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WRVA Radio: Solid #1 in Richmond

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Source of rankings: Arbitron, Oct-Nov 1979, 12+ Mon-Sun MSA average quarter-hour share.
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Los Angeles, Chicago, Seattle, Portland, Cincinnati
markets across the country.

Fresh, entertaining, young, exciting, different one hour strip!

THE DON LANE SHOW will
scheduled in prime time, late fringe, early fringe in markets across the country.

THE DON LANE SHOW features . . .


★ Lavish production number . . . a 16-piece orchestra, singers and dancers!

★ Imaginative stunts . . . in studio and on location!

★ Top American and international entertainers and personalities—including Alan Alda, Muhammad Ali, Bo Derek, Clint Eastwood, Cheryl Ladd, Jack Lemmon, Burt Reynolds.

The variety-talk show of the 80's. For September start.

New York's Don Lane, the "complete entertainer," not just another 6-foot, 5-inch pretty face.

Don Lane and Bert Newton, a very funny team.
s sold in New York, Boston, Minneapolis, Cincinnati, Tulsa and entry!

NINE NETWORK AUSTRALIA
A HAL GOLDEN PRESENTATION
WORLDVISION ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
A Taft Broadcasting Company
When Dick Pomerantz learned the Library for the Blind and Handicapped was running out of money, he highlighted the urgent need dramatically. For one week, he stayed in a wheelchair to experience the difficulties the handicapped face every day, sharing his reactions with his listeners. WSO C concluded the week with a 4-hour Radiothon to raise funds, and the response was generous and heart-warming. It's easy to talk about problems. WSO C does something about them.

WSOC's Dick Pomerantz (L) spent a week in a wheelchair to dramatically highlight the Library for the Blind and Handicapped's urgent need for money.
The Week in Brief

SWEEP STORY □ May sweep results show ABC and CBS vying for prime-time victories in the top-100 markets, while NBC posts the largest audience gains from the year before. PAGE 25.

OPEN COURTS □ The Supreme Court rules in the Richmond Newspapers case that trials, except for “overriding reasons,” must be open to the public and press. PAGE 27.

MUDD MOVES □ The CBS correspondent makes up his mind and decides to go to NBC next year as chief Washington correspondent—a newly created position. PAGE 28.

TOGETHER □ NOW and United Church announce station-by-station investigation of EEO practices. PAGE 29.

TURNED DOWN □ The FCC denies the NAB’s contention that the commission’s EEO guidelines are “quotas” and rejects a petition for reconsideration of them. PAGE 30.

FOUR-WAY TRADE □ The FCC approves a complex transaction that results in the first minority-controlled station in Rhode Island. In the process the commission grants a waiver of its one-to-a-market rule and lets Outlet Co. acquire an FM in the same market as its WJAR-TV Providence, R.I. PAGE 30.

CROSSOWNERSHIP CODIFICATION □ House Communications Subcommittee passes bill introduced by Allan Swift that would make the FCC’s rules on broadcast-newspaper crossownership holdings into law. PAGE 33.

ANOTHER OPINION □ In a new book, a Hofstra University professor says that FCC policies have promoted broadcast profit rather than program diversity. PAGE 34.

GROWTH ORIENTED □ Harris Corp. Chairman Boyd tells New York security analysts that his company’s sales for 1980 should be about 20% above last year’s. That’s the goal the company has set for itself. PAGE 35.

LOWERING EXPECTATIONS □ CBS’s new president, Thomas Wyman, sees his company taking a downturn in second-quarter earnings and per-share earnings for the year. PAGE 35.

BIG BACKERS □ Warburg study shows that for the first time in two years, banks take the lead in making new loans to the cable industry. PAGE 36.

PAY-TV FEARS □ ABC executives say the Duran-Leonard fight may have been a turning point in the bidding wars between pay and free TV. PAGE 38.

BUFFALO BATTLE □ A fight over which Buffalo, N.Y., station gets to broadcast Group W’s P.M. Magazine goes to U.S. District Court in Washington. PAGE 40.

BLACK PERSPECTIVE □ The Black Music Association gathers in Washington and features sessions on programming, ownership and financing. PAGE 43.

STV FOR DC □ FCC administrative law judge approves application for minority-owned subscription TV station in Washington. PAGE 43.

SUPERFICIAL □ That’s how a George Washington University study characterizes media coverage of the presidential race, with more attention paid to the vote totals than to the qualities of the candidates. PAGE 47.

CONGLERATE □ AP 11 newspapers and a Columbus, Ohio, computer firm join to test the feasibility of electronic delivery of newspapers. PAGE 49.

SONY’S LATEST □ The company introduces a prototype of its “Video Movie” unit—a four-pound videocassette recorder with sound for home use with a less-than-$1,000 expected price tag. PAGE 49.

ONE-MAN THINK TANK □ The FCC’s chief scientist, Stephen Lukasik, has degrees in physics, experience in industry and at the Rand Corp. and the goal of keeping the FCC on top of technological changes. PAGE 73.

Index to departments Closed Circuit. 7 Intermedia. 46
Datebook. 18 Monday Mem. 22
Editorials. 74 Monitor. 40
Fates & Fortunes. 67 Washington Watch. 29
For the Record. 52 News Beat. 48
Changing Hands. 44 Where Things Stand. 15

Toni Tennille’s got it! And her audience will love her for it when she takes on the headliners and the headline makers...the shakers and the movers...the best and the brightest on her new talk-variety show—coming this Fall on stations across the country!

THE TONI TENNILLE SHOW

A super new daily hour from MCA TV
Almost gone

Jane Cahill Pfieffer is to resign as NBC chairman this week. She was at Wimbledon tennis matches in England last week, but highly placed NBC source said she had been informed that NBC President and Chief Executive Fred Silverman — whom she was instrumental in bringing to NBC, and to whom she reports — was disappointed with her performance as chairman and that she was expected to resign on return to office from Wimbledon.

Richard S. Salant, retired CBS News president whose move to NBC was largely at Pfeiffer’s behest, is vice chairman but is not expected to move up.

Action

Upfront buying on TV networks’ new fall season, lagging as recession-conscious advertisers moved cautiously, has taken sharp upturn in last 10 days to two weeks, according to network sales sources. “It broke open June 23 and we’ve caught up tremendously since then,” said NBC official. He said fewer upfront advertisers had been set but that they were committing more money than year ago and their number was increasing. CBS officials said “dramatic change” had occurred and sales were moving rapidly. One executive said catch-up was going so well that networks now were probably not much more than one week off last year’s pace. One ABC official said things were going so well, he expected upfront sales to wind up by end of July, as usual.

Holding up

Katz Television has compiled forecast for third quarter of 1980 showing increase of 11% in total national spot TV business, down slightly from 13% rise in third quarter 1979. Katz says commitments and actual placements are coming later this year but spot TV’s traditional advertisers — nondurable goods — have given no indication of retrenchment. There has been some drop-off in durable goods advertising, such as autos and high-ticket appliances.

Next

Now that FCC has affirmed intention to enforce EEO guidelines it adopted for broadcasters early this year (see page 30) cable operators are next in FCC’s EEO spotlight. All cable operators are required to submit records on employment of women and minorities as part of their annual report (Form 395) to FCC. But commission hasn’t done anything up to now to enforce compliance with its hiring standards. That’s about to change.

FCC’s Cable Bureau staff is analyzing reports from cable systems with 15 or more employees to determine compliance with cable guidelines for women and minority employment (50% of representation in local work force for all jobs, 25% for top four levels of employment). Coincidentally bureau is about to crack down on systems that have submitted no forms. Those who ignore second request for submission of report can expect $500 fine.

Instant San Francisco

Arbitron Television officials have decided to introduce metered measurement of audiences in San Francisco, effective in fall of 1982, coincident with start of that year’s new prime-time season. It’ll be Arbitron’s fourth metered market, joining New York, Los Angeles and Chicago.

On and on

Dispute over how to divide $1.2 million paid in royalties in 1978 by cable companies will apparently go down to Sept. 11 deadline. Phase I of case ends today (July 7) with submission to Copyright Royalty Tribunal of further comments from involved parties — commercial and noncommercial broadcasters, music licensing groups, sports interests, motion picture producers.

Phase II, to determine which claimants are represented by what organizations, will probably ensue. CRT asked parties for submissions on this topic, but didn’t get "satisfactory response," according to one tribunal member, meaning likelihood of more hearings and rebuttals. Tribunal expects to interrupt other hearings to focus on this case so deadline, as required by law, can be met.

One after another

Brain drain from CBS to NBC News may not be over. Following Marvin Kalb’s switch (BROADCASTING, June 23) and totally obscured by attention being paid to Roger Mudd’s defection (see page 28), is word that Kalb’s brother Bernard, also CBS correspondent, is restless although contract still has six months to go.

Meanwhile, CBS News is pondering question of replacing Marvin Kalb on diplomatic beat. Word among reporters in Washington is that CBS’s veteran White House correspondent, Bob Pierpont, will be asked to take post. But CBS News Vice President Bud Benjamin says number of options are being weighted and that decision probably won’t be made for couple of weeks.

Front but not center

Decision of Joint Congressional Committee on Inaugural Ceremonies to switch presidential inauguration site from east to west front of Capitol is troubling network news representatives. West front rises high above level of what Senator Claiborne Pell (D-R.I.), chairman of Senate Rules Committee and member of special committee, speaks of admiringly as "natural amphitheater," and is reached by long flight of stairs cut into sloping lawn. As result, there is no natural place for head-on camera locations. Sid Davis, NBC’s Washington bureau chief, also foresees difficult structural problems; not only would broadcasters’ booths have to be built out over lawn and stairs at something like right angle to front of building but west front itself is in, literally, shaky condition — shored up by timbers.

Author, author

It probably should have come as no surprise that FCC fared as well as it did in new Senate bill (S.2827) reworking Communications Act. Among those heavily contributing to bill that FCC Chairman Charles D. Ferris praised as "carefully crafted, balanced," etc., was FCC General Counsel Robert Bruce.

Show booths

Any worry National Association of Television Program Executives leadership may have had about number of program distributors willing to pioneer switch from hotel rooms to exhibition-hall space at next year’s NATPE convention in New York (March 13-18) has been put to rest. Response from exhibitors has been strong enough to force meetings originally planned for Hilton across street to Sheraton Center to accommodate 42 companies rather than originally planned for 30. There’s incentive. Those that get in first can claim squatters’ rights on prime locations, and by NATPE 1984 in San Francisco, there will be no choice but exhibition hall.

Hot cassette

Videocassette field may be creating opportunities for TV stations. KOMO-TV Seattle and KAU(TV) Portland, Ore., owned by Fisher Broadcasting, have put together half-hour program of their extensive coverage of Mount St. Helens volcanic eruption and plan to enter it in home video market.
California Treefruit Agreement


Washington Dairy Products


Crock Bank Banking. Begins this

WE'RE GOING FROM GOLD TO PLATINUM.

Watch for a bold new direction from The Money Machine. New services, new resources, a new name. Backed with the same proven performance. You know us as a solid gold name in music images and production libraries. Now, we're going platinum. A sight you won't want to miss.

The Money Machine
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Advantage

Promote yourself. Necessity for advertising during recession and dominance of television medium are pointed up in three new 30-second TV spots produced by the Television Bureau of Advertising and made available to TV stations. One spot stresses that "in good times you should advertise, but in bad times you must advertise, and advertise on television." Second spot directed at consumers urges buyers of products and services to be careful in their purchases during recession and point out that stores that advertise "want your business." Final spot, based on recent R.H. Bruskin research, makes point that adults spend more time each day with television than they do reading newspapers, listening to radio or reading magazines combined. Spots were produced at Telelectronics Inc., New York, with George Huntington, TVB executive vice president, operations, as producer/writer, and Walter Vetter, TVB vice president, technical services, as technical director. Set of three spots cost $60.

Clothing push. Sportswear designer Diane Von Furstenberg is featured in new spot TV campaign for Puritan Fashions Corp. Breaking in mid-August, multimillion-dollar effort will run in top 25 markets during prime and early and late fringe times. Campaign, geared toward women 18 to 49, will stress concept of "investment clothing," or quality apparel suitable for all occasions. Mort Libov Productions produced 30-second spot, which will run through October.

SSC&B clicks. Olympus Camera Corp., New York, has named SSC&B Inc., New York, as agency for its account, effective Oct. 1, replacing Wells, Rich, Greene, New York. Olympus bills more than $16 million, of which estimated $12 million is in television and radio.
AND OUR SUBSIDIARY, KOVR-TV, INC.
ARE PLEASED TO ANNOUNCE THAT
THE NEW STATION IN OUR GROUP
KOVR-TV
STOCKTON-SACRAMENTO, CALIFORNIA
IS REPRESENTED BY
KATZ AMERICAN TELEVISION.
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The more computing suppliers, the merrier?

Wrong.

It's a simple fact. An abundance of computing suppliers just pecks away at your station's financial stability—as well as your nerves. Eliminate these jitters with our BCS 1100 system—the powerful management tool that doesn't stop at just traffic and billing.

A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

So get back on firm ground with the BCS 1100: For complete details, call us today at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

Our systems belong in your station.
There's nothing like getting involved

We made Jerry Lewis cry.

The tragedy that had a happy ending.

We turned a cold spell into a warm spell.
A good TV program.

Some of the best programs on the air take their cues from real life. They’re successful because they involve the people in the community. We think being part of the local scene is a great way for a communications company to do business. So for Storer stations, turning real events into good television programs is a way of life.

Our station WAGA-TV in Atlanta was recently involved in an Amnesty Program. As part of a total media effort, WAGA-TV helped the Atlanta Public Library retrieve 25,027 overdue books, films and recordings conservatively worth a quarter of a million dollars.

Or take station WITI-TV in Milwaukee. When heavy snows and cold temperatures froze Milwaukee in its tracks one recent winter, WITI-TV responded warmly with a program called Operation Snow Desk. And saw to it that over 1,300 elderly and infirm were helped during the storm.

Or station KCST-TV in San Diego. They held a four hour Telethon and raised over $350,000 toward rebuilding the Globe Theatre, a city landmark destroyed by fire.

The story is similar at all Storer stations, because community programs like these rate very highly with us. The way we see it, the more involved we are in our communities, the more effective we can be for advertisers, and the more effective we can be for ourselves.
Vital today for big-time real-time production

The latest in production switching, the last word in production switcher automation systems and the best in movie-style special effects.

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BARRY ENDERS Northeast-315/589-9289
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JIM MONEYHUN Northwest-415/561-9130
GORDON PETERS SouthCentral-817/467-0051
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Where Things Stand

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

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AM allocations. FCC initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (Broadcasting, July 16, 1979). FCC approved plan to allow spectrum space for up to 125 new unlimited-time AM stations (Broadcasting, June 2). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 kHz to 9 kHz to create more radio channels, and U.S. submitted that proposal at Region 2 (western hemisphere) conference which ended March 28 in Buenos Aires. However, the conference was unable to reach a consensus on the issue and postponed decision until its second session—in November 1981 (Broadcasting, March 24, 31). There is industry movement to get FCC to establish joint government-industry advisory committee to develop plan for all aural assignments. FCC has also been prodded to form comprehensive inquiry for its proposed policies and procedures governing both AM and FM frequencies (Broadcasting, May 19).

AM stereo. Year and a half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (Broadcasting, Sept. 18, 1978). Included in proceeding were five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last year (Broadcasting, May 28, 1979). FCC approved single system—Magnavox—at April 9 meeting and ordered staff to write report and order defining Magnavox choice. FCC has announced, however, that staff is preparing further notice of proposed rulemaking to gather more information, raising possibility that system other than Magnavox might ultimately emerge as industry standard (Broadcasting, June 30).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (Broadcasting, Dec. 5, 1977). CBS has also negotiated essentially same agreement, which imposes number of restrictions on networks in programing area, but some are not effective unless all three agree to them (Broadcasting, May 12). ABC, however, continues to fight suit.

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (Broadcasting, July 18, 1979). Orai arguments were held late last year: NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (Broadcasting, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (Broadcasting, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, when both sides asked for summary judgment.

Automatic transmission systems. FCC has allowed automatic transmission service for non-directional AM and FM stations (Broadcasting, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

Cable copyright. Copyright Royalty Tribunal has finished evidentiary hearings in dispute over how to divide $12 million paid in royalties in 1978 by cable companies. Involved in dispute are ideas of how to allocate payments to networks on the basis of revenue, number of subscribers, demographics, sports interests, motion picture producers and public broadcasters. By law, dispute must be resolved by Sept. 11; CRT has put matter on hold until July 8.

Cable deregulation. FCC is embarked on course that may take it to elimination of last remaining rules cable industry considers restrictive—distant-signal and syndicated-exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (Broadcasting, May 7, 1979). National Telecommunications and Information Administration has proposed idea of retransmission consent as means of introducing marketplace factor into distant-signal regulation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (Broadcasting, Sept. 24, 1979). Congressional Research Service, on other hand, has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concluded that only Congress can authorize retransmission consent (Broadcasting, Dec. 3, 1979). NTIA continues to assert FCC has such authority (Broadcasting, Feb. 4). FCC is aiming to release report and order in proceeding by summer recess in August. Representative Robert Kastenmeier (D-Wis.), in letter to FCC Chairman Charles Ferris, asked for halt in FCC proceedings until Copyright Royalty Tribunal has concluded its review of present scales and distribution (Broadcasting, March 31).

Carter use of broadcasting. President has held 57 televised press conferences since assuming office. Last July he abandoned his twice-a-month press conferences, and for a time, substituted for them town hall meetings, regional press conferences and one national radio call-in show on National Public Radio, last Oct. 9 (Broadcasting, Oct. 15, 1979). After the hostage situation developed in Iran, in November, he remained in the White House until, in addition to occasional formal news conferences, he was seen in taped or live meetings with the press on specific issues, as well as interviews with broadcast journalists from states where primaries were to be held. Since April, he has done some traveling, including trips that could be considered political.

Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing sufficient amounts of children's instructional and educational television throughout week (Broadcasting, Dec. 24, 1979). Comments were filed last month, June 16 (Broadcasting, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June which provided survey of what's available in children's programming, as well as ideas of how to better it. Regulatory proposals, though, were chief topics of concern (Broadcasting, June 30).

Closed captioning. ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began March 15 (Broadcasting, March 24). ABC and NBC are captioning five hours of network television a week (in prime time) and PBS more than 10 hours. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs $250, while 19-inch color set with adapter built in sells for about $500. CBS declined to participate, saying it is more interested in proceeding with its work on teletext process (Broadcasting, Oct. 1, 1979).

Communications Act. House Communications Subcommittee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill is now being scrutinized by full Commerce Committee. In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (Broadcasting, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Commerce Committee Chairman Howard Cannon (D-Nev.) has not scheduled any dates for consideration of bill, and says he won't until differences with AT&T have been resolved.

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay TV programming via satellite direct to homes equipped with small-diameter rooftop antennas (Broadcasting, Aug. 6, 1979). Comsat planned to have details ready for filing
Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathers most such existing crossownerships, disallowing future formation of crossownership and requiring break-up of 16 "egregious" crossownership cases (Broadcasting, June 19, 1978). Five of 16 have diverted or signed sale agreements, seven have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (Broadcasting, Jan. 7), and two others have been denied waivers on ground that situations had not changed (Broadcasting, March 3). House Communications Subcommittee approved H.R. 6228, legislation introduced by Representative Allen Swift (D-Wash.) that would codify existing FCC rules (see story this issue).

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcast appearing, argued rule should be broader. Two system owners involved also appealed on other grounds (Broadcasting, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. Final, on June 25, adopted notice of proposed rulermaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in the TV station's Grade B contour (Broadcasting, June 30).

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' performance and for cooperation with violators (Broadcasting, Oct. 2, 1978). In broadcasting, commission has voted to increase equal-employment guidelines for stations, effective April 1. Stations with five to 10 employees are required to have 50% parity over-all with available workforce, and 25% in top jobs. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories and stations with 50 or more employees will receive complete review of their EEO programs. Commission also voted to take look at employment practices of three commercial networks to see whether or how, minorities and women are employed in decision-making jobs. FCC has met with networks and is planning additional meetings to obtain information. FCC rejected reconsideration petition filed by National Association of Broadcasters claiming new guidelines are not "quotas" but merely provide basis for review of stations' EEO efforts (see story, this issue).

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (Broadcasting, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC with concomitant review against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (Broadcasting, Dec. 24, 1979). Rehearing was denied, and plaintiffs have asked Supreme Court to review Appeals Court decision (Broadcasting, May 12).

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FCC rules to two-house congressional veto and for commission's public participation funding (Broadcasting, May 26). Under provisions in bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of new rule would have to be published in advance; however, and it would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule, by Oct. 15. Commission will then solicit public comment and decide whether or not to proceed with inquiry.

FM allocations. FCC has instituted rulermaking to open spectrum to additional commercial FMs. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (Broadcasting, March 3). National Telecommunications and Information Administration in April asked FCC to reconsider its proposal and include NTIA's proposal for directional antennas in rulemaking.

Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said it would not turn to discretion of licensee and to regulation of marketplace. But was contrary to several previous appeals court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (Broadcasting, July 9, 1978). Supreme Court has agreed to review case.

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's wash decision, although that decision was later amended (Broadcasting, Jan. 22, 1979). Issue is treated in Communications Act revisions introduced in Senate (Broadcasting, April 2, 1979), and it appears any action on renewal issues will take place within context of those bills. Senate is also treated in H.R. 6228, introduced by Representative Alan Swift (D-Wash.), although threat of that bill is crossownership (see story this issue).

License renewal forms. FCC adopted notice of proposed rulermaking that, if enacted, would shorten renewal form to postcard size for all AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (Broadcasting, June 9).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $5.5 million to $8 million over full term (Broadcasting, Aug. 21, 1978). Committee also has negotiated new agreement—Broadcast Music Inc., licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (Broadcasting, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (Broadcasting, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (Broadcasting, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade, and, in siding with District Court, dismissed complaint. CBS has petitioned for rehearing en banc.

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (Broadcasting, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural changes within industry promise most hope of new competitive condition" but that although "there is no question that the commission has jurisdiction to regulate networks, network-affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (Broadcasting, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcast—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation decision and the public's growing desire for "severe" barrier to development of more networks (Broadcasting, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly
power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (Broadcasting, June 23).


Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to preempt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10, 1979). World of pay cable was shaken up April 24 when Getty Oil Co., and four major Hollywood motion picture companies announced that they were forming joint venture to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (Broadcasting, April 28).

Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 10th Century-Fox Film Corp. FCC has voted to repeal rule limiting one STV to market (Broadcasting, Oct. 1, 1979).

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif) and S. 1552 by Senator Harrison Williams (D-N.J.) (Broadcasting, Aug. 20, 1979). Danielson bill is being marked up by Representative Robert Kastenmeier (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (Broadcasting, Nov. 19 and Dec. 3, 1979).

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction of preemption of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (Broadcasting, Sept. 10, 1979). Comments have been filed (Broadcasting, March 31).

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newspaper and private homes and offices, even if occupants (are) suspected of crimes) and jailing of New York Times reporter M.A. Farber (for refusal to turn over notes to New Jersey court) have spurred new wave of bills in Congress to protect press (Broadcasting, Jan. 29, 1979). After Stanford Daily decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court, and Carter administration introduced legislation to overcome effects of Stanford Daily (Broadcasting, April 8, 1979). It underwent hearings last spring in House (Broadcasting, May 28, 1979). House Judiciary Committee approved version of such legislation, rejecting move to limit provision only to news media. Bill will now go to House floor. Senate Judiciary Committee, meanwhile, approved bill limited to journalists, as suggested by administration (Broadcasting, June 30). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources of story he did while with KAKE-TV Wichita, Kan. (Broadcasting, Feb. 26, 1979). And court's Herbert v. CBS decision opens journalist's thought processes to scrutiny in libel cases (Broadcasting, April 23, 1979).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (Broadcasting, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking toward development of new television receivers. (Broadcasting, Feb. 20, 1978). Commission has also adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1978).

Earlier this year, it set up new task force to work toward UHF comparability and made plans to spend up to $610,000 on project (Broadcasting, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (Broadcasting, Sept. 17, 1979). Second report, released in March, seeks number of possible technical gains for transmitters that would narrow VHF advantages (Broadcasting, March 10).

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

WARC. President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (Broadcasting, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 kHz, shortwave frequencies were increased by about 500 kHz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 808-890 MHz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 MHz and from 890 to 960 MHz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (Broadcasting, Dec. 24, 1979).
**Datebook**

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<tr>
<td>Nov. 9-14</td>
<td>Society of Motion Picture and Television Engineers 122d technical conference and equipment exhibit, Hilton hotel, New York.</td>
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<tr>
<td>Nov. 19-22</td>
<td>Society of Professional Journalists, Sigma Delta Chi national convention, Hyatt hotel, Columbus, Ohio.</td>
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<td>Dec. 10-13</td>
<td>Western Cable Show, Disneyworld resort, Anaheim, Calif.</td>
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Additional meetings are listed in the document text.

**August**

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<tr>
<td>Aug. 3-5</td>
<td>South Carolina Broadcasters Association meeting, Hyatt on Hilton Head, Hilton Head.</td>
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<tr>
<td>Aug. 3-7</td>
<td>Cable Television Administration and Marketing Society annual meeting, St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.</td>
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<td>Aug. 5</td>
<td>Radio Advertising Bureau conference for radio salespeople, Sheraton Inn Towne, Albany, N.Y.</td>
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<tr>
<td>Aug. 5</td>
<td>Radio Advertising Bureau conference for radio salespeople, Sheraton Inn Towne, Albany, N.Y.</td>
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</table>

This week

**July 8** - National Association of Broadcasters EEO compliance workshop, KMGH-TV, 123 Speer Boulevard, Denver.

**July 11-15** - Arbitron Television Advisory Council meeting, Castle Harbour hotel, Bermuda.

**July 10** - National Association of Broadcasters EEO compliance workshop. NBC, 30 Rockefeller Plaza, Room 1533, New York.

**July 11-13** - Oklahoma Broadcasters Association summer convention, Shangri-la, Atlon.


**Also in July**

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

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

**July 15** - National Association of Broadcasters EEO compliance workshop. Chamber of Commerce Building, 301 Camp Street, New Orleans.

**July 15** - Radio Advertising Bureau Idearama for radio salespeople. Sheraton Airport Inn, Minneapolis.


**July 18-20** - Eighth annual National Gospel Radio Seminar, Dunley Dallas Hotel, Dallas.

**July 19-20** - American Women in Radio and Television board of directors meeting, WCCO-TV Minneapolis.


**July 22** - Radio Advertising Bureau Idearama for radio salespeople, Sheraton Old Town, Albuquerque, N.M.

**July 22** - Radio Advertising Bureau Idearama for radio salespeople, Ramada Inn, Evansville, Ind.

**July 24** - Radio Advertising Bureau Idearama for radio salespeople, Holiday Inn, Muscatine, Iowa.


**July 24** - Radio Advertising Bureau Idearama for radio salespeople, Holiday Inn Northwest, Oklahoma City.


**July 24-26** - Louisiana Association of Broadcasters summer convention, Regency hotel, Shreveport.

**July 24-26** - United Press International Broadcasters of Louisiana meeting, Hilton hotel, Baton Rouge.

**July 27-29** - California Association of Broadcasters meeting, Del Monte Hilton, Monterey.

**July 27-31** - Community Antenna Television Convention, CCOS, 80, Snowmass, Colo.

**July 28-31** - New York State Broadcasters Association 19th executive conference, Otesaga hotel, Cooperstown, N.Y.

**July 29** - Radio Advertising Bureau Idearama for radio salespeople, Royal Villa, Raleigh, N.C.

**July 29** - Radio Advertising Bureau Idearama for radio salespeople, Marriott Inn Airport, Cleveland.

**July 29** - Radio Advertising Bureau Idearama for radio salespeople, Red Lion Motor Inn, Sacramento, Calif.

**July 29** - Radio Advertising Bureau Idearama for radio salespeople, Marriott hotel, Kansas City, Mo.

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


**July 31** - Radio Advertising Bureau Idearama for radio salespeople, Marriott Inn, Las Vegas, Nev.

**July 31** - Radio Advertising Bureau Idearama for radio salespeople, Richmond Hyatt House, Richmond, Va.

**July 31** - Radio Advertising Bureau Idearama for radio salespeople, Travelodge international hotel at Los Angeles Airport.


**July 31-Aug. 1** - Arkansas Association of Broadcasters meeting, The Arlington Hot Springs.
GOOD NEWS FOR SMALL STATIONS.

No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats—from Rock to Bach—a common thread of listeners of all formats is their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

Associated Press Broadcast Services
50 Rockefeller Plaza New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name ____________________________________________
Station ____________________________
Address __________________________________________
Phone ____________________________________________

You may never see
the world's greatest apple picker.*

But...your food sales will really pick up with WKZO-TV.

Last year, nearly $1.1 billion
was spent in food stores in the
Grand Rapids—Kalamazoo—
Battle Creek ADT. According to
the May 1979 Arbitron Report,
that makes it the 31st market in
food store sales.

If you want to reach these
hungry consumers, it makes
good sense to consider the num-
ber one television station in the
market—WKZO-TV. It's first in
both DMA rating and share in
total women from 9 a.m. to
Midnight, Sunday through Sat-
urday**. Be sure to ask your
Avery-Knodel representative for
more information about WKZO-TV.

* The greatest recorded perfor-
manoe was 143 U.S. baskets picked
in 8 hours by Geoffrey Cash at
Battlow, N.S.W., Australia, on

** Nielsen Viewers in Profile, May
1979.
October

Oct. 1 — New deadline for comments in FCC rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-100) and inquiry to streamline rules to expedite processing (Docket 80-130). Replies are due Dec. 1, FCC, Washington, D.C.


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


Oct. 8-10 — National symposium on videodisk programming sponsored by Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska- Lincoln and Office of Engineering Research, Corporation for Public Broadcasting, University of Nebraska-Lincoln. Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2944.


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


Oct. 11 — Florida Association of Broadcasters meeting. South Seas Plantation, Captiva Island, Fort Myers.


Oct. 15-16 — Society of Cable Television Engineers annual fall meeting on "Emerging Technologies." Playboy Club Resort and Conference Center, Great Gorge, N.J.


Oct. 16-19 — American Women in Radio and Television southwest area conference. Airport Marina, Albuquerque, N.M.


Oct. 27-29 — Mid-America CATV Association 23rd annual meeting and show. Williams Plaza hotel, Tulsa.

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Open Mike

Beyond the pale?

EDITOR: The National Association of Broadcasters is awakening, finally, to the greatest threat ever faced by our industry. The FCC's proposals [to increase the number of radio stations] are invalid because they ignore the statutory allocation standards which Congress imposed upon the commission. Section 307(b) of the act states, "The commission shall make such distribution of licenses, frequencies, hours of operation, and power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same.'"

The commission proposes to adopt standards that will permit the assignment of frequencies to communities on demand if they are electronically feasible, without regard to congressional priorities, without regard to population criteria, with no regard to intermixture considerations and without regard to economic considerations. The commission holds that it is enough to justify allocation of a frequency if a proponent is willing to take an entrepreneurial risk. — Roger A. Neuhoff, president, Eastern Broadcasting Corp., Washington.

Vive la difference

EDITOR: I was appreciative of the "Monday Memo" of June 9, featuring comments by John Gudelanis, vice president of Bozell & Jacobs.

Gudelanis has had measurable success with radio because he has learned that all radio stations are not alike. It is refreshing to encounter agency and creative people who realize the importance of tailoring commercials to the format of the station. Although his point seems obvious, Gudelanis might be interested to know that thousands of radio advertisers have yet to learn this principle. As a station operator who has had to decline broadcast schedules because of inconsistency in the commercial's creativity versus the format of the station, I heartily endorse Gudelanis's position. — Craig Hanson, station manager, KFSI-FM Salt Lake City.

Back at 'Back to Basics'

EDITOR: Your editorial, "Back to Basics" (June 23), appears confused. Did BROADCASTING really mean to suggest that public television has failed in providing educational children's programming? Do you really mean to suggest that the existence of public television excuses commercial broadcasting from the responsibility to deliver any meaningful programming for young viewers?

Have you ignored the award-winning, pioneering role public television has played in this country in the development of quality children's series like: Sesame Street, Electric Company, Zoom, Mister Rogers' Neighborhood, 3-2-1 Contact, Once Upon a Classic, Studio See, Feelings, Freestyle, Getting Over, Music, Watch Your Mouth and Our Story?

Nationwide, public television stations target about 38% of their entire schedules toward children and youth programming. Moreover, 61% of all American families with kids under 6 tune to public television in an average week.

And how about the responsibility of commercial broadcasters? Did the government intend that public television be an exclusive haven for innovative, nonexploitive children's TV fare? We think not, and a glance at the network schedules will show that neither do commercial broadcasters. — Neil B. Maher, senior vice president, marketing and administration, Public Broadcasting Service, Washington.
Running a tight ship for media efficiency

Waste is an ugly word. When it infects business, it's also expensive.

Rooting out waste requires a new look at productivity—a search that must no longer be confined to labor. Labor is not the only source of waste. Advertisers know that productivity must be enhanced at every level of business. The age of waste is coming to an end; the 1980's will be an era of improved productivity. Successful marketers will be on that track.

Marketing activities harbor waste as do production lines. Broadcast advertising alone can account for large chunks of wasted money, particularly for convenience-product firms that spend as much as 25% of sales on advertising.

Poor or hasty media planning can be the culprit. Use of the wrong media, dissipation in too many media vehicles or the temptation to emulate competition often lead to media waste. One car rental company, deriving 80% of its business from about 25 cities, has used network television for years because that's what its bigger competitor does. This is no exception. Far too many advertisers disproportionately allocate media to national spending, while their sales are much more concentrated.

Ineffective audience segmentation analysis of media causes waste. This may arise from incorrect consumer profile definition or poor correlation of target markets to target audience possibilities of media vehicles. One aid, often missed by advertisers, is the inclusion of media usage questions in all consumer research. This would provide some insight into the media habits of target customers that is not a part of most related research.

Even with adept planning, there is frequently little or no feedback analysis that tracks sales relative to media spending by geographic area. Remarkably few national advertisers can reliably pinpoint sales by media market.

Advertisers would benefit by regarding each DMA or ADI unit as a microcosm of 'national' market for media planning purposes. Each market would require cost justification of media expenditures by productivity of sales results. Too little attention is paid to the enormous regional differences that exist, as reflected in the highly variable brand development indices from one area to another.

We really must explode the myth of a national, homogenized mass market. More and more marketers are paying keen attention to market segmentation. Most national advertisers need 200 media plans—one for each media market—rather than one plan that tends to blur differences in sales potential and results.

Conceptual and planning weaknesses are not true of all marketers. Many use great care and skill. Unfortunately, the edge gained through astute planning is often lost in hasty, thoughtless or unskilled execution. This is an insidious waste, where the greatest drain of media dollars may occur, undisturbed by efforts to trim it.

Urgency in eliminating media waste may be strong at the top of marketing management, but it is usually diluted as the responsibility for execution passes down the line. At the placement level, many marketers abandon their vigilance. They either lack the knowledge of the extent of negotiability, or they are unwilling or unable to involve themselves in these bulky details. But these are tremendous trifle. Cost savings will escape unless they are dealt with, and what's worse, the loss will never be known.

Communicating this urgency to the media buyer, who finally converts the media plan to reality, is a difficult art. Ideally, it should sensitize the buyer to spend the client's money as if it were his own.

The experiences of productivity gains on other business levels are instructive; they can provide fresh insights into increasing media productivity. Advertisers can indeed cause the media buyer to spend as if it were his own money by making it precisely that.

Incentive policies, so effective in generating productivity in other realms, may furnish the missing ingredient. Incentive provides a continuous, automatic and systematic method of cutting waste from media spending. This goal filters through from the top of marketing management to the front line. Best of all, it is self-generating and result-oriented. It does not require daily superintending. It becomes a reliable and pervasive program of action.

Incentive compensation of the media buying agent must hinge on delivered performance, or it means little. The buyer should not be paid an automatic percentage of what is spent. This is a disincentive to save.

Although incentive compensation, based on delivered performance, is an unconventional approach to media buying, it is not an extreme view. It is rather a conservative one that applies to virtually all of a company's business with suppliers. Breaching this principle is the exception.

Incentive-based compensation of media buyers makes utmost sense in a highly negotiable market. It is the only reliable assurance that the buyer is constantly probing for the lower parts of the range of negotiability, a range that sees swings of 100% or more. Our firm once bought a 30-second TV spot in New York for $150 at the same time another advertiser paid $800 for precisely the same participation.

Swings are not normally that great, but they are sufficient to make the effort worthwhile. Even a 10% savings can be a great deal of money—dollars that can be put to better use.

Cost-efficient media execution only begins with schedule placement. Scrutiny must continue throughout the campaign, including total affidavit examination that measures the quarter-hour rating performance of every spot on a post-buy basis.

There is a law, akin to Murphy's, that media buys tend to suffer degradation from purchased rating levels when measured on a post-buy analysis. This loss is only checked systematically when the buyer has the incentive to do so. When the media buyer's compensation depends on it, the advertiser has the best possible assurance that maximum efficiency will be pursued. And it does not require incesant, fruitless prodding.

Fresh approaches, like incentive applications to media execution, will improve media performance in the 1980's. Removing the silent waste is a worthwhile pursuit at any time. In the coming decade, it may for many firms become an economic lifeline.
Not if you own a Harris TC-80A! This is the camera that’s designed to keep pace with developments in video technology, to keep you ahead of the competition. Our TC-80 customers can be as current now as they were when they bought their cameras—for as new technology has been introduced, it has been made available for every TC-80. For instance:

- The Harris TC-80A was one of the first cameras designed to accommodate Diode Gun Plumbicon® pick-up tubes....yet this did not obsolete older TC-80s. A single plug-in PC board allows quick conversion.

- The TC-80A introduced Highlight Handling to the industry...without obsoleting older TC-80s. An adaptor kit adds this feature.

- The TC-80A triaxial cable system is optional. It can be bought with the camera, or added later to any TC-80.

- Now Harris’ TC-80A is available with full automatic computer set-up that controls all automatic camera functions, and sets up according to parameters preset in the computer at the factory or by the customer. Each camera is provided with its own microprocessor, allowing optimum performance from each TC-80A. Again, this does not obsolete previous TC-80s. The computer set-up system is designed for use with any TC-80.

If you want to keep up with advances in camera technology, look to the Harris TC-80A. It will provide top performance today, and for years to come. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301. 217/222/8200.
CENTURY’S SUCCESS
IN CHICAGO...
A TRADITION.

Winning traditions are built, not born. We started building ours in 1964 with WLOO/FM 100, a station that has since established itself as one of Chicago’s and the nation’s premier adult audience outlets. The next step: our purchase and reprogramming of WAIT/AM 82 in 1979. And now, we’re proud to announce that the Century Combination in Metro Chicago—WLOO/FM 100 and WAIT/AM 82—is attracting more 12+ listeners, for the entire broadcast week, than any other of Chicago’s AM and FM stations. These figures are based on Arbitron ratings for January/February 1980.

Chicago’s New Century Combination—just another reason why Century, exclusively in radio, has become America’s most successful independent radio operator and entertainer.

A Century of Entertainment.

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<tr>
<th>WLOO/FM 100</th>
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NBC stations inch upward in May sweeps

Tighter network race is reflected in Arbitrons as ABC and CBS battle for top spots and also-ran picks up viewers in majority of markets

ABC's TV affiliates and those of CBS ran nip and tuck for prime-time leadership in Arbitron's May sweep, but the clear winners—in terms of audience gains from a year earlier—were NBC's.

CBS appeared to win it in total homes delivery while ABC edged in front in number of affiliates taking first place in their markets. Although still in third place in both total homes and first-place rankings, NBC affiliates showed audience increases in more than three-fourths of their markets.

NBC researchers, based on Arbitron's 8-11 p.m. NYT reports for all 215 markets, showed ABC affiliates delivering 12,195,-
000 homes per average quarter-hour, as against 11,887,000 for CBS affiliates and 11,429,000 for NBC stations. That put ABC 2.6% ahead of CBS and 6.7% in front of NBC.

CBS researchers said their 8-11 p.m. calculations agreed that ABC was slightly ahead in homes delivery, but that when the "other" prime-time hour—7-8 p.m. NYT on Sunday—was added in, CBS came out first with a 12,167,000 average, to ABC's 11,995,000 and NBC's 11,273,000.

By this reckoning, CBS was up 1.4% on ABC and 7.9% on NBC.

ABC researchers, using still another basis for comparison—8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday, with all local programing excluded—agreed that CBS led in homes, though their figures were somewhat different: 12,139,000 for CBS, 11,972,000 for ABC, 11,174,000 for NBC.

In markets where all three networks have affiliates, CBS's count put ABC outlets in first place in 54, CBS affiliates in 52 and NBC affiliates in 39. NBC's count gave ABC one fewer first-place rank but jibed with CBS's in other respects.

CBS and NBC affiliates both had 52 second-place finishes and ABC had 33, while third place was occupied by 50 ABC, 46 NBC and 33 CBS affiliates, according to the Nielsen compilations. All counts include ties.

Compared with a year ago, NBC reported gains in home delivery in 135 markets and declines in 25, with CBS up in 110 and down in 41, and ABC up in 12, down in 151. CBS's complications put NBC up in 137 markets, down in 28; CBS up in 110, down in 41; ABC up in 11, down in 154. ABC, using a different base, had NBC up in 128, down in 29; CBS up in 116, down in 35, and ABC up in 13, down in 149.

In the top 100 markets, ABC had 40 first places, CBS 37 and NBC 26, including ties (see table).

This table shows the May prime-time rankings of TV network affiliates in the top 100 ADI's (areas of dominant influence), as extracted by Broadcasting from NBC researchers' compilations covering all 215 Arbitron markets. The numbers in the HH column represent thousands of homes delivered in average quarter-hour (add 000). The percentages (%) represent changes from the May 1979 sweeps; dashes (—) indicate no affiliate in the market. Boldface numbers indicate the top network in each market. The household figures are from Arbitron's station daypart section, Sunday through Saturday, 8-11 p.m. NYT. They include any local programing that may have been presented during those hours but do not include Sunday 7-8 p.m. NYT. The measurement period was April 30-May 27.

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<td>8 Washington</td>
<td>178</td>
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<td>19 Baltimore</td>
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<td>9 Cleveland</td>
<td>250</td>
<td>15 Miami</td>
<td>162</td>
<td>20 Hartford-New Haven, Conn.</td>
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<td>10 Dallas-Fort Worth</td>
<td>200</td>
<td>16 Atlanta</td>
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<td>11 Pittsburgh</td>
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<td>12 Houston</td>
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<td>18 Tampa-St. Petersburg, Fl.</td>
<td>133</td>
<td>22 Indianapolis</td>
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Top of the week: ABC stations inch upward in May sweeps.

But, overall: A decline in network TV audience shares in prime time during May and June is puzzling network researchers. It comes when total TV usage is up, so some wonder whether it signals the beginning of a trend. Nobody knows for sure what it means, and some aren't sure it means anything. They want to wait and see if it keeps happening.

Nielsen figures show that prime-time homes using TV (HUT) levels in May were up 2% from a year ago and in June rose 1% above June 1979. But at the same time, the networks' combined prime-time ratings were dropping. For the second quarter, the three-network average was 46.7, or 2% below the second quarter of 1979. Combined network shares in the same period dropped by about 3.5%, to 83% of viewing households. With TV usage up, the missing network viewers must be going somewhere—to watch independents, public broadcasting, cable, pay cable or home videocassette recorders, or to play video games. But it isn't clear where they're going. "It could be the beginning of a trend;" one network research executive said, "but we have to look at a lot more data. And with the political conventions and campaigns, the third quarter is going to be atypical, so we probably won't get another clear look until the fourth quarter." He also noted that even with the rating decline, total network audience is up, thanks to the increase in TV homes since a year ago. In second quarter 1979, he said, the average combined-network prime-time audience was 35,- 540,000 households, whereas in this year's second quarter it was 35,630,000.
### TOP OF THE WEEK

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tr>
<td>HH</td>
<td>% change</td>
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<td>23 Sacramento-Stockton, Calif.</td>
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<td>Portland, Ore.</td>
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<td>San Diego</td>
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<td>Milwaukee</td>
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<td>Kansas City, Mo.</td>
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<td>Cincinnati</td>
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<td>Buffalo, N.Y.</td>
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<td>Nashville</td>
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<td>Charlotte, N.C.</td>
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<td>Memphis</td>
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<tr>
<td>New Orleans</td>
<td>91</td>
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<tr>
<td>Columbus, Ohio</td>
<td>103</td>
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**Grand Rapids-Battle Creek**
- Kalamazoo, Mich. 58 | -18 | 78 | 1 | 81 | 31 |
- Providence, R.I. 108 | -9 | 65 | 7 | 114 | 21 |
- Oklahoma City 84 | -28 | 69 | -8 | 73 | 13 |
- Orlando-Daytona Beach, Fla. 85 | -19 | 74 | -5 | 84 | 2 |
- Charleston-Huntington, W. Va. 70 | -11 | 83 | 20 | 103 | 6 |
- Raleigh-Durham, N.C. 85 | -9 | 92 | 11 | 28 | 33 |
- Louisville, Ky. 57 | -22 | 83 | 8 | 78 | 10 |
- Dayton, Ohio 73 | -4 | 92 | 2 | 58 | 5 |
- Harrisburg, Pa. 57 | -12 | 91 | -11 | 88 | 22 |
- Norfolk-Portsmouth-Newport News-Hampton, Va. 71 | -19 | 81 | 8 | 71 | 15 |
- Salt Lake City 69 | -17 | 74 | 19 | 72 | 24 |
- Albany-Schenectady-Troy, N.Y. 80 | -16 | 64 | -3 | 81 | 1 |
- Birmingham, Ala. 119 | -14 | 36 | 0 | 80 | 4 |
- Scranton-Wilkes Barre, Pa. 93 | -15 | 58 | 0 | 71 | 0 |
- San Antonio, Tex. 74 | -9 | 78 | 5 | 67 | 5 |
- Piri-Saginaw-Bay City, Mich. 84 | -17 | 40 | 21 | 63 | 14 |
- Greensboro-Winston Salem-High Point, N.C. 77 | -14 | 83 | 14 | 73 | 17 |
- Wichita-Hutchinson, Kan. 59 | -8 | 61 | 20 | 59 | 9 |
- Little Rock, Ark. 80 | -4 | 65 | 2 | 71 | 3 |
- Toledo, Ohio 64 | -7 | 78 | 16 | 75 | 17 |
- Tulsa, Okla. 75 | -5 | 65 | 10 | 50 | 6 |
- Shreveport, La.-Texarkana, Tex. 62 | 8 | 78 | 13 | 54 | -10 |

### InBrief

Word from White House as short work week ended on Thursday was that staff had not yet forwarded recommendation on FCC appointment to President Carter. Published report that staff had recommended Peter Lopez, 31-year-old Los Angeles attorney, was termed “not true” by one knowledgeable source. Others in administration say Lopez, who majored in electrical engineering at University of California at Los Angeles, then studied communications law at UCLA and is now with major entertainment firm of Mitchell, Silberberg & Knupp, is favorite of number of staffers. But one aide said, “Different people here have different favorites.” And Commissioner James H. Quello, who wants renomination, is said to be still in running, along with several other candidates.

**Official green light has been given to “Solid Gold,” first weekly series from Operation Prime Time, with Bob Banner Associates producing 44 first-run hours at budget said to be highest in syndication history: $300,000 per show. Solid Gold line-up for Sept. 12 start has 144 stations. Show is distributed by Paramount Television.**

**FCC Chairman Charles Ferris has responded to National Association of Broadcasters request for formation of government-industry committee that would study all aspects of radio allocations with letter that indicates his mind is open and decision can be reached around first of August.**

House Commerce Committee met last week to begin mark-up of H.R. 6121, bill introduced by Representative Lionel Van Deerlin (D-Calif.) to amend common carrier sections of Communications Act, but lack of quorum—eight of 42 members present; six short of required number—meant postponement. Representative Harley Staggers (D-W.Va.), chairman of committee, said legislation, which he termed “equitable and fair,” would be first order of business when Congress returns to work end of month. Van Deerlin, calling consideration of bill “urgent,” predicted measure could be on House floor for vote after two or three days of mark-up.

Media Network Inc., New York, which sells advertising inserts and pays fees to magazines carrying them, is moving into cable television with comparable concept and has engaged Thomas P. Sassos, vice president-director of local broadcasting, Ogilvy & Mather, to head new unit. Sassos initially is signing up cable systems in New York area that take Cable News Network and says he has lined up systems with more than 500,000 households. First client, Chase Manhattan Bank, will advertise in two of 12 minutes CNN provides to local operators.
High court bars trials held in secret

In Richmond Newspapers case, justices base 7-1 decision on First Amendment grounds, conclude press and public have historical right; Gannett ruling on pretrial proceedings, however, stands.

The Supreme Court, which has drawn considerable criticism for an alleged lack of concern for the First Amendment, managed last week, in its final decision day of the 1979-80 term, to offset some of it. In a case brought by the Richmond Newspapers Inc., publisher of the News Leader and Times Dispatch, the court held, by a 7-1 margin, that the press and public alike have a First Amendment right to attend criminal trials.

In the process, as Justice John Paul Stevens said in a concurring opinion, the court marked a "watershed." For the first time, he noted, the court has held that the "acquisition of newsworthy matter"—as well as its dissemination through the press—is entitled to First Amendment protection.

The court's opinion, written by Chief Justice Warren E. Burger and joined in by Justices Byron White and John Paul Stevens, acknowledged that there is no explicit constitutional right to attend criminal trials or to gather news. But it said that "fundamental rights, even though not expressly guaranteed, have been recognized by the [Supreme] Court as indispensable to the enjoyment of rights explicitly defined," and added: "We hold that the right to attend criminal trials is implicit in the guarantees of the First Amendment; without the freedom to attend such trials, which people have exercised for centuries, important aspects of freedom of speech and of the press could be eviscerated."

At another point, the opinion said that the First Amendment's "expressly guaranteed freedoms share a common core purpose of assuring freedom of communication on matters relating to the functioning of government. Plainly, it would be difficult to single out any aspect of government of higher concern and importance to the people than the manner in which criminal trials are conducted.

The extension of the First Amendment's protection to newsgathering is seen also in a concurring opinion by Justice William J. Brennan Jr., in which Justice Thurgood Marshall joined. He said the First Amendment "embodies more than a commitment to free expression... it has a structural role to play in securing and fostering our system of government."

The Burger opinion did not disturb the court's opinion in the Gannett vs. DePasquale case, which held that neither the press nor the public has a constitutional right to attend pretrial proceedings (BROADCASTING, July 9, 1979). And the Burger and three concurring opinions, in which a total of seven justices participated, did not say that the First Amendment right to attend trials is absolute: A trial judge may impose "reasonable restrictions on access" in the event of an "overriding interest" in such restrictions, Burger wrote. He did not define "overriding interest"—an omission that worried some news executives.

Still, the opinions were greeted with considerable relief by media representatives who had awaited the court's decision with some trepidation.

"The sum of the opinions supporting the judgment... is a thrilling affirmation of the First Amendment rights of the press to gather news in public places," Curtis Beckmann of WCCO(AM) Minneapolis, president of the Radio-Television News Directors Association, said.

Independent presidential candidate John Anderson will appear twice daily on NBC-TV's "Today" show, July 14-18 to comment on GOP convention. Interviews will be taped and satellite from Europe where he will be touring. NBC contends it will have no equal-time problem since interviews will appear during Today, which has been exempted as news show from equal time requirements. FCC, should complaint be filed, will have several questions to decide: whether particular segment of show cannot be exempt; is day-to-day interview news event; and is Anderson employee of NBC for all intents and purposes, or interviewee? However, chief technically in NBC's favor, is that Reagan and Carter aren't formal party presidential nominees, and thus not qualified for equal time.

Scientific-Atlanta has expanded its range of products with purchase of Systems Communications Cable Inc., Phoenix, for $5.5 million in cash and stock. According to Harry Topliss, S-A's vice president, finance, SCC had revenues of approximately $12 million over last 12 months, primarily on sales of coaxial cable to cable television industry. Topliss said SCC is closely held corporation, 80% owned by Entwistle Co., Hudson, Mass., machinery manufacturer. Nat Marshall will continue as president of SCC which will become part of S-A's Cable Communications Division, Topliss said.

Scott Robb, former NBC Washington attorney, and John N. Catlett, former station manager with CBS, are forming ad hoc committee to promote rapid introduction of AM stereo. Catlett, who wouldn't disclose names of other broadcasters involved in formation until later this week, said group will advocate marketplace concept—that FCC approve all five proposed stereo systems—in belief it is best way to speed much-needed stereo to AM broadcasters.

Jack Landau, of the Reporters Committee for Freedom of the Press, said the opinion as a "double victory for the First Amendment." He said it should guarantee for the public "three years to come" the right to attend and to be informed about criminal trials. And he said it establishes "clearly for the first time that there is a First Amendment right of the press to gather information about government institutions."

Vincent T. Wasilewski, president of the National Association of Broadcasters, saw the opinion as an "olive branch," extended to the news media by the court. He also suggested it could provide support for broadcasters' efforts to gain judges' approval of radio and television coverage of court proceedings: "In states where camera and microphone access to courts is already granted, America's broadcasters further the Supreme Court's newly restated goal that 'newsvoting' of a judicial proceeding is a requirement... ."

And Gannett Co.'s chairman and president, Allen H. Neuharth, found the opinion "encouraging." But he also expressed the hope that it "reflects a significant change in the court's attitude on criminal proceedings." Like the others praising the opinion, Neuharth indicated he wished the court had reversed or modified its decision in the Gannett case.

The only discordant note among the general expressions of approval of the court's action was sounded by Justice William H. Rehnquist, in the sole dissenting opinion. He saw the decision as an improper assertion of power over the administration of justice in the states. The issue in the case, he said, is not whether the right to a free press or the right to a fair trial is paramount. Rather, it is whether the Constitution prohibits what the trial judge in the Virginia state court system did in the case. Rehnquist said he could not find such a prohibition.

The ninth justice, Lewis Powell, a former Richmond lawyer and state official,

In Washington □ U.S. trade representative hearing Wednesday (July 9) on retaliatory actions U.S. television stations are asking government to take against Canada as result of its tax policy designed to curb Canadian advertising on U.S. TV stations. Next day, Thursday July 10, National Cable Television Association's executive committee meets. At FCC □ Advisory committee meets July 8 to discuss studies in works in connection with Region 2 (Western Hemisphere) conference on developing plan for use of AM band. Also on that day, comments are due in commission's inquiry into providing UHF television service for New Jersey (Docket 79-269-70). On air □ ABC News Closeup: Lights, Cameras... Politics, documentary on TV and political process, is scheduled for Friday (July 11) at 8 p.m. NYT, and features network news chiefs, anchors and correspondents from ABC and CBS but only NBC interview was with News President William Small.

Broadcasting Jul 7 1980
The Richmond Newspapers decision may clear up the confusion surrounding the court's intent in the Gannett case. Judges throughout the country interpreted it differently, some applying it to trials as well as to pretrial proceedings. The decision led to the unprecedented spectacle of five Supreme Court justices breaking their customary silence on such matters to express their conflicting views on what the ruling meant.

The Richmond Newspapers case reached the Supreme Court after the Virginia Supreme Court, in an opinion written by Justice Blackmun in a dissent, handed down a decision that was handed down, cited in holding that a trial judge in Hanover county acted properly in September 1978 in clearing the court of press and public in a murder case after the defendant's attorney requested a closed trial and the prosecutor did not object. Judge Richard H.C. Taylor had acted under the authority of a state statute.

The bulk of Burger's argument that the Constitution requires that trials in all but exceptional cases be open to press and public is historical. Indeed, Burger wrote: "The origins of the proceeding which has become the modern criminal trial in Anglo-American justice can be traced back beyond reliable historical records."

Openness, he said, gave an assurance that the proceedings were conducted fairly. It discouraged perjury, the misconduct of participants or decisions based on bias. In addition, Burger said, open proceedings serve the "prophylactic purpose" after a "shocking crime occurs" of providing an outlet for community concern and hostility.

Justice Brennan expressed a similar view, describing public trials as a structural necessity in the American judicial system. "Secrecy is profoundly inimical to [the] demonstrative purpose of the trial process." But he, too, said that the court's opinions hold that "any privilege of access to government information" is not unlimited but is subject to a degree of restraint dictated by countervailing interests in security—a position echoed by Justice Potter Stewart, author of the Gannett decision, in his concurring opinion.

The case not only provided the court with an opportunity to clarify its decision in Gannett. It offered two of the justices who had been in the minority last year to vent some still smoldering feelings.

Justice Harry A. Blackmun, who had written the 44-page Gannett dissent in which three justices joined, said, "The court's return to history is a welcome change in direction," and added, "It is gratifying . . . to see the court wash away at least some of the graffiti that marred the prevailing opinions in Gannett."

He remains of the opinion, as expressed in his opinion in the 1979 case, that the right of the public and of the press to attend criminal trials is found in the Sixth Amendment's guarantee of a public trial. The First Amendment route chosen by the other justices he found "trouble-some"—a reference to the lack of precision with which the justices discussed the limitations they say could be imposed.

Under the Sixth Amendment standard recommended by the dissenters in Gannett, criminal proceedings could be closed only when "strictly and inescapably necessary." And Justice Byron White, in yet another of the concurring opinions, said the Richmond Newspapers case would not have been necessary if the court, in Gannett, had construed the Sixth Amendment as the dissenters suggested.

But, Blackmun said, "with the Sixth Amendment set aside," he is forced to conclude, "as a secondary position, that the First Amendment must provide some measure of protection for public access to the trial!"

**Mudd makes his move to NBC News**

Pathway from CBS is cut deeper as heir to Cronkite, leaves for duties as chief Washington correspondent

Roger Mudd, the CBS News correspondent who lost out to Dan Rather as the successor to Walter Cronkite on the CBS Evening News, will join NBC News next year as chief Washington correspondent.

The announcement last week ended months of speculation about Mudd's future—indeed, a Roger Mudd-watch since mid-February when CBS broke the news that it had given Rather the nod as its chief anchor and managing editor.

NBC provided scanty details regarding Mudd's contract and said it had not yet been determined when he would come on board. Mudd too refrained from specifics, claiming he wanted to wait first for some indication from CBS about when he would "get my freedom."

Mudd's compensation for his new job was not revealed; however, it's undoubtedly higher than the $300,000-$350,000 salary one reliable source indicates the newsman drew at CBS.

Contractually, Mudd is tied to CBS until the end of this year, and according to a CBS spokesman, that network plans to hold on to him for the duration. (That would, of course, keep him out of NBC's convention and election coverage.) As for his responsibilities at NBC, Mudd said that he would be a "full participant in the news department" and do more than just report for the NBC Nightly News. Asked if he had received any assurances about documentary work or other types of broadcasts, Mudd commented, "We'll just really feel our way." While Mudd may have wanted an anchor position, he has been in his later negotiations with ABC and NBC, that apparently is not in store—at least not in the immediate future.

Earlier this month, NBC News President William Small made it clear that, even if Mudd came on, John Chancellor would remain the sole anchor of the NBC Nightly News through 1981.

Regarding Mudd's contract, NBC said he will appear regularly on the evening news and also have a major role in other NBC broadcasts, as soon as his obligation to CBS is over.

Mudd, a veteran of CBS News since 1961, worked 15 years as the network's congressional correspondent, moving in 1977 to national affairs correspondent, a title he holds today along with correspondence for CBS Reports. Since 1960, he has covered national political conventions and national and state elections. A four-time Emmy Award-winner, Mudd this year also received a George Foster Peabody Award for his CBS Reports: Teddy.

Mudd is the latest in a series of CBS veterans moving over to NBC News. Earlier this month, Marvin Kalb was snared as chief diplomatic correspondent. And before him, others to go over included Richard Salant, NBC vice chairman; Small; Leslie Midgley, vice president, special programs, and Sylvia Westerman, vice president and executive assistant to the president.

Unless CBS News has a change of heart, Mudd, off-duty but on payroll since the Rather announcement, won't be able to resume reporting duties until next year. That won't be the first delay he has faced since losing out on the anchor seat. His negotiations with CBS and the other two networks were held up until June 1 as he waited to be contractually free for a new agent, Ralph Mann of International Creative Management.

CBS's on-air report of Mudd's switch was delivered by the man whose selection as Cronkite's successor set the wheels in motion for Mudd to leave. Rather was substituting for the vacationing Cronkite on the evening news.

Rather delivered a tribute, saying that in Mudd's 19 years with CBS, "he earned a virtually unrivaled stature in reporting politics and government." Rather said: "Competition is healthy but we can only wish Roger would still be around to compete with them, not us. Nevertheless we wish him well!"
UCC and NOW join forces in major EEO push

Church's Office of Communication and women's group announce station-by-station investigation of hiring practices and whether job titles are matching performance

For most of the nine years broadcasters have operated under the FCC's equal employment opportunity rules, media reform groups have complained about what they regarded as the slow rate of improvement in the hiring of minorities and women, particularly in policy-making jobs. Indeed, the groups often questioned the validity of the statistics the stations provided the commission. Now, a coalition of religious and civil rights groups is girding for a major effort to evaluate the EEO practices at every radio and television station in the country.

A key objective is said to be a substantial increase in the number of women and minorities in top jobs in broadcasting.

That is one hope. One expectation is that petitions to deny renewal will be filed against stations that fail to correct what are said to be violations of the EEO rules.

The project is being funded initially with a $100,000 grant by the United Church of Christ's Office of Communication, which is regarded as having spawned the citizen movement in broadcasting in the mid-1960's. But the initiative comes from the National Organization for Women, whose Legal Defense and Education Fund conducted a pilot project to examine EEO data of stations in Indiana, Louisiana and Colorado. NOW and the fund are expected to supply additional funds for the project, which will run for three to five years, and foundations and groups that join it will also be asked to contribute.

Besides the Office of Communication and NOW, the New York-based Black Citizens for Fair Media will play a major role in the project to study the hiring, job classification and promotion of women and minorities at the nation's 10,000 radio and television stations.

The project will get under way next fall, when sponsors organize people affiliated with local churches, NOW chapters and minority organizations for training sessions in their communities. Once trained, they will check the employment and affirmative action records of local stations, determine the number of women and minority employees, and compare job classifications with actual responsibilities.

That last will be a key element in the study. Kathy Bonk, of NOW's Legal Defense and Education Fund, said at a news conference announcing the nationwide effort, that the pilot project in Indiana revealed that "reports didn't always match with what was going on at the station."

Religious broadcasters will provide a particular area of interest for the project. NOW researchers in Indiana came across one religious broadcaster who had no public file on employment matters and another whose file was "poor" and who was "abusive" to the researchers.

There is another reason, too, those stations will be of interest, and it does not relate to employment practices. Dr. Everett Parker, of the UCC's Office of Communication, said the project "will also look for fairness doctrine violations, of the kind that caused Dr. [Carl] McIntire to lose his license"—a reference to the commission's denial of renewal in 1970 of WXUR-AM-FM Media, Pa., which had been licensed to an organization headed by the fundamentalist preacher.

But in discussing the project generally, Parker indicated he felt the project itself would assure positive results. "We find that when broadcasters see we're taking an interest in their doing a good job, they do a better job," he said. "So we expect to see a big improvement."

But he also said the Office of Communication is prepared to help with legal assistance—to the amount of $25,000—"where stations won't obey the rules." The Citizens Communications Center will provide legal assistance to the project.

The examination will be conducted on a state-by-state basis and will coincide with the commission's review of license renewal applications. Project representatives will be active in some states up to 12 months before renewal application deadlines to allow for negotiations or the filing of petitions to deny. Stations in other states will be studied following their license renewals to check for a fall-off in EEO performance.

The project's sponsors cited FCC...
statistics to illustrate what they said was the need for the project. In 1979, women accounted for 31.7% and minorities 14.8% of the 169,248 employees in broadcasting, but women held only 21% and minorities 11.7% of the jobs in the top four categories—officers and managers, professionals, technicians and sales workers. And those top jobs cover 80% of all jobs in the industry.

Parker said broadcasters and the FCC under former Chairman Richard E. Wiley attempted to "cut down" the effectiveness of their rules. But he also acknowledged that the commission's EEO rules have made a difference over the past nine years. The percentage of minorities in the top four categories, 11.7% last year, had been only 7% in 1971.

Backers of the project see it as more than an effort to assure more—and higher-level—jobs for minorities and women. They say it will result in more diverse programming. "We find minorities and women are more sensitive to needs of local audiences," said Eleanor Smeal, president of NOW.

And Jose Rivera, a civil rights attorney who is a member of the board of directors of the Corporation for Public Broadcast- ing, sees the project as a "symbol" that the "whipsaw technique" will no longer work. As he described the technique, a broadcaster focuses on hiring women or minority groups—whichever was "the lesser evil," in effect, using one group against the other.

The news conference also provided backers of the project with an opportunity to take issue with FCC Commissioner Anne Jones's remarks critical of the commission's EEO and minority-ownership policies (BROADCASTING, June 16). Parker called the speech "incredible." And Nolan Bowie, director of the Citizens Communications Center, said Jones did not understand the issue, in question, of the commission's effort to promote the hiring of women and minorities in broadcasting. He noted that the Supreme Court, in a case involving the Federal Power Commission, had "recognized the justification" of the FCC's EEO rules.

At least as troubling to Parker as Jones's speech itself, it seemed, was the almost complete silence with which it was greeted at the commission. He wondered if the silence was significant. Commissioner Tyrone Brown, the agency's only black member, offered a public rebuttal (BROADCASTING, June 30). But "the FCC chairman has not spoken out," Parker said, nor has any of the other "white male" commissioners. "You wonder," Parker said, "if she's a walking horse for the commission?"

Although the project will deal only with broadcasters, the FCC's Office of Communication, at least, does not intend to ignore cable television, whose EEO practices and policies have been severely criticized by media reform groups. Parker said the office would investigate EEO practices in the cable television industry under a separate funding. The project, he said, will be announced in the fall.

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**FCC turns back NAB objections to EEO guidelines**

Commission denies they're 'quotas,' says they're only part of picture

The citizen groups that last week declared EEO war (see page 29) march off to battle with regulatory weapons intact. The FCC last week rejected a National Association of Broadcasters petition that asked for reconsideration of the FCC's equal employment opportunity processing guidelines. The FCC said that its guidelines are not "quotas," as the NAB charged, and are used merely to review a licensee's EEO efforts.

It also denied NAB's rulemaking petition seeking a reassessment of the FCC's entire EEO program.

Although the commission's decision came as no surprise, the absence of discussion of the item was the subject of later comment by observers. Commissioners Anne Jones and Tyrone Brown have taken opposing stands on the FCC's EEO policies in recent few weeks (BROADCASTING, June 30), and it had been expected that the other commissioners would align either with Jones in rejecting the policies, or with Brown in endorsing them, when NAB's petition was voted on.

Brown had been out of town June 24 when the item had been originally scheduled for review, and he had asked that it be postponed. Last Tuesday, however, it was Jones who was absent, apparently due to a family problem.

The commission denied the petition on a 6-0 vote, with Commissioner Abbott Washburn dissenting in part. He and Jones had dissented to the commission's application of guidelines to stations with fewer than 10 employees when the standards were adopted in February.

The NAB filed its petition in March, contending that the FCC's new guidelines adopted the previous month (BROADCASTING, Feb. 18) "required rules "and regulations" improperly adopted without the benefit of a rulemaking; that they were "discriminatory, unfair and unrealistic" because they do not take into account the actual workforce availability, and that adoption of the guidelines was "unwaranted" and ignored broadcasters' "good faith EEO efforts."

The FCC Broadcast Bureau staff, in recommending denial of the petition, explained that failure of a station's employment profile to meet the guidelines does not itself trigger commission action. "Rather, the staff inspects the station's EEO efforts, and where evidence of good faith efforts and/or mitigating circumstances are found, the application is cleared for routine processing."

Addressing the NAB's allegation that the new guidelines were "substantive," the staff said that charge is premised on a "misunderstanding" of commission processes. "A prima facie showing that a station's minority and female employment falls within a zone of reasonableness is made," the FCC said, "if the employment profile shows that these groups are being hired in a ratio that meets or exceeds the processing guidelines. However, failure to have such a profile does not mean a station's employment is outside a zone of reasonableness, but it does mean that all factors of that profile must be considered."

The commission stressed that "numbers plus efforts" determine whether EEO conditions would be imposed as part of a renewal.

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**Complex deal nets black-owned AM in Rhode Island**

FCC approves four-way transaction, but in process waives one-to-market rule as Outlet shifts from AM to FM ownership in Providence market

The FCC last week approved a four-party station trade, involving three radio stations and resulting in the first minority-controlled broadcast station in Rhode Island. In the process, however, the commission granted a waiver of the one-to-market rule and let the Outlet Co., a Providence, R.I.-based group owner of four AM's, three FM's and five TV's acquire

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**Portuguese don't count.** The FCC denied Herold Broadcasting Co. a tax certificate for the $750,000 sale of its KVMLAM-KRQGPM Sonora, Calif., to Portuguese American Communications Corp. on the ground that Portuguese are not a "protected minority" as defined by the Office of Management and Budget and the Equal Employment Opportunity Commission. During the commission's discussion of whether or not to grant the tax certificate, Commissioner Robert Lee jokingly said, "If the name was Spanish American Communications Corp., we probably would have granted it." Chairman Charles Ferris said that the problem of distinguishing who is a minority applicant will have to be settled because this particular case and others like it raise the question of whether the commission should follow the established lists of the EEOC and OMB, or whether the FCC should look at each application on an ad hoc basis. Commissioner Abbott Washburn said he would have preferred more information on the applicant and on the population of the community of license. However, the commission majority voting to deny the tax certificate—Ferris and Commissioners Tyrone Brown, Anne Jones and Joseph Fogarty—made it clear that under present commission procedure, which is to follow the lists established by OMB and EEOC, the principals of PACC were clearly not a "protected minority." The Broadcast Bureau approved the assignment last October.

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*Broadcasting Jul 7 1980*
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You buy or lease the receiving dish from the maker at a discount rate we'll arrange. UPI will then credit your account up to $1,200 a year (providing your rate meets our national policy standards) for five years. This way the earth station is yours from day one. You get the investment tax credit and other tax benefits. And you can use your dish to receive any other available satellite services besides UPI the minute it's hooked up.

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United Press International
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WRLM(FM) Taunton, Mass., which is in the same market as its WJAR-TV Providence. The commission was sharply divided on the 4-2 decision, with Chairman Charles Ferris and Commissioner Tyrone Brown dissenting and Anne Jones absent.

The approved transaction will see the license for Audio-Air Inc.'s WRLM(FM) Taunton assigned to Franks Broadcasting Co., for $2.2 million (BROADCASTING, Oct. 8, 1979). Franks in turn, will assign its license for WHIM(AM) Providence to minority-controlled East Providence Broadcasting Co. for $900,000, and receive a tax certificate for so doing (BROADCASTING, Oct. 8, 1979). Concurrently, to avoid any snag on the three-year rule, Franks will exchange WRLM for Outlet's WJAR(AM) Providence, the radio half of its grandfathered AM-TV combination.

In requesting the waiver of the one-to-one-market rule—which forbids an owner from acquiring a radio station in a market where the owner already owns a television station and vice versa—Outlet successfully argued that the only significant change would be a further advancement of the commission's policy of furthering broadcast station ownership by minority groups. As far as its own grandfathered combination was concerned, nothing would really change, Outlet contended. An FM would simply be exchanged for an AM. In effect, Outlet argued, there are two choices: an AM-TV combination in Providence with no minority-controlled stations in Rhode Island or an FM-TV combination in Providence competing with a minority-controlled AM in Providence.

The principal owner of East Providence Broadcasting, buyer of WHIM, is Henry Hampton, a black, and founder and president of Blackside Inc., a Boston-based television and film production company. He has no other broadcast interests.

The commission rejected objections to the deal by three citizen groups. The Spanish Alliance for Broadcasting contended that East Providence proposes no minority-oriented programing. Blacks in Communications seemed to be dismayed by the fact that only one black was doing the representing in this first-time minority station ownership situation. Rhode Island Media Alert alleged that Franks and Outlet were using East Providence to further their own interests at the expense of the public. The commission concluded that these objections raised no substantial and material questions that would warrant further inquiry. It did however, advise Franks that should the commission ultimately adopt a rule prohibiting commonly owned AM and FM stations in the same market, Franks would have to divest of either WJAR or WHY-FM Providence.

Commissioner Brown, who felt it was a "close case," voted against the sale because he feels "we can carry out our minority ownership and multiple ownership programs without violating our multiple ownership rules." He was concerned that a precedent would be set with the deal and was also concerned that the basic reasons for a grandfathering policy were being ignored. "We adopted those policies realizing that grandfathered stations would be an exception, that they [the licensees] will eventually get out or upgrade. Here, the licensee is not saying that the grandfathered station is an exception, but wants to retain the status quo."

Ferris agreed, asking, "How large are we going to build the totem pole in a matrix of transactions to forward that policy. This, as a precedent, I fear, will come back to haunt us."

Commissioner Joseph Fogarty, whose home state is Rhode Island, disagreed, however. "Our policies and rules by themselves are sterile. The commission a long time ago lost its virility by approving distress sales from bad characters to good characters to carry on its minority ownership policies. We must look at what's best for the community listeners," he said.

---

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Subcommittee OK's legislation on crossownership

House unit passes Swift bill that would turn FCC rules on newspaper-broadcast holdings into law and prohibit commission from considering licensee's other holdings and extent of participation in station affairs when license is up for renewal

The House Communications Subcommittee, by a 7-to-0 vote, last week approved legislation that would codify the FCC's colocated newspaper-broadcast crossownership rules. It would also prohibit the commission from considering legal crossownership in license renewals. Nor could the FCC consider the extent to which a renewal applicant participates in the day-to-day administration and operation of the station.

The bill, H.R. 6228, was introduced last December by Representative Allan Swift (D-Wash.), with a full day of hearings held last April (Broadcasting, April 28).

The legislation now goes to the full Commerce Committee for consideration, although no mark-up has yet been scheduled.

Swift's bill received some criticism during hearings, both from broadcasters and public interest groups, the major broadcaster complaint being that the FCC would be stripped of its authority to remain flexible and rethink its ownership rules as conditions change.

But there were no complaints from subcommittee members at the mark-up. With a majority of the subcommittee signing on as co-sponsors of the bill, passage was virtually assured ("Closed Circuit," June 30).

By codifying the FCC's rules, the bill prohibits the grant of a broadcast license to an applicant who owns or controls a daily newspaper if the signal of the broadcast station will encompass the entire community in which the newspaper is published; it requires a broadcast licensee who acquires an interest in a daily newspaper to divest itself—within a year of the newspaper acquisition—of either the broadcast station or the newspaper interest if the signal of the station encompasses the entire community in which the newspaper is published; it prohibits the FCC from renewing the license of a broadcaster that owns the only TV station and the only daily newspaper in a community, or if there are no TV stations licensed to the community and the broadcaster owns the only radio station and the only daily newspaper in the community; it grandfathered existing newspaper-broadcast combinations where there is more than one broadcast station licensed to the community or more than one daily newspaper in a community, but prohibits the transfer of the newspaper-broadcast combination to the same person unless it is in accordance with the disposition of an estate or it does not significantly affect the ownership or control of the station; and it permits the commission to waive any of the above provisions if the licensee demonstrates that a waiver is necessary to serve the public interest.

Section 3 of the bill prohibits the FCC, in a renewal proceeding, from taking into account the licensee's media interests that are in compliance with commission rules, and from taking into account the extent of the owner's daily participation in the operation of the station, unless a violation of commission rules has occurred in the administration or operation of the station.

In addition, Section 4 states that the bill will not affect the enforcement of any federal antitrust law.

Swift said the bill will not stand in the way of newspapers moving into new tech-

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Newsweek backs each series with a full range of free support marketing services including a viewer response system and in-store promotion. Most importantly, your local sponsor is able to receive co-op advertising support from a host of national manufacturers provided by Newsweek.

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nologies, and he thought that limiting the scope of the bill to newspaper-broadcast crossownership was appropriate. "Hopefully next year we'll deal with cable," he said.

A professor examines FCC regulation

In new book, Harvey Levin claims commission policies have promoted broadcaster profit rather than programming diversity; thinks prime-time access rule works

At a time when the FCC is deeply immersed in a study of network-affiliate relations and proposals for deregulation of radio, a book appears saying that the commission's restrictive regulation over the years has helped boost financial benefits for broadcasters without any consequent benefits for the public in diversity or informational programming.

But that history does not persuade Harvey J. Levin, professor of economics at Hofstra University and senior research associate at the Center for Policy Research, in "Fact and Fancy in Television Regulation: An Economic Study of Policy Alternatives," to recommend foregoing regulations, even restrictive ones. He is even supportive of the controversial prime-time access rule, though he does not regard it as adequate to achieve the desired programming diversity.

His principal proposals for achieving programming goals are not entirely new: set minimal standard for news, public affairs and local programming by television stations or collect "licensee rents" from broadcasters through auctioning of broadcast licenses to qualified bidders or a "gross receipts tax for spectrum use" for the benefit of public broadcasting.

The first, which the commission has considered in one form or another for 10 years, is receiving sympathetic attention from some broadcasters who see the percentage guidelines as providing them with the clue they need to assure renewal of their license. And proposals for a "spectrum fee"—whether earmarked for public broadcasting or not—have run into overwhelming opposition on Capitol Hill when advanced in connection with Communications Act rewrite legislation.

But Levin says there are other ways of providing subsidies for public broadcasting. He recalls that the Ford Foundation, in 1966, proposed the creation of a satellite corporation that would serve the networks and generate funds to provide public broadcasting with free interconnection as well as funds for its programming. He also suggests AT&T reduced-rate interconnection for public networks. Again, the benefits for public broadcasting would result from increased rates for the commercial networks.

In any case, Levin sees other proposals as offering little hope for diverting "economic rents"—payments for the use of a resource that are greater than necessary to assure its use—and "supernormal profits" into diverse and "merit programming."

Structural reform—which appears to be a favored approach of commission policy planners—is not denigrated by Levin. He sees benefits and no losses in the separation of newspaper and television ownership and in the entry of new television stations. He calls the commission's rule barring the creation of new broadcast-newspaper crossownerships in the same market a valuable "prophylactic" against abuse of crossownership.

But, he says, neither the entry of new stations nor the policy to diversify station ownership offers "any certain path to more news, public affairs or cultural service, or to greater diversity generally. The most one can say is that the policy on newspaper and group ownership poses no serious threat to industry economics, to diversity or to merit programming. In contrast, only public television offers a decisive contribution to cultural and informational service without commercial losses."

Levin discusses the prime-time access rule in connection with a long look he takes at network operations in general. And he finds more that is worthwhile in the rule than the FCC's Network Inquiry Staff did in its report released two weeks ago (Broadcasting, June 23). He concludes, as did the commission staff, that the rule reduces economic efficiency by increasing distribution costs. But while the staff said the rule has not, and is not likely to, "stimulate local programming and network-quality first-run syndicated programming and reduce the major networks' dominance in prime time," Levin says that what must be recognized is "the value of maximum opportunity and source diversity in their own right."

Levin's analysis is not limited to the economics of program distribution. He says it is too soon to predict what will happen as syndicator capabilities increase and public interest groups seek "more minority, women's, children's, public affairs and documentary programs." He says networks "fear access encroachments if they do not offer such programs" (the rule permits networks to fill one half hour per week of access time with children's specials, public affairs or documentary programs). And, he says, "station licensees fear renewal contests and petitions to deny if they resist" demands for such programming.

As for the quality of access programing—about which so many negative things have been said—Levin says the evidence is not yet all in. "There has simply been no adequate test." But, in any case, he observes, there may well be "an unsatisfied demand for such shows as Lawrence Welk and Honeymoon."

As for program requirements, Levin says they "seem fully consistent with network-scale economics and... appear to better able to divert rents into public service, localism and type diversity than the policy to diversify ownership." And he suggests a methodology for devising quantitative standards. However, one clear advantage structural change has over program requirements, Levin concedes, is to "diversify content without the threat of direct government intrusion."

Levin also takes a long look at network operations, and in a chapter on the controversial prime-time access rule, proves more supportive of it than the FCC staff in its report to the commission (Broadcasting, June 23). He says the principal question is not whether network dominance of prime time has been reduced (he says it has, even if with a loss of "important national distribution benefits") and diversity and localism promoted. "We must also recognize the value of maximum opportunity and sources of diversity in their own right," he says.

Levin's conclusion regarding commission regulation of broadcasting thus far is that it has "operated to bolster industry profits and rents [rather] than to channel them to local, cultural or informational service. These divergent effects call into question whether regulation has been able to induce broadcasters to invest more in less remunerative (merit) programming than otherwise, as a quid pro quo for the valuable privilege they enjoy."

"Fact and Fancy," which will be published next month by the Russell Sage Foundation, of New York, sells for $20.

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Broadcasting Jul 7 1980
Oriented to growth: Harris

Chairman Boyd tells Wall Street that his company looks for businesses that move upward at 20% a year; sales for 1980 will about hit that mark.

“Our basic strategy is to select rapidly growing markets where we can use technology to obtain competitive product features.” That business philosophy was expounded by Joseph A. Boyd, chairman of Harris Corp., before a gathering of security analysts in New York.

Reviewing the company’s various business segments, Boyd indicated that, in products for broadcasting the application of this Harris strategy will lead to a concentration on digital studio equipment for television (following the acquisition of Consolidated Video), AM stereo and circularly polarized television antennas. The last was especially singled out by Boyd as meeting the Harris criterion for a “growth business”: annual growth in excess of 20%. The other side of Harris's mass communications product line is printing and bindery equipment; there Harris intends to emphasize time-saving improvements.

The four other Harris business segments, according to Boyd, are communications networks (microwave systems, satellite equipment, high frequency and very high frequency radio systems and fiber optic), integrated information processing systems, government systems and technology and semiconductor systems and technology.

The company as a whole experienced a good year, said the chairman. Sales will be up 19% to $1.3 billion, and net income up 16% to $80 million—$2.60 or $2.65 a share (fiscal 1980 ended June 30 for Harris).

In discussing Harris’s communications network products, Boyd had indicated that 65% to 70% of the company’s sales are “export-oriented,” although Harris is at the same time looking to expand its domestic base. Asked about the outlook for the domestic satellite equipment business, Boyd said the entire market “is only 60% of what we thought it would be three or four years ago,” a shortfall he said could be seen “across the board” of possible satellite applications.

For the immediate future, Boyd said he looked for that market to be flat.

One of the most significant events in Harris’s year was the acquisition of Farinon Corp., Boyd told the analysts. “We paid a premium price [$125 million], but it’s a quality company and we feel it was worth it.” Farinon’s products gave the company the entry into the telephone-equipment market that it was looking for, with other Farinon product lines being coordinated with existing Harris businesses. For example, Farinon microwave products are being designed into broadcasting and satellite systems.

Lowering expectations

CBS’s Wyman, in talk to securities analysts, sees drop in second quarter and in year’s per-share earnings

While optimistic for the post-recession future, CBS’s new president, Thomas H. Wyman, has told security analysts that their $7.50 to $7.75 predictions for CBS’s 1980 per-share earnings probably wouldn’t be met.

While not providing an exact figure, Wyman left the analysts with the implication that operating earnings for the second quarter would be off 10% to 15% from the year earlier. That’s ignoring some 20 cents...
**April's Ante.** Network TV sales in April reached $432,743,100, up 12.1% from April 1979, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

April sales brought the total for the first four months of 1980 to $1,664,822,600, a 13.3% increase from the comparable period last year. Greatest gains in April and in the year to date were in Monday-Friday daytime, up 24.1% for the month and 21.7% for the four-month period. Saturday-Sunday daytime showed an 8.1% decline in April but was up 10.2% for the four months. The April decline was attributed to there being one fewer weekend day in April 1980 than in April 1979. BAR and TVB report individual network totals only on a quarterly basis now. For the first quarter, as reported earlier, ABC-TV led with $476,529,700, followed by CBS-TV with $395,364,300 and NBC-TV with $380,185,700.

The BAR/TVB estimates follow:

**Network Television Investment Estimates**

<table>
<thead>
<tr>
<th>April</th>
<th>1979</th>
<th>1980</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$125,411,600</td>
<td>$141,710,200</td>
<td>+13.0</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>82,258,000</td>
<td>102,064,900</td>
<td>+24.1</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>43,153,600</td>
<td>39,645,300</td>
<td>-8.1</td>
</tr>
<tr>
<td>Nighttime</td>
<td>260,859,200</td>
<td>291,032,900</td>
<td>+11.7</td>
</tr>
<tr>
<td>Total</td>
<td>$1,469,236,300</td>
<td>$1,664,822,800</td>
<td>+13.3</td>
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</table>

**January-April**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-March</td>
<td>$476,529,700</td>
<td>$395,364,300</td>
<td>$360,185,700</td>
<td>$1,232,079,700</td>
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</tbody>
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**Banks becoming biggest backer of cable TV**

Loans last year and projections for current one are outpacing intermediate lenders, insurance

In a departure from the previous two years, 1979 saw banks leading the way in making new loans to the cable industry. Total loans outstanding to the industry grew by 10.5% in 1979 to $1.4 billion, with banks increasing their outstandings by 14.8%, intermediate term lenders by 7.3% and insurance companies by only 4.6%.

These are some of the findings of the sixth such survey conducted by Warburg Paribas Becker Inc. A principal conclusion is that all three groups of lenders "continue to exhibit strong interest in the cable television industry and each group projects substantial new loan volume ($703,300,-000 in total) during 1980."

The shift to banks as lenders, according to this report "reflects the increase in construction financing, the increase in commitments and takedowns before the potential imposition of credit controls and the lower level of refinancing into fixed rate loans."

Looking at the potential for bank lending in 1980, the report predicts "a very sharp increase" in total outstandings on the order of 70%, which would push bank lending to cable companies over $1 billion by year-end. Two primary factors here are a 215% increase in unfunded commitments at year-end, and a projected 85% increase in new loan volume. The five leading banks in the cable lending business as of 1979 are Chase Manhattan, First National Bank of Boston, National Bank of North America, Citibank and First National Bank of Chicago.

Intermediate lenders responding to the WBP survey projected "slightly lower new loan volume" for 1980, for a total growth in outstandings of 5% by Dec. 31. Along with that growth, average cable portfolio size for the group grew by 19% to $15.2 million. Average portfolio size for banks was $5.15 million; for insurance companies, $23.1 million.

**PROJECTED AVAILABLE FUNDS IN 1980**

<table>
<thead>
<tr>
<th>Type of lender</th>
<th>Number of lenders reporting</th>
<th>Outstandings at Dec. 31, 1979</th>
<th>Projected new loan volume for 1980</th>
<th>Projected outstandings at Dec. 31, 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks</td>
<td>120</td>
<td>$617,835,000</td>
<td>$595,050,000</td>
<td>$1,057,914,000</td>
</tr>
<tr>
<td>Intermediate lenders</td>
<td>9</td>
<td>137,056,000</td>
<td>34,000,000</td>
<td>143,200,000</td>
</tr>
<tr>
<td>Insurance companies</td>
<td>31</td>
<td>662,396,000</td>
<td>74,250,000</td>
<td>716,020,000</td>
</tr>
<tr>
<td>Total</td>
<td>160</td>
<td>$1,417,287,000</td>
<td>$703,300,000</td>
<td>$1,917,134,000</td>
</tr>
</tbody>
</table>

Source: Direct reports from lenders based on questionnaires sent by Warburg Paribas Becker to more than 150 lending institutions including more than 60 of the largest 100 commercial banks.
UNHEARD-OF SERVICE FOR SMALL PACKAGES

Priority Mail

When you mark "Priority Mail" on a package over 12 ounces, we'll deliver it with special treatment anywhere in the country in a quick two or three days, at a low cost. A 2-pound package between New York and Los Angeles is only $2.83.

Until now, that kind of speed and price was unheard of.

Why? Only because we didn't talk it up.

Priority Mail. It pays to use it.

An unheard-of service available at any Post Office in the U.S.

Economical 2-3 day small package delivery anywhere in the country? Unheard-of!

*Of course, if you need even faster service, there's Express Mail Next Day Service.
ABC executives fear pay may put free TV on the ropes

Duran-Leonard fight could be a watershed as networks are outbid for major events, Pierce and Duffy tell television writers; CBS's Jankowski's not so worried

Pay television, both the wired and the over-the-air varieties, was very much on the minds of leading commercial network executives last week in Los Angeles. Making their semiannual appearances before the television editors of more than 100 of the nation's newspapers, officials with both ABC and CBS made clear that, in their estimation at least, pay television may well have turned the corner—enough to challenge the networks for some of their most profitable audience draws.

The word from ABC was that Congress should be made aware that television is on the verge of a new era of "haves and have-nots" programming. From CBS came the renewed call that the networks should again be permitted to enter the business of cable television ownership.

ABC Television President Fred Pierce and Network President James Duffy held a joint press conference on Friday (June 27), and led off what turned into a lively, even combative, session with the reporters by citing the Roberto Duran-Sugar Ray Leonard boxing match (BROADCASTING, June 30) as "the start of the have and have-not era of television." One million people saw the fight on TV, the two presidents kept insisting, while 49 million did not.

Duffy implored the visiting editors to suggest to their readers, the nation's viewers, "to write to their congressmen," telling the government that major sporting events that have been available free of charge to the public via the commercial television system should not now go to pay television.

"Pay television is far beyond the threat stage now," said Pierce. "Today what you receive free, tomorrow you're going to have to pay for. The big loser is going to be the American viewer."

The ABC executives made much of the economics surrounding the pay television presentations of the Duran-Leonard fight by the Qube cable television service in Columbus, Ohio, and ON-TV in Los Angeles. According to Duffy, the promoters of the fight received over $18 million in revenues from the closed-circuit feed of the match to theaters and other arenas throughout the country and the pay services. Worldwide revenues totaled $30 million, Duffy said.

Such numbers are beyond the reach of commercial networks, they said. For ABC, to have returned that much to the promoters, Duffy said, commercial time would have exceeded $550,000 a minute. Duffy said, too, that a three-hour event such as the fight would normally return no more than $5.4 million in commercial revenues to a network.

Both men couched their concerns as appeals for America's viewers and not as responses to an economic threat to networks. "We're not concerned about ourselves; we're talking about the viewer," said Pierce. "Do you want to pay for something you now get for free?"

But their concerns were based in economics, and they cited a number of cable presentations, including exclusivity, copyright payments and the bargaining powers of the national sports associations—as contributing to pay TV's ability to outbid the networks for major events.

"Pay television," said Pierce, "is riding on the back of another medium" and is made possible because cable systems do not pay a fair price for programming imported over great distances.

"What we want is a free and open marketplace—for them to compete for programming on the same basis we do," echoed Duffy.

When Gene Jankowski, president of the CBS/Broadcast Group, took his place before the press on Sunday (June 29), he also addressed the cable business. CBS, he noted, already intends to begin providing programming for basic cable in 1981. He was not as concerned about pay television as his rivals, he added.

Although he said that he did not feel...
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In the Spotlight on Eight Summer Nights
Dramas • Comedies • Docudramas • Musicals

Host: James Earl Jones
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Collision Course / A Party With Betty Comden and Adolph Green / Philby, Burgess and Maclean / Kenny Everett Video Show
The American Game / The Madwoman of Central Park West / Gossip From the Forest / The Knowledge
that the real economic growth in cable will come in ownership, Jankowski reiterated an oft-heard position of the networks: "We all ought to be governed by the same guidelines." He said that CBS still had no intention of petitioning the government for permission to own cable systems, however.

Buffalo battle over 'PM' moves to court

The dispute between Group W Productions and Buffalo Broadcasting as to what Buffalo, N.Y., station will broadcast Group W's popular P.M. Magazine beginning in September moved into U.S. District Court in Washington last week. Buffalo asked for a court order barring Group W from delivering the syndicated program to WRF's WGR-TV, and directing the company "to perform its obligations" by renewing its P.M. contract with Buffalo for its WGR-TV.

Buffalo also claims that Group W has violated the antitrust laws in attempting to make renewal of the P.M. contract contingent on Buffalo's purchase of other programs produced by Group W or its parent, Westinghouse Broadcasting Co. Buffalo has been broadcasting the popular, half-hour prime-time access strip, which contains nationally syndicated as well as locally produced segments, since September 1979. It now maintains that Group W refuses to honor their contract, which grants Buffalo an option for a one-year renewal at a fee increase not exceeding 30% of the first year's price of $119,600.

Buffalo alleges that Group W on June 13 rejected Buffalo's offer to renew the contract at a 20% increase on the ground it had already sold the program to Taft for WGR-TV. However, Buffalo says its information is that Group W had not yet concluded negotiations with Taft. When, still on June 13, Buffalo upped its offer to 30%, Group W refused again.

Buffalo also claims that, "in further discussions" four days later, "Group W proposed to satisfy its contractual obligations" by granting the one-year extension of the contract with further renewal rights. But that proposal was said to be contingent on an agreement with Taft. And, Buffalo says, it learned on June 23 that Taft had rejected the proposal.

The antitrust allegations involve Buffalo's claim that Group W representatives offered various programs, including six P.M. Magazine Hour Specials, and said that the cost of renewing P.M. would be less if they were taken.

Buffalo claims that "a substantial amount of interstate commerce was restrained, and competition in the sale of television advertising was substantially lessened," by Group W's insistence on tying the sale of P.M. to the purchase of other, less desirable programs. Furthermore, Buffalo alleges that Group W violated the Sherman and Clayton Antitrust acts by engaging in that tying and by entering into a contract for the magazine show with Taft.

Group W said it decided to drop its arrangement with Buffalo because the station's final offer was not acceptable and because WGR-TV's participation in the P.M. Magazine project was unsatisfactory—the station was ignoring suggestions and had missed deadlines in submitting its contributions (BROADCASTING, June 30). Similar statements by Group W to other publications were labeled as false by Buffalo in its complaint, and cited as a further basis for the relief being sought. The public statements were to have damaged Buffalo.

With its hold on P.M. scheduled to expire on Aug. 29, under present circumstances, Buffalo is seeking expedited court action on its complaint. It asked for a hearing on a preliminary injunction and a trial on the merits to be consolidated in a single proceeding to be held by July 30.

East meets West. Chinese television viewers may get sampling next year of American commercial and noncommercial television fare. Week-long festival of U.S. television is under discussion, one result of visit U.S. government officials made to China in April to discuss telecommunications matters. Chinese television officials were said to have been impressed by Public Broadcasting Service programs that were shown. Steve Simmons of White House staff has met with representatives of National Association of Broadcasters, PBS, International Communication Service and National Telecommunications and Information Administration to begin considering project. It could also include visits of U.S. programmers and management personnel to China to advise counterparts there, and of Chinese officials to observe management techniques in U.S.

Name changes. NBC-TV announced last week that its new prime-time series from NBC Sports will be called Games People Play, rather than previously announced Thursday Games. Series is set to premiere with 90-minute special Aug. 21. ABC-TV announced that its reserve series, Oil, from Aaron Spelling Productions will now be called Dynasty.

Ever upward. Production costs continue to be number-one topic of debate in Hollywood, and CBS Entertainment President Robert Daly added his bit to controversy before visiting reporters last week. Questions came up as to why network did not choose to make an example of Dallas star Larry Hagman, who just concluded extended contract renegotiation and was said to have received guarantee of up to $100,000 per episode.

"Larry Hagman is being paid what he deserves," said Daly. "CBS never had any reservations about giving him more money." Actor's demands weren't "that outrageous considering his value to the show," added Daly. Costs are still big problem, executive said, and network will fight continued escalations. He claimed that some stars have already lost contract battles when CBS made it clear to them that "it has got to stop." Daly even spoke of legal action if productions are delayed. "If costs cannot be brought under control, there will be more emphasis on tape shows, news and sports. There has to be some sort of balance."

Renewed. ABC-TV will be keeping Fridays this fall. Late-night comedy show from West Coast Co. in association with Moffitt-Lee Productions Inc. will continue in its 11:30 p.m.-1 a.m. NYT period. Creative problems have arisen with show, but Lewis Erlicht, ABC Entertainment vice president and assistant to president, said network "is delighted with the competitive performance" of series, which has average 7.2 rating and 23 audience share.

On another front: "You will see some slight erosion, but nothing substantial for many, many years," said Lewis Erlicht of effect of pay-television movies on network movie ratings. By substantial, Erlicht said he meant one rating point. Speaking to out-of-town press in Los Angeles, ABC Entertainment vice president with responsibility for acquiring theatrical films, said that as pay audience increases, license fees paid by pay services are likely to rise as networks' fees diminish.

And final note from Century Plaza. P.B.S. President Larry Grossman had final round of interviews with national press last week, and commented that he has not seen "the slightest sign of diminishing support" from underwriting oil companies since Death of a Princess controversy. Top five underwriters are Exxon, Mobil, Arco, Gulf and Xerox.

Daytime TV's annual honors

ABC-TV swamped the field in the seventh annual daytime Emmy Awards of the National Academy of Television Arts and Sciences, walking away with 28 awards, followed by PBS with 19; NBC, 11; CBS, eight, and syndication, seven.

PBS's presentation of the opera, "La Gioconda," captured the most awards, 10, leading The Late Great Me: Story of a Teen-age Alcoholic (ABC), five, and All My Children (ABC), four.

Production

Allen M. Potter, Leslie Kwartin, Joe Willmore For daytime dramatic series, Guiding Light (CBS).

Merrill Heatter, Robert Quigley, Jay Redack For outstanding game or audience participation show, Hollywood Squares (NBC) tied with 20,000 Pyramid.
TABLE OF CONTENTS

Chapter I
HISTORY OF INSURANCE
Characteristics of Modern Insurance
Spreading the Risk
Contracts and Insurance

Chapter II
AUTO INSURANCE
Types of Auto Insurance
Tort Auto Insurance Coverages
Insurance that Pays for Injuries or Damage that You Cause
Insurance that Pays for Your Injuries or the Injuries of Your Passengers
Insurance that Repairs Cars
No-Fault Auto Insurance
The Concept
Its Many Varieties
A Federal No-Fault Plan?
How and When to File a Claim
How Much Auto Insurance to Buy
How to Save Money on Auto Insurance
How to Foil Car Thieves
Motor Vehicle Theft
State Regulation
Financial Responsibility Laws
Compulsory Liability Insurance
Unsatisfied Judgment Funds
Shared Market Plans
Assigned Claim Plans
Assigned Risk Plans
Joint Underwriters Associations
Reinsurance Facilities
State Fund

Chapter III
RESIDENTIAL INSURANCE
Homeowners Policy
Homeowners Property Coverages
Residential Liability Coverages
How Much Will Be Paid for Damage to Property?
Actual Cash Value
Replacement Coverage

Chapter IV
Partial Loss
Maintaining Adequate Insurance
Consumer Price Index—Housing Examples of Real Examples of Real

Chapter V
HISTORY OF INSURANCE
Characteristics of Modern Insurance
Spreading the Risk
Contracts and Insurance

Chapter VI
HOW COSTS ARE APPROPRIATED
Repair
Replacement
Rate
Ratio
Reinsurer
Reinsurer

Chapter VII
KINDS OF INSURANCE FIRMS
Capital-Stock Insurers
Mutual Insurers
Reciprocal Exchange
Property-Casualty, Life Insurers
Reinsurance
Government Insurers
Internal Organization of Insurance Firms
Various Departments in Companies

Chapter VIII
GLOSSARY OF INSURANCE TERMS

Chapter IX
INSURANCE ORGANIZATIONS
Information on Leading National Organizations of Insurance Companies, Supported by Insurance Companies, or Related to Insurance

Chapter X
LEADING COMPANIES
Leading Property/Casualty Companies and Groups
Ranked by Premiums Alphabetical, with Addresses, Telephone Numbers
Leading U.S. Life Companies
Ranked by Insurance in Force Alphabetical, with Addresses, Telephone Numbers

Chapter XI
REFERENCE GUIDE
Periodicals of Insurance Industry

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CBS keeps rolling. With the week ended June 29, it's been seven consecutive weeks that CBS-TV has tuned in the highest prime-time ratings average. With all three network schedules dominated by summer reruns, CBS scored a 14.1, followed by ABC's 13.4 and NBC's 12.5. Top-rated show of the week was CBS's M*A*S*H (23/24), followed by the same network's House Calls, Dallas, and Lou Grant; then ABC's Hart to Hart; CBS's 60 Minutes; NBC's Quincy, M.E.; ABC's Three's Company and CBS's Jeffereons rounding out the top 10. Among the week's specials with news and talk personalities, Tom Snyder's Celebrity Spotlight earned NBC a 17.6/31; David Hartman's The Shooters gave ABC a 13.2/24; Sadat's Eternal Egypt with Walter Cronkite brought CBS a 9.5/20, and the White Paper: If Japan Can... Why Can't We? gave ABC an 8.7/16. During the week, CBS won Monday, Friday, and Saturday; ABC took Tuesday, Thursday, and Saturday; and NBC was won on Wednesday.

Religious programming
Sid Darlin
For excellence in production on Direction (ABC)

Yanna Kroyl Brandt
For production on FYI (ABC)

Danny Seagren
For pupill design and construction on Miss Peach of the Kelly School (syndication)

Jeanne Mulcahy, John Goberman
For production on coverage of special event, "La Gioconda" (PBS)

Luciano Pavareto, Renato Scoto
For outstanding individual achievement as performers on "La Gioconda" (PBS)

For technical excellence on drama series, All My Children (ABC)

William Mickley, William Itkin, Donna Larson, Mel Handelman, Carol Kulken, Blythe Lawrence, Michael Huddle, My Bley
For design excellence, All My Children (ABC)
Blacks want bigger piece of radio pie

Music association meeting features sessions on programing and ownership; panelists urge more realistic approaches

Black radio should offer less music and more services to black communities. Creative but sensible financing and an understanding of the broadcast industry are essential to blacks trying to buy broadcast properties in the 1980's.

These were some of the recommendations broadcasters heard while attending the second annual convention of the Black Music Association, which opened Friday afternoon, June 27, at the Sheraton Washington hotel.

Although relatively few of the nearly 1,000 people attending the three-day convention were broadcasters, those present shared at least one goal with the record merchandisers, producers, independent promoters and musicians that also were on hand: The 1980's will be their decade to gain an increased share in the profits of an industry that has grown consistently since its early days as "race music" in the 1920's.

A Saturday afternoon panel entitled, "Programing Black Music in the 80's," drew a standing-room-only crowd of nearly 75 people. Here the topic of concern was black radio's need to mature.

Panelists Lynn Rogers, general manager of WABQ(AM) Cleveland, and Bob Law, program director at WWRL(AM) New York, expressed concern that black radio generally offers too much emphasis on music and too few services to its listeners. "Are you promoting that blacks dance and don't think?" asked Rogers in her opening statement. "Or are you promoting that blacks think and plan?"

Rogers also said that black programmers need to become marketing specialists to sell their stations' demographics more effectively to a wider range of advertisers. "Blacks consume 30% of the hair conditioners and alcoholic beverages, and 13% of the chewing gum sold in the U.S.," she said. "Because those percentages can mean the difference between profit and loss for a company, blacks are now a sought-after market by advertisers."

Attempts by some black radio stations to exploit the increasing popularity of black music by programing to a broader audience have caused many blacks to fear their format will become too "gray," or mass-audience. Responding to this, the panelists agreed that to offer improved programing from a black point of view will better serve black communities regardless of whether it attracts white listenership.

Recognizing a need for change in black radio, Rogers and Law have resolved to form a new group, Blacks for Positive Radio Programing. They have asked the BMA for its support and hope to be functioning within the next few months.

Turning the discussion to ratings, panelist Jhan Hiber, a Los Angeles-based consultant, predicted that Arbitron's measurement of ethnic listenership might improve within the next year. He outlined the company's "augmented" diary system, in which blacks may receive a higher premium of $2 to $5 for completing diaries, along with phone calls every few days to remind them to fill out the diaries and return them to Arbitron.

Dwight Ellis, vice president, minority and special services for the National Association of Broadcasters, moderated a Sunday afternoon panel discussion on "Ownership by Minorities of Broadcast Properties." A show of hands indicated that 10 of the more than 50 people attending the session were seriously interested in or were already seeking to acquire broadcast properties.

To those not yet that far along, panelist Ed Cardona, chief of the FCC's Minority Enterprise Division, offered to send basic information. He then asked people contacting his office for further information to do so only when they have a property in mind. "We're at our best," he said, "when solving specific problems."

Herb Wilkins, president of Syndicated Communications Inc., a venture capital company, was the target of the first questions from the audience: "How much?"

Wilkins said his firm relies on intuition and a consideration of what an entrepreneur brings to a deal when deciding whether to finance an acquisition. "We'll put a person on the line for everything he has," he said. "And if you're not a worker, forget it."

Samuel Ewing, of the National Association of Broadcasters' Minority Broadcast Investment Fund, cautioned the audience to look for suitable properties and to study all the sources of capital available. "This will put you in a stronger position with the seller and leave you less dependent on brokers," he said.

Sonny Burns, vice president, radio, for Broadcast Enterprises Network, said the biggest challenge to blacks trying to acquire broadcast properties is finding the right financial package. "We have to put a cap on the interest," he said. "In order to grow in the broadcast industry hence, we have to learn how to put together financial packages that make sense." Burns also recommended finding a source of capital that understands the broadcast industry.

Robert Johnson, general manager of Black Entertainment Network, recommended securing a new franchise as the most viable way for blacks to get into cable. "Sharpen your political connections," he said. "Get the city council to break up a large city into several franchise areas. Financing is the least of your problems once you get the franchise."

Responding to the question of what will be the biggest barrier to minority broadcast ownership in the 80's, Burns replied, the danger that blacks, simply for the sake of ownership, will buy second-rate facilities that can't pay for themselves. "We ought to go to the lower end of the band and compete," he said.

To that same question, Cardona predicted an increasingly negative environment toward minority ownership. Roderick Porter, an attorney with the firm of Fletcher, Heald & Hildreth, predicted: "The doors are going to be closed regardless of who is in the White House. Gains must be made within the next two or three years."

Finally, Ed Hayes, an attorney with Hayes & White, said the biggest barrier in the 80's will be: "We'll still be playing catch-up. We've got to look into satellite communications, subscription TV, laser and other new technologies instead of simply playing catch-up with the broadcast industry."

STV set for capital

Washington permit approved for minority licensee; Teleprompter will provide pay programing

An FCC administrative law judge last week approved an application for the first minority-owned subscription television station—Channel 50 Inc. of Washington D.C. But it's a first in more ways than one, since the franchise holder for the subscription programing will be Teleprompter Corp., a company that traditionally has been a cable programer.

FCC Chief ALJ Lenore Ehriq approved the application of Channel 50 Inc., principally owned by Ted Ledbetter, a black Washington resident, to acquire the construction permit for WQSP-TV, which is being transferred from Lee W. Cowan, trustee in bankruptcy.

Originally, the STV applications of Channel 50 Inc. and WDCA-TV Washington (ch. 20) had been set for a consolidated hearing to determine, among other things, which application would better serve the public interest and which should be granted. Subsequently, however, the FCC amended its one-to-a-community rule last fall to allow more than one STV station in a community if the community is served.
by four or more conventional stations. After the rule change, Channel 50 asked for a summary decision on its application to avoid a hearing where no other genuine issues of fact remained.

Teleprompter will provide all the subscription programming for the station. An attorney for Teleprompter said he would guess that the programming would be provided by Showtime, the joint venture between Teleprompter and Viacom, but he could not be sure "how the package would eventually be drawn up."

Ledbetter, who has worked in and out of the industry in a number of functions—he operated a CBS affiliate in St. Thomas, Virgin Islands; worked as a documentary-filmmaker; served on the staff of the Urban Coalition and managed a Washington tape-cassette franchise and was once considered for an FCC post by former President Richard Nixon—has yet to get a transmitter or studio facilities. However, he hopes to be on-air within a year.

**Changing Hands**

**PROPOSED**

- **KQY(FM)** San Diego: Sold by HBC Inc. to Westinghouse Broadcasting Co. for $6.4 million. Seller is owned by Representative Cecil Heftel (D-Hawaii) and family. They acquired control of station in 1977 for $451,000 including assumption of liabilities. They also own WXKS-AM-FM Medford, Mass.; WSM(FM) Greenfield, Ind.; WLUP(FM) Chicago, and KGMD-TV Hilo, KGMP(FM) Maui and KGMB(AM) Honolulu, all Hawaii. They have also purchased WLTV(FM) Fairfield, Ohio (Broadcasting, April 14), and WTFM(FM) Lake Success, N.Y. (Broadcasting, June 30), latter subject to FCC approval. Buyer is New York-based division of Westinghouse Electric Corp. and group owner of seven AM's, four FM's and six TV's and has cable subsidiary based in Dublin, Ga., that owns and operates several systems in central Georgia and northern Florida. It last purchased KOAX(FM) Dallas (Broadcasting, March 3). FCC granted approval of its purchase of WRET-TV Charlotte, N.C., in March (Broadcasting, March 31). Daniel L. Ritchie is president. KQY is on 103.7 mhz with 36 kw and antenna 380 feet above average terrain.

- **WHAV-AM-FM** Haverhill, Mass.: Sold by Edward Cetlin and Henry and Morris Silver, brothers, to minority controlled (Southeast-Asian Americans) Northeast Broadcasting Co. for $1,129,500 (distress sale). Applications for renewal of licenses for stations were designated for hearing and it was revealed that licensee had violated EEO requirements and whether it had made misrepresentations to FCC regarding renewal applications. Cetlin (50%) and Silver brothers (25% each), have no other broadcast interests. Buyer is owned by Jane N. Cole and Steven Silverberg (30% each), Linda N. Young (15%), Marion Nashida and Scott Norton (10% each), and Peggy Swovelend (5%). Cole and Swovelend are sisters as are Nashida and Young. Cole is representative for New York-based international exchange program. Silverberg is Washington attorney. Young is buyer for Sacramento, Calif., retail store. Nashida owns 50% of San Jose building materials firm. Norton is former station manager for WFFA(AM) Manchester, N.H. Swovelend is San Francisco research biologist. They have no other broadcast interests. WHAV(AM) is on 1490 khz with 1 kw day and 250 w night. WHAV-AM is on 92.5 mhz with 50 kw and antenna 390 feet above average terrain.

- Other proposed station sales include WTRJ(AM) Troy, Ohio and KROW(AM) Dallas, Ore. (see “For The Record,” page 53).

**APPROVED**

- **WXZK(FM)** Birmingham, Ala.: Sold by Rose Hood Johnston (80%) and son, George (20%), to Park City Communications for $2.5 million. Sellers also own WILD(AM) Fairfield, Ala. George Johnston owns 2.02% of WDHN(TV) Dothan, Ala. Buyer is owned by Richard Ferguson (64.1%), Steven A. Marx (25.2%), Mario Scalisi (9%) and Edward Cantor (1.7%). Ferguson, Marx and Scalisi are, respectively, president, vice president and account executive of Park City Communications, Bridgeport, Conn.-based licensee of WEZK(FM) Bridgeport and WFTQ(AM)-WAAE(AM) Worcester, Mass. Cantor is Orange, Conn., attorney. WXZK is on 104.7 mhz with 100 kw and antenna 540 feet above average terrain.

- **WADY(AM)** Hollywood, Fla.: Sold by Community Service Broadcasting Inc. to Sunshine Wireless Co. for $1.2 million. Seller is owned by Jerome and Elaine Glassman (50% jointly), sons, James and Bill (25% each). They also own WMCCL(AM) McLeanboro, Ill., WDXX(AM) Jackson, Tenn., and WKHJ-AM-FM Wheeling, W.Va. Buyer is owned by Eric Ebsen (50%) and Donald and Richard Berlanti, brothers (25% each). They also own WQDS(FM) Boca Raton, Fla., and KLVV(AM)-KROW(FM) Lompoc, Calif. Ebsen is president and general manager of stations. Berlantis are investors, Donald in Potomac, Md., and Richard in Somerset, Pa. WADY is on 1230 khz with 5 kw full time.

- **WXIL(FM)** Parkersburg, W.Va.: Sold by
Electrocom Inc. to Burbach Broadcasting for $1 million. Seller is owned by David Strock and wife, Carolyn (26% jointly), James Fenton and wife, Dorothy (25% jointly), Ruby Carter (14%) and others. Sellers have no other broadcast interests. Buyer is owned by Robert H. Burstein (50.5%) and John L. Laubach (49.5%).

Laubach owns Pittsburgh scrap brokerage company and has real estate interests there. Laubach is Pittsburgh attorney. He owns 50% of coal business there and also has various real estate interests in Pittsburgh. They also own WESA-AM-FM Charleroi and WGG(FM)-WCK(FM) Erie, both Pennsylvania, and have sold, subject to FCC approval, their combined 75% interest in WSGR(AM) Boca Raton, Fla. (BROADCASTING, June 9). WXIL is on 95.1 mhz with 50 kw and antenna 500 feet above average terrain.

KTLW(AM) Texas City, Tex.: Sold by Texas City Broadcasting Service to Henderson Broadcasting for $500,000. Seller is owned by John Long who also owns KIOX(AM) Bay City, Tex. Buyer is owned by Roy Henderson, president, general manager and 50% owner of WKJ(FM) Kalkaska, Mich., and also head of Travelers Insurance Co. of Mich., a company. KTLW is a 1 kw daytime on 920 kHz.


WTAR-TV Norfolk, Va., and WMCTV Memphis: Trade of Landmark Communications’ WTAR-TV for Scripps-Howard Broadcasting’s WMCTV plus $4.5 million called off because principals could not agree on final terms (“In Brief,” June 30). Scripps is publicly traded station group owned principally by E. W. Scripps Co., publisher of Scripps-Howard newspapers, based in Cincinnati. Landmark, which is under FCC mandate to dispose of WTAR-TV, is privately held Norfolk, Va.-based newspaper publisher and station group. WMCTV is NBC affiliate on ch. 5 with 100 kw visual, 56.2 kw aural and antenna 1,080 feet above average terrain. WTAR-TV is CBS affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 980 feet above average terrain.

WIVY-FM Jacksonville, Fla., and KOME(FM) San Jose, Calif.: Were sold by Infinity Broadcasting Corp. to Affiliated Publications Inc. for $11 million. Deal fell through because principals could not agree on final terms (“In Brief,” June 30). Seller is owned by Richard Ullman (30%), Gerald Carrus and Michael Weiner (23.3% each) and others. They also own WBCN(FM) Boston. Buyer is publicly traded newspaper publisher and station group based in Boston. WIVY-FM is on 92.9 mhz with 60 kw and antenna 570 feet above average terrain. KOME(FM) is on 98.5 mhz with 12.5 kw and antenna 800 feet above average terrain.
Be it resolved. National Public Radio board, at meeting last week, passed resolution calling for extension of public radio services “through existing and potential facilities to all the people by the most effective and affordable means possible.” Board also agreed to work with public television for coordination of fiscal year 1981 authorization legislation, and directed staff to encourage FCC to reserve 525-555 kHz AM frequencies (to which lower end of AM band was extended by World Administrative Radio Conference last year) for exclusive noncommercial use. In addition, it directed staff to file comments with commission requesting that absence of adequate public radio service in community be criterion in decision-making process regarding amendments to table of assignments on FM commercial band.

So long. New Jersey Public Television has voted to withdraw from Public Broadcasting Service because of economic and geographical problems. Group has not ruled out possibility of rejoining PBS in future, when financial condition is brighter; in meantime, its decision means loss to PBS for fiscal year 1981 of $71,000, which would have been paid for dues.

New for COMSAT. President Carter intends to nominate Thomas Donahue, secretary-treasurer of AFL-CIO, to be member of Communications Satellite Corp. board of directors.

Changes. Arbitron Radio officials said they had made changes in proposed new contracts for stations to meet some objections raised by Advisory Council and individual broadcasters. Among them: elimination of Arbitron’s right to raise its charges if station raises highest one-minute rates during contract term; if Arbitron has to issue abbreviated report for any market (it never has), stations then have option of taking abbreviated report and getting proportionate refund or returning report and getting full refund; cost-of-living escalations in rates are retained, but on renewals between September 1980 and Aug. 31, 1981, stations’ minute rate increases that had been caused by inflation will not bring increase in Arbitron rates.

Talking it over. Proposed new policy defining program titles, new approach to updating areas of dominant, influence (ADT’s) and results of study to determine whether diary-keepers confuse channels will be among subjects explored by Arbitron Television Advisory Council at meeting with Arbitron officials Wednesday through Friday at Castle Harbour hotel, Bermuda. Value and cost of increasing sample sizes, agency use of station-break-averages section of Arbitron TV reports and cable and other new media will also be studied. William Brazzi, \( \text{WRMG} \) Miami, is chairman of advisory council.


Breaking ranks

Lawrence J. Tighe Jr., president of WRN(AM) Hackettstown, N.J., a daytime-only station, is a man of strong views and, apparently, a fierce desire to express them. On the matter of the daytimers’ long-term effort to carve full-time operations out of the nation’s clear channel operations, for instance.

In Hensel, vice president of WSN(AM) Nashville and a member of the National Association of Broadcasters radio board, found that out after writing a form letter, in his role as a board member, to all radio member stations. The letter said their help would be needed in appealing to Congress to stop the FCC from implementing “on an ad hoc basis” proposals the board feels would open the door to more than 4,000 new radio stations. The board intends to have studies done on the impact of such a large number of new stations on the industry (Broadcasting, June 9).

But Tighe was having none of it. His first observation, in a prompt reply, was that he thought the letter, addressed to “Dear Fellow Broadcasters,” had been “mysteriously delivered” to his daytime station. But his main point was that Hensel himself was to blame for the mess the industry faces because of a “give-up-nothing” attitude.

“Had you not been so greedy, cut your night power to 10 kw, forgot about adja-
cy protection to proposed super power (and forgot about super power, too), 9 kzh [the proposed reduction of AM channel spacing from 5 kzh to 9] never would have had a chance. That approach should have truly been in the public interest and showed the commission we’re a flexible, nongreedy industry. No, Mr. Hensel, our image is just the reverse and all the credit goes to you and your campaigning.”

Hensel last week appeared unfazed. He said he had immediately telephoned Tighe and told him he wrote “a hell of a letter” and suggested that he apply his talent to helping solve what Hensel said was an industry-wide problem. Hensel said he suggested that “we get over the intramural stuff.”

The conversation lasted about 30 minutes, Hensel said. “We each made several suggestions. But neither changed the other’s mind.”

NBMC counters NAB push for spectrum committee

The National Black Media Coalition has written to FCC Chairman Charles Ferris opposing industry requests for a joint-government advisory committee to studyural allocations. The National Association of Broadcasters and ABC are among the industry groups that have prodded the FCC to initiate a comprehensive inquiry into all its aural allocations proceedings and policies (Broadcasting, May 19).

NBMC told Ferris that “fundamentally, each of the various proposals to expand the number of radio or television stations will stand or fail on its engineering merits.” NBMC questions the use of such a comprehensive inquiry since “none of the proposals affects any other proposal in an engineering context.”

Furthermore, NBMC feels that the commission staff does not lack “the expertise to handle these relatively simple engineering matters without help from the outside.”

NBMC also took issue with the formation of previous advisory committees which, it feels, “tend to be exclusively populated by commission engineers and industry engineers with little or no public interest participation.”

NBMC feels that “another committee and another study can only delay the many new opportunities for minority-owned stations which these spectrum management proceedings promise us.”
Study finds TV devotes more time to 'horse race' than to campaign issues

Although George Washington U. report finds no outright liberal bias in reporting, it says media concentrate disproportionately on vote totals rather than qualities that candidates are offering

The big media, specifically including the television networks, play a decisive role in the nomination of presidential candidates, right? And those same media, again specifically including the networks, exhibit a liberal bias, right?

Well, not, according to a study the Television News Study Center at George Washington University conducted of CBS News's television coverage of the presidential campaign thus far.

But in purporting to knock down those pieces of conventional wisdom, the study, which was conducted under the direction of Michael Robinson, does not leave CBS—or by extension the other networks—looking particularly noble.

The coverage was said to have been "objective" but "hollow," and to have focused largely on the campaign as a horse race, rather than as a clash of ideas.

The study concluded that "the media, CBS included, have not picked our nominees in 1980," although they have been important in shaping "the course and tone" of the campaigns. It notes that Republicans have apparently decided to nominate a favorite of theirs since 1977 and the Democrats, an incumbent President—conventional choices both.

As for the liberal bias of which Edith Efron accused the networks in 1968, the study's authors find virtually none—with the conspicuous exception of the John Anderson campaign. The study says the media have shown an "infatuation" with Anderson, and suggest several different reasons for that—including one that he is both liberal and a Republican (thus making it easier for the press to hype him without having to justify it), new and, as of March, very unlikely to win his party's nomination.

As for objectivity in reporting—defined as the "tendency of a news source not to evaluate the personal or leadership qualities of the candidate"—there was plenty of it in network reporting. To an unanuncipated degree, the study says, network news contained almost no explicit evaluation of the candidates on the basis of such criteria as competence, personal integrity and issue consistency.

But, the report adds, the other side of objectivity is "hollowness." As a result, "viewers got little on which to judge candidates.'

One aspect of a candidate about which viewers were amply informed, the study says, somewhat blantly, was his ability to win votes—his "electoral successfullness." What's more, the study says, since winners received more attention than losers, audiences seldom heard anything of the qualities of secondary candidates.

And an analysis by the authors of the amount of time spent on explaining or describing an issue versus a candidate—the horse race—revealed the same result as that of studies done of the 1972 and 1976 presidential elections: "Horse race always prevails. No less than 54% of the news time in all campaign news stories was given over to horse race—and only 17% to issues."

Although the study finds the network news "nonpartisan" and "objective," it does find as well a "double standard," one in which front-runners—Ronald Reagan among the Republicans, Jimmy Carter among the Democrats—are held to a higher standard than their competition. But the study is not critical. On the contrary, it says, "If one assumes that front-runners are more likely to be the next president, then bringing more investigative (negative) reportage to bear makes perfectly good sense."

The study, which was conducted with a grant from the Russell Sage Foundation, is to be published in the June/July issue of Public Opinion, the American Enterprise Institute's bimonthly magazine.

League picks advisers to help it with plans for presidential debates

Twenty-eight individuals drawn from a variety of fields will advise the League of Women Voters on its plans to sponsor televised presidential and vice presidential debates next fall.

The task of the advisory committee—which will make its recommendations to the 14-member board of trustees of the league's education fund—is particularly

We all agree that keeping physically fit is important to a healthy life. But the question is how to exercise that right to live. You can help provide some of the answers. This custom radio series contains three to four minute interviews with leading authorities in the health field, as well as one-minute spots on diet and exercise guaranteed to bring your listeners back day after day.

Now, instead of reaching for that bowl of potato chips or peanuts, people all over the country will be reaching for your station to learn how to exercise their right to live. There is no cost for the series. All you have to do to get Volume One is to write to SHERIDAN-ELSON COMMUNICATIONS, 355 Lexington Avenue, New York, NY 10017. Or, if you can't wait, call us at (212) 661-0500.
Editorializing in Washington

NBEA gathering ponders how to encourage more stations to use editorials, how to do editorials better and give members chance to hear briefings from government spokesmen

Ed Hinshaw of WTMJ (AM) Milwaukee was elected president of the National Broadcast Editorial Association at its annual convention in Washington, a meeting that offered nearly 100 delegates an overview of the direction that broadcast editorializing is taking and a chance to hear top political policymakers.

The concern was not only for the mechanics of editorial presentations, as evidenced by the critiques and self-assessments made on the final day. NBEA President Phil Balboni of WCBS-TV Boston went further in saying there was a basic question of "how to encourage more stations to editorialize."

The Washington locale also afforded delegates an opportunity to receive background briefings on domestic and foreign issues to top government spokesmen. These included sessions on foreign policy with Senator Henry M. (Scoop) Jackson (D-Wash.) and Edward Mullan of the European Economic Community, visits to the White House for reports from Vice President Walter Mondale, domestic advisor Stuart Eizenstat, Health and Human Services Secretary Patricia Roberts Harris and Energy Secretary Charles Duncan; and a session at the State Department with Harold Saunders, deputy assistant secretary for the Middle East and Southeast Asia.

Focus on this year's political campaign was afforded by William Brock, chairman of the Republican National Committee, and Scott Wolf, research director, Senate Democratic National Campaign Committee.

Lee Hanna, project director for national candidate forums and debates of the League of Women Voters, said the league's advisory committee would meet July 8 to establish places, dates and other criteria for presidential debates, including procedures involving independent candidate John Anderson. Decisions would be made public a week or 10 days after that, Hanna added.

Luncheon speaker Patricia Russell, chief, Complaints and Compliance Division, FCC, spelled out the few instances in which the FCC would look into station programming. "The major responsibility for programming is with the broadcaster," she declared. She stressed that "government censorship is not a panacea. The answer is in your hands as far as regulation and deregulation are concerned."

Other officers elected besides Hinshaw were: Carole Halicki, WRAU-TV Peoria, Ill., vice president; Larry Harding, WBT (AM) Charlotte, N.C., secretary, and Susan Veatch, WCBS (AM) New York, treasurer.

Directors: Mary Braxton, WILTV Washington; John Burns, WINS (AM) New York; Dick Gage, WHBFAM Rock Island, Ill.; Robin Hughes, WHAS-TV Louisville, Ky.; Beth Konrad, WDIV-TV Detroit, and Gayle Perkins, WRC-TV Washington. Campbell and Cummings will serve one- or two-year terms, the others two years.

The 1981 convention was set for June 24-26 at the Sheraton Plaza in Chicago.

At NBEA's awards banquet, John Henry Faulk accepted the James Madison Award, conferred annually for dedication to the principles of liberty embodied in the First Amendment. Faulk, while an actor at CBS, was blacklisted as a Communist sympathizer during the McCarthy era. Later exonerated, he has been a frequent and outspoken champion of First Amendment rights.

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On the campaign trail. Bill Moyers, who will return to former employer, CBS News, on special assignment as political analyst for coverage of political conventions and election night returns, will begin new series in September for public television on campaign. Bill Moyers' Campaign Journal, to be produced by WFIL-TV New York, will offer nine one-hour programs on Friday evenings, focusing on important issues of 1980 elections.

Brokaw break-away. Tom Brokaw, host of NBC's early-morning Today show, has said that he doesn't expect to continue with program when his contract expires in August 1981. That should come as no surprise to those who remember him saying in 1976 that he only planned five-year stint. What might prove twist, however, is if he leaves network altogether. As expected, reports on Brokaw's future already have begun, with one saying that CBS News' 60 Minutes is looking at him, possibly to fill vacancy when Dan Rather moves to CBS Evening News anchor seat.

Selective enthusiasm. With 8.7 rating and 16 share, NBC News' White Paper: If Japan Can... Why Can't We aired June 24, was no mass-audience hit. But documentary did have some avid viewers and network claims to have received 1,300 phone calls about it — unusually high response, according to network spokesperson. Calls were said to have been "overwhelmingly positive" about NBC News study of American productivity, with transcripts requested from corporations as well as National Aeronautics and Space Administration, U.S. Navy, Capitol Hill staffers and others.

Sunday morning. C-Span, which has provided gavel-to-gavel coverage of House of Representatives on weekdays since March 1979, began regular Sunday morning program (9:30 a.m. to 1 p.m. EDT) on July 6. New show will include taped highlights of House debate and C-Span coverage of weekly luncheon speeches from National Press Club in Washington and of Close-Up program, series seminars on national government affairs, featuring Washington officials, questioned by groups of high school students.
AP, newspapers and computer firm join in test of telephone delivery

Consumers need home computer; system can move 300 words per minute at a charge of about eight cents per minute

The feasibility of electronic delivery of newspapers is being tested in an experiment involving 11 newspapers, AP and a Columbus, Ohio, time-sharing computer firm.

Each of the participating newspapers will deliver a daily “electronic edition” of news and features to the central computer of CompuServe, in Columbus. The edition stored in the computer will then be available for telephone access by consumers with home computers.

The experiment is a joint project of AP and CompuServe, a national remote computing services company and subsidiary of H&R Block Inc.

According to Henry Heilbrunn, an information retrieval specialist at AP, to guard against duplication, AP will feed its stories directly to CompuServe, obviating need for the newspapers involved—all AP members—to do so.

Other AP-member newspapers will participate in the project through an oversight committee that will advise and monitor tests, Heilbrunn said.

The Columbus (Ohio) Dispatch became the first of the newspapers to participate actively in the program. Consumers have had access to its electronic edition since last Tuesday (July 1). The other newspapers will begin adding their editions to the computer pool at the rate of one a month; each newspaper has agreed to participate for at least six months.

In addition to the Dispatch, the other papers are the Washington Post, Los Angeles Times, New York Times, Chicago Sun-Times, St. Louis Post-Dispatch, Minneapolis Star and Tribune, Atlanta Journal and Constitution, Norfolk (Va.) Virginian-Pilot and Ledger-Star, San Francisco Chronicle, and Middlesex (Framingham, Mass.) News.

Because CompuServe maintains a nationwide computer network, consumers in 260 cities can tap into the system by telephone without incurring long distance telephone charges. Users located outside those cities will pay toll charges, however, Heilbrunn said.

The consumer will also pay a $5-per-hour computer-use charge, which is billed at a rate of a little over eight cents per minute.

The money generated from the charge will be used to pay CompuServe for computer time and to pay royalties to the participating newspapers. According to Heilbrunn, the size of those individual royalties will be based on how much interest consumers show in the individual paper.

Heilbrunn said that AP is not disclosing the financial arrangement it has with CompuServe. He did say, however, that the computer time devoted to the new service will be in the machine’s normal off-hours—from 6 p.m. to 8 a.m. weekdays and all day weekends and holidays. Heilbrunn said use of the computer during normal business hours would be “a lot more costly.”

Heilbrunn said the system delivers stories to the home at a rate of 300 words per minute.

What stories the newspapers include in their electronic editions and whether or not the stories are rewritten for the new medium are being left to the newspapers to decide, Heilbrunn said.

Heilbrunn said the purpose of the experiment is to determine whether the electronic newspaper is “premature or will ever come.” He admitted that although there is a high risk that the venture will be a failure, its cost is “extremely low.”

Heilbrunn, who, when not working on the project, is the director of cable television services for AP, said there has been discussion with cable operators about “adapting the service to the cable environment.”

The CompuServe experiment is the latest in a series of innovative electronic information dissemination projects for AP which also provides information to the viewdata system being built by Knight-Ridder in Miami, and is working on projects with Mead Data Corp., Dow Jones & Co. and the New York Times Co.

Sony working toward ‘Video Movie’ camera for consumer market

Prototype of unit, weighing little more than four pounds and including a recorder, is unveiled; introduction planned for 1985, price under $1,000

It wasn’t just any new product introduction that brought Sony chairman, Akio Morita, from Japan to New York last week. On Tuesday the company demonstrated before an audience of journalists a prototype color video camera/cassette recorder unit that weighs 4.4 pounds, including battery pack.

Little more than 7.6 x 6.8 x 2.4 inches, the device incorporates a single CCD chip and a newly developed mini-cassette using 8mm metal tape, with 20-minute recording capacity. Light sensitivity of the camera was said to be equivalent to ASA 400 film, and the unit simultaneously lays an audio track on the cassette. At the moment, Sony is calling the camera/recorder a “Video Movie” unit and intends to aim it at the consumer market. Morita indicated that the target date Sony has in mind for marketing is 1985, and he expects the price to be below $1,000.

Included in that price is the cost of a separate “Home Editor,” through which the camera/recorder would feed a television receiver, or standard videotape recorder.

Morita explained that the reason for the early introduction of the prototype (only four are now in the United States, a few more in Japan) was to allow for discussions with other manufacturers to develop uniform standards for the small cassettes and the recording format.

According to the Sony chairman, development of such a single unit video recorder has been a corporate dream since 1950, and he predicted that the “Video Movie” would usher in “a new era” for consumers.

60 Minutes producer Igor Oganesoff was among those attending the demonstration, and he inquired about possible broadcast applications. While Morita stressed that the device was intended principally for home use, he thought there might be some ENG applications.
AFRTS and its two-for-one transponder

Military's radio-TV networks want to utilize STRAP to double capacity of satellite transmissions and then build worldwide link-up of bases

The American Forces Radio and Television Service has been transmitting television programs to remote military bases in Alaska with transponder nine on Satcom II since 1978. But AFRTS has greater plans for the transponder. It hopes to make it the first link in a television/radio network that may one day reach around the world. And an important element in AFRTS's ambitious plans is STRAP, a means of sending two television programs over one satellite transponder.

According to AFRTS's Bill Duerre, the worldwide network will be phased in over the next few years. This summer, the use of the transponder is being expanded to send programming to the Caribbean as well as Alaska. And if all goes well, in a few years, it will be used to send programming to earth stations in West Virginia and California where it will be uplinked again to Intelsat satellites over the Atlantic and Pacific Oceans for distribution to bases in Europe and Asia. Regardless of where the programming is sent, the purpose behind the project is the same—-to provide American military personnel stationed outside the United States with a mix of syndicated, network and live programming similar to what is seen on major market stations in the United States.

Duerre said overseas troops now see only films and videotaped programs, shipped from the United States, and occasional live events.

When the international network is implemented, the transmission capacity of the network will be doubled by the use of STRAP, an acronym for Simultaneous Transmission and Recovery of Alternating Pictures. STRAP, developed by RCA Americom in collaboration with RCA's David Sarnoff Research Laboratories, is a means of interweaving two programs on the alternating fields of a normal television signal. The programs are superimposed in a STRAP encoder before uplinking and separated in a decoder after downlinking.

In addition to squeezing two television programs into the network, Duerre said, AFRTS also hopes to use it for transmission of three radio channels and one teletext channel.

AFRTS's immediate task is to transform its intra-Alaskan network into one serving both Alaska and the Caribbean. To that end, Duerre said, an uplink has been built in North Hollywood, Calif., and antennas have been built in Panama, Roosevelt Roads Naval Station in Puerto Rico and Guantamamo Bay Naval Station in Cuba. Duerre said all are about ready to go except the Puerto Rican station, which will begin operational testing later this month.

Duerre said that RCA Americom has the contract to provide all the earth stations except the one in Panama.

After the Alaskan-Caribbean network is established, AFRTS will attempt to reach across the oceans. To do that, Duerre said, AFRTS is negotiating for full transponders on Intelsat satellites over the Atlantic and Pacific and with countries around the world for permission to build downlinks.

Duerre said chances are good that AFRTS will be able to buy the two necessary transponders on Intelsat, if money is forthcoming from the Pentagon, but AFRTS doesn't want just any Atlantic transponder. It wants one on the bird that has a "footprint" covering the Indian subcontinent. To land a transponder on that bird, Duerre said, would "be a bonus."

Getting permission to build and operate earth stations in foreign countries, he said, is not a simple process. Nonetheless, he said that the network one day—"several years out"—will consist of as many as 35 to 40 downlinks.

The first step, he said, is to get three or four downlinks built in countries with high troop concentrations, such as West Germany and South Korea, so that AFRTS can justify going overseas with the programming.

To interconnect with the Intelsat system, AFRTS has contracted with RCA to build downlinks alongside Intelsat uplinks at Etam, W. Va., and Jamesburg, Calif.

When the international network is operational, Duerre said that he expects the programming to be transmitted in 12-hour blocks. Using STRAP, the same programming can be transmitted several hours later so that it can be watched in real time in various time zones. Duerre said STRAP can also be used to send programs for taping and replay while simultaneously sending live programming.

Duerre said plans for the three audio or radio channels for the most part are still unformed. Duerre suggested that one channel might be 24-hour-a-day sports and information, one rock or MOR music and the other soft stereo music. The radio programming will be produced and uplinked, along with the television programming, in Hollywood and transmitted digitally.
This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

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July 3, 1980
Ready-to-go radio

Ohio firm is offering stations in mobile homes that can be delivered fully equipped, minus the transmitter, in 30 days

Once a construction permit for a radio station is granted by the FCC and the construction of the station is actually begun, the CP holder is usually eager to get the station on the air and begin recovering start-up costs.

To meet this need, an Ohio firm is promising to set up a prefabricated module--radio station, designed and outfitted to the broadcaster's specific demands, in less than 30 days. The broadcaster's only chore is to build the foundation and buy and install the transmitter.

Grinnan Fixture Corp., says that within a month it will fully equip--from coffee maker to control console--a modular home and deliver it by truck to any site prepared by the broadcaster. And, according to John Grinnan, head of the firm, the station can be built in that time for around $160,000, excluding transmitter.

Grinnan said that when he gets word from the CP holder, the firm can begin equipping the modular home at Grinnan's Minerva, Ohio, plant to the specifications of the broadcaster. Once the cabinetry and studio equipment are in place, everything is wired and checked out before it leaves the plant, Grinnan said. The homes are built by American Coach, Lordstown, Ohio.

According to Grinnan, the basic station would arrive at the broadcaster's site in three parts--two 1/4-by-75-foot sections, providing the working space, and one 5- by-75-foot hallway. If a larger station is needed, additional sections of 14-by-75, 14-by-50 or 14-by-33 feet can be added to form an L-shaped station, Grinnan said. The sections are limited to a width of 14 feet, the maximum that can be hauled on the interstate highways, Grinnan said.

An optional feature that the firm is offering with the stations is solar heating. The heating system Grinnan has planned consists of 100 automobile radiator cores affixed to half the roof area behind sheets of transparent plastic. A special heat transfer oil—which Grinnan says doesn't boil and doesn't corrode pipes—is pumped through the heat-capturing radiators and into the basement, filled with gravel. The heat is absorbed by the gravel. Air ducts pick up the heat from the gravel and carry it into the interior of the station.

For the Record

As compiled by Broadcasting June 23 through July 27, and based on filings, authorizations and other FCC actions.


New Stations

AM applications

• Hartsville, Ala.--Hughey Broadcasting Co. seeks 1530 kHz, 1 kw-D. Address: 713 Homes Ave., N.E., Huntsville, Ala. 35801. Estimated construction cost: $14,200; first year operating cost: $36,100; revenue: $72,100. Format: All American. Principal: Mitchell J. Hughey (100%). He owns Huntsville, Ala., advertising agency and WHHI(AM)-WXIY(FM) Bay Springs, Miss. Filed May 27.

• Hayden, Colo.--Z Broadcasters Inc. seeks 1000 kHz, 1 kw-D. Address: Box 466, Wray, Colo. 80758. Estimated construction cost: $30,825; first quarter operating cost: $17,200; revenue: $37,500. Format: Beautiful & Standard. Principals: Robert D. Zellmer (10%), son, Robert Jr. (60%) and Terry L. Tipton (30%). Zellmer is president, general manager and principal owner of KRDZ(AM) Wray, Colo., KMZT(AM) Greybull, Wyo., and KRZJ-AM-FM Beloit, Kan. Zellmer Jr. is station manager and 12% owner of KRDZ. Tipton is new director and 10% owner of KRDZ. They are applicants for new FM at Wray, Colo. Filed May 27.

TV applications

• San Jose, Calif.--Donald B. Thompson seeks ch. 65; ERP: 120 kw-D. Address: 112 kw aur., HAAT: 3000 ft.; ant. height above ground: 484 ft. Address: Box 66, Los Gatos, Calif. 95030. Estimated construction cost: $2 million; first-quarter operating cost: $337,000; revenue: $800,000. Legal counsel: Seymour M. Chase, Washington; consulting engineer: Jules Cohen, Washington; owners: Thompson, Chase; consulting engineer: Electra-Labs, Fremont, Ind. Principals: Thompson (49%), Chase (17.5% each) and Teri L. Zellmer (17.5%). Filed June 17.

• Tallahassee, Fla.--Vencap Investments Corp. seeks ch. 14; ERP 290 kw vis.; 58 kw aur., HAAT: 388 ft.; ant. height above ground: 233 ft. Address: Suite 808, Crystal Bldg., Chattanooga, Tenn. 37402. Estimated construction cost: $10,000; first-quarter operating cost: $126,000; revenue: $157,000. Legal counsel: McCann & Young, Knoxville, Tenn.; consulting engineer: B. Scott, Baxter, Bremwood, Tenn. Principals: Morton J. Kenzi (23.4%), Gilbert T. Stein (19.76%) and eight others with less than 10% each. Kenzi and Stein are Chattanooga businessmen with no other broadcast interests. Ann. June 17.


• Topeka, Kan.--Mid-America Broadcasting of Topeka Inc. seeks ch. 49; ERP: 5000 kw vis., 500 kw aur., HAAT: 1049 ft.; ant. height above ground: 1074 ft. Address: Bog 217, Thayer, Kan. 66776. Estimated construction cost: $160,000; first-quarter operating cost: $554,000; revenue: $300,000. Legal counsel: Leo George, Washington; consulting engineer: Stanley P. Lapin, West Port, Conn. Principals: Larry D. Hudson (43%), brother, Carl (21%), Larry P. Thompson and David M. Cox (17.5% each). Hudsons are Thayer, Kan., businessmen. Thompson and Cox are partners in Parsons, Kan., advertising agency. Thompson is Thayer insurance and real estate company owner. Hudsons own Griss Communications, MSO with systems in Kansas and Missouri. They are also applicants for new UHF TV in Omaha, Neb. Ann. June 9.

• La Crosse, Wis.--Quarterview Inc. seeks ch. 25; ERP: 1154 kw vis., 113 kw aur., HAAT: 1026 ft.; ant. height above ground: 702 ft. Address: 2115 Victory St., La Crosse 54601. Estimated construction cost: $12,000; first-quarter operating cost: $182,000; revenue: $300,000. Legal counsel: Miller & Fields, Washington; consulting engineer: Ralph Evans, Thiersville, Wis.; Principals: The Boat Club Inc. (72%), Terry Grinnan and wife, Nancy (14% jointly) and Donald F. and wife, Mary (14% jointly). Boat Club is owned by H. John Naper III and Dennis Russell (50% each). Rochester, president of applicant, is former salesmanager for Gazette Newspapers and WLCX(AM)-WLSN(AM) both La Crosse. Nancy is therapy technician with La Crosse medical centers. Russ is La Crosse real estate locator. Mary is housewife. Naper is La Crosse boat salesman and Russell is La Crosse attorney, and Russell + his own wife of 20% of same for new FM in West Salem, Wis. Ann. June 17.

License grants

• WRSM(AM) Sumiton, Ala.
**Applications**

- WHAV-AM-FM Haverhill, Mass. (AM: 1490 kHz, 1 kW-D, 250-w-N; FM: 92.5 mHz, 50 kW) — Seeks transfer of control of WCAV Broadcasting Co. from Edward Cettin and Henry and Morris Silver (100% before; none after) to Northeast Broadcasting Co. (none before; 100% after). Consideration $1,129,503 (retail sale). Renewal of licenses for WHAV-AM-FM were designated for hearing last July to determine whether FCC required action on transfer request, and whether it had made misrepresentations to FCC. Principals: Cettin (50%) and Silver brothers (25% each) have no other broadcast interests.

- KGU(AM) Palm Desert, Calif. (AM: 1270 mHz, 1 kW-D, 10-MW; FM: 91.5 mHz, 50 kW) — Granted assignment of license from Bear Broadcasting Corp. to Media Women Inc. for $2,120,000. Seller: Jerry Johnson is principal owner and has no other broad interests. Buyer: Mary Neiwender (75%) and Marilyn Baker (25%). Neiwender is reporter for Los Angeles Times, Calif., newspaper reporter and former reporter-producer for KOVR-TV Stockton, Calif. They have no other broadcast interests. Action June 20.

- KPIK(AM) Colorado Springs, Colo. (AM: 1580 kHz, 5 kW-D) — Granted assignment of license from Area Broadcasting Corp. to KPIK Broadcasting Inc. for $400,000. Seller: George L. James, Laurence C. Lively and Sherri Blankenship. No other shares owned. Seller: Richard J. Lynch is principal owner; He is Oklahoma City broadcaster who also owns KBE(Y-AM) Oklahoma City and KJOE(AM) Shepelev, La. Action June 23.

- WADY(AM) Hollywood, Fla. (1230 kHz, 5 kW-U) — Granted assignment of license from Community Service Broadcasting Inc. to Sunshine Wireless Co. for $1,2 million. Seller is owned by Jerome and Elaine Glassman (50% jointly), James, and Bill (25% each). They also own WCMCL(AM) McLeansboro, Ill., WAYS(AM) Jackson, Miss., and WFTQ(AM)-WAAF(FM) Wheeling, W.Va. Buyer is owned by Eric Ebenstein (30%) and Donald and Richard Berntani, brothers (25% each). They also own WOSS(AM) Boca Raton, Fla., and KLUV(AM)-KRKQ(FM) Lompa, Calif. Ebensben is president and general manager of stations. Berntani are investors, Donald in Pontiac, Mich., and Richard in Somerset, Pa. Action June 20.

- KEPT-FM Shepelev, La. (96.5 mHz, 100 kW) — Granted assignment of license from Good Music Inc. to New Good News Broadcasting for $423,000. Seller is owned by Dr. Bendel Johnson, president and chairman, and Edward and Susan Odegard (30% each). They also own KBCL(AM) Shepelev. Buyer is owned by W.E. Moore and Gary L. Lacker (50% each). Moore owns radio stations in Fort Worth, Tex., and WINN(AM) Millington, Tenn. Ackers owns KVAS(AM) Amarillo, 80% of KJAX(AM) Stratton, both Tex., and 25% of KFLP(AM) Springfield, Mo. He sold, subject to FCC approval, KJTV(AM) Amarillo, and has purchased WROS(AM) Jackson- ville, Fla. (formerly WQJK) (BROADCASTING, May 5). He is also applicant for new FM in Laredo, Tex. Action May 25.

- WWINY(AM) Watertown, N.Y. (790 kHz, 1 kW-U) — Granted assignment of license from Johnson Newspaper Corp. to McCall Broadcasting Inc. for $450,000. Seller is principally owned by John B. Johnson who also owns Water town Daily Times and WNNY-TV Carthage and WJJ-AM Massena, both New York. Publishing company is divesting itself of broadcasting properties. Buyer is New York advertising company. David B. McCall is chairman. He has hired two radio executives away from another Watertown station — WOTT(AM)-WNCQ(FM) — to manage new acquisition. Donald Alexander will become president/general manager and James Breit will become vice president/sales manager. Agency has also purchased, from seller, subject to FCC approval, WMSA (BROADCASTING, June 9). Action June 19.

- WXQY(AM) Sumter, S.C. (AM: 1240 kHz, 1 kW-D, 250-w-N) — Granted assignment of license to Sunshine Wireless Co. to Dick and Ray for $493,000 including $175,000 for consulting and noncompete agreements. Seller: Jerry Johnson is principal owner and has no other broadcast interests. Fogel owns WINH(AM)-WGBM(FM) Georgetown, S.C. and has sold his other shares (50%) in WLCU, S.C. (BROADCASTING, Mar. 24). Buyer: Calvin H. Dailey Jr. and Raymond F. Reich (10% each) own and operate WCIT(AM) Bel- lisbury, Fla. Dailey is active for new FM in Ripley, W.Va. Action June 23.

- KTLW(AM) Texas City, Tex. (AM: 920 kHz, 1 kW-D) — Granted assignment of license from Texas City Broadcast- ing Service to Henderson Broadcasting for $300,000. Seller: John Long (100%) who also owns KXOL(AM) Bay City, Tex. Buyer: Roy Henderson (100%). He is president and chief executive officer of Imperial Tool & Supply, Inc., Traverse City, Mich. oil business company. He is also president, general manager, and owner of WKL(AM) Kalkaska, Mich. Action June 10.

- WHAP(AM) Hopewell, Va. (AM: 1340 kHz, 1 kW-D, 250-w-N) — Granted assignment of license from Chesie System Inc. to First Christopher Corp. for $400,000. Seller is major eastern railroad company (parent of Chesapeake & Ohio Railroad and Ohio Railroad, Western Maryland Railway and others). Hays T. Watkins is chairman, president and lessor (10%) owner. It has no other broadcast interests. Buyer: Caryl Anne Adams Trust (100%). Caryl Anne Adams is president of corporation but father Carl Adams is sole trustee with unrestricted power to vote all shares of corporation. He is Lorain, Ohio business and financial consultant. He is also president and prin- cipal owner of WOTT(AM)-WFQ Montgomery, Ala., KLUR(AM) Wichita Falls, Tex., and KNCY-AM-FM Nebraska City, Neb. Caryl Anne has no other broadcast interests. Action June 18.

- WXQL(AM) Parkersburg, W.Va. (FM: 95.1 mHz, 50 kW) — Granted assignment of license from ERIP to David A. Street et al. (100%; before none; after) to Burbeck Broadcasting Co. (none before; 100% after). Consideration: $1 million. Previous owner: David Street and wife Carolyn (26%), James Fenton and wife Dorothy (28% jointly), Ruby Carter (14%) and others. They have no other broadcast interests. Buyer is owned by John L. Laubach Jr. (49.5%) and Robert H. Burstein (50.5%). Laubach is Pittsburgh, Pa., attorney. He owns 59% of Pittsburgh coal business and has various real estate investments in addition to having interests in Pittsburgh scrap brokerage company, and also has real estate interests there. They also own WESA-AM-FM Chicago, WWOQ-FM (WQAM) Eric, both in Pennsylvania and have sold, subject to FCC approval, their combined 75% interest in WSBR(AM) Boca Raton, Fla. (BROADCASTING, June 9). Action June 23.

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**Summary of broadcasting**

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<th>FCC tabulations as of March 31, 1980</th>
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<tbody>
<tr>
<td><strong>Licensed</strong></td>
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*Special temporary authorization
**Includes off-air licenses*
Facilities Changes

AM actions
- WLQH(AM) Chiefland, Fla.—Granted CP to increase D power to 1 kw (BP-7906118AA). Action May 9.

FM actions
- WUCF-FM Orlando, Fla.—Granted CP to increase ERP 7.9 kw; chan. height to 160 ft; and make changes in ant. syst. (BPED-790620AA). Action May 7.
- WWLM(AM) Canton, Miss.—Granted CP to change TL to Rl. 3; ant. chan. ERP 3 to 3 kw; install new ant. and make changes in ant. syst. (increase height) (BP-7907013AG). Action May 9.

Allocations

FM actions
- Greenwood, Booneville and Waldron, Ark.—In response to various petitions assigned 106.3 mhz to Greenwood 91.1 mhz to Booneville, and 103.1 mhz to Waldron, effective Aug. 4 (BC Doc. 79-345; RM-3402, 3488, 3550, 3525). Action June 18.
- Fount. Colo.—In response to petition by Kurt M. Brown, proposed assigning 106.3 mhz to Fountan as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-316; RM-3564). Action June 18.
- Greenville, Ill.—In response to petition by Charles N. Cuiter, proposed assigning 101.7 mhz to Greenville as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-318; RM-3549). Action June 18.
- Spencer, Ind.—In response to petition by Owen Valley Broadcasters, Inc., proposed assigning 97.7 mhz to Spencer as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-320; RM-3568). Action June 18.
- Seneca, Kan.—In response to petition by Kanza Broadcasters, proposed assigning 92.1 mhz to Seneca as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-319; RM-3547). Action June 18.
- Piedmont, Mo.—In response to petition by Wayne County Broadcasting Co., proposed assigning 104.9 mhz to Piedmont as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-317; RM-3542). Action June 18.

Translators

UHF applications
- Grand Junction, et al., Colo.—Mesa County seeks CP for new UHF translator on ch. 41 (TPO: 100 w; HAAT: 61 ft) to rebroadcast indirectly KRMATV.
- Grand Junction et al., Colo.—Mesa County seeks CP for new UHF translator on ch. 43 (TPO: 100 w; HAAT: 61 ft) to rebroadcast indirectly KOAT-TV.
- Grand Junction, et al., Colo.—Mesa County seeks CP for new UHF translator on ch. 65 (TPO: 100 w; HAAT: 61 ft) to rebroadcast indirectly KGWN-TV.
- Grand Junction, et al., Colo.—Mesa County seeks CP for new UHF translator on ch. 67 (TPO: 100 w; HAAT: 65.6 ft) to rebroadcast indirectly KRMATV.
- Burley, et al., Idaho.—The Klix Corp. seeks CP for new UHF translator on ch. 59 (TPO: 100 w; HAAT: 25 ft) tto rebroadcast directly KMVT-TV.
- Robinson, et al.—Full Gospel Fellowship, Robinson chapter, seeks CP for UHF translator (TPO: 100 w; HAAT: 300 ft) to rebroadcast indirectly WJAN-TV.
- Muncie, Ind.—Full Gospel Fellowship, Muncie chapter, seeks CP for new UHF translator on ch. 22 (TPO: 100 w; HAAT: 250 ft) to rebroadcast WJAN-TV.
- Hoxie, Kan.—Sheridan County seeks CP for new UHF translator on ch. 69 (TPO: 100 w; HAAT: 365 ft) to rebroadcast directly KSMH-TV.

Satellites

- There are approximately 3,300 licensed earth станions. Approximately 330 are infrasatellite-receive earth stations with remaining 3,000 receiving only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that radio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.
- Napa, Calif.—Tele-Vue Systems Inc. (5m; S-A; E2352).
- Santa Clar, Calif.—Equatorial Communication Services (5m; S-A; E2350).
- Winters, Tex.—Multiview systems of Woodland Inc. (6.1 m; Harris; E2340).
- Lake City, Fla.—Holiday Inn, Lake City (5m; S-A; E2347).
- Sebastian, Fla.—Jones Interchange Cable TV Fund VII-A (6m; RML; W157).
- Jackson, Ga.—Jackson Cablevision Inc. (4.6m; S-A; E2333).
- Huntington, Ind.—Huntington CATV Inc. (4.6m; S-A; E2335).
- Blai, Neb.—OmniView Inc. (4m; S-A; E2349).
- Green Hill/Newmarket, N.H.—Cablevision Service (6m; Hughes; E2351).
- Collinsville, Okla.—Community Cablevision (5m; Comtech; E2341).
- Tulsa, Okla.—American Satellite Corp. (10m; S-A; E2348; major environmental application).
- Chattanooga, Tenn.—Hi-Net Communications (5m; Microdye; E2342).
- Clarksville, Tenn.—Tele-Vue of Clarksville Inc. (4.6m; S-A; E2339).
- Denison, Tex.—Hi-Net Communications Inc. (5m; Microdye; E2343).
- Alexandria, Va.—Alexandria, Va. (4.6m; S-A; E2146).

Grants

Call Assigned to
- KSVA Cochise Broadcasters, Sierra Vista, Ariz.
- WOCS Indian River Community College, FL, Pierce, Fla.
- WPEB West Philadelphia Educational Broadcasting Corp., Philadelphia
- KOBH-FM Scranton Broadcasting Corp., Hot Springs, S.D.
- KPOP KPOP Roseville, Calif.
- KGCO KGEN-NM, Belen, NM

Services

COMMERICAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, TS, FM-TV Monitors Repaired & Certified 103 S. Market St. Lake's Summit, No. 64208 Phone (931) 524-3771

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Call Letters

Applications
Call Sought by
- WFTI-TV Family Television Inc., Poughkeepsie, N.Y.
- WCTC-TV Carolina Christian Broadcasting Inc., Columbus, S.C.
- WJTV WSIV, Jacksonville, Fla.
- WKOK WOKK Miami, Fla.
- WVE WKDH Ashland, Va.
- KXAM KOPA-Scottsdale, Ariz.
- WCKX WORF Clearwater, Fla.
- KYLB-FM KAPB-FM Mankato, Minn.
- KZM XGFW-Fm Belgrade, Mont.
- WEAZ WVIR Philadelphia

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Jansky & Bailey
Telecommunications Consulting
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5300 Peachtree Rd., Suite 500
Atlanta, Georgia 30305
(404) 355-0890

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Edward F. Lorentz, P.E.
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Washington, D.C. 20005
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HELP WANTED MANAGEMENT

Stout-hearted street warrior—Answer this call to lead our sales staff in battle. Join ranks of a first class operation cleverly plotting from palatial studios at the summit of an encrusted western kingdom. Here, the finest AORs speak in the land bears the scent of excellence, and thus, a golden opportunity to win a king's ransom. Only true and seasoned veterans need apply Box F-106.

Group owner is in need of a Sales Manager capable of controlling the local sales, "Rep" the right, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box F-128.

Expanding Broadcast Group needs aggressive sales oriented GM Compensation tied to station profits. The more profitable the station, the more you can make. EEO. Box F-158.

Experienced Sales Manager, for successful Minnesota station. Must like to sell & manage, complete responsibility for the entire department. We are growing. Would you like to grow? Send resume, Box F-195.

General Managers: Group owner seeks experienced General Manager for AM/FM combo in top 50 Midwest market(s). Applications should include resume with salary and compensation requirements. This is a growing group of stations offering rare opportunity for managers with proven track records. Equal opportunity employer. Please reply Box F-238.

Radio Management opportunity—Good opportunity for General Manager to operate AM/FM combo in significant midwestern market. Good pay and potential for advancement in broadcast groups. An Equal Opportunity Employer. M/F. Send a full resume to Box F-242.

Aggressive, experienced sales manager to manage small market AM/FM station in western Pennsylvania. Send sales record, references to PO Box 92, Erie, PA 16512. EOE.

Station Manager/Commercial Manager for small market Great Lakes area AM and FM. Must have ability motivate staff and sales dept. Experienced, qualified and creative. Submit resume, references in confidence to Box G-11.

University of New Haven, General Manager of Radio Station WHHU, the position of General Manager of WHHU is available at the University of New Haven for Fall 1980. Responsibilities: Management of a 1700 watt non-commercial FM station with NBC affiliation, serving a population of more than two million in Southern Connecticut and Long Island. 12-month position with one month vacation. Qualifications: University and/or professional broadcast management experience required; Master's degree highly desirable; teaching experience desirable. Salary competitive based on education and experience. (preferred starting date, September 1980). Applications accepted until July 18, 1980. Write to Dr James Dull, Chairman of Search Committee, University of New Haven, CT 06416, An Equal Opportunity Affirmative Action Employer.

Sales Manager or Station Manager, Experienced, qualified, to work with young sales staff in growing small/medium market in the Northeast. Send confidential resume to Box G-20.

KYND-FM, Houston. Dominant Beautiful Music station tops the Texas listening charts. Looking for experienced Operations Manager. See our display ad.

HELP WANTED SALES

Local Sales Manager—experienced especially quickly for motivated four person local sales staff, while same time selling and servicing your own account list. Chance to be manager within six months for right person. EEO. Springfield, Massachusetts Box F-238.

Buffalo, New York's number one rated radio station has a position for an aggressive, creative sales person who's looking for an opportunity to learn major market radio with a growth oriented broadcast company. Experience is desirable. Send resume to Donald Zink, WWJY, Rand Building, Buffalo, NY 14203. E.O.E.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell spot announcements. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn from $15,000 to $20,000. All major market personnel and stockholders drawn from within our group, WISM, Madison, WI 53701 Midwest Family Station (EOE).

Experienced Sales Manager for beautiful Central Virginia location. Must have ability to motivate present staff and establish an ongoing training program. EEO. Resume and references Box F-213.

Northwest Class C FM, Contemporary Country station seeking sales person. An Equal Opportunity Employer. Please send resume to Box F-193.

Account Executive-possible Sales Manager. Excellent benefits. Established account list. No. 1 Midwest Station. Must be self starter. EEO. Send recent sales history, earnings records to Manager Box F-194.


HELP WANTED ANOUNCERS

Afternoon Drive Personality needed at area's number one contemporary station. Experience to take a necessity Great opportunity with a growing company. Send resume and tape to WNY, Box 208, Elmira, NY 14902.

Top-rated Midwest AM/FM contemporary station is looking to up-grade staff. Mature announcers wanted. Must be able to do more than time & temperature, or read liner cards. Excellent production a must! No beginners. Send aircheck and at least 10 production samples to: Bruce McGregor, P.O. WAKY AM/FM, 419 W. Michigan St, Duluth, MN 55802, EOE.

August 1st opening for all-purpose announcers/sales/sports/news. Send tape to KUTO, Box 790, Blanding, UT 84511, 801-678-2261.

WCPA/Clearyfield, Pa., accepting applications for Pop/Audio air-personality, strong on production. Requirements: Have audio tape, age 21. Contact: Dave LaBossiere, PO Box 1022 Clearyfield, PA 15830 EOE/Affirmative Action Employer.

Announcers and News Persons needed for immediate and late summer openings for Contemporary/MOR station; personality format; established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and news; sample of news writing, salary requirement on resume. KZING Radio, 1505 Dundee Road, Winter Haven, FL 33880. EOE.

Entertaining personality for top A-C station in Kansas. Experienced pros only. Tape and resume to Operations Manager, KAZK, Box 1240, Wichita, KS 67201. EOE.

Need a Fun Morning Team that can relate to local area. Will listen to any single who needs a partner or all with unique personality. Equal Opportunity by Employer. Resumes to Box G-27.

No. 1 Beautiful Music station in dynamic top ten market is looking for top notch, experienced announcer. Qualified applicants send tape and resume to KYND-FM, 1255 S. Post Oak Rd., Suite 2022, Houston, TX 77046, Equal Opportunity Employer.

KLMS Lincoln is looking for a mature communicator of our morning team for a long stay. Minimum five years experience. Good pay and benefits for the right person. Tapes and resumes to Gary Claus, PO Box 81804, Lincoln, NE 68501. EOE.

Radio Announcement II: Applicants must have a standard high school diploma and two years radio station announcing experience and restricted radio-telephone operator's permit or higher FCC license. Pay $5,125 per month. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Affirmative Action Equal Opportunity Employer. EEO.

KARN, Little Rock, seeking afternoon drive announcer capable of handling MOR personality shift as well as anchoring afternoon news block. Applicant should have extensive experience in production, and an ability to write and sell spot announcements. KARN is a highly professional operation and we are looking for goal oriented persons who love radio. Send tape, resume, references and salary requirements to: Mike Maloney, PO Box 4188, Little Rock, AR 72214. EOE.

Hot country opportunity, Greater Akron's newest country station. Drive time slot open for creative personality with strong, production, promotion and musical talents. Work this growing company with new building, new studios, new format. Call Bill Klaus, WKNT 1-216-873-2323. EOE/Affirmative Action.

Experienced announcer with automation and news background needed for all night shift. On-air work and automation programming. Box G-36.

HELP WANTED TECHNICAL

Chief Engineer for AM/FM facility in medium sized Midwest market. Need individual who wants longevity of employment in a solid operation, who has administrative ability to supervise engineering, personnel, is a self-starter, has knowledge and experience with state-of-the-art studio and transmitting equipment, major program automation systems and of FCC rules and measurements. Send resume of work record to Lee Allerton, WLBC, 820 East 29th Street, Muncie, IN 47305.


We need a chief engineer for our class C FM in South Louisiana. Help us maintain our management and transmitter experience desired plus a sharp ear. Quality equipment, nice people, and good fishing. Salary negotiable. EOE. 318-435-0700.

KBPS-FM seeks a Chief Engineer. Responsible for day-to-day operations of studio and facilities. Experience desirable with sophisticated studio equipment, SCA, remote pick-up, and satellite facilities. Supervisory experience and First Phone required. Salary: 13,329-23,268 yr. Apply before 7/18/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action Title VI Employer.

Chief Engineer: Sudbrink Broadcasting Group has an immediate opening for experienced engineer to maintain 100,000 watt FM and 5000 watt AM station in Orlando, Florida. Applicant must have AM/FM, STL and some Directional experience. Format does not afford long hours. Good maintenance and transmitter experience helpful. Excellent working conditions and benefits. Complete resume and salary requirements to Box F-196.

Maintenance Engineer ...moderately, state of the art station needing more technical manpower. Must have First Class License. Send resume to: Larry Ward, Chief Engineer, WSOY AM/FM, Box 2250, Decatur IL 62526. EOE.
HELP WANTED TECHNICAL CONTINUED


Chief Engineer in Duluth, MN. Take charge type person looking to move up. Group ownership. EOE. Send resume and salary requirements to Steve Tenhaat, Box 2983, Fargo, ND 58108.


HELP WANTED NEWS

Small market needs a self starter who can organize department. Write, gather, deliver, cover meetings. Growing Organization. Call 607-324-1460.

WEBR has an opening for a reporter. We require experience plus strong writing and editing skills. We offer high visibility growth potential, a competitive salary and good living conditions. Non-returnable tape, resume, references to Tom Wright News Director WEBR 23 North Street Buffalo 14202.

WEBR is an equal opportunity affirmative action employer.

Colorado! News and Public Affairs Director for Community-Involved fulltimer in Southern Colorado's best hunting and fishing area. Farming area 40,000. New ownership presents ground-floor opportunity for hard worker. Send tape and resume to Bob Gourley, Box 831, Monte Vista, CO 81144.

Okay, so we won't find the perfect News Director but we mean to come close! Need experience in all aspects of radio news, gathering, reporting, anchoring, Good judgment, Sharp writing. Authoritative delivery. Sense of humor that makes dull but important news relevant and understandable. EEO. Complete details to Burt Levine, WROG PO, Box 4005, Roanoke, VA 24015.

News Person Needed in Northwest New Jersey. Must have sound journalistic instincts, good voice, and strong writing skills. Send resume and tape to Personnel Director, WCRV, Box 150, Washington, NJ 07882. An Equal Opportunity Employer.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Group owner expanding, seeking three key people: Program Director, News Director, and Production Director for Adult Contemporary AM in Midwest market in late teens (P.O.F.L./P.D.L.). Must have track record of success. Must be excellent people manager and committed to long hours in producing a winner. $20,000+ annually. Send tape, resume, and brief statement of operating philosophy to Larry Lakoduk, President, Midwest Radio Company, Box 2983, Fargo, ND 58108. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager: Highly experienced, responsible, successful general manager, with excellent track record. Over twenty years radio station management experience, desires change to another general manager position. Box E-45.

GM, GSM, Corp. Officer: Experienced, ambitious, hard-working, leader, knowledgeable in sales, programming, engineering, law, acquisition. Currently GSM, increased sales 42% first year, in second 21%. Earning $5k. Space in anywhere U.S.A. 401-422-0338 after 7 P.M. Peter.

General/Station Manager: Seeking career opportunity with progressive company. Experienced all phases station operation. Responsible, hard worker. Currently employed, but station sold. New owner has own manager. Box F-239.

Administrator with engineering background seeks position as operations manager with a large or medium market station. I've been in radio six years, with network and top twenty market experience. Box G-5.

Distress sale? Don't do it! Place me in your driver's seat now. In 60 days I can work a turnaround. Competitive markets only! My energy is endless, my initiative, equity ownership. Reply Box G-21.

General Manager—Over 20 years in medium market radio. The last 10 in management. In both programming and sales and community involvement. Prefer south or west. Currently employed as President/General Manager of top selling station in competitive market. Box G-20.


SITUATIONS WANTED ANNOUNCERS

Hungarian Combo Man, 12 years experience, single. Minimum salary Available at once. Address: Er- win Szuzgy, Dura Dakovka 102, 24430 Ada, Yugoslavia.

Cookin Top 40 personality. Creative, dependable, hard working, afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr, Barrington, IL 60010.

Nice guy with vibrant personality is ready Am creative, hard working, reliable; 3rd seeking any format; also good sports; news; willing to relocate. Tape available. Call Pete 312-746-1350; 2204 Joppa Ave., Zion, IL 60099.

Currently contemporary country in Milwaukee, seeking Top 40 or P.D. in New England area. Keith, 414-709-5696.

Air Personality, creative, dependable, hard-working. All formats 3rd. Will relocate immediately. Prefer Midwest, all inquiries welcomed. Tape and resume call 4AM-PM John Berg, 312-620-6999, 6 N. Tower Rd., Oakbrook, IL 60131.

Disc-Jockey looking for break. Full of ideas and desire to make it in an AOR/Progressive rock format. College and broadcasting school background. Willing to relocate anywhere. Michael E. Savage, 22 Crescent Dr, New Providence, NJ 07974.

I don't know nothin about birthin no babies but I do know radio. Morning or afternoon personality with 5 yrs exp available now. Replies Box F-218.

Finding job in sports play-by-play announcing, need opportunity to get started, determined and hard working. Wayne Bock, 671 Sherburne, St. Paul, MN 55104.


Sports Director with top notch PBP credentials. Ready to relocate. Will consider any radio and/or TV. Box G-25.

D.J./Announcer 30 years experience 3rd class ticket seeks any situation Georgia or Southeast except Florida John Sullivan 404-872-6830 if no answer 404-872-0133 leave message.

Sports production oriented country air personality looking for medium to large market opportunity. Call 617-397-4057.

Skilled & Experienced Communicator will relocate anywhere for a challenging situation. Strong in interviewing, telephone talk, information and creative writing...Relaxed, friendly and well-modulated voice. Experienced in sales and accounts! Box F-219.

Got the ticket need the break. 1st phone willing and able seeking production experience will relocate call Martin 212-389-5729.

Billboard's Military Personality for 1979. Seven years AFRTS, A.C., Top-40 or AOR. Wes Wilson, Box 5678, APO NY 09293.

SITUATIONS WANTED TECHNICAL

First Phone, Bachelor's degree. 21 years old. Dependable, hard working, learn quickly. Wiling to relocate. Experience in studio design, construction, maintenance. Good production ability. Some transmitter experience. Must have basic CATV. Box 276, Burlington, IA 52601.

Chief Engineer: Seventeen years present location. Experienced AM/FM construction & maintenance—PREFER Southeast. Box F-216.

I'm working for the Mutual Broadcasting System, administering the installation of their satellite system. I'm looking for a production management position with an aggressive company that is directly involved with radio broadcasting. Write Jon Banks, 1506 Hollindale Drive, Alexandria VA 22306, or call 703-685-2083 from 9-5.

SITUATIONS WANTED NEWS

Determined news/sports reporter, Ohio University graduate 1980, experienced in general reporting, commentary, play-by-play sports, also TV. Can start immediately. Call Jim Besoehan, 1521 Carriage Road, Powell. OH 43065. 614-436-6133.


Experienced newswoman ... currently working in Milwaukeee. I'm good on the air phone, bat work. Call 414-282-0508 afternoons.

5 years award winning news at midwest market giant. Seeking new challenge. Gordon Harris 608-271-4186.

Sportscaster with commercial experience available excellent production sales and air shift skills will relocate. 212-376-6854.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director: Station sale makes available PD. O.M. Station sale includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box F-146.

Major Market Talent looking for stable medium/market station that's looking for experienced, stable, innovative, success-oriented PD. Box F-191.

My station's No. 1, and wealthy is yours? Modern country personality/PD. Impeccable record/references. Box G-31.
HELP WANTED MANAGEMENT

National Sales Manager job opportunity for a 4-sta
tional technical network in 143rd ADJ. Must have expe
ience in working with national rep and agencies.
Sales development experience desirable. Send resume
to: Mark Personnel Co., Personnel Manager, KYPR-
TV, Box 1738, Bismarck, ND 58501, Equal Opportunity
Employer.

Promotion Manager, WVUE-TV, the ABC affiliate in
New Orleans, Experience with heavy on-air emphasis.
Send resume to: Don Wilbur, WVUE-TV, 1025 S. Jefferson Davis Pkwy, New Orleans, LA 70125. An Equal Opportunity
Employer.

Top executive talent needed. Multi-station opera
tion needs CEO, financial and marketing executives.
Outstanding track records and references only. Unusual challenge and opportunity. Box G-16.

HELP WANTED SALES

Florida Network Affiliate top 50 market needs pro
ven sales pro now to handle solid agency and
regional accounts. Must be successful in direct selling
and new business development. We are an equal op
portunity affirmative employer male or female. Send salary requirements and resume to sales man
ager in care of Box G-12.

HELP WANTED TECHNICAL

Television Engineers needed. Chief Engineer, Asst.
Chief, TV Technicians, Locations including Rochester,
NY; New Bern, NC; Jacksonville, FL; W. Palm Beach, FL.
Compensation negotiable according to ability. Ex
cellent fringe benefits. Send your resume to Jim Somich, C.E., Malritte Broadcasting Co., Cleveland Plaza, Cleveland,
OH 44115. EOE-MF.

Looking for a Good Assistant Chief Engineer, familiar with RCA transmitter -- TR 600, TX 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904-893-3127.

Maintenance Engineer needed for modern well equi
pved VHF ABC affiliate located in southern New
England. Experience and first class license required.
Contact: T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone: 401-430-2200, an EOE.

Operating Engineer, 1st phone required. Experience in
video tape editing, master control operation, produc
tion and studio support. Contact chief engineer KAMR-TV, Box 751, Amarillo, TX 79199. 806-383-3321, EOE.

TV Engineer: Houston independent station needs engi
neer with 1st class license and broadcast ex
perience. Call 713-626-2610 or send resume to KRIV/ Metromedia, PO. Box 22810, Houston, TX 77027. EOE.

HELP WANTED NEWS

Top major market sports mid city wants weekend sports and package reporter with unique approach, good live shots and packaging, the sports director's right hand person. Hard work and two years ex
perience a must. Clock watchers don't apply EOE/MF.

Leading South Florida TV station is looking for a meteorologist. EOE. Please send resume and salary requirements to Box F-212.

Producer/Reporter. No. 1 Midwest CBS Affiliate needs creative combo who can turn out top-notch field reports in the studio and produce the 11:00. Solid journalist only ENG experience a must, live ex
perience preferred. Send a tape of a show you have produced along with some sample copy. Resume to: KTVF, Winkles’ Newsw’s Director, WOTL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity
Employer.

Sports Reporter/Weekend Anchor. Position open for
bright, energetic staff person. Medium market in
Ohio. Current or recent College grad with some benefits, salary commensurate with experience. Equal opportunity employer. Send reply and resume to Box F-214.

Director: To handle some commercial production and
to direct the 3:00 10:00 and 10:30 shows hourly. Good salary and benefits. Small market with great equipment. EEO KNOP-TV North Platte, NE 308-532-2222.

Sportscaster—can you cover all the outdoor recrea
tional sports stories in addition to some of the most exciting college and high school contests in the country? Tape, resume to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE. MF.

Executive Producer: Position available late summer for
take charge person who thinks news. You'll need to
know how to motivate people and make decisions. We're an ABC affiliate in a very competitive market
with state of the art equipment. An Equal Opportunity
Employer. Send resume to Box G-29.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Film Director: Leading independent station in 39th market needs film director. Responsible for maintain- ing film library, supervise two film editors, contact dis- tributors, coordinate program bookings and syndicated scheduling, keep accurate records on program usage and shipping. Send resume and salary requirements to: Paul Thomas, KGCM-TV, PO Box 14567, Oklahoma City, OK. 73113.

TV Director/Producer—Top 10 Eastern Market. Experienced person to direct videotape, studio or remote productions. Experience in local news, local programs and editing/mixing techniques. Ability to write, produce and direct technical programs helpful. EOE. Send resume to Box G-42.

Production Photographer: Need extensive experience in EFP/film production. Creative camera/ lighting technique necessary. Heavy emphasis on photography. Must have experience in a large market. Send resume and references to Production Manager, KOIN-TV, 140 SW Columbua St., Portland, OR 97201. Equal Opportunity Employer M/F.

Film Editor for television station. Minimum two years experience. Responsibilities include program re-editing, selecting promotional film footage, station shipping, program and shipping record keeping. Contact Helen Lane, 2600 South Mooney, Visalia, CA 93277.

PM. Magazine Editor/Co-Host… Number one station in market is seeking dedicated, aggressive and talented producer/co-host with at least two years experience. Will be responsible for producing one show per week and filling female co-host position. Send resume, tape and salary requirements to Barry Loper, WTVN, 980 James Avenu., Newark, OH 43705.

Promotion Director—WTCN-TV Twin Cities, is looking for a person with strong promotion management background. Must possess good creative abilities and the knowledge to get the most out of on-air radio, newspaper and other promotion tools. Excellent salary/incentive, and fringe benefits. An equal opportunity employer. Send resume and tapes, if any, to R.C. Fransen, WTCN-TV, 441 Boone Avenue No., Minneapolis, MN 55454.

Orlando is looking for a co-host. Must be a dedicated person who writes and can produce quality sto- ries. Previous magazine or news experience is a must. Send a resume and tape to Nick Ekins, Executive Pro- ducer, PM Magazine, WDBO-TV, PO Box 1833, Orland- do, FL 32802. We are an equal opportunity affirmative action employer.

Studio Supervisor—Top 10 Eastern Market. Qualified television lighting director with studio supervising experience. Will be responsible for main- taining quality and control of studio production. EOE. Send resume to Box G-42.

SITUATION WANTED MANAGEMENT

West Coast college professor, 44, teaching TV production and related courses, seeks challenging indus- try position, any locale. Some previous profes- sional experience. Resume available. Box F-225.

Production Manager or Assistant Program Director for television station of any size in any western market. With proven on-air position is open. Will pay transpor- tation for job interview. Resume will show 25 years ex- perience as Producer-Director with knowledge of both small market and major market environments. National credits. Administrative experience. Excellent references. Salary secondary to opportunity for advanc- ment. Box G-3.

General Manager with outstanding credentials! Proven track record; Progressively increasing managerial responsibility; Demonstrated expertise in administration, competitive-programming, sales-pro- duction, promotion, community-involvement, news, etc. Enthusiastic personality, proven skills. Involves daily Big-picture strengths accompany strong financial capability. Acquainted to bottom-line responsibility and corporate opportunities. Production, Line up, ratings, sales, people, plus prestige. Box G-6.

SITUATIONS WANTED TECHNICAL


TV-FM-AM-Field Engineering Service. Established 1976, installation-maintenance-system design- survey and critique-intern maintenance or chief engineer: Available 6 days a week or during any pro- ject, Phone Bruce Singleton 513-868-2999.

Experienced engineer: operations, maintenance, transmitter or studio. Will relocate. 818-833-3582.

Broadcast Technician—1st phone, B.A. technical school, two years experience. Box G-2.

Washington, D.C.-Baltimore area. Licensed senior broadcast engineer with satellite and administra- tive experience. Phone 301-262-3743 or reply Box F-246.

SITUATIONS WANTED NEWS

Anchor: Male, 27, single number one in competitive Masters Degree, hard hitter. I give 110% and expect same. Box F-152.

Willing to leave New York. Young woman now anchoring evening newscast in City MA Journalism, good writing. ENG reporting. Strong on-air delivery. Box F-114.


Black Male/Anchor-Reporter. I have earned a 31- year TV career. Supervised two film editors, contact dis- patcher. With mid-size market on our team. I have also received numerous awards for spot news reporting. Now, I'm looking to move to another market. Box F-155.

Experienced, energetic reporter/photographer. Strong on photography can prove he's asset to your station. Will prove creativity and ability to shoot great pictures on audition tape. Willing to relocate for any reporter, photographer or any combination of two. Box F-148.

Educated, experienced sport journalist looking for work. 4 years in the business. Will listen to all offers 318-433-2971. Box F-158.


Top rated sportscasters will help your station bring home the bacon. Bright, young, face, witty articulate. Can do it all. Ideally would like to combine anchoring with PBP but will consider reporting in a good sports market. Box F-232.

Sportscaster—Top 20 front line—strong studio & field. Box F-201.

Wanted, anchor reporter job in top forty market or re- porter position in major market, have top ten and net- work experience, ten years in broadcasting. Box F-217.

Major Market Anchor/Interviewer/Reporter. Strong on delivery, camera presence and writing skills. Background includes MA, political campaigns, 4 years R-TV News and PA in number 2 market. Contact expires June 30. Let's talk! 714-675-7086.

Designated Sportscaster… ready to do 10th hour for your station. Must have 2 years full-time experience. Bloomington, 807-797-3355 or 809-758-7177.

Hard-driving, aggressive broadcast journalist gra- duate with three years San Francisco Bay area broadcast ex- perience including news, public affairs director and ENG producing, reporting, editing, and writing, seeks TV news writing/reporting position. Emerson college, grad. Willing to relocate anywhere. Richard Reeve, 23 West Ridge Road, Brewster, NY 10509- 914-279-2403.

Experienced creative assignment editor. In- terests in 9th market. References from current employer Box G-17.

Experienced Reporter, good voice, BA Journalism, Prefer southwest: Call 213-769-9953 or write Box Q-8.


2 years Sports Anchor experience in Top 30 market and just graduated. Experience includes filming, editing, publishing. For looking full time sports anchor reporting position. Any market anywhere. Call 414- 352-6777.

Aggressive newscaster (black female) looking for produc- tion opportunity. Includes video producing, reporting, anchoring, writing for daily newspaper, magazine. Box G-36.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

TV Intern available immediately. ENG, switching, audio, lighting, more. Ginny Heider 507-433-6000.

BBC London Introductions: Ex BBC producer's Assistant would introduce key BBC contacts and services, liaise and coordinate on freelance basis as re- quired, Tanya Malone, 1906 Jackson St., Oakland, CA 94612.

I have one year commercial TV production ex- perience, including studio and remote camera work, lighting, set design and editing, Degree, Seeking challenging position. Videotape available. Steve White 215-637-1451, mornings.

Host/Producer of TV magazine show seeking big- ger challenge, talk, variety, wealth shows game 17 yrs experience in on-air production and management. Box G-9.

Ten Years Experience in all phases of local TV pro- duction, following a Master's degree from Syracuse! As program director for two cable systems, I've admin- istered production, directed, interviewed, ENG'd, announced, taught, written, edited. Now what can I do for you? Tom Thomas, 413 Chestnut Court, Washing- ton, PA 15301. 412-232-5489.

Satisfaction guaranteed in entry level reporting position. Television production experience. BA Broad- cast Journalism. Will relocate. For video tape contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210-704-552-2473.

CABLE

HELP WANTED MANAGEMENT

System Manager: Wanted for independently owned, 300 mile, 16,000 subscriber cable system in one of the fastest growing areas in the northeast. System has pay tier in place, looking to add satellite services. Indivi- dual must have solid managerial experience, plus technical and engineering knowledge. Excellent working conditions, good company benefits and a great place for the right person. Salary commensurate with ability. We are an equal opportunity employer. Send resume and salary requirements to Box F-199.

HELP WANTED TECHNICAL

Television Maintenance Engineer needed by a large innovative CATV and teleproduction facility. Video maintenance experience necessary. Full benefits and technical training provided. Interested parties please submit resume to: Employee Relations Supervisor, Warner Amex GUBE, 930 Kinnear Road, Columbus, OH 43212.

ALLIED FIELDS

HELP WANTED SALES

National radio time sales organization has openings in Chicago area office to sell by telephone or in person contractually to accounts all over the country. Call or write Ed Berk, Community Service Broadcasting, 50 Roebling Blvd., Northfield, IL 60062, 312-564-3904.

HELP WANTED TECHNICAL

Fast growing production company in South Florida, needs engineers to install, maintain andinterfere latest state of the art equipment: Both Vitar's Segmented Line and Quantels DFC-5000 Digital Effects; Dataron Vanguard Editors, Ampex VPR-28's, RCA-TK 288's, etc. The positions are heavy technical, no operating required. Call: Michael Ostburn, Director of Engineering, 305-906-587-0547. Benefits include: health coverage, and salary requirements to: Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312.
HELP WANTED TECHNICAL CONTINUED

Chief Engineer: Major broadcast consulting firm in Southwest seeking engineer with background in television, microwave, and computers. Applicant must have E.E. and/or equivalent experience of no less than ten years. Full benefits. Send resume and reply to Box F-173.

Photographic Services Resource Specialist—Advise, plan and produce materials for a University media unit. Must be experienced and highly skilled in all phases of still motion picture and electronic media production and presentations. Some instruction and administrative duties. Five years minimum professional experience and a bachelor's degree or equivalent. Approximate starting salary $14,500-$15,500. Send letter and resume to August 1, 1980, Search Committee, Educational Communications Division, University of Arkansas, Little Rock, AR 72204.


HELP WANTED PRODUCTION

Documentary Producer/Designer with ideas and energy sought by new multi-media company. We are seeking talented individual to add to our team that will produce broadcast and non-broadcast films and related audio/print materials (especially for the educational market). He or she must have impressive credits in producing and directing documentaries and series for non-commercial television here and abroad. Intermediate ability and ability to speak foreign language a big plus because we want to develop and promote our films and related materials to an international market. The person we want must have management experience and be skilled in selling ideas to the uninstructed. If entrepreneurial ventures challenge you, send complete resume and salary requirements to National Video Communications, PO Box 254, Charlevoix, MI 49720.

HELP WANTED INSTRUCTION

Morehead State University is seeking a broadcast professional to coordinate its radio-television instructional program. Master's degree and professional experience required. Doctoral degree preferred. Duties include teaching sales and advertising and broadcast writing. Tenure-track position for academic year appointment beginning August 1, 1980. Rank and salary based on qualifications. Letter of application and resume, with salary history, to: Dr. Stacy Myrick, Chair, NSW Television Committee, Morehead State University, UPD Box 860, Morehead, KY 40351. MSU is an Equal Opportunity Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guaranteed Radio Supply Corp., 1314 Ithurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation in GA call 404-324-1271.


General Electric professional light valve TV projection system PSJ 506. $2,000. Mike Lincoln 415-956-5000.


Radio PROGRAMMING

Radio Programming—Find out what tomorrow holds for your audience! Astro-Productions, a 5-day, 4-week, a day daily program for each zodiac sign. Demo available. Astro-Productions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

INSTRUCTION


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student food plan available in school. Box K Pineapple Ave, Sarasota, Fla 33577 815-955-6922.

**RADIO**

**Help Wanted Management**

Controller


No. 1 Beautiful Music station in exciting top ten market is looking for a strong, creative Operations Manager to direct continued ratings growth. Houston is America's fifth largest city—a dynamic and aggressive sunbelt metro area offering unlimited challenge for an experienced professional. Salary is open. Send resume to Ms. Vici Williams, General Manager, KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, Texas 77046. 713/961-0092. Equal Opportunity Employer.

**Help Wanted News**

**RADIO NEWS**

Bilingual Journalist to produce broadcast and print material for California's Spanish speaking audiences. Requires both radio and professional broadcasting experience totaling at least 6 years. Familiarity with California's Spanish speaking population desirable. Salary competitive. Send resume, tape and writing samples to:

UNIVERSITY OF CALIFORNIA
Staff Personnel Office
1156 Administration Bldg.
Riverside, Calif. 92521

**Situations Wanted Management**

**INFUSE SUCCESS**

Broadcaster/Attorney seeks management/investment opportunity. Reply Box G-22

**Help Wanted Technical**

**NBC**

**Electronic Journalism Engineer**

NBC, a recognized leader in the broadcasting industry, is seeking an Electronic Journalism Engineer for its Moscow news bureau.

The successful candidate will have thorough operational familiarity with all phases of EJ news gathering functions including portable camera and recorder operations. Knowledge of Russian language highly desirable.

Please send resume and salary history in confidence to:

Lou Damonti, Staffing Specialist, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020.

We are an equal opportunity employer.

**Situations Wanted News**

**Don't Settle For Second Best!**

Heavyweight award-winning talk-show host/newscaster seeks radio and/or TV slot in top-5 market!

Offers 10 years solid news/talk experience, plus background as creator of syndicated cable TV program; writer/producer/lecturer, and contributor to 2 best-selling books! If you seek excellence and a proven ratings record, call:

Gene Steinberg, (212) 631-9290

**TELEVISION**

**Help Wanted Technical**

**DIRECTOR OF ENGINEERING**

WDRB-TV, Louisville, has just completed its move into a new facility. We are seeking an experienced engineer with hands-on skills and administrative abilities. WDRB-TV is a well-established independent UHF station owned by the Minneapolis Star and Tribune Company and this position offers an outstanding opportunity for growth, security and benefits.

Respond to Elmer Jaspan, President and General Manager, WDRB-TV, Independence Square, Louisville, Kentucky 40203.

WDRB-TV is an Equal Opportunity Employer.

**TELEVISION BROADCAST TECHNICIAN**

Baltimore television station has an opening for a technician. Must have FCC 1st class license and electronic school education. Send resume to:

Nancy Fields
WMAR-TV
6400 York Road
Baltimore, MD. 21212

E.O.E. M/F

**Technical Supervisor, Video Recording**

The NBC television network has an unusual opportunity for an experienced Video Recording Technical Supervisor.

Responsibilities include: supervising night and weekend video tape operations, edit rooms, edit sessions and the office staff. Supervisor will be making work assignments for the night and assembling routines for the following day, while overseeing and checking on staff and machines. Supervisor will also act as management operations and technical services rep during non-business hours.

Minimum of 5 years managerial experience in video tape operations required plus thorough knowledge of various sophisticated editing systems (CMX, EECO, SONY etc.). College degree or the technical equivalent desirable.

NBC offers an excellent salary and benefits package along with opportunity for career development. Please send a detailed resume and salary history in confidence to:

V. Branker /VT, Staffing Specialist, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020.

We are an equal opportunity employer.

**Broadcasting Jul 7 1980**
**CHIEF ENGINEER**
A major group owned UHF network Affiliate located in a sunbelt Top 100 city is seeking an experienced Chief Engineer. The ideal candidate will have a BSEE or at least 7 years of applicable TV experience. In addition, the individual will possess a desire to take charge of a technical operation from transmitter to time code generator while maintaining the management skills required of a department head. This is an outstanding opportunity with a growth-oriented organization. All replies will, of course, be held in strictest confidence. An equal opportunity employer. Send resumes to Box G-4.

**METEOROLOGIST/ENVIRONMENTAL REPORTER**
Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER. Please send resume to: Box F-185. An Equal Opportunity Employer, M/F.

**17TH MARKET**
2 positions open in Sunny Tampa, FL. Both require minimum of 3 years experience in top 75 market.

**ENG NEWS PHOTOGRAPHER**
Experience with TK-BVU-IKE. Must be able to shoot and handle live shots.

**ENG NEWS EDITOR**
Experience editing 6 & 11 p.m. Newscasts on Sony 500 E Editors, 200 Deck & Shintron Time Code.
Send tape and resume to:
WFLA-TV
Richard W. Roberts
Corporate Personnel Director
955 East Jackson St.
Tampa, Florida 33601
an equal opportunity employer m/f

**CO-ANCHOR**
We are expanding our News commitment to include a half-hour weekday noon news. Co-Anchor position will include some reporting. We are a top 30 market station and are heavy into microwave. Please send resume to Box G-30. An Equal Opportunity Employer, M/F.

**NEWS PRODUCER**
Aggressive and creative producer to join expanding news staff. Previous experience required. Must know how to use film, tape, graphics, and microwave technology. Strong writing skills and organizational techniques. Send resume and tape to:
Nancy Fields
WMAR-TV
8400 York Rd.
Baltimore, MD 21212
E.O.E. M/F

**Help Wanted Programming, Production, Others**
Producer, Talent and Technical Positions available for January premier of PM Magazine. Applications for Producer position requested immediately. Talent and technical positions approximately October 1. Experience required. Send resume and Cassette to:
Darrell Blue
Operations Manager
WCIA, 509 South Neil
Champaign, IL 61820.
An Equal Opportunity Employer M/F

**Help Wanted News**

**Help Wanted Technical Continued**

**AUDIO-VIDEO SYSTEMS ENGINEER**
Position involves designing, creating and planning engineering installations for television and associated technical equipment and facilities for use in network and local station broadcasting operations. Requires BSEE or equivalent experience, knowledge of state-of-the-art broadcasting techniques and equipment, plus background in engineering supervision preferred in manager position. Interested candidates please send resume in confidence to:
Theo Jones
abc
4151 Prospect Avenue
Los Angeles, CA 90027
Equal Opportunity Employer M/F

**Help Wanted Technical**

**NBC**

Technical Supervisor, Electronic Journalism
The NBC television network has an immediate opening for a Technical Supervisor with expertise in Electronic Journalism to supervise live and tape EJ pickups. In addition, you will have the opportunity to survey locations for live and taped television shows; supervise and control inventory, in-house and field video tape operations; and setup and maintenance of EJ equipment.
Minimum of 5 years broadcast/military experience. Previous supervisory experience and a thorough knowledge of the NBC/NABET Master agreement, college degree or the equivalent industry experience desired. FCC 1st Class license preferred.
The position may require extensive travel. Salary compensation in the $30-35K range plus an excellent benefits package and opportunity for advancement. Please send a detailed resume and salary history in confidence to:
V. Branker, Staffing Specialist, EJ, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020.
We are an equal opportunity employer m/f.

**Technical**

**Help Wanted Programming, Production, Others**

**PM magazine**

Executive Producer for No. 1 rated PM Magazine. Supervision of staff of 7 full time persons including administrative and creative duties. Producing skills and people skills a must. Send tape, resume, and salary requirements to Dave Miller, WCMH-TV, PO. Box 4, Columbus, Ohio, 43216, EOE.

**Help Wanted News**

**Help Wanted Technical Continued**

**Help Wanted Technical**

**NBC**

Technical Supervisor, Electronic Journalism
The NBC television network has an immediate opening for a Technical Supervisor with expertise in Electronic Journalism to supervise live and tape EJ pickups. In addition, you will have the opportunity to survey locations for live and taped television shows; supervise and control inventory, in-house and field video tape operations; and setup and maintenance of EJ equipment.
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**Technical**

**Help Wanted Programming, Production, Others**

**PM magazine**

Executive Producer for No. 1 rated PM Magazine. Supervision of staff of 7 full time persons including administrative and creative duties. Producing skills and people skills a must. Send tape, resume, and salary requirements to Dave Miller, WCMH-TV, PO. Box 4, Columbus, Ohio, 43216, EOE.
**GENERAL ASSIGNMENT REPORTER**

To join expanding TV news staff. College degree and previous TV reporting experience is required. Your tape must show a keen sense of film and tape production and an ability to do live minicam reports. Send resume and tape:

Nancy Fields
WMAR-TV
6400 York Road
Baltimore, MD. 21212
E.O.E. M/F

**REPORTER**

Major market network affiliate is searching for an experienced professional who knows how to develop and present strong consumer oriented reports. College degree and previous experience required. Submit resume and tape:

Nancy Fields
WMAR-TV
6400 York Road
Baltimore, MD. 21212
E.O.E. M/F

**Situations Wanted Management**

**TELEVISION PROMOTION MANAGER**

Midwestern advertising agency partner, former television station production/promotion manager desires position as Director of Marketing or Promotion Manager in medium to large market television station.

I have an impressive television station track record and have produced award winning advertising campaigns for my agency's clients.

I could develop an effective marketing strategy and advertising campaign for your station. Box F-198.

**Employment Service**

**BROADCASTER’S ACTION LINE**

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

**ALLIED FIELDS**

Help Wanted Programming, Production, Others

**Bids And Quotations Specialist**

RCA Broadcast Systems is looking for a Bids and Quotations Specialist with 3 to 5 years broadcasting experience (TV/RADIO STATION). Position requires analysis of customer equipment requirements, coordinating and monitoring bid and quotation preparation to assure satisfactory technical and sales approach, costs, pricing, and participation in the presentation of bids and quotations to management and to customers.

These are highly-regarded career positions that require moderate travel. We offer excellent compensation and benefits. Interested applicants should send resume in confidence to:

J.W. Hendrickson
RCA Broadcast Systems
Bldg. 3-2
Camden, New Jersey 08102
An Equal Opportunity Employer

**CUSTOMER SERVICE REPRESENTATIVE**

World leader in broadcast equipment, manufacturing, and sales needs representative in So. California. Travel is required to radio stations for installation and customer training on automation systems and associated equipment.

Successful candidate will interface with customers and must have 1-2 years experience troubleshooting analog and digital circuits. Knowledge of microprocessor technology helpful. Send in strictest confidence your resume to:

Box AAA
Carpinteria, CA 93013
An Equal Opportunity Employer

**PROMOTION BROADCAST**

Develop and conduct promotional programs for an exciting new nationally syndicated TV program. Significant broadcast promotion experience essential. You will be responsible for supporting advertising sales and syndication efforts. To apply, send resume, including salary history and requirements to:

Mr. J.D. Schultz
CHAMBER OF COMMERCE OF THE UNITED STATES
1615 H. St., N.W.
Washington, D.C. 20062
Equal Opportunity Employer M/F
A UNIQUE OPPORTUNITY IN SALES!

We are seeking a highly motivated individual to work with television and radio stations throughout the country in the field of broadcast computerization.

Knowledge of computerization is less important than "hands-on" experience with the management/sales of station inventory. Professional selling skills are required since the position calls for dealing with top executives of the broadcast industry. Heavy travel is involved.

Compensation includes base salary, commission, and expenses, as well as excellent company benefits.

Along with your résumé, include a short letter telling us why you are the individual we seek for this career opportunity. Send replies to: Department MS, Broadcast Division, Data Communications Corporation, 3000 Directors Row, Memphis, TN 38131. Please do not call.

An equal opportunity employer.

Help Wanted Technical

VIDEO ENGINEER

The National Security Agency, a federal government agency located at Fort Meade, Maryland, seeks a motivated, qualified individual to direct the engineering staff of the Agency Television Center. The Center is a sophisticated facility producing 4,000 to 5,000 minutes of diversified instructional and informational programs each year. Capabilities include two full-color broadcast quality studios, remote on-location operation, and reproduction/distribution of finished products. Duties involve direct engineering support for equipment operation/maintenance and consulting on engineering designs for the Agency's training center. Minimum qualifications are a BSEE and 3 to 5 years experience in video production engineering. Experience in radio/television broadcasting and sound recording is helpful. Salary will be commensurate with qualifications. Full federal fringe benefits apply. U.S. citizenship required. If interested, send resume to:

Director of Civilian Personnel
National Security Agency
Attn: M32P-DAM
Fort George G. Meade, MD 20755

An Equal Opportunity Employer

Help Wanted Instruction

DIRECTOR OF MARKETING/SALES

E.J. Stewart, Inc., Video Production Facilities, is currently seeking a director of marketing with a minimum of five years experience in sales and marketing in the videotape production industry. E.J. Stewart, a suburban Philadelphia-based tele-production company with studio and remote tape capabilities for broadcast, industrial, and government, as well as commercials and programs, has facilities which include a 7 camera mobile van, a single camera mobile van, a 63" x 77' studio and a 44' x 55' studio, state-of-the-art 1" videotape, and CMX editing.

Applicants must have solid background in TV production, established contacts, and a working knowledge of advertising agencies and television production companies. This individual must be self-motivated and capable of developing marketing strategies with emphasis in the areas of TV commercials and program production. Qualified applicants should send resumes and salary requirements to: E.J. STEWART, INC., 525 Mildred Avenue, Primos, Pa. 19018. All replies will be held in strictest confidence.

Help Wanted Sales

DUTIES INVOLVEons producing broadcast vision programs, and consulting on engineering. Duties involve directing engineering support for equipment operation/maintenance and consulting on engineering designs for the Agency's training center. Minimum qualifications are a BSEE and 3 to 5 years experience in video production engineering. Experience in radio/television broadcasting and sound recording is helpful. Salary will be commensurate with qualifications. Full federal fringe benefits apply. U.S. citizenship required. If interested, send resume to:

Director of Civilian Personnel
National Security Agency
Attn: M32P-DAM
Fort George G. Meade, MD 20755

An Equal Opportunity Employer

Help Wanted Technical

VIDEO ENGINEER

The National Security Agency, a federal government agency located at Fort Meade, Maryland, seeks a motivated, qualified individual to direct the engineering staff of the Agency Television Center. The Center is a sophisticated facility producing 4,000 to 5,000 minutes of diversified instructional and informational programs each year. Capabilities include two full-color broadcast quality studios, remote on-location operation, and reproduction/distribution of finished products. Duties involve direct engineering support for equipment operation/maintenance and consulting on engineering designs for the Agency's training center. Minimum qualifications are a BSEE and 3 to 5 years experience in video production engineering. Experience in radio/television broadcasting and sound recording is helpful. Salary will be commensurate with qualifications. Full federal fringe benefits apply. U.S. citizenship required. If interested, send resume to:

Director of Civilian Personnel
National Security Agency
Attn: M32P-DAM
Fort George G. Meade, MD 20755

An Equal Opportunity Employer

Help Wanted Instruction

Broadcast Center.

BROADCAST INSTRUCTOR

Do you have sales experience? Are you a motivator in the classroom? Recent growth and expansion of our nationally accredited programs have created an exciting, full-time opportunity for a creative, self-starting broadcast professional. Classroom teaching experience essential. Successful background in all phases of broadcast operations including air work, production and news required. Salary competitive. Contact Mr. L.J. Rubin, Ohio School of Broadcast Techniques, 2940 Euclid Avenue, Cleveland, Ohio 44115.

Help Wanted Instruction

Broadcasting Jul 7 1980

Help Wanted Sales

A UNIQUE OPPORTUNITY IN SALES!

We are seeking a highly motivated individual to work with television and radio stations throughout the country in the field of broadcast computerization.

Knowledge of computerization is less important than "hands-on" experience with the management/sales of station inventory. Professional selling skills are required since the position calls for dealing with top executives of the broadcast industry. Heavy travel is involved.

Compensation includes base salary, commission, and expenses, as well as excellent company benefits.

Along with your résumé, include a short letter telling us why you are the individual we seek for this career opportunity. Send replies to: Department MS, Broadcast Division, Data Communications Corporation, 3000 Directors Row, Memphis, TN 38131. Please do not call.

An equal opportunity employer.

PRODUCTS

Professional Audio Recording Tape
Reels • Cassettes
Ampex • 3M
Ask for our recording supply catalog
Polyline Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016
UNDERDEVELOPED CLASS "C" FM

- Unique Opportunity In A Growth Market
- Wide Retail Trade Area
- Located in South Central Sportsman’s Paradise
- #1 Facility In The Market
- $650,000.00
- Liberal Terms To Qualified Buyer

Call 901/767-7980 In Complete Confidence!

5050 Poplar Suite 816 Memphis, TN 38157

H.B. La Rue, Media Broker

WANT TO BUY FM OR AM/FM

Any size market in Iowa, Missouri, Arkansas, Nebraska, Kansas, Oklahoma, or Texas. Brokers protected. Reply held in strict confidence. Box F-110.

FOR SALE STATIONS

1. Fulltimer. Major market ID. $860,000 terms.
2. AM/FM in Alaska. $1,425,000.
3. Daytimer. NC. About 50 miles from coast. $240,000. Terms.
4. Chattanooga area daytimer. Good real estate with living accommodations at studio. $350,000. Down payment. $5,225.80/month for 10 years.
5. Two AM’s. CA. fulltimer and daytimer.
7. SE 50,000 watt AM. 3.8 million.
8. Fulltimer. City in Iowa. $800,000. Terms.
10. Atlanta area daytimer. $800,000.
11. Louisville area daytimer. $450,000.
14. VA. Coastal. Attractive. $800,000.
15. Powerful daytimer in Atlanta area. $980,000. Terms.
18. Class C in Colorado. $890,000. Terms.
19. Dynamic Fulltimer covering half of Alaska population. $1,600,000.
20. Powerful Daytimer in Eastern central New Jersey. $850,000.
22. Daytimer. Northeast Texas. $860,000.
23. Ethnic station in large Northern city. $1,900,000.
25. Indiana. Large metro. $200,000 down. Good coverage.
27. Fulltimer. Dominant. Metro. TX. $1,200,000.

ROCKY MOUNTAIN

Very profitable 5 kW fulltimer. Top signai in solid market. Absentee owned. $171,000 real estate included. Priced at $835,000. Box G-34.

MID-ATLANTIC FM

Stereo station. Rapidly growing rural/suburban area near large metropolitan population. $440,000 Cash or terms. Box G-34.
For Sale Stations Continued

**CHAPMAN ASSOCIATES®**
nationwide service

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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

**SELECT MEDIA BROKERS**

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**H.B. La Rue, Media Broker**

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
851-434-1750

East Coast:
100 East 77th Street, Suite 1909, New York, NY 10021
212-228-0737

**BILL-DAVID ASSOCIATES**
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

**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, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwards-able, and are returned to the sender.

**Radio Stations**

**Radio Stations for sale in**

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<th>State</th>
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W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805—541-1900

**Radio Stations for sale in**

- West Coast: 44 Montgomery Street, 5th Floor, San Francisco, California 94104, 851-434-1750
- East Coast: 100 East 77th Street, Suite 1909, New York, NY 10021, 212-228-0737

**BILL-DAVID ASSOCIATES**
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

**Boston SMSA**
Suburban AM, sell 33% for $80,000 cash to experienced manager who will run station. 617—742-0676

**BROADCASTING’S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: $2.00).

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**Rates:**
- Classified listings (non-display) Help Wanted: 70c per word. $100.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $50.00 weekly minimum. All other classifications: 80c per word. $100.00 weekly minimum. Blind Box numbers: $2.00 per issue.

**Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.**

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as .55mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Media

Robert Finke, general sales manager of Evening News Association's KVUE-TV Austin, Tex., named general manager of co-owned KWBX-TV Mobile, Ala.

David Zanichow, former sales manager of WUTR-TV Utica, N.Y., named general manager of station and VP of licensee, Roy H. Park Broadcasting of Utica-Rome Inc. He succeeds Gary Bolton, who was named general manager of Park's WDEF-TV Chattanooga, Tenn. (Broadcasting, June 16).

Don Kelly, VP-general manager of Metromedia's WPPI-TV Philadelphia, named VP-general manager of co-owned KLAC-AM Los Angeles.

Michael Solan, former general manager of WDEF-AM-FM Chattanooga, joins wBFG(FM) Detroit as general manager.

Michael Packer, operations director, KXRX-AM San Jose, Calif., joins WXYZ-AM Detroit in same capacity.

Bob Ardrey, regional manager, Drake-Chenal Programing Consultants, Los Angeles, joins KXRY(FM) Kailua and co-owned KXRO(FM) Hilo, both Hawaii, as general manager.

Robert Franklin, formerly with KSON-AM-FM San Diego, named executive VP of KMAX-AM Fresno and co-owned KBOS(FM) Tulare, both California.

Bill Powell, former general manager of WIKS-AM Greenfield, Ind., joins KBZE(FM) Tulsa, Okla., as general manager.

Robert Mart, station manager, KTVUTV Oak- land, Calif., resigns.

Stuart Swartz, general sales manager, KMSX-TV Minneapolis, named station manager.

Waida Roseman, VP for national affairs, National Public Radio, Washington, named senior VP for national affairs and planning. Clyde Robinson, VP for station services, NPR, named senior VP for representation.

Daniel Firth, general sales manager and promotion director, WLOB-AM-FM Portland, Me., joins NBC Radio's young adult network, The Source, as regional manager, affiliate relations, based in New York.

Lawrence Kessler, assistant general counsel, Teleprompter Corp., New York, assumes additional duties as executive director of new markets development.

Don Gissell, former communications management consultant with Saga Communications, Greenwich, Conn., joins Matrix Enterprises, Franklin, Tenn., cable operator, as director of franchise development for Chicago area.

Jo Baker, fund development assistant, St. John Medical Center, Tulsa, Okla., joins noncommercial KWGS(FM) as development director.

David Fuelharte, general manager of WPOC(FM) Baltimore, elected president of Maryland, District of Columbia, Delaware Broadcasters Association. He succeeds Thomas Cookerly, VP-general manager of WJLA-TV Washington, who relinquishes title due to other demands, but will remain with association as VP.

June Clarke-Doar, education administrator, New York City Department of Education, named director, employee relations and personnel development, Group W, New York.

David Smith, manager of organization development, NBC, New York, and Deborah Shah, second VP and manager of management development for operations department of Chase Manhattan Bank, named human resources consultants for NBC.

Advertising


Carol Herman, account supervisor, Grey Advertising, New York, elected VP.

Jo Ann Harvard, head of broadcast production for J.M. Fields, division of Food Fair, New York, joins Nadler & Larimer there as VP in charge of broadcast activities.

Carolyn Wills Johnson, media planner, Weekley & Penny, Houston, joins Ogilvy & Mather there as broadcast buying supervisor.

Elizabeth Stansfield, account manager, Bozell & Jacobs and Partners, London, joins O&M in Houston as account executive.

Anne Bernheim, account executive, D'Arcy-MacManus & Masius/de Garmo, New York, named senior account executive. Kathleen Clark, regional media advertising manager with Seven-Up Co., joins DM&M in St. Louis as media supervisor.

Alma Gonzalez, former Spanish translator-interpreter for Los Angeles criminal courts system, and formerly with KMXI-TV Los Angeles, named general manager of newly opened Los Angeles office of Spanish Advertising & Marketing Services, part of D'Arcy-MacManus & Masius.

Bill McDonald, president of Interthink, marketing consultancy and advertising agency in Omaha, joins Barkley & Evergreen, Overland Park, Kan., as account supervisor. Robert Moore, account executive, Sher, Jones & Lit- man, Kansas City, Mo., joins B&E as account executive.

Susan Boiler, associate director of media research, Ogilvy & Mather, New York, joins BBDO there as director of media analysis and information services.

Please send

Broadcasting
The newsweekly of broadcasting and allied arts

Name

Company

□ Business Address

□ Home Address

City

State

Zip

Type of Business

Title/Position

Are you in cable TV operations? □ Yes □ No

Signature (required)

□ 3 years $120 □ 2 years $85 □ 1 year $45

(Canadian and international subscribers add $12/year)

□ 1980 Yearbook $55.00

(if payment with order: $50.00)

□ Payment enclosed □ Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036


Donna Grimland, former advertising department director for E. James White Co. Advertising and Design, Alexandria, Va., joins Culppeper & Associates, Houston, as account executive.

Joan Stuart, associate media director, Jack List & Associates, Cleveland, named media director.

Ira Schloss, responsible for management of research councils, Business Advertising Research Council and Media Communications Council of Advertising Research Foundation, named assistant research director of ARF Robert Lyman, senior VP-finance, Benton & Bowles, elected treasurer of ARF.

Maury Wind, national sales manager of American stars team in New York, Tom Alt, manager of white sales team in Chicago, and Wanda Tucker, Dallas sales manager, Kaiz American Television, named divisional VP's.

Timothy Frame, from WTVL-TV Jacksonville, Fla., joins Blair Television's Jacksonville sales staff.

Tim Greenier, account executive on blue team, Harrington, Righter & Parsons, Chicago, transfers to blue team in Los Angeles. Greg Moore, formerly with Petry, succeeds Greenier in Chicago.

Virginia Weber, manager of business administration, CBS Television Network Sales, New York, assumes additional duties as director of merchandising and special events.

Frank B. Gregg, VP-director of sales, WAC-TV Boston, joins KHOU-TV Houston as general sales manager.

John Carpenter, general sales manager, WSB-TV Atlanta, joins WGN-TV Lancaster, Pa., in same capacity.

Harry Callahan, Eastern regional manager for RKO Radio Sales, New York, named general sales manager of RKO Radio's WLOF-TV New York.

Patrick McNally, formerly with WBBG-FM Detroit, joins WBOC-FM there as general sales manager.

Charles A. Wilson, account executive and special projects manager, WGNAM Chicago, and director of farm sales for licensee, WGN Continental Broadcasting Co., named national sales manager for WGNAM. He will continue as director of farm sales.

Marcellus Alexander Jr., account executive, WRPBFM Detroit, named national sales manager, succeeding Russell (Buzz) Van Houten, who was named general sales manager (BROADCASTING, June 30).


Connie Joiner, on staff of WYKL-AM-FM Lexington, Ky., named sales manager of WYKL-FM.

Dennis Tugendorf, director of business affairs, WBBM-TV Chicago, and Jose Ortiz, assistant marketing manager, Coca-Cola Bottling of California, San Francisco, named account executives at WBBM-TV. Rory Clark, who is working on master's degree at Southern Illinois university, Carbondale, and formerly with WON-TV Chicago, joins WBBMAM Chicago as account executive on retail sales staff.

Philip Salas, manager of research, WCAU-TV Philadelphia, named account executive.

Marie Michels, retail advertising account executive, Seattle Post-Intelligencer, joins KIRO-TV Seattle as account executive.

Thomas Hunt, account executive, WHO-AM-FM Dayton, Ohio, joins WDTN-AM there in same capacity.

Beverly Wilson, sales manager, WBBEAM Chicago, and Gregg Rizzo, account executive, WAITAM Chicago, join WINDAM there as account executives.

Pat Joyce, from WOJO-FM Evansion, Ill., joins WLAK-FM Chicago as account executive.

Ken Stancielle, from WCFLAM Chicago, joins WRKFM Chicago as account executive.

Nancy Dewar, former account executive with Ross Roy Advertising, Toledo, Ohio, joins WNIC-AM-FM Dearborn, Mich., as account executive and co-op coordinator.

Glenn Profitt, from WXXI AM Highpoint, N.C., and Brad Richdale, from XK61AM KUGOFM Phoenix, join KXTCFAM Phoenix as account executives.


**Programming**

Robert A. Harris, VP in charge of programming and development for CBS at Universal Television, named sales, Los Angeles, named senior VP Stefanie Kowal, VP in charge of movies for television and miniseries, Universal Television, named VP in charge of programming and development at Universal for NBC.


Angela Schapiro, VP for Home Box Office program services, New York, named VP of programming for Cinemax, HBO's new complementary maxi service. Richard Behars, director of new product sales, HBO, named director of sales for Cinemax. Matthew Blank, director of market development, assumes additional duties as director of marketing for Cinemax. Thomas Ludlow, manager of marketing services, named manager of marketing for Cinemax.

Matt Herman, co-producer of QM Productions' A Man Called Sloane, named VP-worldwide productions, QM. Laurie Deitz, with Lawrence Gordon Productions. joins QM in New York as director of creative development for company's pay television operations.

Jody Pollock, former administrative director of Colben Televison Sales, Los Angeles, named general manager of syndication sales company.

Sam Schroeder, director of programming for New Jersey Public Television Network, joins Primo, Philadelphia-based entertainment television network, as VP-programing.

Frank Rettler, general manager, Allied Entertainment Corp., New York, joins Carter Grant Productions, New York, as sales manager.

Janet Gardner, senior editor, Book-of-the-Month Club Inc., joins Claridge Group Ltd., New York, U.S. television production arm of Trident Television Ltd. of United Kingdom, as director of development.

Jack Patterson, program director, KMJQFM Houston, joins TM Programing, Dallas, as director of Alpha Programing and Consulting, responsible for creative development of TM Programing's new syndicated format, Alpha One.

Rick Sadle, creative director, KSAN-FM San Francisco, resigns post to operate Rick Sadle Productions, San Francisco audio production company.

Zvi Shoubin, program director, WPHL-TV Philadelphia, named director of programing and operations.

Greg Miller, director of operations, WTAFTV Philadelphia, named program manager.

Shirley Frederick, program manager, WKWTV Cleveland, assumes additional duties as director of operations and programing.

Curtis Gadson, stage manager for PM Magazine on WJK-TV Detroit, joins WTVLY there as producer of documentaries and specials. Tom Stefani, cameraman and editor for PM Magazine on WJTV, joins WOFL's program depart-ment as supervisor of electronic field production.

Russ Stanton, stories producer for Evening Magazine on KYW-TV Philadelphia, named associate program producer for Evening Magazine, succeeding James Schmidt, who was named executive producer of programing (BROADCASTING, May 26). Fran Lee, who currently appears weekly on WABC-TV New York's A.M New York as consumer advocate, joins KYW-TV as resident consumer expert on AM/FM program.

Sue Toma, producer and host of daily talk show on WMT-TV Cedar Rapids, Iowa, and Tim Klein, production coordinator for Country Day on KSTP-TV Minneapolis-St. Paul, join WHO-TV Des Moines, Iowa, as co-hosts of PM Magazine, scheduled to begin in September.

Louis Rainone, production manager, WTVLY Cincinnati, named director of sports operations. Michael Hurdlebrink, executive producer of special programs, succeeds Rainone.

Ted Patterson, weekday sports reporter and weekend sports anchor, WMMT-Baltimore, named weekend sports anchor.

Ed Sorensen, sports director, KTSW(TV) Topeka, Kan., joins KGUN-TV Tucson, Ariz., in
same capacity.

Mark Lewis, sports director, KPVT-TV Pocatello, Idaho, joins WRCB-TV Chattanooga in same capacity.

Karen Kornacki, sports reporter, WANS-TV Columbus, Ohio, named daily sports anchor.

Bob Anderson, air personality, WLOB-AM-FM Portland, Me., joins Maine Information Radio Network, Augusta, as sports director.

Jim Lamping, air personality, WFDT(FM) Columbia City, Ind., joins noncommercial KAVI-TV Austin, Minn., as broadcast specialist.

Jim Thoresen, who has been vocational agriculture instructor in Arlington, S.D., joins KWAY(TV) Watertown, S.D., as farm director.

Tim Probst, from University of Wisconsin Agricultural Extension Division, Madison, joins WKWE(FM) Waupun, Wis., as farm director.

Bob Christy, program director, WHDH(AM) Boston, and former program director at WABC(AM) Indianapolis, rejoins WTCB as program director.

Laura Ashton, formerly with KXLA-AM-FM San Francisco and KPRP(FM) San Diego, joins WNAS-FM Springfield, Mass., as program and music director and air personality.

John Gregory Buttermore, air personality, WPS(AM) Kingstree, S.C., assumes additional duties as program director.

Michael York, from WLAX-AM-FM Muscle Shoals, Ala., joins KWAY(AM)-KLOQ(FM) Little Rock, Ark., as air personality.

Dave Kettinger, air personality, WPEG(FM) Trenton, N.J., joins WKKH(FM) Ocean City, Md., as morning air personality.

Timothy Marsh, continuity, public service, traffic director and weekend air personality, KPS(AM) Palm Springs, Calif., assumes additional duties as full-time late-night announcer.

**News and Public Affairs**

Virgil Dominic, news director, WKW-TV Cleveland, named director of news and communication.


Gabe Pressman, one of New York’s most prominent local TV reporters, is switching from WNEW-TV New York, where he has been since 1972, to WNBC-TV New York, where he had worked 17 years before joining WNEW-TV.

Frank Newport, co-host of Talk of Houston show on KTRH(AM) Houston, named news director there.

Steve Thompson, reporter and producer, WTOP(AM) Washington, named news manager.

Richard Forschner, community affairs director, WJYV(FM) Tampa, Fla., named news director.

Ken Campbell, formerly in upholstery business in Minneapolis, joins WLES(AM)-WGGQ(FM) Waupun, Wis., as news director.

Dave Koester, reporter, KODE-TV Joplin, Mo., named news director.

John Frazee, executive news producer, KMOS-TV St. Louis, named assistant news director.

Lowell Briggs, reporter and weekend producer and anchor, WHPT-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., as assignment editor.

Christopher Larson, reporter and weekend weatherman, WPST-TV Spartanburg, S.C., and Jennifer Paln, former reporter for Camden (N.J.) Courier-Post, who also did radio news in Camden-Philadelphia area, join WGAL-TV as reporters.

John Anthony Slick, sports caster and reporter, WENY-TV Elmira, N.Y., joins WKZO-TV Kalamazoo, Mich., as general assignment reporter and weekend sports anchor.

John Willing, from KUTV(TV) Salt Lake City, joins KMOV-TV San Antonio, Tex., as meteorologist.

Gene Key, from KAMR-TV Amarillo, Tex., joins KGUN-TV Tucson, Ariz., as weathercaster and environmental reporter.

Bob Groszi, weekend weather reporter, WANS-TV Columbus, Ohio, named daily weather reporter on noon news.

Paul Gibson, weathercaster, KKEY-TV Mankato, Minn., joins KTTV(TV) Rochester, Minn., in same capacity.

Joe Connolly, freelance reporter for AP Radio, Washington, joins news department of WASH(FM) there.

Dick Levitan, former head of investigative unit for Boston Herald American, and investigative reporter for WEEL-AM-FM Boston, joins news staff of KOMO(AM) Kansas City, Mo.

Mir Day, former news director for Mission Cable’s noncommercial FM channel in San Diego, joins KJMR-FM there as part time news writer.

Ken Koontz, reporter, WTVT-TV Charlotte, N.C., named community affairs director.

**Promotion and PR**

Suzanne Banks, public relations specialist with American Express Co., New York, joins ABC Radio Network there as manager of publicity and promotion.

Donna Hutchinson, promotion manager, WPIX(TV) New York, named director of advertising and promotion.

Catherine Quinlan, former assistant director of merchandising for WOR-TV New York, who has most recently written for McGraw-Hill, Kirkus Reviews and Creative Artists Program Services, rejoins WOR-TV as manager of publicity.

Jerry Bredouw, former director of broadcast promotion for Universal Studios, and formerly with ABC as director of on-air promotion, joins KTLA(TV) Los Angeles as director of advertising and promotion. Bredouw took last two years off to write novel.

John Schmutz, audience promotion man-

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**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
- 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.**

Or just call David Tyler collect at (901) 320-4340.

The William B. Tanner Co., Inc. 2714 Union Extended, Memphis, TN 38112

Name __________________________ Title __________________________

Station __________________ Format __________________

Address __________________

City __________________ State ______ Zip ______

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Broadcasting Jul 7 1980
Highest honor. Retired National Public Radio international affairs analyst and NBC News correspondent Pauline Frederick has been chosen as winner of the 1980 Paul White Award given by the Radio-Television News Directors Association. She will accept the award, given each year for distinguished service to broadcast journalism, at RTNDA's annual international conference December 3-5 in Hollywood, Fla. Frederick is the first woman to win the Paul White Award, which is the organization's highest honor. Past winners include President John Kennedy, Edward Murrow, Walter Cronkite, Eric Severeid and former Senator Sam Ervin. While at NPR, Frederick was also the co-producer and moderator of a weekly international relations program, Pauline Frederick & Colleagues. At NBC News, she was United Nations correspondent, and before that worked briefly at ABC News.

Joanne Stern, on-air promotion director, WXXV-TV Cleveland, named assistant director of creative services.

Sandra Stieves Hughes, former advertising copywriter with Griswold-Eshleman, Pittsburgh, joins noncommercial WXXI-FM-TV Rochester, N.Y., as director of public information.

Bette Bryman, freelance public relations and talent agent, Atlanta, joins WRGAM(AM) Atlanta as promotion director.

Rosa Gatti, sports information director, Brown university, Providence, R.I., joins Entertainment and Sports Programming Network, Bristol, Conn., as director of communications.

Technology

Bill L. Wormington, president of Space Network Services, Greenwich, Conn., consulting firm in satellite communications, named manager of operations for Blairsat, John Blair & Co.'s new subsidiary for distribution of TV commercials and traffic instructions by satellite.


John McCallister, head of marketing, Zenith Radio Corp., Chicago, elected VP-marketing.

Thomas Lorenzen, sales engineer handling several Midwest states, Sony Broadcast, joins Thomson-CSF Broadcast as Midwest region sales manager.

Chuck Baiding, former general manager of KXIV(TV) Ardmore, Okla., joins Broadcast Systems Inc., Austin, Texas, as national sales manager for antenna products. Carroll Ogle, former marketing manager, television transmitters, CCA Electronics Corp., and formerly with RCA, joins BSI as territorial sales manager for Southeastern region, based in Raleigh, N.C.

Geoffrey Gates, formerly with Bell Laboratories' Indian Hill facility in Naperville, Ill., joins Cox Cable Communications, Atlanta, as director of software technology. Michael Ellis, former VP of ICC Inc., San Diego, joins Cox Cable as director of advanced technology.

Four former employees of Watkins-Johnson Co., Palo Alto, Calif., microwave manufacturer, have formed new company, Magnum Microwave Corp., Sunnyvale, Calif., to manufacture RF components for satellite and telecommunications industry. Harry McGrath Jr., who was head of international sales at Watkins-Johnson, is president of Magnum; Harry Boza, who was mixer production manager, is VP-manufacturing; Joseph Lee, who was head of mixer development, is engineering director, and David Fealkoff, who worked in European sales for Watkins-Johnson, is marketing director. Nolan Bushnell, former chairman and founder of Atari, video game manufacturer, and now chairman of Pizza Time Theatres, is chairman of Magnum.

Linda Mancini, in marketing communications with Verbatim Corp., Sunnyvale, Calif., named sales support specialist.

Len Zuga, former operations manager for Tymnet, Cupertino, Calif., joins GMS, subsidiary of Gill Industries, which produces data processing systems for cable television operators, San Jose, Calif., as assistant to president.

Jan Kowalsczuk, technical supervisor, KDKA(AM) Pittsburgh, named engineering manager.

Patrick Shirley, former chief engineer, WWWFM(AM) Detroit, joins WABC(FM) there as chief engineer.

Jocelyn Wadley, secretary of radio programming, WIP Inc., Harrisburg, Pa., joins The Pennsylvania Public Television Network, Hershey, as broadcast technician.

Allied Fields

Larry Patrick, VP-research, National Association of Broadcasters, Washington, named senior VP.

Daniel Bormann, VP-finance and administration, Frank N. Magid Associates, Marion, Iowa, named VP-chief administrative officer.

Richard Logan, VP-radio sales, Arbitron Radio, New York, named VP-radio sales and marketing. Andrew Beshgeotour, president and operating manager of Market Logic, marker research and consulting firm he founded in Atlanta, joins Arbiron, Laurel, Md., as research manager.

Dr. Peter Schilli, manager, ABC Wide World of Learning Inc., New York, named director of unit, which is subsidiary of ABC Video Enterprises and markets educational programs to schools, libraries, business, industry and government.

Lawrence Loiello, executive VP for financial affairs at Peters, Griffin, Woodward, has resigned to open financial advisory service in Florida. Move was said to be prompted in part by Dun & Bradstreet's acquisition last year of PGW, opening up D&B's extensive resources to PGW and lessening need for financial specialist like Loiello.


Ed Shea, Southern regional executive director, Nashville, American Society of Composers, Authors and Publishers, named national coordinator of public affairs. He will travel between Nashville and Washington until new regional director is selected.

Linda Beech Ebben, director of congressional relations, National Cable Television Association, joins Malarkey, Taylor & Associates, cable consultant, Washington, as VP for research and marketing.

Charles Crain, former general sales manager for subsidiary of A.H. Belo Corp., Dallas, which owns Belo Broadcasting, group owner based in Dallas, joins R.D. Hanna Co., media brokerage and consulting firm in Dallas, as assistant to president, Robert Hanna.

Lawrence Johnson, host of What's New in Learning, daily program on CBS Radio, named director of electronic media on chancellor's staff at University of California, Los Angeles.


Deaths

Harold Harley Hersch, 54, Manassas, Va., lawyer, formerly with Washington communications law firm of Dow, Lohnes & Albertson, died in single-engine plane crash June 25 at Belterton, Md. He was former director of WQAA(AM) Quantico, Va., now WPWC, and was director of WISZ(AM) Glen Burnie, Md., now WIRK. Hersch had also been president and treasurer of Prince William Broadcasting Corp., licensee of WPRW(AM) Manassas, since 1957. Survivors include two sons.

Richard Joseph Pauley, 50, former air personality for KNX(AM) Los Angeles and WBAT(AM) Atlanta and who also worked for radio stations in Tampa Bay area of Florida, died of cancer June 20 in Sarasota, Fla. Survivors include his wife, Marilyn, two daughters and one son.
### Stock Exchange and Company

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<th>Exchange</th>
<th>Closing Wed., July 30</th>
<th>Closing Wed., July 30 Net</th>
<th>Change in Week</th>
<th>Change in Week P/E Ratio</th>
<th>Market Capitalization 100,000</th>
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### Broadcasting with Other Major Interests

- A Adams-Russell 10/7/8
- A Affiliated Pubs. 19
- A American Family. 6/8/8
- A John Blair 20
- A Charter Co. 23/3/4
- A Chris-Craft. 23/3/4
- A Coca-Cola New York. 4/7/8
- A Gannett Co. 48/7/8
- A General Tire 15/3/4
- A Gray Commun. 34
- A Harte-Hanks. 23/3/4
- A Heritage Commun. 15/3/4
- A Intelsat Corp. 14
- A Jefferson Pilot 28/7/8
- A Marvin Josephson. 14/1/2
- A Newsstar System Net 25/7/8
- A Knight-Ridder 23/3/8
- A Lee Enterprises 13/3/8
- A Liberty. 15/1/4
- A McKesson-Hill 31
- A Media General. 26/3/4
- A Meredith. 38/1/2
- A Multimedia. 23/1/2
- A New York Times Co. 23
- A Post Co. 21/7/8
- A Rollins. 26/9/8
- A San Juan Racing. 5
- A Schering Plough. 39/1/8
- A Stauffer Commun.*. 35
- A Tech Operations 24/1/4
- A Thompson Co. 43/1/8
- A Turner Broadcasting*. 14
- A Washington Post 17
- A Wometco 17/7/8

### Cablecasting

- A Acton Corp. 11/1/2
- A American Express 34/7/8
- A Burnup & Sims 9/1/8
- A Comcast 19/1/2
- A Entron*. 5
- A General Instrument 55/1/4
- A Geneve Corp. 38/3/8
- A Genevieve Corp. 27
- A Telecommunications 27
- A Teletext 17/1/8
- A Time Inc. 45/8/6
- A TOCOM. 14
- A UA Columbia Cable 48/8/5
- A United Cable TV 30
- A Viacom 38/3/8

### Broadcast Programs

- O Chuck Barris Prods. 4
- O Columbia Pictures 28/1/2
- O Disney. 48/1/2
- O Filmways 8/1/8
- O Four Star. 15/8/8
- OGetty Oil Corp. 79/3/4
- O Gulf & Western 18/1/4
- O MCA. 47/7/8
- O MGM Film. 7/3/8
- O Reeves Commun. 19/1/4
- O Transamerica 16/3/8
- O 20th Century Fox 45/3/4
- O Video Corp. of Amer. 7/5/8
- O Warner 42/1/4
- O Wathet. 18/1/4

### Service

- O BBD Inc. 35/1/4
- O Compact Video 16
- O Comsat 36/7/8
- O Corp. Dane Bernbach 27/5/4
- O Fote Co Bonding 27/7/8
- O Grey Advertising 46
- O Interpublic Group 30
- O MCI Communications 8/1/2
- O Moveleab. 8
- O MPO Videotonlotics 6/1/2
- O A. C. Nielsen 27/1/8
- O Ogilvy & Mather 24
- O Telemaion. 1/1/2
- O TPC Communications. 7/5/8
- O N. J. Thompson. 31
- O Western Union 24/3/7

### Electronic Manufacturing

- O AEL Industries 7/3/8
- O Ampec. 19/1/4
- O Arvin Industries. 11/3/8
- O OCA Electronics*. 1/8
- O Catel. 5/1/4
- O Cohu. 6/1/4
- O Conrac. 16/1/4
- O Constar. 19/1/4
- O Elec Missile & Comm. 3/3/8
- O General Electric. 52/1/2
- O Harris Corp. 37/1/4
- O Hewlett Packard. 3/3/8
- O Int'l Video. 7/6/8
- O Microdyne. 20/1/4
- O M/A Com. Inc. 29/1/4
- O 3M. 53/1/4
- O Motorola. 49/1/8
- O Nippon Electric. 45
- O Northrock Intl. 57
- O RSC Industries. 4
- O Scientific-Atlanta. 26/1/2
- O Sony Corp. 10/1/4
- O Tektronix. 50/7/8
- O Tekvision. 8/3/4
- O Westinghouse. 22/7/8
- O Zenith. 10/3/8

### Standard & Poor's 400 Industrial Average

229.33 131.12 -1.89

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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 & Poors' or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price **No P/E ratio computed, company registered net loss. ***Stock split. +Stock traded at less than 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:

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.
Lukasik: one-man think tank for FCC

Stephen Lukasik went on board as the FCC’s chief scientist 18 months ago because he felt “there was a particular job to be done here—a job where change was required.”

And change has typified his career which, he says, has followed a “logical evolution.” At 49 years of age, Lukasik has moved through a job spectrum that has required him to collect experimental data for a variety of private and governmental research departments, to study that data in the think-tank environment of the Rand Corp. and to implement and manage policy for the FCC.

The pipe-smoking chief scientist of the commission feels his move to the FCC from the same role at the Rand Corp. was important. “When one is in a think tank, one has a marvelous opportunity to think about policy. On the other hand, you’re not doing it,” he said. Lukasik would like to “have some component of doing it rather than just thinking about it.”

Lukasik said he knows that the FCC has been criticized for not having a proper approach to technology. “There’s a collection of charges against the FCC vis-a-vis innovations in communications,” he said, agreeing that some of the criticism may be deserved. However, Lukasik suggested that “working inside the reality, and outside on the perception” of those problems is what his primary role may be.

“My job is to tell people what’s important, what’s coming along when and identify the regulatory issues. [As a policymaker] you don’t need to be a deep technologist, but you do need some help in being led to what the problem is and being represented with the small amount of information that you, as a lawyer or an economist, need to think about that particular problem.”

He addressed the criticism that has been aimed at two recent FCC decisions—its move to adopt the Magnavox AM stereo system and its proposal to reduce spacing in the AM band from 10 kHz to 9.

“I think that the AM broadcasters had a reasonable request,” he said of the AM stereo decision. “I think there was a choice of systems, and I think the EIA [Electronics Industries Association] provided a useful service. There was a rulemaking docket and comments, and we made a choice. I find myself just a little bit surprised that this sensible evolution is now a subject of such debate.

“In AM stereo, the listener gets something, the AM broadcasters get something and, really, all the equipment manufacturers get something. The only real issue there is: Which company gets the royalties reasons thereof, it is technically sensible, it is possible, it won’t cost an arm and a leg. In effect what the technical people did was to say: ‘You people can make your decision and understand there’s not a big technical problem’. If anything, the technical people were probably in favor of it on interregional interference grounds.”

At first blush, Lukasik seems the stereotyped scientist: He’s tall, thin, slightly graying, wears dark, horn-rimmed glasses, has a blackboard in his office behind an expansive library table laden with books and files. But when he talks about himself and his role at the FCC, a modest person, with a wry sense of humor, emerges.

He sees himself as a “process person.” “My ego,” he said, “does not require that I be in charge, that my ideas be the dominant influence. I’m more interested that my office is serving the kind of role for the commission to work right. Without wishing to be a filter, I would like to be a selection mechanism.”

“There is a history of turf-manship at the FCC,” he said. “And an organization that focuses on turf issues cannot be a very successful organization because it must spend the bulk of its energies fighting its varying pieces, and I’m not interested in that.”

Lukasik is excited about the future of telecommunications. He believes that space technology has been the biggest development in the last 10 years to affect telecommunications. “The idea of wiring mankind together—worldwide television—we would not have without space,” he said. However, he also believes that digital and common carrier technology will “make possible a new environment for the handling of information for the future.”

In the meantime, he hopes to keep the FCC aware of technological changes, and hopes to keep the commission’s policies flexible enough to meet them.

What he calls his “strong, primary feelings” he carries through all threads of his life. He hopes to be able to recognize change, as well as seek it out when necessary, and he offers this cautionary note to broadcasters: “Our social, economic and political system is based on the notion of individual rights and responsibilities and group interests. And I offer this holistic view, with the heat of partisan battle and the proper pursuit of one’s personal interests, there always comes a point where your interest and your group interest must come to a natural end. By all means, fight for what you want and say what you think, but there’s lots of social needs for mankind in the 20th century. One has to synthesize these things and ask if some are more important than others.”
Double trouble

To broadcasters who are finding it difficult to meet FCC quotas on minority and female employment, the news from Washington last week was all bad. First the FCC rejected a petition by the National Association of Broadcasters to review the unrealistic quotas that were imposed last February. Next the good Rev. Everett C. Parker and his Office of Communication of the United Church of Christ came up with the money to raise a national army of snoopers who are to investigate station compliance with FCC quotas.

For a while it had looked as if reason might return to EEO enforcement at the FCC. FCC Commissioner Anne Jones, in a speech to the Federal Communications Bar Association, raised pointed questions about a policy that she felt was unfairly demanding more of broadcasting than of other businesses and probably doomed to fail in its announced purposes of changing the nature of radio and television programming. True, a week later FCC Commissioner Tyrone Brown retorted with a defense of commission policy which he, of course, thinks is too lenient for white broadcasters. But other members of the FCC remained silent, a sign some outsiders took to suggest that second thoughts might be forming about EEO standards.

The outsiders were wrong. With Jones absent from the meeting at which the NAB petition was voted down, nobody had a kind word to say for it.

The NAB petition deserved a better fate. It contained serious criticism of the FCC's high-handed adoption of its new quotas by administrative fiat. It eloquently argued for the initiation of a rulemaking in which the reasonableness of the quotas could be appraised. The view from here is that the FCC all but invited judicial review of its summary rejection of the NAB petition.

The good Dr. Parker's army in the field will only exacerbate an already abrasive situation. This could be turning into a confrontation that no one will win, least of all the minorities and women whom most broadcasters are genuinely trying to help.

Facts of television life

The exact amount of money that viewers paid to watch the Duran-Leonard fight (BROADCASTING, June 30) is unclear. Different representatives of the promoters have put different figures on it, as is sometimes the way of sports promoters. According to them, it was somewhere between $20 million and $30 million. For our purposes, let's just say it was plenty.

The bulk of the money, by both accounts, came from viewers at closed-circuit theater showings. But nearly $2 million came from homes via pay television — through the ON-TV over-the-air system in Los Angeles and the Qube cable system in Columbus, Ohio. And ABC Sports paid $500,000 for the right to show the fight free to its viewers a month later.

Both ON-TV and Qube charged $10 per home, paid 55% to the fight promoter and still came away with substantial profits for the evening. For whatever it means, incidentally, the fight seemed to have considerably greater appeal in Los Angeles, where 46% of ON-TV's subscribers ordered it, than in Columbus, where Qube's order rate was 30%.

We don't know what to make of that, but we do know that the fight was an exceptional event, not only in the execution but in the advance build-up, which is far more critical to the pay-per-view operator. Jerry Perenchio, president of ON-TV, said he doesn't expect more than three "special events" approaching that caliber in a year. Three may be on the high side.

What the Duran-Leonard experience showed is that there is a paying audience out there if the event is right. And it should be noted that, though the dollar figures sound as if a third of the country was in theaters that Friday night, the Nielsen figures show network TV audiences were unaffected — that they were, in fact, a little larger that night than on the Friday before or the Friday after.

We don't know what to make of that either, unless it means that the American appetite for television in any form is all but insatiable.

Sign of progress

To the immense relief of journalists, not to mention other admirers of the U.S. Constitution, the Supreme Court ruled last week that the right of press and public to attend criminal trials is guaranteed by the First and 14th Amendments. Some journalists had hoped for more, a correction or reversal of the same court's ruling of a year ago that pretrial hearings may be closed without abridging journalism's rights. Last week's decision may have disappointed those who wanted ultimate relief. It went a long way, however, toward restoring hope that the Burger court can read the Constitution the way it was written.

The decision sought to arrest the wave of secret proceedings that followed the decision in Gannett vs. DePasquale (BROADCASTING, July 9, 1979) which upheld a judge's right to close a pretrial hearing to the press on request of the defendant. Within six months of the Gannett ruling, some 100 motions to close both trials and pretrial hearings had been reported and about half granted.

Although the court passed the opportunity to take back Gannett in its Richmond Newspapers ruling of last week, five of the nine justices were already public record with individual clarifications of Gannett, variously issued in response to the doubts and criticisms that Gannett raised. Not only that, the author of the New York opinion that the Supreme Court upheld in Gannett later issued another ruling that significantly narrowed what he had originally written (BROADCASTING, Nov. 26, 1979). The Gannett decision now presents a smaller danger to the practice of journalism that it threatened at its writing.

For broadcast journalists another case of more personal importance than Richmond Newspapers awaits Supreme Court disposition in the next term. It is a challenge to the constitutionality of television coverage of criminal trials that the court accepted for review last April (BROADCASTING, April 28). There is no way to guess how that will come out, but the prospect for vindication of television is brighter than it would have been if Richmond Newspapers had gone the other way.

"When I told you to get the same blazers for the whole staff, I meant style not size."
In Dallas, Texas
KDFW-TV is now the news leader!

The May ratings are in and there's a new news leader in Dallas. According to A.C. Nielsen Co., KDFW-TV's news audience growth has been phenomenal.

In fact, more than 200,000 viewers have joined the switch to KDFW-TV News at either 5pm, 6pm or 10pm... an unheard of increase of 40% since last May.

The fact is that by consistently delivering the best news presentation in Dallas, KDFW-TV has become the news leader.

KDFW-TV DALLAS
A TIMES MIRROR STATION

Source: A.C. Nielsen, May 1979-80
How opening federal lands to oil and natural gas exploration will raise your family's standard of living.

America has been sending more and more money overseas for foreign oil every year. When U.S. dollars leave the country to pay for this oil, the effect is a lessening in the value of the dollar... and a nibbling away at every American's standard of living.

To help cut its dependency on foreign oil, America must produce more oil and natural gas here at home. Our country has rich, untapped reserves; the problem is that much of them are under federal lands. About a third of our country is controlled by the federal government. Most of this land is currently off limits to energy exploration and development. And proposed legislation would shut these lands off permanently.

Energy lands should be developed.

Just one example: in the Rockies of Idaho, Montana, Utah and Wyoming, a mineral-rich geologic area that's part of the "Overthrust Belt" contains 8 billion barrels of oil and 100 trillion cubic feet of natural gas by some estimates. But nearly half of this land may be put off limits.

Some government land management people feel that they have to draw a permanent line on land use: a line protecting every facet of the environment in its natural state from oil and natural gas development. At Amoco, we believe that energy can be produced on these lands while maintaining their natural integrity.

The environment can live with oil and gas development.

Now don't get us wrong. We are not for the wholesale exploitation of America's natural wilderness. But we would like to be able to explore public lands to find those having the potential for holding oil and natural gas deposits. Further, we'd like to be permitted to drill on those lands where large quantities of oil and natural gas are most likely to be found.

Amoco believes that America can't afford to cut itself off from an opportunity to increase its energy reserves. Because producing secure American petroleum supplies is the best way to lessen the influence that foreign oil producers have on every American's standard of living.

America runs better on American oil.