max. ERP 1620 kw, ant. height 1030 ft., and change type trans. and ant.; conditions (BMPFT-800124K). Action Apr. 1.
- KID-TV Idaho Falls, Idaho—Granted authority to operate trans. by remote control from 1225 Eas 17th Street, Idaho Falls (BRCCT-791231K). Action Apr. 3.

Allocations

Requests
- Temecula, Calif.—KRTM-FM requests amendment of FM Table of Assignments to assign ch. 88.9 mhz to Temecula (RM-3679). Ann. May 28.
- New Smyrna Beach, Fla.—WTVW Inc. (Fl., Pierce, Fla.) requests amendment of Table of Assignments to allow tree reservation from ch. 15 at New Smyrna Beach (RM-3671). Action May 28.
- Victoria, Tex.—Community TV of Victoria requests amendment of Table of TV Assignments to assign ch. 31 to Victoria (RM-3670). Ann. May 28.

Actions
- Indio, Calif.—In response to petition by Gilberto P. Esquivel, proposed assigning 97.3 mhz to Indio, as its second FM assignment, comments due July 18, replies Aug. 7 (BC Doc. 80-235; RM-3414). Action May 16.
- Owensville, Mo.—Denied petition by Gerald W. Hertlein for reassignment of 100.9 mhz from Sullivan, Mo. to Owensville, and denied proposal by Broadcast Bureau assigning 101.5 mhz to Owensville, (BC Doc. 79-215; RM-3360). Action May 16.
- Ticonderoga, N.Y.—In response to petition by Moi- singar Communications Inc., assigned 101.3 mhz to Ticonderoga, N.Y., effective July 3; Canadian concurrence has been obtained (BDC Doc. 79-258; RM-3418. Action May 16.
- Wilson, N.C.—In response to petition by BCC Broadcasting Corp., proposed assigning 97.3 mhz to Wilson, as its second FM assignment, comments due July 18, replies August 7 (BC Doc. 80-237; RM-3361). Action May 16.
- Bradford, Kane and Warren, all Pennsylvania—In response to petition by McConville Inc., proposed assigning 101.3 mhz to Warren, submission of 101.3 mhz for 101.3 mhz at Kane, and 98.3 mhz for 101.3 mhz at Bradford; Canadian concurrence required; comments due July 18, replies August 7 (BDC Doc. 80-238; RM-341). Action May 16.

Transmitters

Applications
- Sebring, Fla.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 27 (TPB1000 W; install translator to remove 103.1 mhz to Manchester, its first FM assignment; effective July 3 (BC Doc. 79-340; RM-3508, 3605). Action May 19.

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Phone: 517-278-7339

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Washington, D.C. 20006  
525 Woodward Avenue  
Bloomfield Hills, Ml 48013  
Tel (313) 323-9395  
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add system.

Four Buttes, Mont. — Klear Vu Television District seeks CP for new UHF translator on ch. 11 (TPO: 1w, HAA: 20 ft.) to rebroadcast directly KTYY-TV Salt Lake City, Utah. Ann. May 29.

Bai Cave, N.C. — Univ. of N.C. seeks CP for new UHF translator on ch. 60 (TPO: 100 w, HAA: 25 ft.) to rebroadcast directly WXXM/TV Williston, N.D. Ann. May 29.

Lake towns, Utah — Bear Lake Valley seeks CP for new UHF translator on ch. 3 (TPO: 1w, HAA: 30 ft.) to rebroadcast directly WUNF-TV Asheville, N.C. Ann. May 29.

Lake towns, Utah — Bear Lake Valley seeks CP for new UHF translator on ch. 12 (TPO: 1w, HAA: 30 ft.) to rebroadcast directly KSL/TV Salt Lake City, Utah. Ann. May 29.

Lake towns, Utah — Bear Lake Valley seeks CP for new UHF translator on ch. 8 (TPO: 10w, HAA: 30 ft.) to rebroadcast directly KUTC-TV Salt Lake City, Utah. Ann. May 29.

Lake towns, Utah — Bear Lake Valley seeks CP for new UHF translator on ch. 71 (TPO: 10w, HAA: 30 ft.) to rebroadcast directly KUTC-TV Salt Lake City, Utah. Ann. May 29.

Cable

The following service registrations have been filed:

- Ruth Cablevision for Brownsville, Pa. (PA0466) add signal.
- County Cablevision Inc. for Frenchville, Mo. (ME0905) add signal.
- Southeast Cablevision Co. for Chester, Pa. (PA1869) new system.
- Riverside Cable for Little Rock, Ark. (AR0191) new system.
- American Cablevision of Pennsylvania Inc. for Ridley and Nether Providence, both Pennsylvania (PA1870, 711 new system.
- Key TV Inc. for Deschutes, Ore. (OR0229) new system.
- Continental Cablevision of Mass. Inc. for Saugus and North Andover, both Massachusetts (MA0112, 11 new system.
- Teche Televicable Inc. for Parks, St. Martin and Henderson, all Louisiana (LA0181, 2, 3) new system.
- Greater Humboldt-Dakota City Cable TV Inc. for Laurens, Iowa (IA0060) add signal.
- Monmouth Cablevision Associates et al for Freehold, Englishtown and Manalapan, all New Jersey (NJ0428-30) new system.
- Clear Vision Cable Co. for Gleason, Tenn. (TN0558) add signal.
- Texas Cablevision Inc. for Harris, Tex. (TX0959) add signal.
- Centre TV Inc. for Dunbar, W. Va. (WV0105) add signal.
- U.S. Industries Inc. et al for Delmonte, Export and Murrysville, all Pennsylvania (PA1436, 37, 51) add signal.
- H and H Cable Service Inc. for Masonston, Independence and Newburg, all West Virginia (WV0324, 6, 5) new system.
- Mountain Cable for Quickstand, Ky. (KY0430) new system.
- Muscatine Television and Comm. Corp. for Muscatine, Iowa (IA0070) new system.
- Sandhill Community Antenna Corp. for Pinehurst and Aberdeen, both North Carolina (NC0045, 3).
- A and F TV Cable for Beech Creek, W. Va. (WV0626) new system.
- Cedar Falls Cablevision for Cedar Falls, Iowa (IA0108) new system.
- Bridgeport Cable TV Assoc. for Fairfield, Conn. (CT0114) new system.
- Wayne Cablevision Inc. for Taylor, Mich. (MI0434) new system.
- Vision Cable TV Inc. for Moonachie, N.J. (NJ0427) add signal.
- William T. Charles et al for Avis, Pine Creek, Dunstable, Wayne, Porter, Watson, Nipponisse, Jersey Shore and Fair, all Pennsylvania (PA0145; 18, 18, 21, 20, 22, 17, 16, 19) add signal.
- Cable TV of Decorah for Decorah, Iowa (TX0629) new system.
- General TV of Delaware Inc. for Georgetown, Laurel, Lewes, Milford, Rehoboth, Seaford, and Blades, all Delaware (DE15-20, 35) add signal.
- Communications Systems Inc. for Gordon, Neb. (NE0025) add signal.
- Kings Bay Cablevision Inc. for St. Marys and Kingsland, both Georgia (GA0214, 20) add signal.
- Okanogan Valley TV Cable Inc. for Omak and Washington (WA0129, 61, 30).
- Elkhorn City Cable Service Inc. for Elkhorn City, Ky. (KY0035) add signal.
- General Electric Cablevision Corp. for Contra Costa and Walnut Creek, both California (CA0364, 50) add signal.
- Cablecom General of Altus Inc. for Altus, Okla. (OK0012) add signal.
- Community Antenna Inc. for Lurinburg, Maxion Scotland, Robeson and East Laurinburg, all North Carolina (NC0020, 116, 7, 8, 9) add signal.
- Ark City Cable TV Inc. for Newkirk, Okla. (OK0007) add signal.
- Junction City Television Inc. for Junction City and Grandview, both Kansas (KS0040, 39) add signal.
- Bunkie Cablevision Inc. for Bunkie, La. (LA0104) add signal.
- Delta Cablevision for McHenry, Lake Village and Dumas, all Arkansas (AR0034, 33, 121).
- United Cable TV Corp. for Eagle, Idaho (ID0009) new system.
- Jones Interconnect Inc. et al for Buckner, Christopher and West City, all Illinois (IL0160, 224, 215, 223) add signal.
- Fl. Riley Cable TV Service Inc. for Fl. Riley and Ogden, both Kan. (KS0031, 2).

Satellites

Cablevision of the following satellite television systems have been filed for the following areas:

- Crescenti, Calif. — Sadonick Inc. (5m; Hughes: E2142).
- Tehachapi, Calif. — American Television and Comm. Corp. (7m; E2143).
- Georgetown, Ohio — Finn Comm. of Ohio Cable (5m; S-A: E2144).
- Savannah, Mo. — New-Press and Gazette Co. (4.6m; S-A: E2145).
- Sophia, W.Va. — Mountain State Cable Inc. (5m; AFC: E2146).
- Sanger, Tex. — TV Cable of Sanger (5m; Comtech: E2147).
- Kirkwood, Mo. — Hi-Net Comm. (5m; AFC: E2175).
- Woodruff, Wis. — Pine Tree Comm. Inc. (4.5m; Andrews: E2176).
- Marysville, Wash. — Liberty TV Cable Inc. (5m; S-A: E2177).
- Fillmore, Calif. — Hughes Communications Inc. (11m; Hughes: E2178).
- La Vista, Neb. — Tele-Communications Inc. (4.6m; S-A: E2179).
- Metlakatla, Alaska — Metlakatla Indian Community (6m; U.S. Tower: E2180).
- Aziec, N.M. — San Juan Cable TV Inc. (4.5m; Andrews: E2181).
- King City, Calif. — Communications Systems Inc. (5m; Microdyne/AFC: E2182).
- Greenfield, Calif. — Communications Systems Inc. (5m; Microdyne/AFC: E2183).
- New Hope, Ala. — Valley Cable TV Co. (5m; AFC: E2184).
- Gallman, Miss. — Lamar Cable TV Inc. (5m; S-A: E2185).
- Long Beach, Calif. — Long Beach/Signal Hill Cable (5m; Hughes: E2186).

Earth station grants

- Delta, Ohio — Community Cable TV Inc. (E2029).
- Bragg's Furniture Inc. — Mc-Connectiville, Ohio (E2031).
- Pinckneyville, Ill. — Jones Interconnect Cable TV Fund Inc (E2032).
- Jerseyville, Ill. — Interconnect Inc. (E2033).
- Buckhorn, Ariz. — Western Savings & Loan Assoc. (E2041).
- Bandridge, Ore. — Telepromper Corp. (E2042).
- Raron, N.M. — Mesa Cable Inc. (E2043).
- Stanmore, Calif. — Equatorial Comm. Services (E2045).
- Lexington, Ky. — Appalachian Regional Commission (E2173).
- Katy, Tex. — Katy Cable TV Inc. (KQ87).
- Hudson, Iowa — Full Gospel Businessmen's Fellowship (KV44).
- Clayson, N.J. — Garden State Micro-relay Inc. (WR30).

Call Letters

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<td>WCTA</td>
<td>Crockett Broadcasting, Alamo, Tex.</td>
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<td>KELG</td>
<td>Bastrop County Communications, Egin, Tex.</td>
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<td>E2031</td>
<td>New FM</td>
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<td>K2IZ</td>
<td>Cave City Public Schools, Cave City, Ky.</td>
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<td>KAZX</td>
<td>New TV's</td>
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<td>KXKI</td>
<td>William H. Sauro, Prescott, Ariz.</td>
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<td>K2O3</td>
<td>Existing AM's</td>
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<td>WAF</td>
<td>WTHD Milton, Del.</td>
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<td>WWZZ</td>
<td>WYND Sarasota, Fla.</td>
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<td>WGWT</td>
<td>WCER Charlotte, Mich.</td>
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<td>WCKG</td>
<td>WFFM Braddock, Pa.</td>
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<td>WEHA</td>
<td>WNER Englewood, Tenn.</td>
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<td>WWD-FM Dawson, Ga.</td>
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<td>WLVF Fairfield, Ohio</td>
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<td>KLIN</td>
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Grants

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<td>WBSU</td>
<td>Richard E. Green, Imperial, Calif.</td>
</tr>
<tr>
<td>KYSC</td>
<td>State Univ of N.Y., Brockport, N.Y.</td>
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<tr>
<td>YKMA</td>
<td>Yakima School District 7, Yakima, Wash.</td>
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<td>E2173</td>
<td>New TV</td>
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<td>WFVL</td>
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<tr>
<td>WMAA</td>
<td>WMMA Canton, Mass.</td>
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<td>KMCK</td>
<td>KBOC Ogallala, Neb.</td>
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<td>WSQE</td>
<td>WRW-FM Port Clinton, Ohio</td>
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<td>WOKS</td>
<td>WMTS-FM Mufreesboro, Tenn.</td>
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO
HELP WANTED MANAGED

Station Manager, WUSI-TV, Olney, Illinois: Masters degree in Radio-Television preferred with a minimum of four years experience in Public Broadcasting. Must have strong background in programming and administration. Experience in production of CPB and PBS and the structure of public broadcasting. Be able to work with budgets and be comfortable working with people in a small community. The person hired for this position will be responsible for taking an existing station which in the past has been little more than a straight translator and turning it into a full fledged autonomous station complete with staff and production. Responsible for maintaining compliance with all rules and regulations of licensing agencies. Must have good knowledge of Federal Communications Commission and other facets of production. Must have good knowledge of P.O.P and C.B.S. and the structure of public broadcasting.

One of Houston's dynamic and respected radio station is expanding. Two professional sales executives needed--experience and direct agency accounts. $30,000 first year--immediate openings. Send resume, air tape, and resume to: Eastern Division of Executive Advertising, Inc., 7020 Post Oak, Houston, Texas 77004 or call Sales Managers: 713-522-1001, EOE.

Account Executive needed immediately for Tallahassee's Number One AOR Station, WOZW/FM. Account list commensurate with experience. Call Bill Steelhass at 904-386-5141.

Sales Manager interested in potential ownership contact GM at KFIR (603) 256-8585. Must like to sell, train, motivate salespeople.

Southern California--50Kw Adult Contemporary and AM and Blitz. Music FM needs experienced sales people to handle established lists. We're No. 1 and 2 in Ventura County and want experienced only radio sales people. EOE/MF. Resume and salary requirements to Craig Whittingte, Gen'l Sales Mgr, KACY, Box 1520, Oakland, CA 94304.

Real opportunity with one of New Jersey's major AM-FM facilities. Right person will earn $25 first year. EEO/MA. Experience preferred. Send resume to Box F-65.

Experienced Sales Manager, for California daytime, who can and will personally sell, recruit, motivate, direct sales staff, community oriented, with successful history of promotional, merchandising programs, Resume, references. EOE. Box E-148.

HELP WANTED ANNOUNCERS

KLMR AM-FM requires immediate experienced first phone announcement person. Resume and tape to Russ Baldwin, KLMR, PO Box 890, Lamar, CO 80152.

Top 40 Station in market 60 miles from Pittsburgh still looking for right middle person. First opening in 5 years. FAX to Mike Farrow, WCRW Johnstown, PA 15901, EOE.

Staff Announcer needed for nonautomated Beautiful Music Talent. Must be one with news-writing ability also would like tapes from announcers interested in filling any future openings. All shifts. Must have solid experience and mature voice. EOE. Tape & resume to WSRS West Side Station, Worcester, MA 01602.

Morning Personality for suburban Washington, D.C. station. Experienced person ready to grow. Tape and resume to J. Long, WPRF, Box 1460, Manassas, VA 22110, EOE.

Immediate opening for all-night air personality Leading Adult Contemporary. Top 40, heavy emphasis on oldies. Experienced preferred. Minorities are encouraged to apply Send tape, resume, and salary requirements to Bill Grady, WITY, Box 1422, Danville, IL 61832. EOE/MEF.

Full-time air talent must have 2 yrs exp ability to read live copy. FCC 3rd class license required. EEO MEF. Send tapes and resumes to Jeff King, KPLZ Radio, P.O. Box 727, Rialto, WA 98921-0960.

Unique Individual to compliment unique station in America's finest resort community We seek a mature, well rounded, fully experienced person to fill a demanding position. Must be well versed in all station aspects. Complete resume, tape and references to WHRN, Box 5683, Hilton Head Island, SC 29928.

Looking for bright, young replacement for "Queen of the Night" at SKW. No. 1 rated Country station. Good production. Send tape and resume; Station Manager; PO Box 3175, South Jefferson Street, Green Bay, WI 54301, EOE.

Central California FM: O-104, 24-hour, MOR, expanding stations. Self-starter, creative individual who can also write & voice. Gerry Bill PO Drawer Q, Madera, CA 93638. Must have positive attitude. EEO MEF. Send resume to: Bill Broke KWK, 2800 E. Dowing Rd., Anchorage, AK 99507.

WRGI, Naples, Florida: Just lost our fabulous night man (BPM to 1AM) to our great sales team. Our announcers are major market talent (Green Bay, Minneapolis, Augustus) and we are looking for a jock who appeals to the 18 to 35 market Professional, adult approach to Top 40. Send tapes and resume to Brian Clark, WRGI, 350 Maina Road, Naples, FL 33942. No phone calls, please. EOE.

AM Late-night Announcer with minimum two years experience and knowledge of country music a must. Tapes and resume to Personnel Directort Broadcasting, Box 100, Nashville, TN 37202. Equal Opportunity Employer.

Morning announcer to central Virginia daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

WB is now accepting tapes and resumes for their 5th (only) morning personality in our 58 year history! Opportunities best will be considered. Please send tapes and resumes to Andy Bickel, WB, 1 Julian Price Place, Charlotte, NC 28208. EOE.

Are you a witty, mature and creative morning announcer? Do you have the ability to be one? If so, KEWS Radio has the perfect opening for you. Send a recent audition tape to J.R. Greeley, KEWI Radio, PO Box 4407, Topeka, KS 66604. Even if you're happy in your present position, call 913-272-2122. KEW is an Equal Opportunity Employer.

Umbrella of big city, 250,000 market adjacent to Top 10 needs to sound great and willing to pay for it. Call station. Replies to Box F-7.


HELP WANTED TECHNICAL

Chief Engineer--AM/FM in the Sunbelt's fastest growing area. Class C FM & 5,000 Watt AM DN Contemporary stations with the latest equipment. Candidate must be aggressive, into construction program, knowledgeable in the art of FM/MOR station. Need a night shift, good electronics, audio skills, to Top 40. Send resumes to L. Elston, Motortron, Inc., PO Box 9733, Shreveport, LA 71130.

Lost our Chief after years! We need a pro who knows AM directional, FM studio, and all aspects of same. It's a beautiful place to live and nice people to work with. Clay Media Inc., PO Box 5387, Charlotte, NC 28205 Equal Opportunity Employer.

Chief Engineer for growing AM/FM in prosperous Rochester, NY. New office/studio facilities under construction, state of the art beautiful Music/MOR station. Must have outside experience. Send resumes and references to WYX, 201 Humboldt, Rochester, NY 14610. EOE.

Chief Engineer, FM88/WWPO Public Radio, Buffalo. Excellent opportunity for those with experience in production and station management. Send resume and salary requirements to: General Manager, WWPO, 3435 Main, Buffalo, NY 14214, EOE.

Radio King: Immediate opening studio maintenance. Initial applicants with experience in construction and maintenance of an-on and 8 plus 4 track recording studios need apply. EOE. Send resume to: Bill Bartels, Chief Engineer, PO Box 24525, Seattle, WA 98124.

Chief Engineer needed. AM/FM operation beautiful Western Maryland. Excellent opportunity for radio technician who takes pride in good sound. Experience in transmitters, STLs, audio processing, automation must. We are looking for winning attitude. Send letter and resume to Roy Knolls, WTBO-WKGQ Corporation, Box 1644, Cumberland, MD 21502.

Broadcasting Jun 9 1980 79
HELP WANTED TECHNICAL CONTINUED

Chief Engineer, 2 lower directional AM, Class C FM, group stations in midwest. Prefer combo with first ticket. Excellent working time on stations. Variety stations. Equal opportunity employer. Send resume, references and air check, if applicable, to Gary White, 70119.

Assistant Chief Engineer for modern 5KW AM DA and 50 KW FM-Stereo facility. Must have first class FCC license, be comfortable with solid-state and digital circuitry and have maintenance experience. Contact: JWaw Owens WLPAM-AM/PM, PO. Box 11676, Lexington, KY 40577. EOE. 608-293-5063.

Chief Engineer: WJTN/WWSE, Jamesstown. New York seeks First Class engineer with automation, STL knowledge, EOE. Send resume, including salary requirements. President, Goldman Group, Box 1139, Jameson, NY 14701.

Chief Engineer-full time AM/FM, must have experience and expertise in equipment and transmitter maintenance. Send resume to: Calvin Booker, WYLD Radio, 2906 Tulane Ave, New Orleans, LA 70119.

Growing, FM, Midwest, needs chief engineer with selling or sales experience. Send resume to Professional Communications, Inc., KEE-FM, 207 East Pearl, Harrisonville, MO 64701, Equal Opportunity Employer.

Chief Engineer—for the leading AM/FM facility in one of the most attractive medium markets of the Pacific Northwest. Directional 10KW AM, Class C automation. 20 meters. Excellent working conditions. Requires full time position; hard working individual with good track record and good ears. This is a superb opportunity with an award winning, Send resumes and salary requirements to Jeff Hatch, Communications Investment Corp., 312 East South Temple, Salt Lake City, UT 84111.

Hands on 1st ticket desired, some announcing experience helpful, college degree preferred. Great working conditions in beautiful Central Virginia college town. Minorities are urged to apply. Forward tapes, resumes to: PO Box 1294, Charlottesville, VA 22902.

Chief Engineer for AM/FM in large Midwest City. DA hands-on experience and state-of-the-art expertise necessary. Must be able to take charge of engineering department and staff. Excellent opportunity and employee benefits. Resume to Box F-19.

HELP WANTED NEWS

Midwest-AM/FM combination looking for experienced newserperson to fill afternoon drive position in medium market. EOE. Susan Giovatt, WHUT Radio, Box 151, Anderson, NC 29615.

News Director for top Montana, 5KW. Salary open, extra benefits; send tape and resume to Jerry Black, KFNR-FM, PO Box 1, Shelby MT 59474 or call 406-434-5241. EOE.

News Director—Pacific Northwest, superb lifestyle. AM/FM powerhouse. A minimum of 10 years broadcast journalism experience and 5 years news director or assistant news director experience required. Salary commensurate with qualifications. Send resume and recent aircheck to Dave Woodward, KPNW-AM-FM, PO Box 1120, Eugene, OR 97440. No calls please. Equal Opportunity Employer.

Street Reporter needed to join great news team. 1st ticket and college degree preferred. Great working conditions in beautiful Central Virginia college town. Minimum 2 years radio experience, resume to: WXAM, PO Box 1294, Charlottesville, VA 22902.

WGIR News 61, New Hampshire's leading news station, is looking for a strong morning co-anchor. The successful applicant will be an aggressive broadcast journalist who works hard and enjoys the company of award-winning reporters, surrounded by the state's finest news-gathering facilities. Send tape, resume, and references to News Director, WGIR, Box 610, Manchester, NH 03105. A Knight Quality Group Station and Equal Opportunity Employer. WGIR particularly welcomes applications from top female news broadcasters.

Experienced News Director, (California daytimer) to gather, dig, write, produce. Excellent opportunity for a community participating. Resume, references. Box E-182.

Full-time bilingual newscaster for Spanish language network. Writing, producing, delivering daily newscasts to large Texas audience. Extensive broadcast journalism background preferred. Write: Manager, Spanish information Service, 8585 North Stemmons Freeway, Tower Dallas, TX 75247. Enclose resume and tape.

Need experienced news reporter dedicated to news to fill mid-day news slot with some night work. Three person news staff. Tape and resume to: Dave White, KTTR/KCN, PO Box 727, Rotla, MO 65401.

Newspeople, anchors, reporters, writers, for expanding staff at Northeast news/talk station. Heavy equipment, transmitter maintainer. Box F-14.

Extraordinary News Operation in AP award-winning. Bitboard's "Station of the Year" needs experienced pro who can dig, read, and write by our standards. If you're good enough to join our expanding department send tape and resume to Bob Blymer, WDIF Radio, PO Box 10.000, Marion, OH 43302. EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Fulltime opening for individual to handle commercial production plus air shift. Some experience or education helpful. Established AM/FM Send resume & tape to: Harry Coates, WXJZ AM, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Sarasota-Bradenton leader anticipates openings for Program Director and Production Director. AM: Contemporary Country. FM: automated Beautiful Music. Must be willing to travel. Experience necessary. Tapes and resumes (call collect) to: Bob Barnes WBRD/WDVU Box 1038, Bradenton, FL 33505. EOE.

Operations Manager. News/talk station. Major market opportunity. Talented. Experience helpful. Equal oppo-
tunity employer. Box F-17.

Copywriter for Eastern small market radio station within 45 miles two major cities; person desired should be able to paper mill copy as well as some creative design copy; good typing required; salary open, EOE, Send resume to Box F-68.

Successful AM/FM station in the west needs experienced production director of superior creative ability Reply Box F-67.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, sales promotional mind, dollar conscious. Company involved manager who will win with your present staff or build new. Southeast only. Box F-34.

General Manager: Highly experienced, responsible, successful general manager with excellent track record. Owns best station in market. Opportunity to manage a growing enterprise, desires change to another general manager position. Box E-45.

Chief Engineer with BSEE, industry experience, and 10+ years of high power AM, DA's. FM, some TV and consulting work looking for creative outlet in management/administration or systems/project engineering with progressive growing concern. Reply F-50.

General Manager, sales pro with excellent credentials, desires small, middle market Virginia, East Tenn. 919-633-4736.

38 yr old pro, married, 16 yr radio experience-includes radio GM寻求 GM or mid mgmt position. Mr Lynn Bobo, 719 Sycamore No. 104, Highland, IL 62249. Ph: 615-614-7010.

Successful broadcast executive (38) Eight years San Francisco radio station general manager. Current management for LA indie TV station with no expansion opportunities. Excellent management skills, audio editing, inter/cultural sensitivity, management, programming, and leadership. Seeking growth opportunity Box E-209.

General Manager. Lively experience with exceptional performance record in major and medium market, AM, FM & various sizes. Availability due to sale of station. Excellent administration, strong sales, management, plus all other qualifications for successful station management...with references to prove it. Carefully consider...a career with our station and firm association with quality organization. Box E-7.


Motivated and motivated, experienced and suc-
cessful general, sales and operations manager seeks position of growth and leadership in small or medium market. Box F-2.

Will buy in, Successful radio manager, strong sales background. Looking for lunatoid situation. Prefer Florida but will consider all markets. Will invest in right property Box E-106.

Successful Salesmanager currently breaking sales records looking for GM position with buy in, have heavy programming experience and 1st phone. Prefer Texas or South. Reply F-90.

SITUATIONS WANTED ANNOUNCERS

Young experienced Top 40 air talent. Energetic broadcaster, warm personality Available now. 315-232-4181.

Professional stable, creative communicator with good track record and four years experience looking for morning drive/production in medium market MOR or adult contemporary Box F-64.


Announcing/producing: classical & jazz; wide knowledge of CM; some experience; good written production skills, audio editing, inter/cultural sensitivity; also familiar with film theater. Location less important than growth potential. Salary negotiable. McDonal, 201 Blackwood, Trenid, CA 91802.

Latino air personality, 7 yr pro, Spent 2 years with one of Sacramento’s leading AORs. Adult commun-
icator, reliable, hard working. Seek position in medium or large market, Prefer West Coast but will consider all opportunities. Rick Osuna, 916-456-4942.

I want to be in Radio—presently working disco roller rink. Some prior radio sales experience. Need a break—trade long hours for break and experience. (Call lee, 12 Wilmot St, Warwick, RI 02886.

Immediate availability. Eager and capable an-
ouncement, news, production, writing. Broadcasting grad with live experience during 6-week station inter-


Ted Lux, 13 years major market experience in all adult formats. Strong on live commercial delivery 216-238-0625.

Top notch announcer with product, traffic skills, dependable, enthusiastic, energetic. Peter Bémar 213—385-0110.

Young, dependable, energetic announcer, 9 months experience, seeking position in Southeastern Wisconsin. 414-782-1182 Ask for Matt.


SITUATIONS WANTED TECHNICAL

Transmitter Engineer—fulltime. Rural. Bare, 2244 Greenbriar N 19, Sparks, NV.
Radio Engineer — BA. First ticket, broadcast school. First job behind me in TV as operations technician. Willing to learn maintenance or combo, affirmative action employer. Willing to travel & relocate. Box F-23.

SITUATIONS WANTED NEWS

Major League Team Sportscaster looking for pro or major college PIP position(s). Basketball, hockey, baseball, football, or combination. Also interested if sports talk is available. Knowledgeable with top credentials. Contact Box F-57.

Experienced Chicagoland Sportscaster seeks college play by play position in medium to major market. Box F-35.

Excellent reporting skills — News Director with medium market experience and network exposure wants major market reporting job. Prefer East Coast. Box E-7.

SITUTIONS WANTED PROGRAMING, PRODUCTION, OTHERS


Elizabeth Good, News/Talk Editor, Radio and Records, says of Don Kaines: "...he's innovative, creative, and effective as an administrative program/operations manager. Kaines has done an excellent job with Miami's 1360 WKAT Talkradio and he made Salt Lake City's KSXX a top 10 Classic rock station. His job is dramatically different in his on-going staff training program. He has an excellent promotional sense for programming and sales. He is available to increase both ratings and billings." Don Kaines is available for a new program/editing challenge. Challenge 717 - 547-6289.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager job opportunity for a 4-sta- tion network in 142nd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFFR- TV, 7137, Bismarck, ND 58501. Equal Opportunity Employer.

Major market television station seeks top level promotion manager. Person must be experienced in management and administration in all phases of a broadcast station including studio, news, engineering, etc. Person must be creative and conceptual, well-organized and detail-minded, with ability to train and motivate others. Salary commensurate with experience. An Equal Opportunity Employer. If you're ready for a new challenge write Box F-10.

Executive Director, Friends of Channel 21, Inc. Community support group for WHA-TV, Madison, Wisconsin seeking a manager. Primary responsibilities are administration of Friends' office and staff, coordination and support for Board and committee activities. All interested persons liked to complete application. Send resume to Richard Hinet, Station Manager, WHA-TV 721, Wausau, WI 54401. An Affirmative Action/Equal Employment Opportunity Employer.

Director of Development to pursue TV program underwriting, supervise membership office, and initiate fund raising activity. Minimum of B.A. and three years public broadcasting experience preferred, but relevant commercial non profit development background considered. Must be self starter with excellent writing skills. Salary range $16,500-$23,000 plus outstanding benefits. Resume by July 4 to General Manager WNEO/WSAO, 275 Martinet Drive, Kent, OH 44240. EO/AA Employee.

South Florida TV station needs an experienced Traffic Manager. Must be familiar with BIA's computer systems and communications production. EOE. Send resume and salary requirements to Box F-68.

HELP WANTED SALES

General Sales Manager — WBTV-TV, Mississippi's No. 1 television station is seeking an aggressive GM. Must be experienced with both national and local sales with managerial background in television. Send resume and salary requirements to: General Manager, WBTV-TV, Box 1712, Jackson, MS 39205.

HELP WANTED TECHNICAL

ENG Technician for major market television station in Florida. Minimum 2 years experience in ENG or other electronic equipment. Salary range $14,000-$18,000. Equal Opportunity Employer. Send resume to Box F-40.

CMX Editor — Progressive public television station seeks a full time, experienced, EOE editor. Minimum 2 years experience in video tape operations plus some knowledge in tape editing. First Class FCC license required. Good benefit package and long term growth potential. Salary range up to $19,760 depending on experience and expertise. Send resume in confidence, Administrative Services, WPBT-TV, PO Box 1016, Miami, FL 33161. An equal opportunity employer, M/F.

Pauline Northwest — New VHF commercial TV station has exceptional opportunities in the 16th largest market for: Engineering Crew Chief, Transmitter Maintenance Engineer, Studio Maintenance Technicians. Experience and higher educational levels. Contact Michael Bednarzky, KCPT-TV Channel 13, PO. Box 98828, Tacoma, WA 98499. Equal Opportunity Employer.

Maintenance Supervisor, Univ. TV Production studio doing ITV and PTV broadcast programs. 1st Class License. 3 yrs. maintenance experience, 1 year supervision required. Submit resume with two references to: Donald N. Lehman, 225 S. Forge St., Akron, OH 44325.

Unusual opportunity — Washington, D.C., consulting firm seeks versatile broadcast engineer for station ap- praisal and inventory work. FCC first pass plus 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202 - 966-3199.

Maintenance Engineer: Denver post production and audio engineer desired with experience with AVR-1's and -2's, VPR-2's, Ampex and Grass Valley switchers, time code equipment, multi-track audio systems, microwave and earth station equipment. Easy commuting distance to Denver. Excellent benefits. Send resume to: Rocky Mountain Broadcast Casting, 2480 West 26th Avenue, Suite 50- B, Denver CO 80211. EOE/AA.

Television Engineers needed. Chief Engineer, Asst. Chief, TV technicians. Locations including Rochester, NY, New Bern, NC, Jacksonville, FL, Palm Beach, FL. Compensation negotiable according to ability. Excellent benefits. Send resume to: Roxanne Clo, Malrite Broadcasting Co., Cleveland Plaza Cleveland, OH 44115. EOE-MF.

Maint, Engr. ENG. Expr. with Sony 2505A-200A 50 Machines; HL-77 & HL-79 cameras, microwave, 1st FCC, TV studio & transmitter expr desirable. KFMF AM/FM TV, PO Box B0888, San Diego, CA 92138. Attention: J.D. Weigand, An Equal Opportunity employer M/F.

Looking for good Chief Engineer, familiar with RCA transmitter—TR 600, TK 633, Sony, Philips ENG equipment. Contact Jim Robinson/WECA-TV 904—893-3127.

Chief Engineer — TV, VHF group owned Rich. Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Resume to Box or phone Don Welkin, PO Box 2349, Knoxville, TN 37901. phone: 615—637-9666. EOE.

Assistant Chief — immediate opening on the beautiful California Coast. Modern well equipped VHF network affiliate seeks a fully qualified engineering manager, including supervisory responsibilities. Sell starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology. Career opportunity with excellent salary and company paid benefits, including pension plan. EOE/MF. All replies in confidence to Box E-159.

Associate needed for San Francisco consulting engineering firm specializing in AM/FM-TV broadcasting, cable television, and microwave systems. Bachelor degree essential, advanced degrees welcome. Systems design, FCC applications, foreign languages, limited field work and travel. PE, registration essential but may be obtained later. Salary commensurate with qualifications and experience. Participation in ownership possible. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. Entry level position also available. Send resume to: Don Michler, Hammond & Edson, Inc., Box 68, San Francisco International Airport, San Francisco, CA 94128.
HELP WANTED TECHNICAL CONTINUED


HELP WANTED NEWS

Photographer/ENG Editor: All ENG group owned station. Heavy commitment to news with large staff and live microwave. The right person has excellent opportunity for advancement. Box F-71.

Producer—West Coast medium market network affiliate looking for aggressive, innovative leader with all aspects of producing and editing a fast-paced, people-oriented one hour newscast. This position will be filled by someone who is using to have a lot of input into assignments and content. EOE. M/F. Resumes and salary history to Box E-291.

Weather: M-F 6 and 10 p.m. Looking for weather person with versatility in either ENG photography reporting, or fishing and hunting interest. Salary in low teens depending on qualifications. Send tape, resume to: Bob Nelson, News Director, WMBB-TV, Box 1340, Panama City, FL 32412. EOE.

Reporter/Anchor—Pete some broadcast reporting experience for our net-affiliated station in Northern New England. Knowledge of ENG equipment a plus. Tape and resume to Director of Marketing/Operations, PO Box 906, White River Junction, VT 05001, no phone calls.

Executive Producer: Responsible for producing two nightly news casts. We're looking for an energetic person skilled in writing and ENG production who can step in and take charge of putting out a fast-moving, contemporary newscast. No beginners. Send resume to News Director, WOC-TV, 805 Brady, Davenport, IA 52808. No phone calls, please. An EOE, affirmative action employer.

Meteorologist/Weathercaster: group owned medium market station with strong commitment to news and weather. Color radar, live microwave, and large staff. Excellent potential and future for the right person. No beginners, please. Box F-66.

Reporters: WVTM-Birmingham, has openings for two reporters. Must be aggressive and have on-air experience reporting on year-round employment. Not an entry level or training position. Send tape and resume to Wendell Harris, WVTM-TV PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Reporters: To prepare features and interviews for weekly energy specials. On-air experience, strong writing background and samples of work required. Send resume to Donna Faw, Md. Public Broadcasting, Owens Mills, MD 21117. EOE. M/F.

Ambitious News Director needed for Northeast Radio-TV Stations. Must be experienced, aggressive and a stellar performer in an opportunity with expanding group. EOE. Box F-38.

Producer—13 years experience, Growth market. Tape, resume and first letter, No calls. EEO. News Director KGUN TV, Box 5707, Tucson, AZ 85703.

Producer/Research—Research, investigate and produce programs examining issues and topics of statewide interest. BA in Journalism, Broadcasting or Mass Communications plus three years experience. Experience as broadcast journalist preferred. Strong research and writing skills. Additional experience may substitute for degree. Must have entry level or training level experience. Salary $15,840 Minimum. Apply by June 30th. Contact: Paul E. Few, Assistant Manager-Administration, University of Nebraska, Box 3311, Lincoln, NE 68501. Equal Opportunity Affirmative Action Employer.

News Director/Anchor: For small market television station. Send resume and tape to General Manager, WAEF-TV, Minneola, WI 54501. Equal opportunity employer.

News Director/Anchor: Reporter (1-3 years experience), personality weather for small but politically active Florida market. Come grow with us. EEO. Call: Jim Matthews 904-899-3127.

REPORTER/Anchor: For general assignment and feature writer. Hispanic male preferred. Send resume and tape. Send resumes and tape to News Director. KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

Executive Producer...Top-rated station looking to increase its dominance. Need an innovator with strong people skills. Send resume and tape and resume to Steve ridge, WKBV-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

Producer...Top thirty market leader looking for aggressive, innovative, people oriented leader to produce a fast paced newscast. Send tape and resume to Steve Ridge, WKBV-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

REPORTER/Associate Producer for Public TV nightly news magazine. Requirements: Journalism, ENG experience. Ability to produce 10 minutes analytical news and feature stories. Resume and tape to Director of Finance. WYES-TV, 916 Navare Avenue, New Orleans, LA 70124. Applications close June 20, 1985. WYES-TV is an equal opportunity employer.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

A Middle Market CBS Affiliate seeks an art director. Responsible for developing and creating art work for commercial production, promotion, news, sales and special projects. Salary open. E.O.E. Box F-55.

Broadcast Specialist for PTB and public radio station in Minnesota. Duties: produce TV and radio programs as well as supervise student work. Minimum requirements: certificate or degree in broadcasting from college or trade school plus 2 years broadcast experience. Send tape and recommendations of previous employers required upon request. Ability to work with students and public. Ability to maintain strong interpersonal relationships. Salary $10,000. KAVF-TV FM is owned and operated by Austin's Independent School District 482 and is an Equal Opportunity Employer. Deadline for applications is July 15, 1980. Send resume to Barry Baker, KAVF-TV/FM, 1900 Eighth Ave., N.W. Austin, MN 55912.

Co-host for established 60 minute, fresh, live, topical, talk/variety magazine. If you're a strong, creative, versatile talent with experience and, perhaps, a news background, but no top ten network affiliation, send your tapes and resume to: Dick Dietrich, Executive Producer, WJBK-TV, Box 2000, Southfield (Detroit), MI 48037. EOE.

PM Magazine Co-hosts: Bright and energetic people 20 to 30. Co-host FM Magazine. Off air experience or entertainment background helpful. Ability to communicate to viewer a must! If you want to work for the best TV station in the South, send tape and resume to Personnel, WRAL-TV, PO Box 1200, Raleigh, NC 27605. EOE.

Producer/Anchor: Beautiful Gulf coast of Florida, and fastest growing area in the nation. Must have 5 years directing experience and/or 600ulation, and be highly knowledgeable. Public Broadcasting. Must have good technical knowledge of all the equipment necessary to perform duties of this position. Strong leadership and supervisory skills are an absolute must. Good company benefits. No phone calls. Send resume, and salary requirements to Clarence Mosley WINK-TV, PO Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

Producer/Director—Beautiful Gulf coast of Florida, and fastest growing area in the nation. Must have 5 years directing experience and/or 600ulation, and be highly knowledgeable. Public Broadcasting. Must have good technical knowledge of all the equipment necessary to perform duties of this position. Strong leadership and supervisory skills are an absolute must. Good company benefits. No phone calls. Send resume, and salary requirements to Clarence Mosley WINK-TV, PO Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.


Tired of routine production? Need Producer/Director for University Television Center. Will do weekly magazine format; public aff airs program, university advertising and a variety of other productions. Submit resume to William C. Lewis, Director of Telecommunications, Wright State University, Dayton, OH 45435 by June 16.

Women's Direc tor position at Great Lakes area WFM. Applicants must be skilled in interviewing children and adults for two daily shows. Must be interested in community affairs and have a strong sense of public relations. Resumes and tape to: Box B-43.

Producer-Director for NBC Affiliate. Work in commercial, promo, public affairs, and sales. Send resume, tape, and salary requirements to: Production Mgr. WOC-TV, 805 Brady St., Davenport, IA 52808. No phone calls. M/F EEO.

SITUATION WANTED MANAGEMENT

General Manager with outstanding credentials! Television—26 years, Radio—10 years, Broadcasting—36 years, including Management 20+ years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-lur-rounds: produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility Produces outstanding film, film series. With potential for acumulating pace which astounds competitors and delights stockholders! Weekend interviews. Box F-42.


General Manager—young experienced professional with outstanding track record seeking challenge and opportunity Box E-206.

Sales Manager experienced in local, regional, national sales. Knowledgeable in all areas of television operation. Box F-15.

SITUATIONS WANTED SALES

Young, experienced, Hispanic female. Radio, ethnic programming, news & public affairs, promotion and programming research. TV, sales and audience research. College degree. Box F-41.

Radio Broadcasting Pro—7 years management and an additional 6 years in sales is ready to make move into TV. Experience in medium and major markets. Wants account exec or sales managers job. Box F-108.

Organized AE—(50 kw station—pilot, R-TV, Agency PR, on-air experience—seeks R-TV. All concerns considered. Credentials, References, Degree. Box E-129.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design and monitoring of current major or chief engineer. Available by the day week or duration of project. Phone Bruce Singleton 813—868-2969.

Twenty years experience, VHF, UHF, AM, FM, short-wave (VOA). Construction, maintenance, facility design, chief engineer. Field engineering service, will consider responsibilities. References: Bill Casor, POB 1254, New Bern, NC 28560. 919—638-5956.

SITUATIONS WANTED NEWS

Woman, ENG editing and other non-tech skills seeks entry level position in northeast market. Box F-39.

Are you looking for a young experienced anchor man who is more than just a reader and has good ratings, then I am who you are looking for... Call 609—561-0619.

Dynamic young anchorman with current major market experience seeks same position in respectable market, with more visibility and growth potential. 213—390-2687. Leave message.

Broadcasting Jun 9 1980 82
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Graduate to new grades of class production. In- 

formation, well schooled Producer, Directs Ediors Tech-

cal Director Cameraman seeking interesting growth 

position. Box F-53.

Host of Number 1 rated TV magazine show. 

would like bigger challenge; variety talk, game show, 

to fully qualified and experienced. Call 614 – 457-9131.

BS, MLS with experience in film and tape at top 

network seeks research related position in northeast 

market. Box F-46.

HELP WANTED MANAGEMENT

Broadcasting Director — The Oregon Commission on 

Public Broadcasting is seeking an executive direc-

tor for the development and operation of the Oregon 

Educational and Public Broadcasting Services. 

Minimum qualifications: Five (5) years administrative 

experience, and educational experience, Application 

deadline: November 1, 1980. Appointment will be 

effective after January 1981. Competitive salary and 

full state employee benefits. Candidates for this 

challenging position must be able to compile 

applicant, college transcripts, and three-page statement 

of candidate's philosophy regarding the public broad-

casting system. Oregon Commission on Public Broad-

casting, c/o Dr. S. Hakanson, Screening Chair-

man, Umpqua Community College, PO. Box 967, 

Roseburg, OR 97470 (503-672-5571). An Equal Op-

portunity Employer.

HELP WANTED TECHNICAL

Unusual Opportunity — Washington, D.C., consulting 

firm seeks versatile broadcast engineer for station ap-

praisal and inventory work. FCC first phone, 3-5 years 

experience, and ability to travel. Some travel. 

Employed in Washington, D.C. Area.

Technical Operations Supervisor needed for ma-

joer videotape facility Requires knowledge of all facets of 

studio production and post production. Will be liai-

son with station clients and available equipment; supervision of 

stage crews. Minimum experience: 3-5 years. Send all resumes to 

MetroWest File and Television Engineering 

Dept., 5746 Sunset Blvd., L.A. CA 90028 EOE M/F.

A National Organization is looking for a Broadcast 

Technician with two years of electronic training (tech-

nical school or military) and at least one year of televi-

sion engineering experience. The person must also 

have a basic knowledge of radio production facilities. 

Send resume to: Box E-138.

HELP WANTED PRODUCTION

Are you the best? Needed: Field Producers, 

 Videographers. Editors for a new daily nati- 

syndication project. Familiar with Telecine? 

Don't wait a min. If you are the best, send resume at once! 

Box F-36.

HELP WANTED INSTRUCTION

Visitor/instructor/producer: term appointment in 

a non-tenure track. Graduate degree in Radio-Televi-

sion or closely allied field and experience in profes-

sional broadcasting. Responsibilities include the 

areas of radio and television production and direction. 

Act as producer/director for radio and television local 

production. Deadline for Area WPA, Plant 1, 1980. 

Salary is competitive. Letter of application, complete 
credentials, and the names of at least three profes-

sional references should be sent to: Staff and 

Television. Departmental Executive Offices: Dept. of Radio-Televi-

sion, Southern Illinois University, Carbondale, IL 62901. SIU-C is an Equal Opportunity/Affirmative 

Action Employer.

Faculty position in growing broadcast journalism 

program. Professional experience and master's 

necessary Salary and rank negotiable. Deadline for 


Inst./Asst. Prof. Description: Supervise and train 

FM radio station and color television studio. Teach undergraduate courses in Radio/Televi-

sion. Duties include advisor to WWCJ-FM, student-


Electrical Technology Instructor: To instruct stu-

dents of Electrical Technology — Communications and Telecasting in Electronics and state-of-the-art appli-

cations to broadcast electronics. Will also instruct in closed circuit television related to Telecasting. Will be responsible for the coor-

dination of student workshops in television. Must hold BS degree; Radio-Telecommunications or 5 years experience of broadcast electronics plus a Bachelor's degree with major in Electrical Engineering or Electric-

al Technology Excellent fully paid benefits, with sal-

ary based on training and experience, for example: a Bachelor's degree and 5 years of experience would earn $18,951 for 10 months of teaching. Apply to: 

Milwaukee Area Technical College, Office of Employee 

Services, 1015 North 6th Street, Milwaukee, WI 53203.

Telecommunications Instructor to teach television 

production utilizing broadcast facilities. Require-

ments: Master Degree, full time experience in com-

mercial public broadcasting for California Community College Instructor Credential, Salary Range $16026 to $24116 for 10 months. 

Applications must be postmarked no later than June 21, Con-

tact Winston Carl, Personnel Office, San Bernardino 

Community College District, 631 South Mt, Vernon 

Avenue, San Bernardino, CA 92408. 447-105. An equal opportunity affirmative action employer.

Instructor — 11 month TV Production course in a 

Vocational-Technical Institute. Salary commensurate with experience. Excellent fringe benefits. Minnesota Vocational Teacher License (1000 hours industry experience). Teach production in PTV station facilities, studio and remote, to classes averaging 10-14 students. Prepare, administer curriculum, lead station produc-

tion load. Prepare and administer own curriculum and budget. Consult and plan with faculty and industry 

advisors August start. Contact: Mrs. Margie Kiechhoff, Assistant Director, Austin Area Vocational-Technical Institute, 1900 8th Avenue, NW, Austin, MN 55912 507-437-6681.

Instructor — 11 month Advertising Design/Profes-

sional Sales course in a Vocational Technical Institute. Salary commensurate with experience. Excellent fringe benefits. Background must include a demonstra-

ted record of successful selling (min. 3 years). As position will require travel nationally, knowledge of current printing and ideas effectively Teach sales skills and techni-

cues of advertising to classes averaging 15 students. August start. Contact: Mrs. Margie Kiechhoff, Assistant Director, Austin Area Vocational-Technical Institute, 1900 8th Avenue NW, Austin, MN 55912, 507-437-6681.
RCA TT-10AL VHF Transmitter—Working good, Channel 6, many spaces, good condition. Channel 10, $2,000.
RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10, $2,000.
RCA TR-50AN VHF Transmitter—Excellent, many spares, Channel 11, $12,000.
Complete film island—PE 240, Eastman 285's. TP7, Eastman multiplier; $30,000.
CVB 504B Time Base Corrector—Recently reconditioned, $4,000.
GE PE-400 Color Cameras—Pedestals, racks, super long focus. GE PE-350 Color Cameras—All accessories, good condition, ea. $4,000.
GE PE-240 Film Camera—Automatic gain & blank, $8,000.
ADC 558-3 Switcher—$40,000 if new loaded, perfect, $20,000.
CDL VFP 741 Switcher—12 input, chroma key, $4,000.
RCA TK-27A Film Camera—Good condition, TP 15 available, $12,000.
RCA 1600 Film Projectors—New factory cartons, TV shutter, ea. $900.
Eastman 250 Projectors—Recently removed from service, ea. $2,000.
Eastman CT-500 Projector—Optical and mag sound, ea. $7,000.
RCA TP-B Projectors—Reverse, good condition, ea. $1,000.
Ampex 1200 A VTRS—Amtec, Color tec, one with editor, ea. $22,000.
IVC 960 C VTR'S—Portable model, working good, ea. $3,000.
Norelco PC-70 Color Camera—16 x 200 Mm Lens, 2 available, new low price, ea. $14,000.
Norelco PCP-70 Color Camera—Portable or studio use, $4,000.
VHF Antenna—RCA Batwing. Available now, $8,000.
UHF Antennas—Various Models and Prices.
Job Brands of New Equipment—Special Prices We will buy your used TV equipment! To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271)

SUITABLE WANTED SALES

Broadcast Equipment Sales—employed salesman with extensive broadcast background, including engineering and management, wants change. Now in Chicago. Box E-172.

WANTED TO BUY EQUIPMENT


TV Equipment Wanted: Need Norelco PC72 Camera Chain, Contact Hugh Cleveland, WCHY-TV, Syracuse, 506 Old Liverpool Road, Liverpool, NY 13184. Application deadline: July 1, 1980. An AA-EEO employer.

SALE EQUIPMENT

Two SMC 252 (Stereo) Carousels, IGM interface boards available. 501-239-8588 or 501-486-5498.


AM and FM Transmitters—used, excellent condition. Full year service. Financing available, Transcom, 375-259-6585.


1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langin 217-789-0880.


Ampex RA-4000 Editing Systems, Ampex HS-100 Slo-Mo Disc Recorders, Ampex VR-2000 Video Tape Machines. Ampex VR-1200 Video Tape Machines, Mobile Unit-1969 Reliance 40 feet complete with 6 PC-70 Cameras, excellent operating condition. For more detailed information and inventory list contact: Jim Richards/ABC, 40 West 66 Street, NYC 10023, 212-887-4906.

Broadcasting Jun 9 1980
Help Wanted Announcers

Continued

MAJOR GROUP
TALENT SEARCH
Susquehanna Broadcasting continues growth with strong communicators.

Music personalities, talk personalities and news people, send your tapes and
resume to: Bob Shipley
Susquehanna Broadcasting Co.
Radio Division
140 East Market Street
York, PA 17401
Equal Opportunity Employer

Help Wanted Management

SALES MANAGER
Growing broadcast group looking for
Sales Manager to run Sales department
of AM/FM property in the East. We
are only interested in someone with ex-
perience. This career opportunity offers
salary and benefits commensurate
with experience. Opportunity for advance-
ment to Station Mgr. or G.M. All applica-
tions should include an extensive
resume and personal references. We
are only interested in success-oriented
people. Please reply to Box E-224. Equal
Opportunity Employer.

GENERAL MANAGERS—
PROGRAM DIRECTORS—
SALES MANAGERS
We are seeking aggressive, bright manage-
ment people to join our expanding com-
pany. Our stations are located in medium sized
Sunbelt and Midwestern cities and we will
continue to expand in these two areas. You will
be expected to work hard, be eager to learn, to
be effective and committed to winning fairly
and honestly. We in turn will give you the tools
you need to work with. All the growth oppor-
tunities you can handle and major market
renumeration and benefits. Box F-18.

Help Wanted News

Metromedia's WASH Radio
Washington, D.C.

is looking for a warm-sounding, creative newscaster/reporter, should have solid background of air work,
writing and studio work; send tape of newscast and
features with resume to: Joe Ewell, News Director,
WASH Radio, 5151 Wisconsin Avenue, N.W.,
Washington, D.C. 20016; E01

Help Wanted Programing,
Production, Others

DRIVE TIME TALK HOST
Major news/talk facility, WRNG Atlanta, is look-
ing for experienced talk host. Strong interview
ability, personality and news orientation a
must. Send resume, tape and salary require-
ments. Immediately to: Ed Dunbar, WRNG,
3954 Peachtree Rd., Atlanta, Ga. 30319.

Help Wanted Programing,
Production, Others

TELEVISION
Help Wanted Programing,
Production, Others

GM, GSM, Corp. Officer
Experienced, ambitious, hard-working self-
starter, leader. Knowledgeable in sales, pgm-
mg, eng. regis. labor, acquisition. Currently
GSM increased sales 42% 1st year. In second
21%, Earning 45K, Single, 29, anywhere USA.
601-442-0336 after 7 PM. Peter

TOP 20 MARKETS
General Manager with wide-ranging ex-
perience in major markets now available
due to sale. Will consider all major
market challenges. R.O. Box 570842,
Miami FL 33157.

Asset Sitter
Selling your station? Manager departed or
wants to? Not to worry I'll move in and
increase your assets in the critical period until
closing. Proven management skills, especially
sold stations. Contact Charlie MacAleese, 4927
Sedgwick St., N.W., Wash., D.C. 20016
202-363-8424

Situations Wanted News

Sports Director
employed but looking after...
- taking Chicago FM station to major league sports
status and...
- increasing sports billing by 700% into 6 figures.
- Did it with...
- 70 hour work weeks, intelligent news approach,
creative programs. etc...
- Big 10 basketball p/b, talk shows w/prominent
guests, daily reports, prep games, racing coverage.
Plus...
- as part-time sales, rank No. 1 on staff.
Bruce Saks (312) 864-0265 evenings or 1255 N.
Sandburg, No. 2206, Chicago 60610

Situations Wanted Programing,
Production, Others

Free-lance in N.Y. Area
Experienced young pro, employed by major
syndicator, seeks additional challenges in
radio production. Excellent editing, mixing,
and writing skills, combined with "great ears"
and ability to "follow through". Box F-73.

AVAILABLE NOW
Talk show host rated one of the top
ten in the country. Consistent high
ratings for north eastern power
house station serving 32 states. Interviewed
everyone from Carter to
Redford. Excellent references. Right
offer will increase your numbers.
Represented by Erwin Zucker
Promotions, 9255 Sunset West,
Hollywood, CA 90069. Telephone
213-858-7112.

PROGRAM MANAGER
Major TV affiliate in Miami, FL, has
an opening for a program manager.
The ideal candidate will have pre-
vious programming or station
management experience. Good sal-
ary and company employee
benefits. Send resume in confi-
dence to:
Manager of Employment
R.O. Box 010787
Miami, FL 33101
An Equal Opportunity
Employer M/F

PROGRAM MANAGER
CBS Affiliate in top 24 California
Market—Strong production background
and local/syndicated programming
experience essential. Send resume to
Box F-31. Equal Opportunity
Employer—Male/Female.
Help Wanted Programming, Production, Others Continued

KSTP-TV
CO-HOSTS WANTED
Twin Cities top-rated daily talk/variety television program has openings for co-hosts. Talent should have at least two years broadcasting experience and be able to work well with a live studio audience. Send resume, salary requirements and video tape to—John Degan, Production Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. EOE.

Help Wanted News

METEOROLOGIST/ENVIRONMENTAL REPORTER
Top 25 market station seeking meteorologist/environmental reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIXII, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box E-178. An Equal Opportunity Affirmative Action Employer. M/F.

TROUBLE SHOOTER REPORTER
Must have the desire and ability to solve other people’s problems. Be fair but firm with nip-off artists and present a story which is interesting and well produced. East Coast net affiliate. If you have proven skills as a problem solver, send resume to Box E-78.
Equal Opportunity Employer

SPORTS ANCHOR/REPORTER
Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have ability to dig out interesting local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide open for right person. Send resume, video tape and salary requirements to Don Edwards, Program Director, WSTM-TV, 1000 James Street, Syracuse, N.Y. 13203. WSTM-TV is an Equal Opportunity Employer.

Help Wanted News Continued

NEWS DIRECTOR
Top 25 California market seeking experienced TV news personality with proven administrative ability. Responsible for 2 hours of news daily in all ENG operation. Please send resume to Box F-74. An Equal Opportunity Affirmative Action Employer, M/F.

SPORTSCASTER
To join growing staff in pro sports top 20 market. Must have the ability to do exciting highlights and action-packed sportscast. Looking for winning personality with unique production skills. Send reply and resume to Box F-75.
Equal Opportunity Employer

TELEVISION NEWS PRODUCER
California sunbelt market, top 25, seeking experienced TV news producer. Experience in news production should include writing, editing and ENG production, both tape and live. Ability to work well with people a must. Send resume to Box F-79, An Equal Opportunity Affirmative Action Employer.

Situations Wanted News

Anchorman/News Director
Attention small to medium market stations seeking a man who can combine both jobs and do them well. Excellent track record in both areas. Top references. Box F-72.

Help Wanted Management

Georgia Educational Television Network Director of Public Programming
The Georgia Educational Television Network, an equal opportunity employer, is seeking applications for the position of Director of Public Programming.

Duties include: Setting goals and directions for public television in Georgia, including program material for broadcast, administering budget and preparing grant applications. This position supervises a staff of thirty professional people. A minimum of two years supervising or consultative experience in educational or commercial television production, promotion or programming is required.

Salary range $20,000 to $28,000. Liberal fringe benefits. Application deadline is June 30, 1980 and must be submitted on Merit System Form MS27-1. To obtain the Merit System Form and more information please contact Frank Sugg, Director of Operations, Georgia ETV Network, 1540 Stewart Ave., SW Atlanta, Georgia 30310. Phone: 404/866-5943.

VICE PRESIDENT SALES PROMOTION AND SALES DEVELOPMENT
Immediate opportunity for a uniquely creative media marketing professional to head up the promotion and sales development activities of our Television Network Division.

Prime responsibilities include planning and creating all sales promotional and presentation tools for the TV Network directed to clients, ad agencies, and affiliated station management through all media and means. Additional duties involve working closely with sales management on development and implementation of sales strategy; producing special materials and presentations for other TV Division departments; and supervising the creation and production of special Corporate presentations, films, brochures, etc.

Candidates for this highly visible management opportunity must possess a solid knowledge of broadcast research; superior writing and editing skills; demonstrated managerial expertise; and have a verifiable track record (10 years) encompassing a broad range of knowledge and understanding of all media promotional techniques and potentialities. Additional requirements include knowledge of graphics and a related degree.

We offer an extremely fine compensation package commensurate with background. Qualified candidates should send resume, plus a cover letter specifying salary requirements and detailing how background and achievements relate to our needs to: Ms. Margie Stern, Manager, Personnel, American Broadcasting Companies, Inc., 1330 Avenue of the Americas.

Equal Opportunity Employer M/F
PRODUCT MANAGER

OUR GROWTH IS ON YOUR SIDE

We're Arbitron, one of the nation's leading radio and television audience measurement firms. Expanding activities have created an opportunity for a proven manager. Position involves the management of a professional staff whose primary responsibility is the publication of audience measurement reports. This person must be able to plan, communicate and implement effectively.

Planning—both short and long term
Communicate—includes highest levels internal and external
Implement—timely, accurate production preserving total product integrity

A degree plus managerial experience is required. A broadcast industry background is essential. We offer excellent benefits and a convenient suburban location. Our continuing leadership in the field provides you key to professional growth. Send resume indicating salary requirements, in confidence, to C. M. Postke, Personnel Administrator.

ARBITRON

THE ARBITRON COMPANY

4320 Ammendale Road, Beltsville, MD 20705

An Affirmative Action Employer

Help Wanted Technical

CUSTOMER SERVICE ENGINEER
RADIO AUTOMATION

If you enjoy working with program automation equipment and have a technical background with a good command of digital electronics, you could be the person for this challenging position.
Broadcast Electronics is located in a pleasant, small midwestern town. We have a good team and are enthusiastic about our future. The overwhelming success of our "Control 16" Program Control System has resulted in an opening for a Customer Service Engineer. Get in on the ground floor with a growing company. We offer excellent working conditions and benefits.

If you're experienced in the technical operation of program automation equipment and interested in a challenging career position, please send resume, including salary history in confidence to:

Dow Jones
Manager, Automation Service
Broadcast Electronics, Inc.
4100 North 24th Street
P.O. Box 3606
Quincy, IL 62301

Broadcasting Jun 9 1980 87
MEDIA RELATIONS WRITER

Major Midwest Utility seeks experienced News Reporter to join the Media Relations Section of its Public Affairs Department.

Duties involve preparing news releases and background papers, handling inquiries from news representatives, arranging press conferences and making recommendations on public relations programs. Must have excellent writing skills. Require degree in Journalism or English and at least 3 years of media experience. Must be a self starter.

Salary is competitive and benefits are excellent. Good opportunity for professional growth and advancement. Send resume and clips to: Box E-77

An Equal Opportunity Employer MF

Help Wanted News

Business Opportunities

THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized TV magazine. Each locally owned and operated magazine acquired advertising for insertion in its/her local edition. TV Tempo supplies all scheduling and information about the happenings in TV.

You will receive complete training. An investment of $10,500.00 is required. Call 800-241-7069 for complete information or write TV Tempo, Inc., P.O. Box 5443, Athens, Georgia 30604.

Products

Professional Audio Recording

TAPES

Reels • Cassettes

Ampex • 3M

Ask for our recording supply Polyline catalog

Corp. 312-298-5300

1233 Rand Rd. • Des Plaines, IL 60016

Services

Wanted To Buy Stations

WANT TO BUY OR INVEST

I am interested in buying a radio station or becoming an active investor in a radio station in Atlanta, Georgia or a surrounding community. Will consider all types of situations.

Box F-33

For Sale Stations

ORLANDO AD!

We have for sale a Class C FM now operating below full power. A lease is available on a 1000 foot tower which will deliver a six county central Florida signal with 100,000 watts ERP. This is a very mature station; it needs to be developed. Box F-30.

Radio Surveys

100 CALLS $395.00 TERMS
500 CALLS $995.00 TERMS

S-A-M-S

PO. Box 2585, Augusta, Ga. 30903 (404) 733-0642

Broadcasting Jun 9 1980
For Sale Stations Continued

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/228-0365  202/223-1853
Suite 214  Suite 417
11661 Son 1730 Rhodes
Vicente Blvd.  Island Ave. N.W.
Los Angeles, CA. 90069  Washington, D.C. 20036

H.B. La Rue, Media Broker
RADIO TV, CATV, APPRAISAL
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021
212/228-0737

AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN and BROWN SPECIALISTS
MEDIA BROKER SPECIALISTS
(305) 371-9335  (904) 734-9355
GORDON SHERMAN  ROBERT BROWN
1110 Brickell Ave.  P.O. Box 1586
Suite 430  Miami, Fla. 33131
Deland, Fla. 32720

California FM:
State's fastest growth area. Single station market: 
Priced at 8 times projected
1980 cash flow. $2,000,000 cash.

William A. Estine, Inc.
31 CARROLL COURT, SAN RAFAEL, CA 94903
MEDIA BROKERS - CONSULTANTS

EXCELLENT SUNBELT RADIO STATIONS

TO
$500,000
$6,000,000
W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

For Sale Stations Continued

SELECT MEDIA BROKERS

NC  MO  WY  MS  KS  GA  MA  SC  VA  GA  NC  IN  CO  CO
Daytime AM  Daytime AM  Fulltime AM  Daytime AM  Non-Commercial
FM  Daytime AM  Daytime AM  Daytime AM  Daytime AM  Fulltime AM  Fulltime AM
165K  225K  235K  295K  350K  400K
Small  Small  Small  Medium  Metro  Medium

OWN A RADIO STATION IN PARADISE

Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Direc-
tional fulltime, low frequency AM Powerhouse. Excellent ratings and
billings. Station available for an- 

approximately 2X gross - portion of
price can be consultancy if buyer fi-

nancially qualified. For Details call: 
Dave Wagenvoord/Media Broker
(808) 949-6848.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/228-0365  202/223-1853
Suite 214  Suite 417
11661 Son 1730 Rhodes
Vicente Blvd.  Island Ave. N.W.
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Broadcasting Broker
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805-541-1900

For Sale Stations Continued

SELECT MEDIA BROKERS

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Daytime AM  Daytime AM  Fulltime AM  Daytime AM  Non-Commercial
FM  Daytime AM  Daytime AM  Daytime AM  Daytime AM  Fulltime AM  Fulltime AM
165K  225K  235K  295K  350K  400K
Small  Small  Small  Medium  Metro  Medium

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Dave Wagenvoord/Media Broker
(808) 949-6848.
For Sale Stations Continued

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To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

MIDWEST
5,000 Watt Daytimer, 1979 gross -- $220,000, Metro Population -- 600,000. Price: $425,000 on terms. Box E-88.

R.D. HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS
5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
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RADIO STATION — CALIFORNIA
AM, Fulltime, San Luis Obispo. Medium size college community. Group situation. Active or inactive investors to buy in with us! If active please send resume. $30,000 minimum. Box F-48.

BROADCASTING’S CLASSIFIED RATES
Payable in advance. Check or money order only (Billing charge to stations and firms: $2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036. Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR’s to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR’s are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

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 Titie 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 .55mn, COO, PO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. $12.95


T421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages. $12.95

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s)____ My____ payment is enclosed.

Name ________________________________
Firm or Call Letters ____________________
Address ______________________________
City _____________________________ State __________ Zip __________
Dr. Ron Holberg, named to newly created position of executive officer of Capital Cities Broadcasting. John Mayfield, general manager, of KSLQ(FM) in San Antonio, will devote more time to his law practice.

Other VP's, respectively.

Jay Butin, assistant at Liller Neat Weltin, Atlanta, named broadcast production manager. Linda Henry, formerly with McDonald & Littile, Atlanta, joins Liller Neat Weltin as assistant account executive. Margaret Gearing, from Tucker Wayne, Atlanta, joins Liller as copywriter.

Fred Sherwood, associate creative director, Weber Cohn & Riley, Chicago, named creative director.


Billings Cummings, director of national packaged goods advertising, Radio Advertising Bureau, New York, named VP.

Jay Higgins, Houston Business Journal, elected president of Houston Advertising Federation. Charles Lutz, Ketchum, MacLeod & Grove, and June Cerrato, Rives Smith Baldwin & Carberg, elected first and second VP's, respectively.

Evan James, former account executive, Ketchum MacLeod & Grove, Pittsburgh, named VP-management supervisor.


David Throup, assistant account executive, Tatham-Laird & Kudner, Chicago, named account executive.

Susan Gili, associate research director, Air Time, New York, joins Rosenfield, Sirowitz & Lawson there as director of media research.

Judith Butin, assistant at Liller Neat Weltin, Atlanta, named broadcast production manager. Linda Henry, formerly with McDonald & Little, Atlanta, joins Liller Neat Weltin as assistant account executive. Margaret Gearing, from Tucker Wayne, Atlanta, joins Liller as copywriter.

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Alan Zaretsky, VP-marketing services, Air Time, New York, named VP-marketing.

Kevin Halio, account executive, team A, MMT Los Angeles, named team A sales manager. Julie Bellard, account executive, team A, MMT in Chicago, joins Los Angeles office in same capacity.
Robert Gould, account executive with The Christal Co. in Chicago and St. Louis, named Dallas office manager.

Fred Taylor, account executive, Petry Television, Los Angeles, joins HR Television there in same capacity.

William Kehlbach, account executive, WKRO(AM)-WROI(FM) Boston, joins sales staff of Rolling Radio Sales, New York.

Cecilia Voccoli, research analyst, TeleRep, New York, named assistant research director.

Warren W. Spellman, VP, marketing services administration in CBS/Broadcast Group's marketing and communications design department in New York, named to newly created CBS corporate staff post of VP, marketing communications department, responsible for administration and coordination of several major areas in advertising and marketing with emphasis on consolidation of all CBS media activities.

Elio Betty, sales manager of Chicago offices of ABC Television Spot Sales, named general sales manager of unit based in New York, filling post that had been vacant for some time.

Anita Harris, account executive, WYON(AM) Chicago, joins Radio Advertising Representatives there as account executive.

Dennis Siewert, national sales manager, KSAT-TV San Antonio, Tex., joins WACB-TV, Chattanooga as general sales manager.

Eugene Hegedus, account executive, WWOL(AM)-WWDR(FM) Buffalo, N.Y., joins WHLD-AM-FM Niagara Falls, N.Y., as VP-general sales manager.

Scott Tremadale, sales manager of Goetz Broadcasting Corp.'s WFWA-AM-FM Fort Atkinson, Wis., named director of sales and marketing for Goetz, which owns three AM's and three FM's in Wisconsin.

Jack Minish Jr., account executive in Owensboro, Ky., for WFRF-TV Evansville, Ind., named Owensboro sales manager.

Richie Allen and John Krogstad, in local sales department of KPZJ-AM-FM Fort Worth, named Fort Worth and Dallas sales managers, respectively.

Barbara Gustafson, account executive, KTWG-AM Casper, Wyo., named marketing director for KCWY-TV there, new station scheduled to go on air in August.


Dick Bailey, formerly with WEEI(AM) and WCVR-TV, both Boston, named VP-sales manager of WLTN-AM-FM Lynn, Mass.

Kathy Wood, account executive in Dallas office of KXAS-TV Fort Worth, named regional sales representative.

James Smith, account executive, Northwest Television Sales, Seattle, and Dennis McCormick, media planner, Kraft Smith Advertising, Seattle, join KING-TV there as account executives.

Lawrence Kiel, sales representative, J.J. Keller & Associates, Neenah, Wis., joins WFRX-TV Green Bay, Wis., as account executive.

John Kimbel, account executive, KOMA(AM) Oklahoma City; Ed Hooper, sales manager, National Pontiac Motor Division in Fort Worth; Gail Edwards, account executive, International Bitter Drink Corp., and Rita Raca, director of marketing, Jockey Club, Las Vegas, join KMGC-FM Dallas as account executives.

Bruce Randolph, account executive, WWAAM(AM) Ann Arbor, Mich., joins WJKI(AM) Detroit in same capacity.


Phyllis Jackson, former account executive, KCEI-LP Cleburne, Tex., joins KFZE-AM-FM Fort Worth in local sales position.

Bob McAllister, with WQID(FM)-WYFM(FM) Blioxi, Miss., joins WGSQ(AM)-WQEF(FM) New Orleans as co-op director.

Charles W. Weldman, general sales manager, WMBG(TV) Birmingham, Ala., joins WCTI(AM)-WQZE(FM) there as director of sales development.

Marynard Hacker, account executive, WUAB-TV Cleveland, joins KHTVTV Houston as local sales manager.

David Hill, sales manager, WYIO(FM) Ebensburg, Pa., joins WMAQ(AM) Loreto, Pa., as general sales manager.

Bob EURich, owner of radio-TV sales packaging firm in Fresno, Calif., named local sales manager, KMI-TV there.

William F. Howard, III, salesman, WPQO(FM) Baltimore, named local sales manager.

Gary Coleman, account executive, KCMA(AM) Kansas City, Mo., named local sales manager.

Jim Swallow, national sales manager, KOWO(AM) Pocoma, Calif., joins WSRZ(FM) Sarasota, Fla., as local sales manager.

Kathy Wood, account executive, KXAS-TV Dallas, named regional sales representative.

Mitch Lambert, account executive, WFRV-TV Green Bay, Wis., named national sales manager.

Monroe Looney, sales manager, KLRA(AM) Little Rock, Ark., joins KAAIT(AM) there as business development manager. Linda Bonville, office manager of Avis Leasing, Atlanta, and Joe Stuckey, from KMCK(FM) Fayetteville, Ark., join KAAY and co-owned KLQO(FM), respectively, as account executives.

Doug Berle, from KQOQ(FM) Los Angeles, named national sales manager, WSNY(AM)-WAVI(FM) Jacksonville, Fl.


John Trinsey III, Lancaster, Pa., realtor, joins WLYH-TV Lancaster as account executive.

Susie Pryor, account executive, reporter and photographer, KOMU-TV Columbia, Mo., joins WPMT-FM Pittsburgh as account executive.

Steve Skelly, on sales staff of KXYX(FM) Seattle, named account supervisor, KPLZ(FM) there.

Bob Ferguson, director of group sales and special events, Seattle Seahawks football team, joins KZPL as account supervisor.

Peggy Moeller, from KKEK(AM) Albuquerque, N.M., and Jeff Shuster, from Stearns Springs Ski Co., join KZXX(AM) Albuquerque as account executives. Sandy Scalfone, account and executive, KZZX, named to same position for co-owned KQEO(AM) there.

Lawrence Gershman, vice president, international, Viacom Enterprises, named executive VP, worldwide syndication, MGM-TV, New York, effective June 15.

Al Burton, senior VP, creative affairs, Tandem Productions and T.A.T. Communications Co., Los Angeles, named executive VP. Glenn Padnick, program executive in creative affairs working on development and production of network series, named senior VP-current programs.

Richard A. Harper, VP of worldwide syndication, 20th Century-Fox Television, named senior VP for international division. Roberta Haynes, VP of TV movies and miniseries, based in Los Angeles, has vacated post and signed contract as independent producer for Fox TV. Richard Rosatti, director of movies for TV, succeeds Haynes as VP of TV movies and miniseries.


John Chickering, who has worked in financial position for Warner Communications, named director of financial administration, Warner Bros. Television Distribution, Los Angeles.

Thomas G. Kuhn, executive VP, Alan Landsburg Productions, Los Angeles, named staff VP, West Coast, RCA SelectaVision videodisks.

Chuck Good, VP-general sales manager of Buena Vista Distribution, Los Angeles, named president. He succeeds Irving Ludwig, who has been president since 1959 and plans to retire next fall.

Nat Cavalluzzi, director of station sales for Syndicast Program Services, New York, until 1973, and recently in sales posts outside television, returns to Syndicast as general broadcast executive in New York.


Ken Wolfe, associate director, ABC Sports, New York, named producer.

Hilary Schacter, producer of on-air promotion for Movie Channel, satellite service of Warner Communications, New York, named...
executive producer at WCBS-TV New York.

Evelyn Keller, program coordinator, WNGE-TV Nashville, Tenn., named program manager.

Stephen Kulczyki, deputy director of programming for Twin Cities Public Television, KTCA-TV and KTCA-TV St. Paul, named director of broadcasting. He will be responsible for KTCA-TV's broadcast schedule and development of programming for KTCA-TV. Jim Russell, director of public affairs division and executive producer of weekly series, KTCA-TV, named director of program production for KTCA-TV. Donald Knox, director of cultural programming, KTCA-TV, and former executive producer for noncommercial WTTW(TV) Chicago, named director of program development and specials.

Karen Carns, former producer and co-host of morning program on WTVMTV Columbus, Ga., joins WFM-TV Greensboro, N.C., as co-host and assistant producer of morning program.

Karim E. Karim, assistant chief photographer, KCO-TV Oklahoma City, joins KTVV(TV) there as producer of PM Magazine.

Jim DeSchepper, producer, Weekend Magazine, WFRV-TV Green Bay, Wis., named producer of PM Magazine.

Jack Felker, creative services director, WLOOK(TV) Billings, Mont., joins KCWZ-TV Casper, Wyo., as production manager. Station is scheduled to go on air in August.

Bill Patrick, sports anchor, WBAT-TV Bangor, Me., joins WWSK-TV Huntington, W.Va., as sports director.

Ed Coleman, program director, WCCM(AM)-WCHY(FM) Lawrence, Mass., and sports director, WCC, assumes additional duties as host of weekend sports program on WRAI(AM) Boston.

Jennifer Roth, director, noncommercial WVRU(AM) Radford, Va., joins noncommercial WJAR-AM-FM East Lansing, Mich., as associate director, responsible for program and production activities.

Brock Whaley, morning air personality, KAZ-FM Denver, joins WMTE(FM) Chicago as afternoon air personality.

Candi Chamberlain, air personality, KYAM-FM San Francisco, joins KFRC(AM) there in same capacity.

Brian Krueger, air personality, WCHOA(AM) Sparta, Ill., joins announcing staff of KFRA(AM) Columbus, Mo.

Jim Tealpine, announcer, KBMC(FM) Eugene, Ore., assumes additional duties as weekend air personality, KATR(AM) Eugene, Ore.

Alan Neele, program director, WRDA(AM)-WDFD(FM) Nashville, Tenn., joins WRLS-AM-AM Atlanta in same capacity.

Chuck Anderson, program director, KXEL(AM) Waterloo, Iowa, joins KOL(AM)-KWWK(FM) Rochester, Minn., as operations manager.

William Arnold, who left WZEE-FM Burlington, Vt., in 1978 to pursue musical career, returns to station as director of programming and production.


Ulysses (Ukee) Samuel Washington III, graduate, University of Richmond, Va., and former intern with WTVY-TV Richmond, joins WTVY-TV as weekend sports announcer.

Laurie Kaye, news anchor and producer for KFRC(AM) San Francisco, joins Drake-Chenault, Canoga Park, Calif., as special features producer. Len Boardman joins D-C as account executive in special features. John Leader, music director for KI(HAM) Los Angeles, joins D-C as announcer for XT=40.

Don Chapman, operations manager and announcer, KEA(AM-FM) Seattle, joins KOMO(AM) there as air personality.

News and Public Affairs

Dorrance Smith, Washington producer of ABC News's The Iran Crisis: America Held Hostage, named executive producer of weekend news program for ABC-TV.


Bill Peterson, news director, WKCY-TV Cleveland, joins WPLG-TV Miami in same capacity.

Rich Caughron, former news director for KTVM(TV) Helena, Mont., named news director and anchor for KCWY-TV Casper, Wyo., scheduled to go on air in August.

Chris Laudani, reporter, WLX-TV Onondaga (Lansing), Mich., named assistant news director. Kathi Tiplady, noon anchor, named 6 and 11 p.m. co-anchor. Nancy Graser, reporter, succeeds Tiplady as noon anchor. Glenn Ray, reporter, WJRM-TV Lansing; Gary Koplin, news director, WJRM-TV Presque Isle, Maine; Regina Benjamin, news production assistant, WJRM-TV Detroit, and Lisa Telder, from noncommercial WJAR-AM-FM East Lansing, Mich., join WLX-TV as reporters. Peter Jaroff, reporter, WLX-TV, named producer. Randy Leliat, from Lansing Community College media department, joins WLX-TV as news photographer.

Bill Thompson, anchor-reporter, KRJ(AM) Tulsa, Okla., joins WTMJ(AM)-WPPM(FM) Charlestown, S.C., as news director.

Cheryl Boone, announcer and reporter, noncommercial WIAW(AM) Indianapolis, named news and public affairs director.

Peter Kappes, graduate Newhouse School of Public Communications, Syracuse (N.Y.) University, joins WSCP(AM) Sandy Creek, N.Y., as news director. Jeff Zufelt, news director, WSCP, named farm director.

Jack Penland, news editor, KTAR(AM) Phoenix, named assistant news director.

Alec Gifford, anchor, WWXT(AM-FM) New Orleans, joins WJCU-TV there as 5, 6 and 10 p.m. anchor.

Gwen Booker, reporter, KCRG(AM-FM) Cedar Rapids, Iowa, joins WDSU-TV as reporter.

Wait Hunter, former reporter for WCAU(AM) Philadelphia, joins KYW-TV there as general assignment reporter. Lauren Lipton, co-producer of 5:30 and 6 p.m. news on KYW-TV, named producer of 11 p.m. news.

Michael Flannery, labor writer, Chicago Sun-Times, joins WBGM-TV Chicago as public editor.

Judy Cole, research and field producer, WLS-TV Chicago, joins WBBM-TV as investigative field producer.

Tom Greene, Lansing, Mich., bureau chief for WBAT-TV Detroit, joins WDIV(TV) Detroit as Lansing bureau chief and senior political reporter.


Gary West, anchor, KFOX(AM) Seattle, joins KAYO(AM) there as co-anchor.

Ben Harold, from KNZU(AM) Houston, and Leland Stafford, former Detroit police officer, join KXEN(AM) Houston as reporters.

Wendie Feinberg, 11 p.m. news producer and public affairs producer, WWGT(TV) Miami, joins WDFV(AM) Philadelphia as news producer.

David Nolan, anchor of late news on WHEC-TV Rochester, N.Y., assumes additional duties as producer. Wadi Sawabini, reporter, WCAX(AM) Burlington, Vt., joins WHEC-TV as investigative reporter.

Bob Cook, news producer, KVOS-AM Tucson, Ariz., joins KTTL(TV) Sacramento, Calif., in same capacity.

Christine Harris, assistant director of Consortium: Opportunities for Minorities in Journalism and executive director of Chicago Association of Black Journalists, joins WBBM(AM) Chicago as commentator.

Philip Buchanan, former news director, WBEN-AM-FM Buffalo, N.Y., named news consultant for WHLD-AM-FM Niagara Falls, N.Y. He will also anchor morning news.

Dave Stewart, reporter, WRC(AM) Joliet, Ill., joins WIND(AM) Chicago as newswriter and weekend editor. Helen Kriz, broadcast editor, City News Bureau, Chicago, joins wind as newswriter.

John M. Hightower, retired diplomatic affairs reporter for AP, elected to Hall of Fame of Washington professional chapter of Society of Professional Journalists, Sigma Delta Chi. He retired in 1971 to Santa Fe, N.M., where he teaches journalism at University of New Mexico. Also named to Hall of Fame: Theodore Koop, one-time CBS News Washington bureau chief and retired CBS Inc. VP, Washington, and Bryson Rash, correspondent for ABC and NBC.

Marilyn Berger, anchor, WTV(TV) New York's City Edition, named recipient of Communications Award from Women's Division of Anti-Defamation League of B'nai B'rith.

Sam Hall of WHNT(TV) Dothan, Ala., has received Hector Award for meritorious broadcast news reporting from Troy State University
Promotion and PR

Rick Squier, producer-director who has done work for Group W Productions, joins Group W Productions in Los Angeles as manager of creative services for Hour Magazine, new daytime syndicated information-entertainment series. Coca Hugo, sales representative and promotion and publicity adviser in Hawaii for Camp Cable TV, and formerly with KABC(FM) Los Angeles, named director of publicity for Hour Magazine.

Virginia Karp, administrative assistant to Cincinnati council member and former mayor, joins Taft Broadcasting Co. in Cincinnati as director of corporate communications.

Nancy Gullick, director of advertising and promotion, KING-TV Seattle, elected chairman of NBC-TV affiliates promotion committee, succeeding Jerryanne Hadley, promotion manager, KARD-TV Wichita, Kan., who becomes chairman emeritus.

Pat Gaines, formerly with WASH(FM) Washington, joins WKZQ(FM) Washington as promotion director.

Roz Boyle, publicity manager, WOR-TV New York, named project coordinator in public information department of noncommercial WNETTV Newark, N.J.-New York.

Kirby Smith, communications director, McCarther Theater, Princeton, N.J., and Judith Karp, contributing editor in Paris for Paris Metro and Pugle magazines, join noncommercial WHYY-TV Wilmington, Del.-Philadelphia as public information director and associate director, respectively.

Claudia Martinez, public affairs director, WDIV-FM Detroit, joins KOAX(FM) Dallas as promotions coordinator.

Cynthia Goodman, copywriter, Jack Trustman Advertising, Tucson, Ariz., joins KNX-FM there as promotion assistant.

Henry deLagarde, public relations account executive, NW Ayer ABH International, New York, named VP.

Ray Cubberley, assignment editor and reporter, WERTV Evansville, Ind., joins office of public information, Purdue university, West Lafayette, Ind., as broadcast editor.

Technology

John McCallister, VP-sales plans, Zenith Sales Co. division of Zenith Radio Corp., Glenview, Ill., named to head marketing activities for Zenith.


Dr. Patrick Nettles, engineering manager, Scientific-Atlanta, joins Microwave Associates Communications, Burlington, Mass., as product line manager of microwave data products.

Joseph Krier, broadcast contract administrator, McMartin Industries, Omaha, named to new position of audio products specialist.

Thomas Burton, associate director of department of instructional media resources, University of Maryland, Baltimore campus, joins Video Systems Division of Peirce-Phelps as service manager in Washington office.

Robert Martin, assistant chief engineer, KXWTV San Jose, Calif., named chief engineer.

Allied Fields

A. J. Rick Aurichio, VP-general manager of Arbitron Television, New York, named executive VP.

John Trattner of International Communications Agency, chosen by Secretary of State Edmund Muskie to be State Department spokesman. He will succeed Hudding Carter, who has announced plans to leave in July. Trattner has been staff aide to Deputy Secretary of State Warren Christopher for past two years.

Steven Simmons, assistant director of White House domestic policy staff, named associate director.


Arthur Best, associate professor of law, West in New England College of Law, Springfield, Mass., joins New York Law School's Communications Media Center as associate professor of law and associate director of center.

E. J. Galina, engineer in charge of Chicago district office of FCC, retired May 17 after 40 years with FCC. He worked at several offices of FCC and had been in Chicago since 1962.

John Ryan, with R.D. Hanna Co., Dallas, named president of R.D. Hanna and Associates, media management and consulting subsidiary of R.D. Hanna Co.

New officers, American Women in Radio and Television, Chicago chapter: Marlon Allen O'Neill, communications department of archdiocese of Chicago, president-elect; Charlotte O'Brien, Won Continental Broadcasting Co., VP; Jill Krotich, Greene Communications advertising agency, secretary, and Carole Thomas, Poole, Cone & Belding, treasurer.

International

Barrie Heads, managing director, and Joyce Wooler, director of program services, Britain's Granada Television International, elected to board of directors of Granada.


Deaths

Arthur C. Nielsen 83, founder of A.C. Nielsen Co., Northbrook, Ill., pioneer marketing and audience research firm, died June 1 in Chicago. He had been in ill health for several years. Nielsen founded company with five associates in 1923, when role of marketing research in business decision-making was little understood, and built it into world's largest producer of marketing research, now operating in 23 countries. Its primary product is Nielsen Retail Index, which monitors food and drug sales, but it is best known to public for Nielsen TV ratings, which it has produced since 1950. It also was a leader in radio-audience research from 1943 until it left that field in 1963.

Survivors include his wife, Gertrude; two sons, A.C. Jr., chairman of A.C. Nielsen Co., and Philip R., VP, and three daughters.

George Comte, 66, retired president of WTMJ Inc., licensee of WTMJ-AM-FM and WKTI(FM), all Milwaukee, died of cancer May 24 in Palm Springs, Calif. He joined WTMJ in 1913 as announcer and retired in 1975. He had been president of WTMJ Inc. since 1973, and was also VP and director of parent company, Journal Com Inc. Comte was co-founder of Association of Broadcast Engineering Standards in Washington, and was national chairman of Association of Broadcasters and Radio Advertising Bureau. Survivors include his wife, Rita, one son and daughter.

Walter J. Rothschild, 71, retired VP of Lee Enterprises, Quincy, Ill., died of heart attack May 29 at his home there. He began his career in 1926 as announcer for KMOXAM St. Louis. He joined Lee Broadcasting's WTMJAM Quincy in 1929. He assisted in construction of Lee's WTADEM, now WOCY, in 1948, and also supervised construction of company's KHQA-TV Hannibal, Mo.-Quincy in 1953. When Lee Broadcasting merged with Lee Enterprises, he became VP and member of board of Lee Enterprises, and retired in 1973. Survivors include his wife, Irene, and three children.

Harry C. Grove Jr., 71, retired senior VP-director of finance and administration, N W Ayer ABH International, New York, died May 26 at his home in Chestnut Hill, Pa. He joined Ayer in 1935 but left from 1942 to 1945 to serve in Air Force. Survivors include his wife, Sarah, two sons and one daughter.

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### Stock Market - Stock Index

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<th>Exchange and Company</th>
<th>Closing Wed June 21</th>
<th>Closing Wed May 28</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>P/E Ratio</th>
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BROADCASTING WITH OTHER MAJOR INTERESTS

- A Adams-Russell
- A Affiliated Pub.
- N American Family
- N John Blair
- N Proctor & Gamble
- N Coca-Cola
- N Dow & Dressman
- N Fairchild Ind.
- N Fuqua
- N Gannett Co.
- N General Tire.
- N GrayComm.
- N Harte-Hanks
- N Heritage Commun.
- N Ivison
- N Jefferson-Pilot
- N Marriott
- N Kansas State Net.
- N Knight-Ridder
- N Lee Enterprises
- N Liberty
- N McGraw-Hill
- A Medal. General
- A Meredith
- A Multimedia.
- A New York Times Co.
- N Outlets Co.
- A Post Corp.
- A Rollins
- A San Juan Racing
- N South Florida Plough
- A Stuffer Comm.
- A Tech Operations
- N Times Mirror Co.
- A Turner Broadcasting
- A Washington Post
- N Wometco

<table>
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<tr>
<th>Exchange and Company</th>
<th>Closing Wed June 21</th>
<th>Closing Wed May 28</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>P/E Ratio</th>
<th>Market Capitalization (in $1,000,000)</th>
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<tr>
<td><strong>CABLECASTING</strong></td>
<td></td>
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<tr>
<td>A Acton Corp.</td>
<td>10 5/8</td>
<td>11 5/8</td>
<td>- 1</td>
<td>- 8 60</td>
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<td>A American Express</td>
<td>34 1/8</td>
<td>33 7/8</td>
<td>+ 1/4</td>
<td>+ 73</td>
<td>7</td>
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<td>5 3/8</td>
<td>5 1/8</td>
<td>+ 1/8</td>
<td>+ 25</td>
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<td>O Comcast</td>
<td>18 3/4</td>
<td>19 3/4</td>
<td>+ 1</td>
<td>+ 50 16</td>
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<td>O Entron*</td>
<td>5</td>
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<td>N General Instrument</td>
<td>47 1/8</td>
<td>47 5/8</td>
<td>+ 1/2</td>
<td>+ 1 104</td>
<td>8</td>
<td>365</td>
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<tr>
<td>N Gencom Corp.</td>
<td>34 3/8</td>
<td>30 1/4</td>
<td>+ 3 3/4</td>
<td>+ 12 24</td>
<td>15</td>
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<td>A Tele-Communications</td>
<td>22 3/4</td>
<td>22 3/4</td>
<td>+ 3/8</td>
<td>+ 92</td>
<td>3</td>
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<td>N Teleprompter</td>
<td>17 3/8</td>
<td>17 7/8</td>
<td>+ 2 7/8</td>
<td>+ 23 9/2</td>
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<td>45 3/4</td>
<td>44 3/8</td>
<td>+ 1 3/8</td>
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<td>A Tocom</td>
<td>18</td>
<td>16</td>
<td>+ 2</td>
<td>+ 4 23</td>
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<td>O UA-Cablevision Cable</td>
<td>49 1/2</td>
<td>52 1/4</td>
<td>+ 1 3/4</td>
<td>+ 5 26</td>
<td>3</td>
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<td>31</td>
<td>- 1/4</td>
<td>- 80</td>
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<td>+ 4 10 19</td>
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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 Broadcasing'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. **** MGM Film spun off May 30 as separate division of company. + Stock traded at less than 12.5 cents.
**Added Attractions**

**BROADCASTING**'s editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

**Jun 16** *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.

**Jun 30** First in a series of annual reports on the state of the art in national television programming. Surveying the networks in all their dayparts, syndication in all its manifestations, cable in its new bloom. Both the business and the art — the money as well as the muse.

**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.
CBS's Tom Dawson:
in the beginning of BPA

Back in 1956, Tom Dawson was a 28-year-old promotion manager of CBS-owned WBBM-TV Chicago who shared a dream with half a dozen other youthful broadcasters.

They felt the time was appropriate to form an industry organization that would advance television and radio promotion. From a series of discussions evolved the Broadcasters Promotion Association, which meets this week in Montreal for its 25th annual seminar.

Dawson has been a leading figure in BPA all these years. His professional career has been forged largely in promotion and advertising, although his present post as vice president, division services, CBS Radio Division, cuts across other broadcast activities. But it's fitting that BPA founding father Dawson will be the pivotal figure at this year's seminar as president of the association.

He recalls that the first BPA seminar, in Chicago in 1956, attracted an attendance of about 300. He estimates that this year's gathering will total more than 800.

Dawson has been immersed in broadcast promotion and advertising for more than 30 years, and one of his particular delights is the growth in the membership of the BPA in the past five years.

"When I joined the board in 1976, BPA had 474 members," he says. "At the end of 1979 we had 779. I believe we can go to a thousand within a year. We have been pursuing a solid letter-writing campaign in the past year and the results have been gratifying."

Dawson is understandably enthusiastic about the value of BPA membership. He points out that competition for viewers and listeners is going to intensify in the future, and access to the "best ideas in the broadcast industry" can be of invaluable assistance.

Dawson cites an assortment of services that can be helpful to members, including the annual seminars with presentations on outstanding advertising and promotion and the opportunity to exchange ideas with colleagues; the monthly BPA Newsletter, which contains descriptions of currently successful campaigns, and the BPA library located at San Diego State University.

"Another project we're excited about is a textbook called 'Broadcast Advertising and Promotion,' which BPA is underwriting," he reports. The authors are Fred Bergendorff, director of information services at KNX(AM) Los Angeles; Charles Wilfred Thomas Dawson—vice president, division services, CBS Radio Division, New York; b. Sept. 14, 1928, Galveston, Tex.; BA broadcasting, University of Texas, 1949; announcer, KTRC(AM) Austin (now KLB), 1947-48; announcer, KTXK(AM) Austin, 1948-49; announcer, program director, KBBC(AM) Galveston, 1949-52; research manager, KTVN Los Angeles, 1952-53; director of client services, Arbilon, Los Angeles, 1953-54; sales promotion manager, KNX-TV Los Angeles, 1954; sales promotion manager, WBBM-TV Chicago, 1954-57; sales promotion director, CBS Television Spot Sales, New York, 1957-60; vice president, information services, CBS Radio Network, 1960-69; director of sales development, CBS Radio Spot Sales, 1969-73; present post since 1973; m. Nita Logan, 1949; children—June, 20; Diane, 27.

Harriman of San Francisco State Teachers College, and Dr. Joe Johnson of San Diego State.

Only half-jokingly, Dawson says he has been holding down two full-time jobs for the past three or four months. He puts in a full stint at CBS's headquarters in New York and long hours overseeing many of the arrangements for the BPA seminar.

"I think we are moving rapidly to the day when a full-time executive director of the BPA will be hired," he says. "I think the group has grown so large and our activities so varied that a volunteer staff can no longer handle it."

Although promotion and advertising on the radio side have been principal activities of Dawson for a long time, he has had experience in television and in radio announcing and programming. In fact, in his current post at the CBS Radio Division, his responsibilities stretch over advertising, marketing services, press information, program practices, promotion and retail sales development.

At 51, the youthful-looking Dawson can look back on a career spanning 34 years, beginning in 1947 when he was a student at the University of Texas and holding down an announcing job at KTBC(AM) Austin (now KLB). He held a variety of promotion and research positions in Los Angeles with KHJ-TV, KTTV-TV and the American Research Bureau before joining CBS in 1954 as sales promotion manager of WBBM-TV Chicago.

George Arkedes, retired vice president and general manager of CBS Radio, remembers Dawson from the days when both were with WBBM-TV Chicago: "Tom had the makings of an all-around executive—high on ideas and follow-through, bright and hard-working." CBS Radio Division President Sam Cook Digges calls Dawson "a man for all seasons" because he "can function so well in so many areas and once given a project, you know he will do it promptly and very well."

It's the diversified nature of his present job that pleases Dawson. "I can be working on a print ad for the radio network for an hour or so and then confer with one of my colleagues on a marketing presentation," he points out. "The rest of the day could be taken up with reviewing a radio commercial with an associate in program practices and later on dealing with another co-worker on a retail advertising promotion."

Dawson is particularly proud of some of the achievements made at CBS Radio by the sales development department. He cites such new-to-the-medium advertisers cultivated by CBS Radio as: Automatic Data Processing, Control Data, IBM, TRW, U.S. Steel and Western Union Mailgram.

"Much as I enjoy and encourage national advertiser sales development, a radio station's most significant sales growth is going to come from large local retailers," Dawson says. "Those presently using radio must show how they can employ our medium much more effectively by doubling or tripling their radio budgets."

He is optimistic about radio's future in a communications environment that will become more competitive with the advent of new media.

"Radio has learned to adapt and cope for a long time," Dawson observes. "Radio has learned to develop programs that reach targeted audiences that serve the advertisers best. The new voices being added to the communications spectrum will simply make us work harder for available advertiser dollars and in the development of a new business."
Cruel and unusual

The same four members of the FCC who voted last January to take three television licenses from RKO General and impel 13 others held by the licensees voted last week for final execution. The wrongs described in the final orders, prepared in four months of intensive legal work, no more deserve the ultimate penalty than those described at shorter length in the first action. Still, for whatever private reason each may have, the majority chose to swing the headsman’s axe.

It is evident, however, that the majority is worried that lesser minds may perceive a discrepancy in this case between the magnitudes of crime and punishment. In the public announcement issued after the vote, it was carefully said: "The commission emphasized that its decision was not "punishment" for past wrongs." It said its "sole and proper concern was with the prospective operation of WNAC-TV and the other broadcast stations affected by this decision."

If those two sentences survive the appellate review that RKO has said it will seek, the law, sir, will prove to be the ass that Dickens’s Mr. Bumble called it. Do not feel, sir, that we are drawing a judgment about your past performance. We are merely applying preventive medicine. Swish.

Nowhere in the FCC’s final orders it is suggested that the audiences of RKO stations were deceived, defrauded or poorly used by the actions ascribed to officials of the parent company. How then can it be determined that the public interest will be served by removal of the licensee?

As Commissioner James Quello pointed out in his dissent, the loss of $400-million worth of properties is at issue. That is not only punishment. It is punishment in the extreme.

Launched

Now that the gusts of introductory publicity have subsided, Ted Turner’s Cable News Network has settled down to its job. Two million homes are connected to the cable systems that are carrying this novel alternative to other television fare. That leaves 74.3 million television homes beyond Turner’s present reach. The figures tell something about the problems that this ambitious venture faces.

Turner has repeatedly said he is prepared emotionally and financially to lose a lot of money before his news service gets into the black. But simple arithmetic, as presented elsewhere in this magazine, adds up to an immense loss unless the Cable News Network can rapidly expand its universe. The network needs much more subscriber revenue and higher advertising rates than its starting circulation can provide.

Most of the missing 74.3 million television homes are in urban centers which cable television is only beginning to penetrate. That condition presents Turner with another problem. No matter how desirable a service the Cable News Network provides, it cannot be physically delivered to most urban television sets. That means it cannot be seen live by many of the people who make media decisions in this country.

The question is whether Turner can afford to wait for cable systems to be extended in such cities as New York and built in such other centers of influence as Washington, Los Angeles and Chicago, not to mention Atlanta, his hometown. The guess here is that he may have to strike some alliances with the people he maligns above all others, the commercial broadcasters. The quickest way for the Cable News Network to achieve urban exposure on a significant scale is to clear time on selected television stations.

Nobody is predicting that will happen, but it could logically develop from the arrangements that the Cable News Network has already made to obtain news material from 30 or more television stations.

Predicting anything Turner may do is uncertain at best. But what he has done can be appraised. He has hired a large group of professional journalists and put them to interesting work. The hope here is that the Cable News Network stays in business.

Dicey choice

A divided FCC has probably voted itself into a court test by electing to choose a winner of a new FM in Media, Pa., by lottery. The four-member majority took action on decidedly conflicting advice. The comments evoked by the agency’s solicitation last year (Broadcasting, Oct. 1, 1979) reflected a serious disagreement in the legal community over the commission’s statutory power to end a six-year comparative hearing with the spinning of a wheel.

Legal opinions aside, a question of equities is involved when the FCC suddenly suggests a radically new way to make a choice among applicants that have been in contest under other rules for so long a period. True, the idea of using a lottery to decide comparative cases is far from new. It has been suggested by former FCC commissioners and has reached the status of legislative draft in Lionel Van Deerlin’s first attempt to rewrite the Communications Act in the House and in the original version of the Senate communications bill submitted by Barry Goldwater and Harrison Schmitt.

The lottery, however, was still no more than an idea when the FCC last year first considered its adoption in the Media case. The contestants in that proceeding are entitled to wonder why they happened to be picked for the testing of a novelty.

Whatever happens in the Media case, however, the principle of decision by lottery deserves the serious consideration that would be provided by either an FCC rulemaking or legislative hearing. More than one participant and observer have questioned the FCC’s conventional way of picking winners for the time it takes, the money it costs and the vagaries of outcome that are possible. A lottery to choose among candidates that have established basic qualifications would surely simplify the process and probably produce broadcasting operations at least as good as those the system has produced up to now.

"Sorry, I was trying to see if you had one of our prize-winning 'drive safely' bumper stickers."
Meet Allan Chlowitz
KRTH-FM LOS ANGELES

Los Angeles has been called a lot of things, some nice and some not so nice. But, in fact, it ought to be called "Radio City" because eighty-four radio signals penetrate the market. To maintain an identity in this morass of stations is difficult, to be a leader, near impossible. KRTH-FM has accomplished this feat through the awareness and expert guidance of Vice-President and General Manager Allan Chlowitz. A true professional, Allan has dedicated his broadcasting career to the gathering of knowledge and its application to KRTH. Awareness is a good word to also describe Allan's sense of obligation to the community. Through service on the Board of the California Broadcasters' Association, the American Cancer Society Board for Southern California and the Marina Del Rey Chamber of Commerce he has applied what he has learned to KRTH and helped the station maintain its position as the leading adult contemporary music station in Los Angeles. He is also active in the theatrical side of Los Angeles as well and is deeply committed to the charitable work of the Variety Clubs International and The Friars. For his participation in these outstanding organizations Allan has been recognized with inclusion in "Who's Who in America." When it's time to relax, it's the out-of-doors for Allan where he four-wheels off-road or downhill on skis.

RKO Radio has been delighted to afford you this opportunity to meet Allan Chlowitz and is proud of his dedication to the radio profession which is mirrored in his leadership of KRTH-FM.
Ward-Beck makes it perfectly clear!

Years of experience in engineering complex intercommunications facilities for network and other major production centres has given Ward-Beck a unique perspective on the essential features required for such demanding systems.

WBS 7000 Series Intercom Systems are the result.

Unlike other intercom units they start with the premise that communications should be completely intelligible. Therefore the sound is comparable to program quality, making it simple to identify the face behind the voice.

Modular design provides versatility and flexibility. Balanced circuitry ensures transient-free switching, RF immunity and minimal system cross-talk. A wide variety of crosspoint types offer selective priority, complementary/partial muting and IFB functions.

Stock models include the WBS 7012, 7024 and 7036. Larger configurations are easily assembled using basic WBS 12 x 1 components in custom designs.

The WBS 7000 Series Intercommunications Systems made perfectly clear!

Ward-Beck Systems Ltd., 841 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4.
Tel: (416) 438-6950.

Ward-Beck Systems Inc., 6900 East Camelback Road, Suite 1010, Scottsdale, Arizona 85251.