Bitter ending at NBC ☑ GOP convention dominates broadcast week ☑ Cable deregulation coming up at FCC

Broadcasting  July 14
The newsweekly of broadcasting and allied arts

WONDER WOMAN
Available NOW

Warner Bros. Television Distribution A Warner Communications Company
Now Metromedia Radio is deeper in the heart of Texas

That's because we just acquired the Texas State Network, three interconnected radio networks that provide State and National news, agribusiness reports and public information programming in Spanish to stations in 135 markets throughout the Southwest.

Metromedia Radio's all-news KRLD in Dallas will be the Flagship station and lead the way in providing network members with the kind of programming Metromedia listeners throughout the country have come to expect. Imaginative. Interesting. Attuned to local needs.

So all of you, in the Southwest, give a listen. Because on June 2nd, 135 Texas markets became even more important.

METROMEDIA RADIO
Important stations in important places.

New York WNEW/WNEW-FM
Philadelphia WIP/WMMR
Baltimore WCBM Washington D.C. WASH
Detroit WOMC Chicago WMET
Dallas KRLD Los Angeles KLAC/KMET
San Francisco KNEW/KSAN

Texas State Network
Malrite knows how to make things grow.

Malrite has a long and unbroken history of growth. But we've never believed in growth simply for its own sake. We grow because we continually fill more needs for more people.

The immediate and enthusiastic success of Malrite's new WUHF-TV confirms our ability to meet the need for independent television service in Rochester, N.Y.

We believe the new Malrite independents being built in Jacksonville and West Palm Beach will have the same kind of success.

In broadcasting, significant growth demands intelligent care and feeding: Strong management. Talented people. Solid financing. Careful planning. And a company-wide sense of commitment. People who know us, know that's the Malrite style.
The Week in Brief

GOP UP TO BAT □ The media have descended on Detroit for a Republican National Convention expected to produce little dramatic or hard news. But the broadcasting story could be how independent stations and networks meet the coverage challenge. PAGE 20. As a warm-up, ABC News holds a mirror to the networks and political campaigning. PAGE 21.

FIRST TO GO? □ The acrimonious ouster of NBC Chairman Pfeiffer shortly after the blunt firing of RCA President Valente stirs speculation about the job security of other top executives in the organization. PAGE 22.

DECISIVE DAYS FOR CABLE □ The FCC is about to bite the bullet on distant signals and syndicated exclusivity. They're on the agenda for consideration July 22. PAGE 24.

TOP OF THE WEEK

STANDOFF: The publisher of the commercial Washingtonian magazine complains to the FCC about a new monthly publication of four of the nation's largest noncommercial stations. He claims on-air promotions support an enterprise that is commercial and competitive to him. PAGE 51.

SMOKE OVER PITTSBURGH □ A law suit and a federal probe cloud cable's future there. However, franchise winner Warner Cable carries on. PAGE 52.

NARROWING THE GAP □ Media analyst Anthony Hoffman offers predictions on TV network billings next season. He expects ABC's prime-time to total to decline to $302.7 million, CBS to climb to $275.7 million and NBC to gain to $256.7 million. PAGE 53.

MINIMAL THREAT □ A Young & Rubicam analysis concludes pay TV will have little impact on network television viewing through 1985. PAGE 55.

IFRB'S UPHILL PULL □ The international board faces manpower problems and computer complexities in its quest for an AM hemispheric plan. PAGE 56.

BROADCASTING TO BAT □ The NAB and NBC contend the FCC staff report on satellite-to-home service did not consider impact on local TV. PAGE 57.

REBUTTAL □ Accused last November by CBS News's 60 Minutes of mishandling its first nuclear plant, Illinois Power distributes its own 60 Minutes: Our Reply that is put on blank videocassettes submitted by viewers. PAGE 58.

PEER POINTS FOR PIERPOINT □ Keeping a low profile, but maintaining high visibility at CBS since 1949, has earned respect for Robert Pierpoint at all levels of journalism and government. One manifestation of that came 10 weeks ago, when his colleagues accorded him the presidency of the White House Correspondents Association, a first for a broadcaster. PAGE 81.

SPECIAL REPORT

AND THE WINNER IS... □ Excellence in broadcasting and related fields has been recognized in another bumper crop of honors. BROADCASTING's fourth annual round-up of awards documents winners in the past 12 months. PAGE 26.

LAW & REGULATION

PIE-CUTTING NEAR □ The Copyright Royalty Tribunal, working its way through the stacks of conflicting claims to 1978 cable royalties, says it will categorize the claimants by the end of this month. Then it plans to make divisions within each category some time in September. PAGE 45.

RKO'S SPIN-OFF PROPOSAL □ The FCC's Broadcast Bureau believes the three revocations are punishment enough and that putting the other 13 licenses into an independent company is a possible alternative. However, NBMC and groups vying for the licenses see things differently. PAGE 46.

MEDIA

GETTING FOOT IN DOOR □ A White House conference on minority women in broadcasting is offered advice on expanding their position in the ownership ranks. PAGE 49.

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Bottom Line, 64 Datebook, 12 Business Briefly, 8 Editorial, 62 Changing Hands, 50 Fates & Fortunes, 75 Monitor, 59

In Sync, 48 Open Mike, 18

Intermediate, 52 Playback, 56

Monday Memo, 10 Stock Index, 79

Monitor, 55 Washington Watch, 46

Start cashing in on the latest boom in Sci-Fi movies—right now!

There's no need to wait years for today’s big Sci-Fi movie hits to make their way to local television.

The 12 network-proven, BATTLESTAR GALACTICA movies are ready for action whenever you say the word!

46 stations have already said yes!
Closed Circuit

Hot news

Thanks in particular to impressive gains made by ABC since format switched to World News Tonight two years ago last Thursday (July 10), total TV network early-evening news audience has jumped considerably. For second quarter this year, network ratings totaled 36.0, up 8% from same period in 1979 and 14% over 1978 quarter.

ABC is claiming biggest jump, with World News Tonight in second quarter 1980 up 43% in rating over 1978 quarter when broadcast still was ABC Evening News. ABC said CBS News gained 6% in rating and NBC News 4%. As for audience share, ABC was boasting 26% improvement and said CBS and NBC were down 3% and 4% respectively. ABC said its homes increased 49% (5.8 million to 8.7 million). CBS's increased 11% (9.2 million to 10.1 million) and NBC's 9% (7.9 million to 8.6 million).

Preference for women?

American Women in Radio and Television is readying appeal to FCC to give women equal status with favored minorities in seeking broadcast ownership. AWRT will ask for same rights blacks, Hispanic Americans and other selected minorities get in station distress sales, tax certificates, expedited processing and original grants.

High gains

UHF broadcasters are about to get news of significant improvements at both receiving and transmitting ends. Panasonic has developed high-performance tuner that is said to surpass existing tuners by wide margins in noise and other performance measurements.

Public Broadcasting Service will soon issue claim of 40% improvements in UHF transmitter efficiency to be made possible by PBS collaboration with other broadcasters, including BBC, and equipment makers.

Peace plan

National Association of Broadcasters, so far rebuffed in request to FCC to form government-industry advisory group on expansion of AM allocations, will make similar approach to State Department, which is in charge when U.S. enters international negotiations on broadcast frequencies. NAB delegation led by Vincent T. Wasilewski, president, will meet with Under Secretary of State for Security and Technology Matthew Nimetz July 30.

NAB ran afoul of State Department and FCC at Region 2 conference of International Telecommunication Union last March in Buenos Aires when association lobbied other national delegations, successfully, for delay in adoption of U.S. government's proposal to narrow AM channels from 10 khz to 9.

Subject is to come up again in November 1981 at next Region 2 meeting in Rio de Janeiro. This time NAB will propose formation of State Department-broadcasting advisory committee.

No!

Commercial television networks are taking tough stands this summer in annual contract renegotiations with on-screen talent as part of stiffening resistance to rising production costs. Leading fight is said to be CBS Entertainment President Robert Daly who has taken active role in contract negotiations. At least one talent agent could recall no other time that network executive of such high rank has sat repeatedly at bargaining table. Daly is only one of three entertainment division heads with business affairs background.

Threats of law suits persist, and at least five major series stars on CBS are said to have had pleas for new contracts flatly denied. Among talent, talk is that networks are making examples of certain actors.

Best foot forwarding

One of cable television's glaring weaknesses—unavailability of its product to nation's decision-makers in cableless Washington—may soon be corrected. National Cable Television Association President Tom Wheeler is investigating possibility of earth station installation atop 16th and K Streets, N.W., building that houses NCTA headquarters, setting up viewing facility where congressmen, regulators, other influential may be brought to watch programing of, among other cable offerings, round-clock news coverage by CNN and House of Representatives coverage by C-SPAN.

Pay in the sky

Golden West Subscription Television and Robert Wold Co. are said to have reached agreement for latter to provide approximately 70 hours weekly of satellite time for national distribution of STV programing. Service could begin as early as Sept. 1.

Programs, approximately nine hours on week days and 13 hours on Saturday and Sunday, will originate from GWSTV's new channel 43 in Oklahoma City. Initial feeds will go to pay-television operations in Memphis, Omaha, Dallas and Chicago. Currently, GWSTV plans to offer satellite service only to its outlets and not to offer to other pay services. Full details of new operation are expected this week.

Fourth network

Public Broadcasting Service officials are celebrating latest report on its prime-time audience. Week of April 24-May 4 was PBS's biggest ever, with PBS reaching 24.2% of all households watching TV, 17% gain over same week year ago. For nine-month period, October through June 1980, PBS achieved 31% gain in prime-time audience share.

Early 1981 line

If Republicans win White House, these moves may be in cards: Veteran FCC Commissioner Robert E. Lee will buck for chairmanship, even if on token basis, but might encounter trouble because of recent voting record. And Richard Shiben, who owes his Broadcast Bureau chieftancy to Chairman Charles Ferris who hand picked him, is seen as candidate for commission. (He's Republican from West Virginia.) That could be Ferris's own seat, since Democratic chairman would be expected to resign, thus giving incoming President opportunity to shift balance to four Republicans and three Democrats.

Out among 'em

Dog days in Washington, with FCC in hiatus during August and Congress more interested in elections than legislation, won't find NAB brass taking time off. President Vincent T. Wasilewski has instructed department heads and his number-two man, John Summers, to make calls in field with eye toward future needs, particularly in bolstering legislative contacts.

Bell's tab

National Telecommunications and Information Administration's invitation to communications industry representatives to reception in honor of its Minority Women's Commercial Broadcasting and Technology Conference, held last week (see page 49), came as something of surprise. NTIA, one of smallest units of government, did not seem financially equipped to throw bash at Sheraton Carlton, one of Washington's nicer hotels, or anywhere else. Answer to question was provided in acknowledgement, in program handed out at reception, of "very special thanks" to James Billingsly, vice president, AT&T.


Mata Henna International □ Hair-care products. Begins this week for three weeks in about 35 markets. Agency: Media Marketing, Western Springs, Ill. Target: women, 18-34.


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
PO Box 23355/Nashville, Tennessee 37202/1-800-251-2058

Broadcasting Jul 14 1980
Building a better image for construction unions

Why are unions advertising? This and related questions continually come up when people discuss with us our heavy involvement in labor advertising. The field of labor advertising is growing up fast and becoming increasingly important to our clients in the building trades union.

We started our work with the building trades four years ago with our first pilot program in San Diego. Our research revealed a number of interesting things about trade unions and public reaction to them, and about how they had gone about advertising and public relations activities in the past.

We discovered that the general public was very concerned about escalating costs of housing and blamed the trade unions for contributing greatly to rising prices. But we also discovered that the on-site labor cost of the average new home, as a percentage of the total purchase price of the new home, had actually gone down about 54% in the last 25 years.

What really surprised us, however, is that with very few exceptions such as the International Ladies Garment Workers Union and various local campaigns, few unions were operating with the assistance of professionals from the advertising industry. For all practical purposes, unions had no advertising or public relations program of any serious scope.

We knew that the building trades unions were concerned about their poor public image and wanted to take a leadership position in discussing how to combat rising housing costs. This gave us a perfect vehicle — housing — through which to position the building trades unions as the leader in the fight to reduce the cost of housing. It gave the unions the opportunity to correct public opinion about labor costs in constructing homes.

Operating under the general theme, "When It’s Built by Union Labor, It’s Build for Good," the first campaign stressed the fact that on-site labor in a new home had gone down 54% in the last 25 years. The advertising also pointed out the contributions made in the local community by trade unions. Copy also dealt heavily with the quality and durability of union-built housing, and how craftsmanship and training help lower housing costs.

The primary media vehicle was radio, backed up by outdoor, spot television and newspaper. The first campaign — now known as Campaign One — opened with outdoor carrying the general theme. Radio was introduced in the third week and continued for the duration of the 12-week campaign. In the fifth and sixth weeks, early and late local news programs carried the television messages. Both radio and television advertisements referred to Sunday ads in the real estate sections of the local papers. The newspaper ads expanded the copy points made in the broadcast advertising. The newspaper ads also carried a coupon that could be sent to the local building trades council for detailed information on the housing cost crisis and what the trade unions were doing to combat it.

Outdoor, which was kept up for the full three months of Campaign One, consisted of a 25-showing with board locations rotating each month.

Our target market was home owners in the 20- to 50-year-old bracket. Radio schedules were run Monday through Friday using 12 60-second spots in early and late drive periods on each of the top three stations serving our target demographic.

Television spots were 30 seconds and ran only during the fifth and sixth weeks. The two top local news stations in the market were used, with four commercial announcements, Monday through Friday, on each. The newspaper ads ran only on Sunday in real estate sections. Newspaper schedules were placed in weeks five, six, seven, nine, eleven, and twelve of the campaign.

In addition to the advertising, an extensive public relations program was begun, stressing the community involvement of union members, union locals and union district councils. Promotional activities using audio-visual materials related to the campaign were pursued in local shopping centers, state fairs and various kinds of trade shows.

Campaign One was soon followed by Campaign Two. This effort began eight weeks after Campaign One had finished, and was six weeks in length. In Campaign Two, amplification of the issues involved in rising housing costs was the main copy platform. Closely tied to Campaign One’s general theme, Campaign Two used radio and newspaper as the main media. Radio ran the full six weeks, and was scheduled as in Campaign One. Newspaper, used in the same manner as Campaign One, ran during weeks four through six.

Campaign Three soon followed Two, and finished the first year-long block of advertising. Twelve weeks in length, Campaign Three began eight weeks after Campaign Two had finished. Three ran exactly the same as One, using the same media strategy and scheduling. The major theme in Three, though, was changed considerably. The new theme was related to quality and cost efficiency of union labor. The theme was "Union Labor Can Build Your House for Less."

Currently, our union clients are now in Campaign Four, with Five close behind. Our programs, originally begun in San Diego, are now running in 10 states and in many other district areas. We expect a national building trades program to get under way some time in 1981.

In the process of mounting building trades campaigns throughout the United States, we have had the opportunity of working closely with many of the individual trade unions and their leadership.

In every campaign, members and officers of the United Brotherhood of Carpenters were instrumental in getting the other unions involved. A year and half ago, we were appointed to build a comprehensive, national advertising and public relations program for the International UBC.

That program is now fully under way, operating under the general theme of, "We’re Building The 20th Century." The advertising, in its first phase, is intended to convey an image of craftsmanship and social involvement to the general public. In its second phase — taking place later this year — the advertising will concentrate on benefits union members receive, and of the benefit to the general public of union quality and craftsmanship. In 1981, the advertising will link together the various activities of the UBC as it celebrates its centennial year.

There is a tremendous opportunity for our industry to get involved and help the unions create strategies to overcome current obstacles and achieve future objectives. As more of us become active in this work, we will have the reward of helping to build a new dialogue between labor and management — and, we hope, a new spirit of cooperation.
"The network news leader in momentum as the 80's begin is ABC."

On July 10, 1978 ABC News introduced World News Tonight—a totally new evening broadcast with a refreshing and informative format headed by some of the most experienced, respected news people in the business.

In just two short years, World News Tonight's audience has grown tremendously, attracting more than 4 million additional viewers—people who were not regular network news viewers before.

World News Tonight has been hailed as "exciting", "unpredictable", "intimate", "...the news broadcast that gives you more investigative reporting and more extensive international coverage than other news broadcasts".

And World News Tonight is just one member of the ABC News family. With news reports in Good Morning America, Nightline, 20/20, Closeup, our ground-breaking late-night reports on the Iran crisis, and our coverage of the '80 Vote, ABC has become the network more people get their news and information from than any other network.

For two years, our staff of professionals has worked hard to build ABC News into a respected leader in broadcast journalism. While that is a source of great satisfaction, it also heightens our sense of responsibility to the viewing public as we face the challenges of the new decade.

You can't afford to miss our news.

ABC NEWS abc

Source: NTF/NAC ratings reports, average audience households and total persons estimates. Early evening, multi-weekly, network news comparison based on 8 weeks of data, April 1-11 and May 1-11 report intervals each year 1978 and 1980. News family comparison includes all regularly scheduled network programs of similar type. Data subject to qualifications which are available upon request.
July 13-16 - New England Cable Television Association annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, B/5 North State Street, Concord, N.H. 03301; (603) 224-3373.

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

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


July 16-19 - Summer convention, Colorado Association of Broadcasters, Keystone Resort, near Dillon.

July 17 - Radio Advertising Bureau Idearama for radio salespeople. Sherraton Inn and Conference Center, Madison, Wis.


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

Also in July


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


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


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

July 27-31 - Community Antenna Television Association CCAOS-80, Snowmass, Colo.


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


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 30-Aug. 3 - National Association of Broadcasters annual conference. The Westin Governor's Club, Mariemont, Mass.


July 31 - Radio Advertising Bureau Idearama for radio salespeople. Doubletree Inn, Des Moines, Iowa.

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. Friday luncheon speaker: Representative Lionel Van Deen (D-Car), chairman of House Communications Subcommittee. The Sheraton, Hot Springs, Ark.

August

Aug. 3-5 - South Carolina Broadcasters Association meeting. Hyatt Regency, Charleston.

Aug. 3-7 - Cable Television Administration and Marketing Society annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 822-5700.


Aug. 5 - Radio Advertising Bureau Idearama for radio salespeople. Sheraton Inn Towne, Albany, N.Y.

Aug. 5 - Radio Advertising Bureau Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.


Aug. 5 - Radio Advertising Bureau Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.


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

Aug. 21-24 - West Virginia Broadcasters Association 34th annual fall meeting. The Greenbrier, White Sulphur Springs.
The AP TV Wire is the first newswire designed especially to meet the unique needs of television. It's a high-speed (1200 wpm) source wire which provides all the world's news accurately, objectively, and fast. But, the AP TV Wire is a lot more than that.

**The Programming Plus**

Fully one-third of all material on the AP TV Wire is designed for story and feature programming. Consumer tips, health and fitness, human interest, movie reviews, “magazine” style stories, plus lots more to be stripped into your noon shows, AM shows, or other non-news programming.

Additionally, there are backgrounders for public affairs programming, research data for editorials, and a wealth of source material on a wide range of subjects.

**Supplemental Services**

The AP TV Wire can be made even more effective by adding two photo services—AP PhotoColor and AP LaserPhoto.

The AP TV Wire works for your station 24 hours every day, providing the type of material that can strengthen your overall product and help you build ratings.

**AP TV Wire: It’s a lot more than just a news wire!**

**See You at the NATPE**

We’re in Suite 1054 of the main building at the San Francisco Hilton—or call us in New York at (212) 262-4011.

**AP Broadcast Services**

**INNOVATION for better news programming**

New against their news.

KMEG-TV

PRISONER: Cell Block H

THE OTHER GUYS

It could be habit forming! This authentic, dramatic adult series about women behind bars has viewers talking and watching in major cities across the country. And now, as part of the line-up of entertaining shows KMEG-TV broadcasts while other Sioux City stations program local news, we're bringing our viewers this acclaimed new series.

KMEG-TV provides the market with innovative, entertaining programming, plus News and Weather Updates 44 times a week. So, if you thought your choice was limited to news or more news, think again.

KMEG-TV gives you a real alternative to the other stations' news.

Solid Entertainment
8 days a week

KMEG-TV
A CBS Affiliate

A MEAGAWATT OF SALES POWER FOR SIoux CIty
Avery-Knodell Television National Representative

Broadcasting Jul 14 1980
And now something for the "compleat" sports fan.
Enterprise Radio. The first, and only, national all-sports radio network. Broadcasting via satellite. 48 times a day.
Bringing sports news, features, events, personalities, talk, late-breaking stories. Maybe even a score or two.
We set up the hardware. You add a new dimension to your programming. And the jocks out there get round the clock sports news. Everyone's a winner.
May sweeps figures reported in July 7 issue for Albuquerque, N.M., market transposed household numbers for KOTV (ABC affiliate) and KOB-TV (NBC affiliate). KOTV's HT figures should have been reported as 54,000 homes, highest in market, KOB-TV's as 45,000.

Story on satellite plans in July 7 issue wrongly reported that Simultaneous Transmission and Recovery of Alternating Pictures (STRAP) technique was developed by RCA. It was developed at CBS (Broadcasting, June 13, 1977).
NOT EVERYTHING YOU READ IN THE ENTERTAINMENT BIBLE SHOULD BE TAKEN AS GOSPEL.

June 18, 1980

Sweeps Elate NBC

NBC-TV was crowing about its 27 first-place finishes (or ties for first) in the 65 market-sweep reports for May that Nielsen has published so far. That's more firsts than either CBS (with 26) or ABC (with 19).

NBC researchers also pointed to the irony that despite losing its affiliation with the powerful WRTV in Indianapolis to ABC last summer (and ending up with the much weaker ABC reject WTHR-TV), NBC's prime-time schedule allowed WTHR to finish first in Indianapolis during the May 1980 sweeps.

In the June 18th issue of Variety, WTHR Television Indianapolis was described as a "much weaker" and a "reject" station.

Well, we're running this ad to state that's simply not true.

According to an even higher authority, the Nielsen and Arbitron ratings, Channel 13 was the number one prime time station in Indianapolis before the affiliation change. And continues to rank number one after the switch.

If you're like most people in the business, you read Variety religiously. But please remember that not everything they print should be carved in stone.

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*Missed 1st Place by 1000 Households.

WTHR13
Indianapolis
Represented by Blair Television
Counterproduction?

EDITOR: It seems that 1984 is arriving right on schedule. National productivity is declining, and obviously there are many factors involved in this decline, but one of the major deterrents to productivity is our own bureaucracy. As the amount of government intervention in the private sector has increased, so the GNP has fallen.

The FCC's intentions to control job promotions within broadcast stations with regard to women and minority groups now threatens our productivity. Imagine a man in his early 30's who has worked long and hard at one station, or many, who would like to be considered for a middle-management position. The station manager, however, by virtue of bureaucratic intimidation, is forced to promote someone with less ability and experience, simply to fill a quota. The damage done to staff morale, combined with the compromised management position, results in loss of productivity. Playing politics now gets in the way of turning out a quality product, and that's something that has no place in our industry. Equal rights are one thing, reverse discrimination is quite another.—Cary Pall, program director, WXEE(FM) Sylvania, Ohio.

Sinclair's secret

EDITOR: This native Rhode Islander was extremely pleased to see the ink devoted to telling the remarkable story of the Providence-based Outlet Co. (Broadcasting, June 30). I know Chairman Joseph (Dody) Sinclair and can relate a true story which may give additional insight to the success of his company.

Several years ago, as a radio and TV public relations person for the University of Rhode Island, I stopped by the Outlet studios, then located on the top floor of the retail store. That week, the Outlet Co. was in the midst of a labor dispute affecting some retail clerks, some air staff and the building's entire maintenance staff.

As I got off the elevator, I was momentarily stunned, then dramatically impressed, as I viewed Dody Sinclair in his business suit pushing a pile of accumulated waste paper, dust and dirt the length of the building's long corridor with a huge pushbroom.

Dody was the first CEO that I saw practicing the adage: "...I'm not asking you to do anything I wouldn't do myself!"

I've since moved to Maine and tried broadcasting myself, and I remember with great affection my first meaningful lesson in corporate management as displayed by Dody.

Now, where's my broom?—James H. Goff, president, Penobscot Broadcasting Corp. Bangor, Me.

Keeping confidence

EDITOR: You misquoted my quote of Dan Rather (Broadcasting, June 23) in the Ladies' Home Journal article telling how a reporter's curiosity prompted his sampling of hard drugs.

You printed Dan as saying, "I can say to you in confidence, I know a fair amount about LSD." He really said (the italics mine), "I can say to you with confidence, I know a fair amount about LSD."

Dan shared a number of confidences with me, by the way, but none of them wound up in print.—Cliff Jahr, New York.

Not the only one

EDITOR: Given the fact that I was one of the few Washington lawyers not listed in your June 16 article, can I simply tell my clients that I refused to participate?—Philip R. Hochberg, counsel, Vorys, Sater, Seymour & Pease, Washington.

Editor's note, Many others were unmentioned in a special report that made no pretense of being a census of the communications bar.
All family quality presentations from the best of Hollywood including MGM, Warner Bros., 20th Century Fox, Filmation, Paramount and Disney.

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

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

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

The best films are better in our package - THE SFM HOLIDAY NETWORK
Media mass in Detroit for GOP gathering

But since there’s expected to be little in the way of breaking news, journalists will keep busy with background reports on the party’s candidates and his positions; satellites will get a work-out.

Some 11,000 news-media people—almost half from broadcasting—have descended on Detroit to capture the drama, the suspense and the excitement of a Republican national convention that is sure to be short on all three. But for the major networks, which will be competing for ratings and the glory and gold that go with them, the fact that Ronald Reagan’s selection as the party’s presidential nominee is foreordained and that potentially messy floor fights over platform planks are settled last week in the quiet of nonprime time, is regarded as a challenge. For the Republican convention managers, it is an opportunity.

ABC, CBS and NBC are on station, each with between 600 and 700 radio and television people—correspondents, technicians, camerapersons and producers—and it’s not likely many will find time heavy on their hands. For if there is little hard news to report in the hours of prime time the networks have set aside for convention and related coverage, they are prepared to provide exhaustive and many-sided looks at Ronald Reagan and the Republican party in 1980. Indeed, this will be an analyst’s and documentarian’s convention rather than a reporter’s—although not entirely.

Going in, the question of whom Reagan will select as his running mate provided the basis for the only interesting speculation. Reagan is expected to announce his selection at a news conference on Thursday morning. But there are already battalions of reporters trying to ferret out Reagan’s choice and thus score what could be the only real newsbeat of the convention.

As for the convention managers, they have fashioned the event, to the extent possible, as a television miniseries that will end on Thursday night. Except for the opening session, which begins at 11 a.m. today (July 14), all sessions will be held in the evening, to capture the prime-time audience. And the managers have promised a convention that will respect schedules. They will even fill an hour of time tonight, beginning at 10 p.m., with entertainment designed to illustrate the convention’s theme—“Together ... A New Beginning.”

How much of that entertainment the networks will carry remains to be seen. And there is more than a little skepticism among the networks as to the managers’ ability to keep things moving with the pacing a television program requires. As NBC’s Lester Crystal, senior executive producer of political coverage and special programs, put it, “There will still be a lot of speeches.”

But the story of the convention, for broadcasters, will be not only what happens on the floor and in the corridors. It will also be in the development of individual stations and of minor networks as factors in providing live coverage of the convention. Satellite transmission is still not cheap, but its costs are low enough so that stations all over the country will be running their own live inserts from the convention on their evening news shows. (Together with the major networks, the newcomers to satellite technology are boosting the use of satellites to unprecedented heights—at least 1,000 hours last week and this for specially teased time alone, according to some estimates.) The convention managers set aside areas in Joe Louis Arena—in skyboxes, in an open press box, in a section of the auditorium from which seats have been removed and on the floor itself—from which correspondents for some 20 stations, groups and new networks will broadcast live.

Some, like Gannett Broadcasting Group, Post-Newsweek Stations, Storer Inc., and even some individual stations, like WCCO-TV Minneapolis, WFAA-TV Dallas and KTRK-TV Houston, have moved in substantial amounts of personnel and equipment to do their live inserts and taped pieces. Gannett, for instance, has 25 correspondents, camerapersons and producers on hand to service its seven television stations with some 40 hours of programming over the eight-day period that began on Friday (July 11). (Gannett News Service, incidentally, will operate a 70-person print bureau and operate a 24-hour wire service for the 82 Gannett newspapers.)

Gannett’s costs for television coverage are “well over $50,000,” according to Jim Sieger, vice president for news, broadcast division. But even a single station can spend about that amount. WCCO-TV’s Skip Loescher said the station expects to spend up to $125,000 on both the Republican and Democratic conventions. The station has sent 12 reporters, photographers and technicians to Detroit to do a total of 35 minutes of live programming daily—20 minutes divided among three newscasts each day of the convention, plus a 15-minute special at 10:30 each night. The cost for time on Westar I is about $10,500 and for the circuits, $25,000.

To save money on satellite costs, WCCO-TV and many of the other stations have joined in consortiums. For instance, Gan-
nett, for all its size and wealth, has combined its seven stations with three others—KOAT-TV Portland, KTVU-TV Salt Lake City, and KING-TV Seattle—in sharing 43 hours purchased through Satellink of America, which provides the uplink to a Western Union satellite. The stations share time within 30-minute increments—not always comfortably. At times, two or more stations in a sharing arrangement want the same segment.

Journalism is one motivation in stations' decision to broadcast live from Joe Louis Arena and adjoining Cobo Hall. Another, some will admit, is self-promotion. And Dick Mallory of Cox Broadcasting Corp., whose WSB-TV Atlanta and WSOC-TV Charlotte, N.C., are in a consortium with KPRC-TV Houston, offers a third reason: "We need experience with satellites... Until you do this, you don't know the steps needed. So the next time we want to use the satellite, we won't be as hesitant." Broadcasting live from the convention, then, is for the stations involved a rite of passage to a new level of television news service.

For all of the glamour and excitement of satellite technology, it is still only a means of transmitting a story. It is getting a story that last week was expected to attract about 2,500 personnel from some 450 radio and television stations, groups and the new, emerging networks. For the station personnel, at least, they do not have to hunt for the big story at a convention where everything is likely to be formatted. Their responsibility is easily defined: Cover the local angle.

Jim Snyder, vice president of news for Post-Newsweek stations, said each of the four outlets in the group—WSB-TV Hartford, Conn.; WJXT-TV Jacksonville and WPLG-TV Miami, both Florida, and WDIV-TV Detroit—will cover the convention "in terms of the local angle." Indeed, in the view of PNS President Joel Chaseman, "the best stories at most political conventions are local stories, the way elected delegates vote and the positions they take on the important issues." Each station has sent two reporters, a producer and a camera crew, and they will dog their respective delegations and be on the lookout for news of interest to their home area. And all of the Detroit stations have beefed up their news schedules to report on the biggest event to hit their town in a long time.

Often, local and national angles merge. David Gilodi, who is producing KTRK-TV's coverage, notes that George Bush, one of the failed Republican presidential candidates who is among those Reagan is said to be considering as a vice presidential candidate, is a Houston resident. What's more, he says that "the Texas delegation has a lot of people who are big in Reagan's eyes," and thus of possible national importance.

KTRK-TV has six reporters, an engineer and two camerapeople at the convention, and is feeding five or 10 minutes of live material at 6 p.m. and again at 10:30 p.m. or 11 p.m. (central time), depending on...
when the station gets a break in ABC network's coverage. Glodt's crew is also feeding taped pieces for the station's 7 a.m. and 5 p.m. news programs.

(RTAK-TV, incidentally, is sharing space in the press box and on the floor—as well as satellite costs with WFAA-TV Dallas, a station with which it has long had an unusually close relationship, in news coverage. They have shared news stories, each using its own correspondent to narrate a taped piece provided by the other station. RTNK-TV has 12 people involved in preparing live and taped pieces for television, its radio affiliate has two doing radio reports.)

The convention also will be the first one for Ted Turner's new Cable News Network. And while its contingent will be modest, indeed, compared to those of the other networks—some 50 people—it will make a contribution. The CNN team, headed by Daniel Schorr, Bernard Shaw, and Bill Zimmerman, who will share anchor duties in a sky booth and news-coverage duties on the floor, will break into the network's 24-hour-service to provide live coverage of key events. The CNN team will also do a one-hour summary and analysis of each day's events beginning at midnight (NYT).

CNN has joined the network pool, so is assured of pictures inside and outside the hall. It also has six cameras of its own for coverage. But Reese Schonfeld, CNN president, last week couldn't help but express the hope that a major story breaks somewhere in the world—perhaps something on the occasion of the Soviet invasion of Czechoslovakia in August 1968, when attention in the U.S. was focused on the Republican and Democratic conventions, "so we can show what we can do," he said.

There are other budding networks on hand in Detroit, as well. The Independent Television News Association is covering the convention live for its 23 affiliates virtually, up to midnight, it goes on Detroit at 7:30 p.m. each night, and is staying on until 2 a.m. The material is being provided by reporters from some 10 of the affiliated stations, as well as by the pool cameras trained on the podium. And WPIX-TV New York's Independent Network News has sent 12 correspondents and technicians to Detroit, and has backed them up with a tape editing crew hired there, to feed material to the 27 stations. John Corcoran, WPX vice president for news, said the material will be fed either to New York, for re-transmission to the affiliates, or to the stations directly, whichever is most useful.

If radio listeners want gavel-to-gavel coverage, they have a choice of two networks—Mutual Broadcasting System and National Public Radio. Mutual, in addition, will broadcast its late-night Larry King Show from the convention—actually, from a 68-foot yacht anchored on the Detroit river—where King will interview figures from the convention. NPR will have its own commentator—John Sears, whom Reagan hired as his campaign manager after the New Hampshire primary. Sears joined the NPR team after rejecting an offer to do analysis for NBC.

But if the broadcasters' plans are carefully formatted, so are those of the convention organizers. And they know that their big moment will come some time in prime time on Tuesday. Reagan and his running mate, their wives by their side, will be waving to a wildly cheering crowd of 4,000 delegates and alternates as the band plays. It is a scene that the cameras will transmit to every home that has stuck with the minutes.

Rockefeller Center still shaking from Pfeiffer firing

Acrimonious ouster of NBC chairman raises questions about tenure of her boss, Silverman, and his boss at RCA, Griffiths

NBC President Fred Silverman fired Jane Cahill Pfeiffer as NBC chairman last week in the middle of the messiest public display of corporate in-fighting in memory.

Pfeiffer countered that Silverman had acted to preserve his own job, and quoted him as saying "he would probably follow me out the door in six months."

In the end they settled their differences and her contract, and she resigned as chairman and as a director of NBC and RCA, taking with her Silverman's profession of best wishes for the future.

Her contract settlement was reported unofficially to be between $700,000 and $800,000. That would approximate the December 14th employment contract, which called for her to be paid a total of $783,333 for 1980 and 1981.

Before the settlement, the public bloodletting was so garish that it raised questions about the job-security not only of Silverman but also of Chairman and Chief Executive Edgar H. Griffiths of the parent RCA Corp., especially since it came so soon after the uncommonly blunt firing of RCA President Maurice R. Valente last month (Broadcasting, June 23).

Griffiths, who has retained personal jurisdiction over NBC, was widely reported to have been a key instigator of the Pfeiffer firing—although an RCA spokesman said "that's not true; Fredly just wanted her out, that's all.

Although Silverman was in what an NBC spokesman called "very preliminary negotiations" with Griffiths on a new contract, a published report Thursday said RCA had already started a search for his successor. An RCA spokesman denied that, too. Even so, some long-time associates speculated that, as one put it, "Fred will be gone by the end of the year, either by resigning or being fired."

Their theory was that Silverman would not by then have accomplished what he was hired for and had promised to do—get NBC-TV from third to first place in the prime-time ratings—and that he would resign for that reason, "out of guilt and shame." If he didn't resign, according to this conjecture, the Pfeiffer storm may have bought him a few extra months, on the theory that RCA wouldn't want the publicity coming from another high-level departure so soon.

There was no immediate indication as to who might be chosen for the post from which Pfeiffer was being ousted, but a high-level NBC official said that "I'd bet it will be just the opposite" of the 47-year-old former IBM executive who came to the job with a formidable reputation but no broadcasting experience. "I'd bet on a businessman with solid broadcasting experience," the official said.

"They need a manager," a close observer said. "Who can manage and live with Fred? That's a delicate balance.

Some affiliates with close ties to NBC suggested that a former Adman who went from NBC vice chairman to chairman of the New York-based network—Bill Zimmerman, in its radio division during its heyday—might be chosen to fill the post, as well, although he was noted for his "indecisiveness" with Pfeiffer but because, as one veteran put it, "he's embarrassed at not having anything to do."

Salant's responsibilities are NBC News and the press and corporate relations departments, but insiders say that when William J. Small was hired as NBC News president, one of his conditions was that Salant "stay off the fifth floor" where NBC News is headquartered. Salant was on vacation last week and could not be reached for comment, but NBC officials say they are trying to reassure him since the Pfeiffer affair broke. "If he leaves," an executive said, "it'll be his own decision."

Last week's episodes were triggered by published reports quoting high NBC officials as saying that Silverman—who in the past had maintained that Pfeiffer would be at NBC as long as he was—had become disappointed in her performance and that she was expected to resign last week ("Closed Circuit," July 7).

From her home in Greenwich, Conn., Pfeiffer called news media last Tuesday with a statement, but would not elaborate on it.

"No one has asked for my resignation, and I have not offered it. It is apparent that there are some who are trying to use the media to get me to quit. I try to be direct and open, and I'll try to be direct and open about this. I won't quit. If anyone wants to terminate my employment contract, I am available to anyone who wants to see me."

Silverman, learning of this, issued a statement a few hours later:

"During the past two weeks, discus-
sions have been held with Jane Cahill Pfeiffer concerning her status in NBC. I have today relieved her of all responsibilities, and effective immediately her organization will report directly to me. We are prepared to continue discussions regarding her employment agreement.

Pfeiffer responded within hours, again bypassing NBC’s press department and calling media directly about her resigning or staying, there is no way that to happen, I had to make a decision and implement it. He did not ask for my resignation then or ever. He simply stated that he felt it was time to stay away from the media that he had been communicating with, and that he would probably follow me out the door in six months. This afternoon I learned from the media that he had relieved me of my duties as chairman.

There the matter stood until the announcement Thursday that all had been settled and that she was leaving with Silverman’s thanks and best wishes. Pfeiffer’s responsibilities were the NBC legal department, personnel and labor relations and the areas under the wing of Salant.

Her contract, for three years to Sept. 30, 1981, made her one of the highest-paid women in U.S. industry, almost certainly the highest paid woman in broadcasting. The contract guaranteed her $425,000 this year and $538,333 in 1981. In 1979, according to the RCA proxy statement, she was the second highest-paid RCA officer or director, getting $427,077 to Griffith’s $564,053.

The stormy situation was full of ironies. Pfeiffer had recruited Silverman to the NBC presidency, reportedly at a $1-million annual salary. She had been largely at his suggestion that she was made chairman, in October 1978, to help share the load while he focused more on programming, his specialty.

Griffiths had recruited Pfeiffer as a consultant and then, through her, Silverman. But as time passed, Griffiths reportedly grew disenchanted with her—some reason because she was afraid to stand up to him.

Others became disenchanted too. A bill of particulars compiled last week among present and past associates and subordinates was invariably headed by her lack of broadcasting experience.

“All who had dealings with her from the beginning,” one veteran of the wars said, “knew she didn’t play by the rules.” And she was very stubborn about doing it. She insisted she was right: questioning her was heresy—and heretics get excommunicated.”

Other complaints were that she was overpaid, traveled too much on noncompany business (as on visits to the Far East with her husband, a high executive at IBM with Far East responsibilities), had too many outside activities (member of three corporate boards beside NBC’s and RCA’s and trustee of the University of Notre Dame and the Rockefeller Foundation), took too much time off from work (month of August for vacation and frequent Mondays and “just didn’t participate in the day-to-day activities of NBC.”

Her determined approach to administration, which some called cold and high-handed, also alienated many colleagues and subordinates who, remembering her brief early training to be a nun, sometimes referred to her as “Mother Superior” and “Atila the Nun.”

Several sources cited her “mishandling” of the investigation of the expense voucher scandal among unit managers at NBC a couple of years ago. Although only six or eight unit managers were found to have cheated, one source said, Pfeiffer was “adamant” about firing “the entire operation,” the innocent along with the guilty. RCA’s Griffiths was quoted as comparing her investigation to “killing a gnat with an elephant gun.”

This was only one of many instances that could be cited,” said one source, but he refused to cite others.

Although most accounts last week pictured Griffiths as the prime mover behind Pfeiffer’s firing, a long-time participant in NBC affairs, an admirer of Griffiths, thought he had been overplayed as “the devilish character sending Silverman to do the hatchet job.”

In this source’s opinion, it had become “apparent to everybody” about six months ago “that she was not suited for the job” and “that she had to go.”

“It was Fred’s job to tell her, of course, but he hates confrontations. A lot of people have been fired here, but by Pfeiffer, not by Silverman. He moves people around but he doesn’t like to fire anybody.”

“I think he probably did not say ‘Jane, you’ve got to resign,’ but I’m sure he said enough to let her know what was meant. But then—I’m still guessing—she got so angry that she put out the statement that nobody asked her to resign.”

With all the criticism, there was also a recognition that her business background, gained chiefly at a demonstration of her perceived shortcomings. “IBM,” said one long-time NBC executive, “is a walled fortress, while broadcasting stands naked to the world.”

Nor was Silverman absolved by all, even some of those most critical of Pfeiffer. “She caused a lot of grief,” one former associate said. “But NBC’s problem is not just Pfeiffer; it’s Silverman. The brain drain he has permitted is inexcusable.”

Among those who left during the 20-month Silverman-Pfeiffer regime are Julian Goodman, former chairman and president; David Adams, former chairman; Chet Simmons, former head of sports; M.S. (Bud) Rukeyser Jr., former head of public information; Mike Weinblatt, former head of NBC Entertainment; Paul Kein, a former head of TV programming; Jack Thayer, former head of radio; George Shaver, former head of advertising, and John MacMahon, former head of programming on the West Coast.

Silverman himself has said—although obviously with pride and conviction that it’s to NBC’s advantage—that “across the board, there is a totally new management team in place” (Broadcasting, May 19).

Pfeiffer was never very popular with NBC-TV affiliates, apparently because of her lack of broadcasting experience and the feeling among many that she was more concerned with lofty ideals than with commercial gritty. Some felt that she was “a disturbing influence around NBC—she was so tough,” as one said.

But her departure is not expected to have much bearing on them. As Jack Harris of KPRC-TV Houston, a former chairman of NBC-TV affiliates, put it, “To the stations, a new program matter, and Jane was not that involved in programming. The key people for us are Fred Silverman, Brandon Tartikoff (head of NBC Entertainment) and Bill Small (head of NBC News).”

Although not affected, some affiliates managed to find some amusement in last week’s sequence. “That has to be the craziest damn thing I’ve ever seen—people who walk on their hands could have handled it better than that,” one leading affiliate said. “I thought she was obuse with personnel, but from this exhibition Fred isn’t much better, is he?”

In settling their differences, Silverman and Pfeiffer also exchanged letters.
Pfeiffer’s, summarizing what she counted as the advances that had been made during their tenure, said that “throughout the major functions of the business, we have established a very solid and professionally competent staff.” After a rundown through various divisions, Pfeiffer said that “while the road has not been easy and our goals have not been fully achieved, I do believe NBC has the basic tools to be successful and to contribute to the industry.”

“As I leave,” she concluded, “I have much affection for the people at NBC and wish you well.”

Silverman’s letter to her was two sentences: “I have valued the contributions you have made to NBC during the past two years. I wish you all success in your future endeavors.”

FCC about to bite the bullet on distant signals, syndicated exclusivity

Commission sets July 22 date for consideration; first is likely to go, second is iffier; NAB pushing retransmission consent

The cable industry can look forward to a long-awaited deregulatory move from the FCC. Next week the commission is expected to dismantle the centerpiece of its cable regulation—the rule limiting the number of distant signals systems may import.

The syndicated exclusivity rule, which requires cable systems to afford stations protection against duplication of their syndicated programs, may also be reined in, but not without a fight. Sources say that arguments of Henry Geller, head of the National Telecommunications and Information Administration, who favors retention of this rule, may have swayed some commissioners in favor of keeping it. It’s almost certain that Commissioner Anne Jones will be, as she often has been in recent months, the swing vote.

Although the commission has told Congress—at House oversight hearings last fall and again at Senate appropriation hearings last February—that it planned to deal with the cable deregulation proposals this summer, the sudden scheduling of the meeting for next Tuesday (July 22), came nonetheless as a surprise to the broadcasting and cable industries.

That day had originally been reserved for the commission to consider a proposed rulemaking on low-power television, but Broadcast Bureau Chief Richard Shiben felt the item needed more work, and he pulled it back. Randy Nichols, chief of the Cable Bureau, reportedly told Chairman Charles Ferris he could have his cable item ready, and the substitution was made.

There was speculation that the commission took the opportunity to schedule the meeting while Congress was in session, since the agency had encountered opposition to its proposals by some congressional members. Representative Robert Kastenmeier (D-Wis.), chairman of the subcommittee with copyright jurisdiction, and Representative John Dingell (D-Mich.), a member (and probably the next chairman) of the Commerce Committee, were among seven congressmen who wrote Ferris, asking him to hold off action on the cable deregulation proposals until the Copyright Royalty Tribunal had concluded its review of copyright payment rates. Ferris, however, firmly declined, saying, “It does not seem to me that delay is likely to improve the prospects for better decision-making” (Broadcasting, March 31).

Both the National Association of Broadcasters and the National Cable Television Association were among the industry groups that lobbied to the commission late last week to lobby for their respective sides. The curtain on ex parte communications goes down tomorrow, since sunshine rules allow communications up to seven days before a public meeting.

The NAB’s tactic is to convince the commissioners that oral arguments are important to this rulemaking, particularly since the data involved is three to four years old. NAB was among a number of whether she had discussed Abscam case with U.S. attorney Peter F. Vaira. Vaira had testified that she had. Schaffer’s testimony was sought in federal district court as confirmation or contradiction.

In Brief

Walter Annenberg, owner of TV Guide and other publications, has won favorable ruling from Internal Revenue Service for personal donations—which may total $150 million over 15 years—to be funneled through Corporation for Public Broadcasting for noncommercial, educational use to colleges and universities for credit, both in TV and radio. Annenberg, former ambassador to Great Britain, is founder of Annenberg School of Communications at University of Pennsylvania and former group TV station owner. IRS ruling came July 10. It’s believed to be one of largest private gifts in history.

Citizens Party has asked NBC to give Citizens presidential candidate, Barry Commoner, equal time as result of Anderson’s appearance on Today show this week. Anderson will be interviewed, via satellite, from Europe, for comment on GNP convention. NBC has contended that it will have no equal time problems with interview since it will appear on Today, which has been exempted as news show (Broadcasting, July 7).

League of Women Voters Education Fund has announced schedule for presidential and vice presidential debates. It will sponsor. Presidential debates are planned for weeks of Sept. 7, Sept. 21 and Oct. 26. Vice presidential debate is planned for week of Oct. 5. Decision on who will be invited to participate in addition to two major-party candidates will be made some time in early August by trustees of fund.

Two reporters, including one for Boston television station, were subject of contempt rulings last week for refusing to discuss sources. Walter F. Roche Jr. of WGBY-TW Boston was found guilty of contempt by Supreme Court Justice Benjamin Kaplan for refusing to reveal source of story about Roxbury District Judge Ewood McKenney. Contempt finding was appealed to full supreme court bench. In Philadelphia, Jan Schaffer of Philadelphia Inquirer was cited for contempt and ordered imprisoned for six months or until she purged herself of contempt by testifying as to

One present and two former members of FCC join with Darlene Tolbert Palmer, program manager for National Telecommunications and Information Administration’s Minority Telecommunications Development Program, in celebrating first Minority Women’s Commercial Broadcasting and Technology Conference (story page 49). From left are Richard Wiley, former FCC chairman, now with Kirkland & Ellis; Commissioner Joseph Fogarty; former Chairman Rosel Hyde, now with Wilkerson, Cragun & Barker, and Palmer.

Subscription Television Association has been formed and will be introduced at Tuesday (July 12) press conference in Washington. STAs board of directors include industry leaders: Richard Wolfson, Wometco; James LeVitus, American Subscription Television of California; Brian Thompson, Subscription Television of America; Robert Cahill, National Subscription Television, and Rinaldo Brutoco, Universal Subscription Television, who will serve as chairman. Until director and staff are hired, law firm of Wewer, Mahn will represent group in Washington.

National Black Media Coalition’s Pluria Marshall has had what NBMC
broadcast industry groups that, in comments on the proposals last fall (BROADCASTING, Sept. 24), advocated adoption of some form of retransmission consent, should the commission repeal the distant-signal rules.

Tom Wheeler, president of NCTA, called the meeting "timely" and says his organization had "a lot of work to do" in the next few days.

His association is expected to lobby heavily against retransmission consent, which Wheeler said "is as bankrupt an idea today as it was when first proposed."

The retransmission consent proposal, originally put forth by NTIA, had generated the greatest degree of controversy among commissioners and staff when the rulemaking was first adopted (BROADCASTING, April 30, 1979). General Counsel Bob Bruce and then-Cable Bureau Chief Phil Verveer urged that the proposal be rejected on jurisdictional as well as policy grounds. However, it was Jones, indicating that she was not persuaded by the jurisdictional arguments, who was responsible for the petition being rejected on policy grounds only.

Assuming the distant-signal and syndicated exclusivity rules are repealed, the commission will be left with only three major cable rules to administer, only one of which is restrictive. That is the sports blackout rule, which bars a cable system from importing from a distant station a game involving a local team playing at home if the game is not broadcast locally. The other rules afford broadcasters network nonduplication protection and require cable systems to carry the signals of local stations.

Moscow Olympics just another news item for networks

Boycott alters coverage from sports to political story

If an Olympic record is established in an event, it might show up on the Today show, or perhaps the NBC Nightly News or a "SportsJournal" segment of SportsWorld, but no wide-ranging coverage of the summer games in Moscow beginning Saturday (July 19) appears to be in store.

In light of the U.S. boycott of the games, rights-holder NBC last week continued to maintain that the competition will be treated solely as a news event by the network's news and sports personnel being sent to Russia (BROADCASTING, June 30). Earlier reports that NBC coverage could go up to 15 hours have been denied.

Since it still has an Olympic contract, NBC will be taping the international feed of the events. A good number of NBC's 50-person news and sports team will be used for monitoring the feed.

ABC and CBS will be sending news personnel (without the rights, there can't be sports coverage as such) but in much smaller numbers-about 10 from ABC and perhaps that many from CBS.

The networks are not anticipating any pre-emption of regularly scheduled programming and again, the common phrase is that the games will be "treated as a news story." The main interest is said to be the political story rather than the games themselves.

Although print journalists are snarled in credentials problems, the networks aren't encountering major difficulties. John Lane, CBS News vice president and director of news, claimed that "so far we're moving ahead" and that his staff has the necessary vouchers to pick credentials up.

ABC News' Stan Opotowsky, director of television, said that the number of credentials his network will be assigned was changing constantly.

As for facilities in Moscow to transmit the news back to the U.S., Opotowsky said that the Russians had been "asking exorbitant prices" but that ABC has "alternative means," and any time delays would only be a matter of hours.

Lane claimed there was "disagreement over what is a fair price" for facilities and that CBS intends to ship material by air to Frankfurt, Germany, where it will be edited and sent via satellite to the U.S.

leader later described as "stormy" meeting with Cable News Network's Reese Schonfeld on black participation in CNN operations. Marshall said Schonfeld pounded table and said it was inappropriate to discuss hiring of journalists. Marshall, in news release issued on Thursday, shortly after meeting, warned that "unless CNN and the cable industry are brought into the 20th century, we will fight every attempt they make to promote or expand their operations around the country." Release was headed: "CNNMC declares 'war' on Cable News Network."

Schonfeld denied table-pounding, and he did not agree with NBMC on tone of meeting. But he indicated he was opposed to proposals requiring commitments in hiring of journalists. "As a journalist, I have a strong objection to anyone—advertiser, banker, anyone—telling us whom we should employ, or to employing quotas," he said.

Children in news: Cathlyn Platt Wilkerson, object of 10-year FBI search who turned herself in last Tuesday is daughter of James P. (Joe) Wilkerson, vice chairman of Marsteller Inc. and one-time president of Star Stations group of Omaha. Daughter, member of radical Weather Underground, had been sought in connection with explosion at alleged bomb factory in New York townhouse owned by her father. Also, released Iran hostage Richard I. Queen is son of Harold Queen, who retired last month as director of RCA editorial services.

Warn.tv Detroit, first black-owned and-operated TV station in U.S., will honor FCC Commissioner James Quello with its William V. Banks award in appreciation of his assistance in getting station on air five years ago. Warn.tv sent letter to President Carter telling him of award and endorsing Quello for reappointment to second term at FCC.

Up Coming

At FCC □ Rulemaking on FM quadraphonic broadcasting is expected to be issued this week. Commission will also act on Accuracy in Media's equal-time complaint against John Anderson appearance on Today show (see page 48). Prospect is for denial. In Detroit □ The curtain is already up for GOP national convention in Colorado Hall and Joe Louis Arena. In New York □ N W Ayer presentation Tuesday will assess position of media in 1980's. In Minneapolis □ Radio Advertising Bureau opens annual Ideaarama series at Sheraton Airport Inn, with later meetings in 41 other cities.

Frank M. Smith Jr., president of CBS Sports and long-time head of CBS-TV network sales, named senior vice president, CBS/Broadcast Group, to be succeeded by Van Gordon Sauter, former CBS newsman and head of CBS-TV program practices department, now vice president and general manager of CBS-owned KTTV Los Angeles. Changes are effective immediately. CBS/Broadcast Group President Gene F. Jankowski said Smith will have "various assignments," chiefly as adviser on sales of broadcast group materials to secondary markets—overseas, to airlines, etc.—and to those producing specifically for new technologies. No successor yet for Sauter at KNX.

M. Christopher Derick, president of Viacom Communications, cable ownership and operating division of Viacom International, has been named president and chief operating officer of Premiere, pay cable service jointly owned by Getty Oil and four motion picture companies. Derick will report to Burt L. Harris, chairman and chief executive officer of new Los Angeles-based venture. Derick joins Premiere Aug. 1.
Awards-winning ways of broadcasting and cable

The past 12 months have seen increasing numbers of honors handed out for excellence in all areas of broadcasting and cable operations. This fourth annual roundup by BROADCASTING covers national awards conferred from July 1979 through June 1980. The entries begin on page 28 and include the broadcast and broadcast-related winners but exclude nonbroadcast awards given by the same donors. Below: a sampling of some of the television winners.
You asked for them in our recent survey. Three new highly saleable features that will open up new advertising markets for your station.

**Today's Consumer**

This 90-second program capitalizes on the current surge of interest in consumerism ...concentrates on news of products and services, prices, safety and the consumer's rights under the law. Transmitted overnight, Monday through Friday.

**Today's People**

Transmitted overnight, seven days a week, this 90-second program covers the news and views of the most interesting personalities.

**Living Today**

Combines news about women, health, education, lifestyles and trends. In a flexible format, it can run as a 1-minute program or expand up to three and a half minutes. Transmitted overnight, Monday through Friday.

Best of all, these three new features give you 17 new high interest programs to sell. And, you can sell them at a very handsome profit ... because we don't charge you a cent extra for them.

For all the facts on how the UPI Broadcast Wire can increase your profitability, contact your UPI Regional Executive ...or Gordon Rice, V.P. Broadcast Services at (212) 682-0400.

**UPI Broadcast Wire**

United Press International

220 East 42 Street, New York, NY 10017
Achievement in Children’s Television Awards

8th annual. Presented by Action for Children’s Television to producers of children’s programming for “significant contribution towards improving children’s television” and “continuing excellence.”

Capital Cities Communications □ Family Specials

KCO(TV) Los Angeles □ Localizing syndicated format of Romper Room.

Warner Amex Cable Communications □ Nickelodeon.

WAFB-TV Baton Rouge □ Storyland.

WMAO.TV Warner Amex Romper.

KCOP(TV) Capital Cities Communications.

VanSan Fenton. Lewis Louis O

George Gibbs, Hammerman 8 Myers Advertising,Refinery Indianapolis, Cranfield Advertising

Federation for Childhood Programming.

Presented by the Advertising Club of New York for excellence in advertising.

Radio

Banheha of Tokyo □ For product messages (Bonaventure Productions).

Prince Macaroni □ For campaign/product messages (Venet Advertisng).

Jack’s Food Systems □ For institutional/corporate retail (Cote Henderson Drake). Church of Jesus Christ of Latter-Day Saints □ For campaign/institutional/corporate retail (Bonaventure Productions) and for public service/biological selling spots (Bonaventure Productions).

Television

Chevrolet Truck Division □ For product messages less than one minute (Needham, Harper & Stevens).

Biltz Weinhard & Co. □ For campaign product messages (Gyffy & Mcder). Pro Soccer Inc. □ For campaign product messages (Gyffy & Mcder). Pro Soccer Inc. □ For campaign/retail (Biltz Weinhard & Co.). Xerox □ For institutional/corporate retail less than one minute (Vickers & Benson Ltd.). Reliance Steel □ For campaign/institutional/corporate retail (Grosswald-Eshleman Co.).

Humane Society of U.S. □ For public service/political single spots (Earle Palmer Brown).

Armstrong Awards

16th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia’s School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized “excellence and originality in FM broadcasting,” but this year were opened up to AM stations as well.

Creative role of the medium


WCR-FM Chicago □ A Sound Perspective. second place.

WORC-FM Hyannis, Mass. □ From Cape Cod to Cornwall, honorable mention. Western Michigan University, Super Summer ’78. honorable mention.

Music

National Public Radio □ 50 Years of Folk Festival. first place.

KHA (AM) Anchorage □ Alaska Thanksgiving: A Feast of Music. second place.

KIRO (AM) Seattle □ They wrote the songs, honorable mention. DIR Broadcasting □ Conversations with the Blues Brothers, honorable mention.

News

KSF-O(AM) San Francisco □ Reports from Guyana. first place.

National Public Radio □ All Things Considered. Chicago. second place.


Education

CBC-FM, Charlottetown, P.e.l. □ Freud Revisited. first place.

CBS-FM □ McCartney & the Arts. second place.

WFMF (FM) Chicago □ The Salkowski Legacy. honorable mention.

KUSA (FM) Berkeley, Cali. □ Hard Rain, Pesticides, Profits and People. first place.

American FM Network □ Listen Closely Series: Cuba, second place.


Community Service

National Public Radio □ Live coverage of the Panama Canal Senate debate. first place.

KNX (AM) Los Angeles □ Assault on Rape. second place.


Associated Press Broadcasters Awards

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

William S. Paley □ Robert Keating Award.

Richard Wattr □ For best regional enterprise.

Brad Kaufman □ For best national enterprise.

Liz Carver □ For best regional enterprise.

Nicks O’Ailes □ For best national enterprise.

WmO(AM) Dayton, Ohio □ WKNX(AM) Los Angeles □ for enterprise reporting.

WKYY-TV Lexington, Ky. □ For over-all cooperation.

KHTF (FM) Humbolt, Iowa □ For spot news coverage.

KVF-B(FM) Santa Fe, N.M. □ For weekend coverage.

Howard W. Blakeslee Award

Presented by the American Heart Association in memory of the late AP science editor, for

Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

Radio

WRAL(FM) Raleigh, N.C. □ For Raleigh Office Supply.


George Gibbs, Hammerman & Myers Advertising, St. Louis □ For Chapman’s Ice Cream. St. Louis.

Lewis Advertising, Rocky Mount, N.C. □ For Bobbie Neel Enterprises, Rocky Mount.

Marvin H. Frank & Co., Chicago □ For Chicago Tribune.

Kelly, Zahm & Kelly Inc., St. Louis □ For United Van Lines, Perinton, N.Y.

Television

Bazell & Jacobs, Houston □ For El Paso Electric Co., Houston.


Mike Sloan, Inc., Miami □ For Florida Division of Tourism, Tallahassee.


Ruben Montgomery & Associates, Indianapolis □ For AFNI, Indianapolis.

Needham, Harper & Steers, Chicago □ For McDonald’s Corp., Oak Brook, Ill.

Rives Smith, Baldwin & Carlberg, Houston □ For Houston National Gas (Zeigler Co.), Houston.


Ogilvy & Mather Inc., San Francisco □ For Blitz Weinhard, Portland, Ore.

Special Citations

The Agency for Instructional Television □ For Think About series.

KRON-TV San Francisco and KING-TV Seattle □ For “extra-special commitment to local programming for young audiences.”

McDonald’s Corp. □ ACTion Award for its support of Once Upon A Classic on PBS.

- Andy Awards

Presented by the Advertising Club of New York for excellence in advertising.

Radio

Banheha of Tokyo □ For product messages (Bonaventure Productions).

Prince Macaroni □ For campaign/product messages (Venet Advertising).

Jack’s Food Systems □ For institutional/corporate retail (Cote Henderson Drake).

Church of Jesus Christ of Latter-Day Saints □ For campaign/institutional/corporate retail (Bonaventure Productions) and for public service/biological selling spots (Bonaventure Productions).

Television

Chevrolet Truck Division □ For product messages less than one minute (Needham, Harper & Stevens).

Biltz Weinhard & Co. □ For campaign product messages (Gyffy & Mcder).

Pro Soccer Inc. □ For campaign product messages (Gyffy & Mcder).

Reliance Steel □ For campaign/institutional/corporate retail (Grosswald-Eshleman Co.).

Humane Society of U.S. □ For public service/political single spots (Earle Palmer Brown).
"Outstanding reporting on heart and blood vessel diseases."

Broadcast Winners

Steven Andrew Davis, KCBS(AM) San Francisco "Speaking of Health."


William F. Turner, KCAU-TV Sioux City, Iowa "A Documentary on an Open-Heart Surgery Patient."

WBWM(AM) Chicago "Project Heart."

Paul Shrage, Bill Bartley "Prixi series for Columbia Pictures."

Gary Gutierrez, Drew Takahashi, Stephen Linden "Station animation for KGERTV San Francisco."

Bob Brandel, Lee Straussland "News graphics for NBC News."

Barbara Richied, Robert Born "On-air promotional graphics for Two Cities Public Television."

Hugh Gray Rasky "Permanent news set for WCBS-TV New York."

Jeff Nettleschelm, Judi Decker "Station on-air promotion for WISH-TV Milwaukee."

Bob Galvin "Station on-air Campaign for KVOS-TV Bellingham, Wash."

Stephen Linden "Station on-air image for KGERTV San Francisco."

Bunny Zaruba, Jim Stringer "News graphics for KGO-TV San Francisco."

Paul Shrage, Bill Murphy "Prixi for Columbia Pictures."

Presented by the Broadcast Designers Association for the best work in broadcast design.

Jim Barrett, Jack Beary, Dick Bell "Campaign for KZKAM Los Angeles."

Scott Miller, Pricei series for KATU(TM) Portland, Ore.

Don Wells, Carol Williams, John Rothchild "Low budget animations for KTVK(TV) St. Louis editorial."

Awards of excellence

Nancy Foley, Scott Miller "Prixi series for KATU(TM) Portland, Ore."

Lonne Frolea "Low budget animation for University of Wisconsin, Sioux Teleproduction Center."

Bill Robles "Courtroom sketching for KXTV(TV) Los Angeles."

Victor Perades "Courtroom sketching for KABC-TV Los Angeles."

Patrick McDonough "Courtroom sketching for WNAC-TV Boston."

Maria LeConte "Courtroom sketching for WNAC-TV Boston."

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Broadcasters Promotion Association Awards

Presented by the BPA to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

Audience promotion

CFRA(AM) Ottawa "Medium market radio promoting news and public affairs on radio."

WBWM(AM) Chicago "Large market radio promoting news and public affairs on radio."

WTMJ-TV Milwaukee "Medium market TV promoting news and public affairs on radio."

WHM(TV) Indianapolis "Large market TV promoting news and public affairs on radio."

Sky Television, Melbourne, Australia "Small market radio promoting other than news and public affairs on radio."

CFRA(AM) Ottawa "Medium market radio promoting other than news and public affairs on radio."

KFRC(AM) San Francisco "Large market radio promoting other than news and public affairs on radio."

WBRZ(TV) Baton Rouge "Small market TV promoting other than news and public affairs on radio."

WINS-TV Milwaukee "Medium market TV promoting other than news and public affairs on radio."

KOFI-TV Sacramento, Calif. "Large market TV promoting other than news and public affairs on radio."

KXX(AM) Los Angeles "Large market radio promoting news and public affairs on TV."

WNHT-TV Huntsville, Ala. "Small market TV promoting news and public affairs on TV."

WTVF(TV) Nashville, Tenn. "Medium market TV promoting news and public affairs on TV."

KOAA-TV Denver "Large market TV promoting news and public affairs on TV."

WTAM-FM Cedar Rapids, Iowa "Small market radio promoting news and public affairs on TV."

WRAL-TV Raleigh, N.C. "Medium market radio promoting news and public affairs on TV."

WIND(AM) Chicago "Large market radio promoting other than news and public affairs on TV."

WBRZ(TV) Baton Rouge "Small market TV promoting other than news and public affairs on TV."

WTVF(TV) Nashville, Tenn. "Medium market TV promoting other than news and public affairs on TV."

WXE(TM) Pittsburgh "Large market TV promoting other than news and public affairs on TV."

CFRA(AM) Vancouver, B.C. "Medium market radio promotion via use of non-broadcast media."

Radio City Ltd., Liverpool, England "Large market radio promotion via use of non-broadcast media."

WBRZ(TV) Baton Rouge "Small market TV promotion via use of non-broadcast media."

WTVF(TV) Nashville and WWBT-TV Richmond, Va. "Large market radio promotion via use of non-broadcast media."

KMB(TV) Los Angeles and KGO-TV San Francisco "Large market TV promotion via use of non-broadcast media."

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DOMINATING

That's us. WLBT News ... Continuing what has become a tradition. WLBT - Mississippi's most honored television station — for the sixth straight year has been cited by the Mississippi Broadcasters Association for the state's Best Overall News Coverage. Six consecutive years, a unprecedented feat. This means more than awards or plaques; it is trust. We take this trust to heart, for it has become our hallmark. It's challenge for our competitors. It's opportunity for our advertisers. And it's a commitment to our viewers ... that we give it to them straight ... and get it to them quick. Continuing with tradition ... and a way of life ... dominating.

WLBT - 3N
JACKSON, MISSISSIPPI
Presented by The Christophers, an ecumenical mass media organization to producers, writers, and directors for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."


...And Your Name Is Jonah Executive producer: Charles Field; producers, Norman Felton, Stanley Rubin; director, Michael Michaels; writer, Michael Ronkin (CBS).

Then Mary Executive producer: Henry Jaffe, Elia A Cohen; producers, Michael Jaffe; director, Peter Werner; writer, Burt Prelutsky (CBS).


Friendly Fire Executive producer: Marion Stanger; producers, Philip Barry, director, David Green; writer, Fay Kanin (ABC).

The Incredible Journey of Dr. Meg Laurel Executive producer: Ron Samuels; producers, Paul Radin; director, Guy Green; writers, Michelle Bank, Douglas Schwartz, Joseph Fireman (CBS).

The Late Great Me Story of a Teen-Age Alcoholic Executive producer: Daniel Wilson; producers, Linda Marmetstein; director, Anthony Loret; writers, Jan Hartman (ABC).


This Man Stands Alone Executive producer: Abby Mann; producers, Harry R. Steinman; director/writer, Jarrod Freeman (NBC).

The Miracle Worker Executive producers, Raymond Katz, Sandy Gallin; producer, Fred Coe; director, Paul Aaron; writer, William Gibson (NBC).

Orphan Train Executive producer: Roger Gibb; Marian Rees, Tony Converse; producers, Donneta G. Pritie; director, William Harrison; writer, Mildred Lampell (CBS).

Paul Robeson Executive producer: Don Gregory; director, Lloyd Richards; writer, Philip Hayes Dean (PBS).

A Shining Season Executive producers, Jim Green, Allen Eptstein; producer, Henry Thomsom; director, Stuart Margolin; writer, William Harrison (CBS).

Son-Rise: A Miracle of Love Executive producers, Bernard Rotman, Jack Wink; producers, Richard Rostenkoff; director, Glenn Joden; writers, Stephen Kandel, Barry Nitts Kuhlman; Surf Lyke Kuhlman (NBC).

Walking Through the Fire Executive producer, David Sutskind; producers, Stan Hough, director, Robert Day; writer, Sue Grafton.

Which Mother Is Mine? Executive producer, Martin Tehter; director, Arthur Seidelman; writer, Daniel Royce Cright (ABC).
The Best Air in the West!

WESTERN CITIES BROADCASTING

Mesa, Arizona KZZP FM KRQQ FM Tucson, Arizona
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Sacramento, California KZAP FM KLUC FM Las Vegas, Nevada
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P.O. Box 14805
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Photography: Kathleen Norris Cook
Enter Now!

15th Annual
GABRIEL AWARDS

Official Entry Form and Brochures are in the mail.

Unda-USA, the National Catholic Broadcasters Association is pleased to invite you to enter this competition.

30 program categories for national and local radio and TV programs which creatively treat issues concerning human values.

TV & Radio Station of the Year Awards Personal Achievement Award Entry Deadline: September 1, 1980

For information, contact:

GABRIEL AWARDS
136 West Georgia Street
Indianapolis, IN 46225
317-635-3586
Charles J. Schisla, Chairman

Friends of Animals G Leghorn Trap. Herb and Larry (Friends of Animals Inc).
Gribin Von Dyle Real Estate G Valley Full Song (Chick-fil-A)
Arista Records G The Mind of Gil Scott-Heron (Arista Records).
BASF Tapes G Huh? (W.B. Doner & Co.).
Oex G Personnel (Paddock, Smith & Aydollite).
Cottman Transmissions G Free Towing (Radio Band of America).
McDonald's G Nobody (Labunski Productions).
Dayton's Warehouse G Mr. Shirley's Big Test (Grey Advertising).
Welch's Frozen Cranberry Cocktails G Grandbunnies (Dick & Bernard).
KHIJ (AM) Los Angeles G 93 KHJ (Tuesday Productions).
Parker Bros. G Black Fox (Humphrey Browning MacDougal).
Greyhound Bus Lines G Fabulous Bus Brothers Destination (Owen & Jacob).
Western Electric Business Telephones G Intercom (Foose, Cone & Belding Inc).
Marathon Oil G Aggressor (Labunski Productions).
Frontier Auto-Le Car G The Picture (Ktwo (AM) Casper, Wyo).
Martin/Williams Advertising G Burned Up Not Out (Martin/Williams Advertising).
K-Mart Stores G Chain Saw-Savings Are Yours! (Dick & Bert).
Dr. Pepper G David Naughlin (Young & Rubican).
C & B Bank G Sunny Day Jazz (Tom Arthur Music Inc).
Peek Freans Cookies G A Very Serious Cookie (McVilin & Co.).
Wright & Wright G Attack of the Killer Tomatoes! (WMMS (FM) Cleveland).
Loneliness G Alone Alone Again, Left Alone (Bonnewile Productions).
Michigan Bell Telephone G No Reason, Rain in Flint (Ross Ray).
North American Van Lines G Out For a Drive (Perfect Pitch Inc).

Television
IBM Series III Copiers G The Original! (Doyle Dane Bernbach).
Eastman Kodak Colorburst G First Day in School (Young & Rubican).
Top of the World G Look Alive (Chuck Ruff Advertising).
Humane Society G Rodco (Earle Palmer Brown).
Yamaha Motorcycle G Beauty or the Beast (Chall oats Day).
U.S. Army G Tank Course (NW Ayler).
Aamco G Tron Season (Seedemiller Films).
McDonald's G Morning Glory (Needham, Harper & Steers).
Barney's G New York (Ally & Gargano).
Coca-Cola G Mean Joe Greene (McCann-Erickson).
ABC-TV G Special Presentation (Sullivan & Associates).
Ideal Toy G Detective (Halligot, Towne & Silverstein).
Federal Express G Easy to Use (Ally & Gargano).
AT&T G Vignettes (NW Ayler).
Max Factor G Maxi-Most (Steve Horin).
Washington Post G Landscape (Richard Williams Animation).
Church of Jesus Christ of Latter-Day Saints G Walking (Myers & Griner/Cuesta).
Holocaust Memorial Fund G We Shall Not Forget (Matris, Burden & Charles).
Schlitz Malt Liquor G Cotton Club (Bob Girdle).
Eastman Kodak Colorburst G First Day (Young & Rubican).
AT&T Communications G Dimension Green Giant (Robert Abel & Associates).
Pacific Southwest Airlines G Lowfares Not Fanfaret (Delta Femina, Travisano & Partners).
American Savings G The American Craftsman (Gartner, Hough, Sandy).
Jello G Cousins Reunion (Young & Rubican).
Continental Airlines G Grand March (HEA).
New York State G Broadway at Night (Steve Karmen).
Wrignley's Doublemint Gum G Single Most Favorite (Tom Anthony Music).

Polaroid One Step G Warm Up the Paris (Doyle Dane Bernbach).
Coca-Cola G Mean Joe Greene (Mccann-Erickson).
Canon Calculator G Best Seller (Robert Abel & Associates).
Eastman Kodak Colorburst G First Day, Two Families, Circus (Young & Rubican, New York).
Flat Strads G Cruising (Benton & Bowles).
Anco Wiper Blades G Piano Movers (Paterson Productions).
Wembley Ties G Tie Tiet (Ferber & Strauss).
Henry Weinhard Beer G Texas (Ogilvy & Mather).
Right Guard Deodorant G Lime Twist Dance (David Hale).
Smells Barney G Stock Exchange (Myers & Griner/Cuesta).
Brentwood Savings & Loan G Orient Express (Albert, Newhoff & Burt).
Quaker Standard Date G Perfect II (A/C/Cone Inc).
Bigelow Tea G 40's Woman (Delta Femina, Travisano & Partners).
Frito Lay G Baseball Baby (Foose, Cone & Belding).
Texaco G Taxi (Parsley).
Federal Express G Phone Art (Ally & Gargano).
Borden Ice Cream G Playground (Delta Femina, Travisano & Partners).
Flintstones Vitamins G Larry's Liver (Tatham-Laid & Kudner).
Evita G Evita (Senna, Coyne & Nappi).
Gold Kist Chicken Hot Dogs G Top Dog (Delta Femina, Travisano & Partners).
Mobil G Gas Savings (Doyle Dane Bernbach).
General Electric G It's the Light (BBDO).
Dow Saran Wrap G Ice Cube (Delta Femina, Travisano & Partners).
Playboy Magazine G Stolen Issue (Bob Girdle).
Chaps Cologne G City (Kutz & Tarlow).

Commendation Awards

Presented by the American Women in Radio and Television for presenting positive women's images.

CBS-TV G $5.20 An Hour Dream.
NBC-TV G The Miracle Worker.
NBC News G Women Like Us.
National Public Radio G Re-entry Women: The Return to Campus.
WETA-TV Washington G Time for an Overhaul.
KGEU-TV San Francisco G China: Land of My Father.
ABC-TV G The Thirteenth Day: The Story of Esther and The Loving War.

Silver Satellite Award

Phil Donahue G For his contribution to broadcasting.

Corporation for Public Broadcasting Awards

Presented by CPB to noncommercial radio and TV stations for outstanding local programs and promotion efforts.

Ralph Lowell Award
Senator Warren Magnuson G (D-Wash).
Edward R. Murrow Award
Susan Stember G National Public Radio.
Radio Development
WNYC-FM G New York.
WXCT-FM G Jacksonville, Fla.
WHFL-FM G Mobile, Ala.
Nobody can beat us with kids. In fact, with kids 2-11, Eight Is Enough is number one among all shows available for sale but not yet released. Kids, women, and teens are the reason Eight Is Enough matches the audience you want and need. So if you're looking to get a large share of kids, women, and teens, why settle for anything less than The Perfect Match?

*Among all shows available for sale but not yet released.

For The Perfect Match call Lorimar Television Distribution at: 213-204-3040, 10202 West Washington Boulevard, Culver City, California.
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Daytime Emmy Awards

Presented by the National Academy of Television Arts & Sciences recognizing outstanding achievements in all phases of television.

Production

Merrill Hatfield, Robert Quigley, Jay Redack for outstanding game or audience participation show, Hollywood Squares (NBC) tied with 50,000 Pyramid (ABC) — Bob Stewart, Anne Marie Schmitt, Jane Rothchild.

Outstanding individual achievement — technical direction, Jerry Loomis for "The Late Great Me: Story of a Teen-Age Alcoholic" (ABC), John Dykstra, electronic camerapersons. Daytona 500 (Syndicated).

Melissa Sue Anderson for outstanding individual achievement (performing) for "O for the Life" (Syndicated) — Steve Forbert (producer), John Doberman, electronic camerapersons.

Diane Aswell, Paul Asbell for outstanding achievement in dramatic writing for "Do the Right Thing" (Syndicated) — Steve Forbert (producer), John Doberman, electronic camerapersons.

World Star, Jerry Evans for outstanding achievement in directing for "Our Lives" (ABC) — John McMullen, executive producer; John G. L. Lennox, producer.

Outstanding Dramatic Series — ABC's "The Young and the Restless" (syndication). The series won for "The Good Son: Part One" (season finale) — Howard Bell, executive producer; Mitzi McCall, producer; Michael Manzi, director; Ken Lawler, supervising producer; Susan Savigno, executive producer; Jim Pepe, executive producer.

Sports Emmy

Presented by the National Academy of Television Arts and Sciences for outstanding sports programming.

Outstanding Live Sports Special — Super Bowl XII (D 000). Executive producer: George Finkel & Michael Weisman, producers (ABC).

Outstanding Edited Sports Special — "Spirit of 78: The Flight of the Double Eagle II" (ABC) — executive producer: Ken Lawler, supervising producer; Steve Barlow, producer; Tom Lasky, DP; Millie Sethrecht, producer; Sydney Fine, DP; Jeanne Pliskin, DP; Thomas H. West, DP; Tom Lasky, DP; John Altmann, DP; David Foran, DP.


Outstanding Sports Personality Award — Jim McKay (ABC).


Excellence in Consumer Journalism Awards

6th annual. Presented by the National Press Club for excellence in consumer reporting.

Broadcast Winners


Joan Amerling, WGAN-TV Portland, Me. TV markets below top 25.

Linda Sutter, WINS/A New York radio networks and top 25 markets.

Larry Stein, KOPM/FM Oklahoma City radio markets below top 25.

Freeloms Foundations Awards

31st annual. Presented by the Freedoms Foundation, Valley Forge, Pa., to persons and institutions for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

Radio

AP Radio: The Electric Church.

The Nelson Boswell Program, Tampa, Fla.

KQUT/FM San Francisco: Crime Versus Law and Order.

KXL/FM Portland, Ore.: This Fabulous Century.


Television


NBC-TV: Reading, Writing and Reeling.


Arnold Shapiro, Rayburn State Prison: Scared Straight.

Gabriel Awards

14th annual. Presented by India-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Television

ABC-TV: Friendly Fire and Boot: The Next Generation (entertainment, national).

KRON-TV San Francisco: In Celebration of Tutankhamun (entertainment, top 25 markets).

WAVE-TV Louisville, Ky.: All Your Parts Don't Wear Out at the Same Time (entertainment, markets 26-100).

ABC-TV: Who Are the DeBella? (informational, national).


WAVE-TV Louisville, Ky.: Part of This World (informational, markets 26-100).

WHV-AM Madison, Wis.: First Ladies of Music (informational, markets 101-212).

American Lutheran Church: St. Paul: We're No. 1, Sports and Business (religious, national).

KRON-TV San Francisco: Thal-A-Vision (religious, top 25 markets).

Office of Communications, Archdiocese of Cincinnati: Visions (religious, markets 26-100).

Home Box Office: Emmet Otter's Jug-Band Christmas (youth-oriented, national).

WBBM-TV Chicago: Good Gang Express (youth-oriented, top 25 markets).

WAVE-TV Louisville, Ky.: School Daze (youth-oriented, markets 26-100).


WBZ-TV Boston: Ballot (PSA, top 25 markets).

University of Wisconsin: Clyde the Kid (PSA, markets 101-212).

Radio

Canadian Broadcasting Corp.: Mostly Beachum (entertainment, national).

KNEW/AM Oakland, Calif.: Dreaming Together (entertainment, local).

NBC Radio News: John Paul Goes Home (informational, national).


Canadian Broadcasting Corp.: Echoes of Children (religious, national).

KXAX/AM Portland, Ore.: Marriage Encounter (religious, local).

KFW/AM Portland, Ore.: Open Door (youth-oriented, national).

KPRH/AM San Francisco: Mother Harry: God Squad (youth-oriented, local).

KSF/AM San Francisco: To Whom It May Concern (PSA, local).

Station awards

KNOM/AM Nome, Alaska: King-TV Seattle: Personal achievement award.

Robert B. Beusse, former secretary for communications, United States Catholic Conference.

Martin R. Gainsbrugh Awards

2d annual. Presented by the Fiscal Policy Council for excellence in economic reporting.

Network television


Network radio

Economic news editor Dan Cordtz, ABC: A five-part study, "Corporate Profit Figures:"

Local television

Michael P. Hegedus, reporter, WGR-TV Buffalo: An examination of undertaxed municipal pensions in Los Angeles, "LA's Pension Bubble" (PSA, national).

Citations of distinction

Roger Peterson, ABC: ABC's "Cost: The Unkept Promise" on ABC's World News Tonight.


Greg Fitzgerald, WGBH Radio: Boston: "GBH Special Corporate Flight in Massachusetts:"

Local radio


Jeff Beward, KCTS-TV Seattle: "A Place in the Sun," a look at the socio-economic problems of underdeveloped nations.

Gavel Awards

22d annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Radio


KMOX/AM St. Louis: In the Common Good (network-owned stations).

KPFK/AM Los Angeles: Documentary series on civil liberties issues (educational/public broadcasting).

KILA/AM Minneapolis: A Night With the Minnesota Broadcasting Department (metro areas 51 and over).

WPNM/FM Columbus, Ohio: What Are They Doing to Our Children (metro areas 11-25).

KOSI/AM New York: What Eric Learned in Jail Today (metro areas 1-10).

Television


WWTV-TV Allentown, Pa.: Open Heart Surgery: The Coronary Bypass ($1,000).

WOR/AM New York: Cystic Fibrosis: The Silent Disease ($1,000).

MATTERS OF LIFE AND DEATH

The Program Fund of the Corporation for Public Broadcasting invites independent producers to submit proposals for programs, no longer than 30 minutes, focusing on some aspect of contemporary American society. Preference will be given to proposals exploring issues of some urgency — matters of life and death.

Programs selected will be collected and broadcast as an anthology. To receive consideration, proposals must be submitted no later than September 19, 1980.

To apply: contact:

Eloise Payne

Program Fund Corporation for Public Broadcasting

111 Sixteenth St., N.W.

Washington, D.C. 20036

(202) 293-6160

Broadcasting Jul 14 1980
22nd annual. Presented by the National Academy of Recording Arts and Sciences for outstanding performance in the field of recording.


International Broadcasting Awards

20th annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes agency and production company)

Radio


International Radio and Television Society, Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement in" radio or television. Don Hewitt, CBS, was the first recipient of the award for his contributions to television news, particularly for 60 Minutes and coverage of political elections and debate.

John W. Kluge, Metromedia Inc., received a gold medal for "his innovation and vision that have characterized his distinguished contributions to the broadcast industry and on the occasion of Metromedia’s 25th anniversary.

Broadcasting Jul 14 1980

International Broadcasting Awards

Iris Awards
Globo Television Network, Brazil, O Mexic, a Woman (foreign productions).

Lew Klein, Gateway Communications □ Special award for "tireless contributions to local programming.”

Eastman Kodak □ Special award honoring its 100th birthday.

Vladimir Zworykin □ Special award for his contributions to television.

Robert F. Kennedy Journalism Awards

11th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans.”

Broadcast Winners

Greg Barron and David Carlton Feldland, KSLN/FM Minneapolis □ The Way to B-A (first prize, radio).

Howard Husock, WGBH-TV Boston □ Community Radio Violence in Boston (first prize, television).

Abe Lincoln Awards

11th annual. Presented by the Radio and Television Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America, and for helping the broadcast industry enrich its service to the public.”

Phillip E. McDonald, WCKY(AM) Cincinnati □ For unusual insight and discerning leadership into community needs.

Marlo McKinlay Birchfield, KSTV(TV) Denver □ For working tirelessly in behalf of Denver's elderly.

Merit Awards


Marilyn F. Solomon, KOPR(TV) Los Angeles.

Vincent T. Wasilewski Award

Wilson C. Wearn, Multimedia Inc., Greenville, S.C.

Christian Service Award

James Earl Carter

Media Awards for Economic Understanding

3d annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College. First prizes are $5,000; second prizes, $2,500.

Radio

Dan Cortiza, Peter Finnner, Nancy Gabiner, ABC American Entertainment Radio Network □ Corporate Profile/Profile/Profile—Dan Cortiza on the Economy (first prize).


Peter Fretwell, KALFS(AM) Kallispel, Mont □ A Primer: Inflation & You (first prize).

Television

Dan Cortiza, Bernard Cohen, Av Westin ABC-TV □ 1979: Stretching the Shrinking Dollar (first prize).


Betsy Brenneman, Sheila Toomey, Robert Roark □ KTOO-TV Juneau, Alaska □ Benfort Basics (first prize).


Jack E. Hill, John Horner, Curtis Miller, David West, KAIT-TV Jonesboro, Ark. □ How To Gonna Keep Em Down on the Farm ... After They've Gone Broke? (second prize).


Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting.”

Cosmos Broadcasting's WIS(AM) Columbus, S.C.

Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism.”

Sara A. Burk, general manager, KIRX(AM) Kirkville, Mo.


Allen H. Neuharth, chairman/president, Gannett Co.

National Association of Broadcasters Awards

Distinguished Service Award: presented to any broadcaster ... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular

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Broadcasting Jul 14 1980
achievement or continuing service for or in behalf of the industry" Engineering Achievement Award; presented ... for engineering contributions "which measurably advance the technical state of the broadcasting art."


James D. Parker, retired CBS staff consultant, telecommunications O Engineering achievement.

Everett H. Ezell, senior vice president and general counsel, ABC Inc. O Grover Cobb award by NAB's Television and Radio Political Education Committee.

All together. The 60 Minutes on-air crew with Don Hewitt, his IRTS "Broadcaster of the Year" award and his wife, Marilyn Berge, L to r are Mike Wallace, Dan Rather, Hewitt, Harry Reasoner, Berger and Morley Safer.

NCTA Awards
Presented by the National Cable Television Association for service to the Industry and for excellence in CATV programming.

Distinguished Achievement Award
Robert Rosencares, UA-Columbia.

President's Awards
Ted Turner, Turner Broadcasting.

William S. Strange, Sammons Communications.

Charles S. Waite, Fieldsman & Walsh.

National Awards
Spencer R. Kaltz, general counsel and executive secretary of the California Community Television Association. O Walter Kaltz Award.

Kenneth S. Gunter, executive vice president of UA-Columbia Cablevision Inc, San Angelo, Tex. O Outstanding Committee Chairman Awards.

Harold Rosen, vice president, engineering, Hughes Aircraft Co. Space, and Communications Group, El Segundo. Calif. O Engineering Award for Outstanding Achievement in Operations.

Kenneth S. Gunter O Engineering Award for Outstanding Achievement in Development.

Sidney Topol, president and chairman of the board, Scientific Atlanta Inc, Atlanta. O Robert H. Beiswenger Memorial Award.

Brian R Lamb, president and chief operating officer C-SPAN Arlington, Va. O Jerry Greens Memorial Award.

Gail P. Bernardshein, regional director, Home Box Office Inc., Atlanta. O Idell Kaltz Award.

Robert Rosencares, president, UA-Columbia Cablevision Inc., Westport, Conn. O Larry Boggs Award.

ACE Awards
Suburban Cablevision, East Orange, N.J. Greg Vandezande, program director O Excellence in community programming.

Berks Cable Co., Reading, Pa. Bruce Shaak, program director O Excellence in community programming.

Marin Il, San Rafael, Calif. Point Bonita The Lost Man Lighthouse, Peter Raittlow, director of community programming O Excellence for a single program: documentary or public affairs.

Warner Oube, Columbus, Ohio. The All-American Soap Box Derby. Arlette Nesbit and Peter Roys, producers, Scott Kurnit, executive producer O Excellence for a single program: sports.


Marin Il, Things Peter Never Told You. Peter Raittlow O Excellence for a single program: educational or instructional.

Warner Oube, Columbus, Ohio. Quasimodo Money Business. John Steinberg, producer O Excellence in a program series: documentary or public affairs.

Suburban Cablevision, Action Arena, Greg Vanderfor O Excellence in a program series: sports.


Guam Cable TV, Agana Guam, Cuba News, Lee Holmes, president O Excellence in a program series: news.


Continental Cablevision of New Hampshire, Concord, N.H. O L Ice Kids Cheating, Gregory Urin, program director O Excellence in a program series: educational or instructional.

Warner Oube, Columbus, Ohio. Someone Wants to Know. Carol Stevenson, producer O Excellence in a program series: unclassified.

Home Box Office, New York, Standing Room Only: Here It Is, Burlesque! Michael Brandman, producer O Excellence in a pay cable program: general entertainment.


Home Box Office, SpurriServe, Tim Braine, producers, Michael Fiume, executive producer O Excellence in a pay cable program: sports.

Home Box Office, Time Was...the 1930's Bruce Cohn, producer O Excellence in a pay cable program: unclassified.

Ohio State Awards

43d annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achieve-ment in educational, informational and public affairs broadcasting" Radio


Deutsche Welle Transkriptionskolonne, Cologne, Federal Republic of Germany O The Moon at Noon.


WGBH(FM) Boston O A Note to You.

Children's Radio Theatre, Washington O Henry Percy Flapping Contest.

KPPF(FM) Los Angeles O Improvisation At the Keyboard with Leonard Hambrun.

American Chemical Society, Washington O Are We Alone in the Universe?

CHUM(T) Toronto O CHUM Report: Special on the Accident at Three Mile Island.

Bonaville Productions, Salt Lake City O Christmas and Then Some.

WGST(T) Atlanta O WGST Newsradio Midday.

CFA(T) Victoria B.C. O Sunday Morning Coming Down.

Television

South Carolina Educational Television Network O Chemicals: In the Dark and The Dancers.


Agency for Instructional Television, Bloomington, Ind. O Trade Offs.

KCE(T) Los Angeles O Freestyle.

Ontario Educational Communications Authority O Music Inc. Canadian Brass and Space, Time and Albert Einstein.


Dallas County College O A Day in the Life of a President and The Death Penalty.

Provincial Educational Media Centre, Richmond, B.C. O Salute.

Western Michigan University, Kalamazoo O Past in Their Time.

KCE(T) Cincinnati O Humanities Through the Arts and Introducing Biology.

Massachusetts Educational Television Network O People of the First Light.

Maryland Center for Public Broadcasting O Tomorrow's Families.


Martin Taylor Productions, Los Angeles O Home Run for Love.

ABC(T) O Friendly Fire.

CBS News O The Boston Goes to China and 30 Minutes.

WETA(T) Washington O A Place of Dreams.

CBS O CBS News Sunday Morning.

ABC News O Child's View.

WCV(B) Boston O Why Do I Feel This Way? and This Was America.


Got it. Accepting the Broadcast Pioneers Mike award for Cosmic Broadcasting is Chairman Charles Bason.
**Industry accolades, NATPE honors television pioneer Vladimir Zworykin with a special Iris award.**

- WCGC-TV (Minneapolis) presented "The Inheritance".
- WPLG-TV (Miami) presented "Hurricane of '79".
- WBBM-TV (Chicago) presented "The End of the Line".
- WJSU (Jacksonville) presented "The London Times".
- WCRF (Chicago) presented "The End".
- WBBM-TV (Chicago) presented "The Boston Goes to China".

**Radio-Television News Directors Assn. Awards**

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

<table>
<thead>
<tr>
<th>Station</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTVI (TV)</td>
<td>St. Louis: The Adventures of Whirling Son</td>
</tr>
<tr>
<td>WMAG-TV (Chicago)</td>
<td>Strip and Search</td>
</tr>
<tr>
<td>CBS News (CBS News Sunday Morning with Charles Kuralt as host)</td>
<td>Sylvia Fine Kaye, Beverly Hills, Celli Musical Comedy Tonight</td>
</tr>
<tr>
<td>ABC-TV (Valentine)</td>
<td>Friends Fire</td>
</tr>
<tr>
<td>NBC-TV (Dummy)</td>
<td>When Hell Was in Session</td>
</tr>
<tr>
<td>KOOL-TV (Phoenix)</td>
<td>The Long Eyes of Kitty Peak</td>
</tr>
<tr>
<td>NBC and BBC (Treasures of the British Crown)</td>
<td>ABC-TV (A Special Gift)</td>
</tr>
<tr>
<td>KRON-TV (San Francisco)</td>
<td>Politics of Poison</td>
</tr>
<tr>
<td>WTTW (Chicago)</td>
<td>Miles to Go Before We Go to Sleep</td>
</tr>
<tr>
<td>WTTW (Chicago)</td>
<td>Little Rock Central High School, 1957</td>
</tr>
<tr>
<td>KNXT (Los Angeles)</td>
<td>Down at the Dunker</td>
</tr>
<tr>
<td>WBKB-TV (Boston)</td>
<td>World</td>
</tr>
</tbody>
</table>
| Roger Mudd, CBS News, Recognition of "his nearly 50 years as a knowledgeable and articulate commentator on national and international affairs."

**Sigma Delta Chi Distinguished Service Awards**

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

- Radio
  - ABC Radio News: For Iran crisis coverage (reporting).
  - WJR (Detroit): Credit Life Insurance (public service).
  - WTLC (San Francisco): Abuse of Police Power (editorializing).
- Television
  - ABC News and Bob Dukakis: For Iran crisis coverage (reporting).
  - KLAS-TV (Las Vegas): Life Is Good, But For Whom? (Public service).
  - KPIX (San Francisco): For editorial on lack of state action to help curb infant deaths (editorializing).

**SMPTE Awards**

Presented by the Society of Motion Picture and Television Engineers.

- Douglas V. Dowse, Colorific Ltd.: For outstanding service to the society.
- David K. Fibuch, Ampex Corp.: Journal Award for paper "SMPTE Type C Helical-Scan Recording Format."
- Donald G. Pink: Progress Medal for "many years of continu-

**Radio-Television News Directors Assn. Awards**

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</tr>
</thead>
<tbody>
<tr>
<td>KMPC (AM)</td>
<td>Los Angeles: Shik Bou Merry-Go-Round (Murow Award)</td>
</tr>
<tr>
<td>WFBC (AM)</td>
<td>Greenville, S.C.: Consumer plane crash (spot news)</td>
</tr>
<tr>
<td>WHAI (AM)</td>
<td>Louisville, Ky.: Editorials</td>
</tr>
<tr>
<td>WJZ (AM)</td>
<td>Miami: Dead in the Water</td>
</tr>
<tr>
<td>KTVI (TV)</td>
<td>Salt Lake City: Clouds of Doubt (Murow Award)</td>
</tr>
<tr>
<td>WMAG-TV (Chicago)</td>
<td>Crash of Flight 191 (spot news)</td>
</tr>
<tr>
<td>WBB-F (Boston)</td>
<td>Read for Though Investigating Reporting</td>
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<tr>
<td>KBL (TV)</td>
<td>Salt Lake City: Editorials</td>
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**George Foster Peabody Awards**

Presented to television and radio stations for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."  

**Broadcast Winners**

- Ed Bradley, Andrew Lack, Howard Stringer, Greg Cooke, Ian Wilson, CBS News (TV) designation of news
- CBS Radio (Radio interpretation of news
- Bill Stewart (posthumous) Jack Clark, ABC News (Spot TV reporting)
- Phillip Tuck, ABC News (Spot TV reporting)

**Oversseas Press Club Awards**

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

**Broadcast Winners**

- WOBN (FM) Boston: Over 50 years of service
- Children's Radio Theatre, Washington: Henry Penny Paying Content
- KSUN (FM)/Minnesota Public Radio, St. Paul: The Way to 8-A

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**Mike Walker**
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women at work broadcast awards

presented by the national commission on working women to "recognize broadcasters performing in the public interest through exceptional reporting and programming on the concerns of working women."

weta-tv washington dc reproductive disorders in the workplace (public affairs/documentary).

wrfm(f)m new york working women (public affairs/documentary).

ktvh(tm) houston editors.

wnhc-tv dutcham, n.h. changing roles of women in the military (spot news).

ap radio women in the workforce, women at sea and capital hill: lost battles of ad discrimination (series).

wtv-tv charlotte, n.c. women building bridges (news series).

koce-tv hollywood beach, calif. (b) crea green: mining humanities (feature).

kera-tv dallas and media projects inc. who remembers mama? (special category—dispersed homelands).

wttv(t)-tv memphis lady blackamoor (special category—short features).

wnet(t)-tv new york and weta-tv washington dc macneil/lehrer report: katherine dunham (special category—depth features).

writers guild of america awards

presented by the writers guild of america to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

broadcasting winners

william peters for tv documentary script, current events (death of a family, pbs).

bill langie, philip chin for two winers for radio spot news script (longines for voices in the headlines, april 1, 1979, abc; chin for newsbreak, june 21, 1979, cbs).

john m. mosedale, gordon joesoth, charles l. west for tv spot news script (cbs morning news, march 30, 1979, cbs).

jerome deboan, bridget deboan, charisse deboan, patricia deboan, robert white, phyllis white, robert soderberg, jean rouversol for daytime serial, television (the Guiding Light, cbs).

edward romerants for children's series, television (new york city to from, bacto blues, nbc).

allen drossman for television graphic art (subway samaritan, wctv-tv new york).

gil cowley, kevors ochiastan for television graphic animation (real life, wcbs-tv new york).

marti lampard for original anthology script, television (the reluctant brian, cbs).

fay karras for anthology adaptation script, television (friend fire, abc).

leo tuktay for dramatic episode script, television ("yet" on law and order, cbs).

thad munford, thad wilcox, ken estin for three winers for comedy episodic script, television (munford and wilcox for "are you now, margaret? on m.a.s.h., cbs and estin for "the reluctant fighter" on bsc, abc).

jerry juhl, david odel, jay henson, don hinkley, don akyrold, ann beatty, james downey, bruce doyle-murray, al franken, tom davis, bruce mcconnachie, lorne michaels, don novelle, herb sargent, tom schillie, ron studebaker, william walker and alan zweibel for "9 winners for variety script, musical or comedy television (luni, odel, henson and hinkley for the muppet show, cbs, and the others for saturday night live, nbc).

owen bagin and paul dubov for multipart long-form series (buckhorns at the white house, nbc).
Everybody wants the biggest piece of copyright pie

Filings with CRT vary widely in suggesting which claimants should get how much of the 1978 royalties

The Copyright Royalty Tribunal received a mound of advice last week on how it should divide the $12 million in cable copyright royalties collected in 1978, and $2 million in interest earned on the money since then. The advice came in the form of final comments from the various groups laying claims to the money.

In requesting the final comments at a hearing on May 29, CRT chairman Mary Lou Burg asked each claimant to submit a complete allocation plan for the money with "appropriate support and rationale." She added that no reply briefs would be accepted.

Commissioner Thomas Brennan said last week an initial decision on phase one of the proceeding—how money should be divided among "various categories of claimants"—should be made by the end of the month.

A decision on phase two—how the money should be divided by the groups or individual companies within the categories—will be made some time in September, Brennan said. (CRT is required by law to resolve proceedings within a year of the date on which they are brought before it.)

In previous filings, the claimants have asked for percentages of the total royalties, which when added up go well over 100%. And in the filings last week, there was again great diversity in the allocation plans. Each claimant seemed to think it deserved a larger piece of the pie than any other claimants was willing to grant it.

In addition to the money each of the categories will receive, the CRT must also decide the number and makeup of those categories. Although Burg suggested eight categories when she asked for comments, in many cases the claimants chose to create their own categories, indicating a difference of opinion on that subject too.

The claimants, most of which represent a number of related-interest parties, and their plans follow:

- National Association of Broadcasters: Motion Picture Association of America and syndicated programers, 68%; NAB-television, 21%; NAB-radio 1.5%; Public Broadcasting Service, 4%; joint sport claimants and National Collegiate Athletic Association, 4%; Canadian Broadcasting Corp., 1%, and National Public Radio, 0.5%. NAB also said that from the total pool, 3.9% should be deducted for the music performing rights societies and .3% for the cartoon-character claimants. The percentages, it said, should be pro-rated among the other claimants in accordance with their usage of the music and characters.

- Public Broadcasting Service: PBS, 9%; American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC, 6%; MPAA and syndicated programers, 66%; sports, 10%; commercial broadcasters, including the Canadian Broadcasting Corp., 8%, and radio, 1%. PBS suggested that no money be set aside for cartoon character claimants.

- Canadian Broadcasting Corp.: MPAA and program syndicators, 50%; broadcasters, 15%; CBC, 6.5%; sports, 12%; National Collegiate Athletic Association, 2%; music, 3%; PBS, 7%; NPR, 3%; radio, 1%, and Ontario Educational Communications Authority (TVOntario) and other Canadian claimants, 0.5% (TVOntario supported the plan of CBC with one variation. It subtracted a percentage point from the sports category and added it to its own).

- American Society of Composers, Authors and Publishers and SESAC: MPAA and program syndicators, 68.6%; broadcasters, including claims of NAB and CBC, 4.4%; sports, including claims of joint sports claimants and NCAACAA, 10.2%; music, 13.5%; PBS, 3.2%, and NPR, 0.1%. The performing rights groups said radio is entitled to 5% of the total.
RKO's spin-off proposal debated in comments to FCC

It's seen by Broadcast Bureau as one option; NBMC, groups vying for licenses have other ideas

The FCC's Broadcast Bureau has told the commission that it thinks that RKO's loss of 13 television licenses is sufficient punishment for the alleged misdeeds of its parent, General Tire & Rubber Co., and that an RKO proposal to spin off the company's remaining 13 licenses into an independent company is a "possible alternative"—with the proviso that all present and former RKO and General Tire directors divest themselves within six months of any stock in the spin-off corporation.

The bureau's suggestion came in response to an FCC request for comments regarding RKO's proposal. The stock of the new company would be disbursed pro rata to General Tire shareholders, but voting power of past, present and future board members of either RKO or General Tire would not extend to the spin-off firm, which would be called "NewCo." The Broadcast Bureau expressed its view that "an effective level of deterrence has already been achieved in RKO's loss of three major market television stations," and that the spin-off proposal presents a "possible alternative" if the commission can conclude positively that the proposed transfer to NewCo would be "clearly isolated from and independent of" RKO and General Tire management.

Another alternative was offered by the bureau. The conclusions reached by the commission in the WNAC-TV Boston decision justify the issuance of an order to sell the three licenses of other stations if RKO's other stations should not be revoked, said the bureau. If the commission decides to exercise this option, the bureau suggests the commission "consolidate its consideration of all of RKO's other licenses in one proceeding." A third option, said the bureau, would be to designate the remaining 13 renewal applications for oral argument to determine what impact if any, the basic character qualification finding made against RKO and General Tire in the WNAT-TV Boston case has on RKO's remaining broadcast holdings.

Among the groups opposing RKO's spin-off proposal was the National Banana Media Co. Although believing that the findings in the WNAT-TV decision are "res judicata" (a thing decided) with respect to RKO's remaining 13 licenses, NBMC argued that the commission has an opportunity to enhance the sale of stations to minorities. NBMC's plan: (1) Grant renewal of the 13 licenses conditioned on RKO entering into a binding agreement with a nonprofit entity for the sale of stations. (2) This sale would be made with the intent of insuring subsequent transfer of the stations to various qualified minority owners. (3) RKO would be required to assist in the training and development of "minority organizational and individual resources" necessary to insure "maximum opportunity for the success of subsequent ownership.

The National Association of Broadcasters, on the other hand, strongly supported approval of the RKO plan. The other two alternatives, revocation or lengthy comparative renewal proceedings, said the NAB, are simply not called for. As for the former, the NAB argued, there is no "valid public interest reason in this case to insist upon the destruction of market values which loss of a license entails.

Comparative proceedings would necessitate the operation of the 13 stations "for years to come, under a cloud and burden that would make the long-range planning, on which fully adequate service to the public depends, a virtual impossibility."

Representatives Ralph S. Regula (R-Ohio), Carroll Hubbard (D-Ky.), John F. Seiberling (R-Ohio) and Joseph P. Addabbo (D-N.Y.) submitted a joint comment supporting the RKO proposal. Essentially, they argued that stripping three licenses from RKO is penalty enough for misconduct and that the proposed spin-off would assure that "future operation of the stations would be in compliance with the commission's rules and policies in the public interest.

The Chicago-based Citizens for Media Change urged the commission to reject the spin-off proposal as a "sham proposal." The group charged that the controlling shareholders of RKO and its parent, found
lacking in character by the FCC, would realize a profit from the proposed set-up.

New South Media, which seeks the license for channel 13 in Memphis, now held by RKO, warned the FCC not to be frustrated by such a “transparent ruse in its requirement to measure the public interest” as affected by RKO-General Tire misconduct. RKO’s “bare-bones” proposal, New South argued, does not address such crucial questions as: “Who would manage the company and what would be its qualifications?” Exact roles played by all RKO personnel have to be identified and the “miscreants” removed from office. A spin-off of the nature proposed would not isolate the wrongdoers, New South said.

A number of other groups that have taken aim at one or another of RKO’s past or present license holdings (Multi-State Communications Inc., WOR-TV New York; Future Broadcasting Inc., KJH[AM]-KTH[AM] Los Angeles, and Golden Gate Broadcasting Co., KFRC[AM] San Francisco), argued also that the FCC’s decision in the WNAC-TV case should be applied res judicata to the remaining 13 RKO licenses.

RKO itself addressed the res judicata issue in its comment, rejecting its validity at this stage because the commission’s Boston decision is being appealed to the courts. In any event, RKO argued, the Boston decision cannot be applied to matters not adjudicated, and the commission “did not purport to be adjudicating RKO’s qualifications to operate 13 stations….”

Border TV’s hope Canadians will sit down and talk

After meeting with U.S. Trade Representative’s office, stations are hopeful U.S. can persuade northern neighbor to negotiate advertising-tax dispute

A committee of the U.S. Trade Representative was left last week with the knotty problem of whether to recommend to President Carter that he impose trade sanctions on Canada in retaliation for the tax law a group of U.S. border television stations say discrimes against U.S. outlets. The committee on Wednesday heard representatives of the stations and of Canadian commercial interests debate the justification and legality of sanctions.

But there remained the possibility that—despite the tight deadline under which it must, by law, operate—the committee will persuade the Canadian government to consent to negotiations. And that would not offend the U.S. stations.

“We’re flexible,” said Bart Fisher, one of the lawyers for the stations and a specialist in international trade matters. If “good-faith” negotiations were set in train, he said in response to a question from the committee chairman, Jan Archibald, of the U.S. Trade Representative’s Office, his clients would not continue to call for sanctions.

Indeed, he said it was only because of frustration over an inability to persuade the Canadian government to act that they sought relief from the U.S. Trade Representative. At one point, he referred to the Canadian government as “intransigent.” Normally, complaints like the broadcasters’ are settled before they reach the hearing provided by the Trade Act of 1974. And it was evident that the U.S. Trade Representative’s office would make another attempt to persuade Canada to accept negotiations. (U.S. officials have made a number of attempts—all unsuccessful—in the past three years.) A member of the committee said on leaving the hearing last week that “negotiations would be the best way.”

But there isn’t much time. The so-called 301 committee (after the section of the act under which it was established) is required to report to the President—either to recommend sanctions or to say the broadcasters have no case—by July 27, and the President has until Aug. 18 to determine what action he will take.

At issue is the law enacted by Canada in 1976 that denies Canadian advertisers a tax deduction for broadcast time purchased on U.S. television stations if the advertising is aimed at Canadian audiences. The justification is that Canada’s television industry needs the advertising revenues that were flowing south if it is to carry out a policy of enriching and

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strengthening the nation's political, social and economic fabric.

But Fisher, speaking for the 14 stations, said the law "is a classic case of unjust enrichment, and, in legal terms, an 'unreasonable' policy within the meaning of Section 301." He said the President should "impose duties or other import restrictions on certain products or services until the discriminatory taxing situation is satisfactorily resolved."

The 14 stations do not represent all the television outlets along the border affected by the Canadian tax policy. Eight others along the border, while agreeing that the tax law is discriminatory, do not agree that retaliation would persuade Canada to change its mind (Broadcasting, June 30).

According to a study done for the Canadian government, Canadian advertising revenue earned by U.S. stations dropped from $18.9 million in 1975, the last full year before the tax bill went into effect, to $6.5 million in 1978. Considering the potential growth of revenue from Canada in the absence of the tax law, the cross-border flow of advertising revenue dropped by about $23 million annually by 1978.

Two U.S. senators—Patrick Moynihan (D-N.Y.) and John Heinz (R-Pa.)—filed statements in support of the broadcasters' position, and endorsed, specifically, one of their proposals, that the U.S. continue to deny Canada the relief it is requesting from a U.S. tax law that limits expense deductions for U.S. delegates attending conventions abroad.

Moynihan said he endorsed the recommendation "as consistent with the position the Senate has taken over the years." Two months ago, the Senate Finance Committee delayed action on a proposal to exempt Canada and Mexico until the President acts on the border broadcast dispute. And Heinz expressed "outrage that Canada permits the piracy of U.S. programming [by cable importation] without compensation while it hopes for a tax benefit of its own from Congress."

Besides denying Canada the tax relief it wants, the broadcasters have recommended support for tax legislation described as "mirror image" retaliation—it would deny U.S. advertisers a deduction for advertising on Canadian stations—plus imposition of special duties or quantitative restrictions on exports of Canadian feature films and records to the U.S., and adoption of policy that would require the government to consider the "discriminatory" nature of the Canadian tax law when dealing with Canada on other matters, such as allocation of fishing rights.

However, the readiness of the U.S. broadcasters to settle for government-to-government negotiations of the issue was evident in the testimony of two of those filing the complaint—Leslie G. Arries Jr., president and general manager of WTVB-TV Buffalo, N.Y., and Richard F. Wolfsen, executive vice president and general counsel of Wometco Enterprises Inc., parent company of the licensee of KVO-TV in Bellingham, Wash. Both mentioned compromise solutions that have been offered to Canadians, without success.

Arries noted that, in response to Canadians' expressed need for revenue to develop programming, the broadcasters had offered to contribute to a Canadian production fund 20% of their annual revenues, after agency fees, from advertising directed toward Canadian audiences and placed by Canadian companies. Wolfsen said the stations would not object to establishing a "tax presence" in Canada. KVOS-TV has had a "tax presence"—a Canadian subsidiary to handle its Canadian business—since 1955.

KVOS-TV represents a special case, even among the 14 complaining border stations. Although licensed to Bellingham, it has long depended for survival on Canada; in 1975, Canadian revenues accounted for 90% of its sales. It saw its gross revenues decline from $7.4 million (Canadian) in 1975 to $3.2 million in 1978. The border stations' position was supported by the National Association of Broadcasters, whose deputy general counsel, James Popham, warned of the "dangerous precedent" he said the Canadian tax law sets. "As satellites become the dominant method of program distribution and pay television is introduced in Canada," he said, "it will be even more important that domestic and foreign broadcasters receive equitable, non-discriminatory treatment and just compensation for their services."

But to the two Canadians who testified, the law at issue is vital to Canada and violates no international obligation, and the Americans are making much ado about very little, particularly in view of Canada's role as a major customer for American goods and services.

Ernest Steele, president of the Canadian Association of Broadcasters, said that besides being America's largest television programing customer—worth about $60 million-$75 million annually—Canada provides "a massive balance in cultural trade" in America's favor. In royalties, copyrights, trademarks, and film rentals, for instance, he said, the U.S. paid Canada $24 million in 1977, and received $409 million.

Jerry S. Grafstein, counsel for Rogers Telecommunications Ltd., a major cable system, said that while complainants' annual loss represents "less than 1/200th of 1% of annual U.S. television revenue," U.S. trade with Canada approaches $70 billion annually—which exceeds America's trade with all European countries combined. And U.S. industry's more than $40 billion investment in Canada represents a third of all U.S. investment in Europe. Grafstein cited those and other figures to illuminate what he said was the "economic whimper of the border broadcasters"—who, he added, have not demonstrated any loss of revenue from areas they are licensed to serve.

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Straight talk for minority women on ownership

White House conference tells them that getting a property is only half the battle—the other is to keep it running successfully.

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That was the cautionary note that Dorothy Brunson, owner of WEBB(AM) Baltimore, sounded, to the echo of others, at a White House-sponsored Minority Women's Commercial Broadcasting and Technology Conference last week. The meeting, under the auspices of the President's Minority Telecommunications Development Program, was an opportunity for the minority female entrepreneur to meet and exchange ideas with her peers and with leaders in telecommunications.

All 50 women present at the one-day conference in Washington have either their names on buyers’ lists at the FCC and other government agencies or applications pending at the FCC for stations.

The women heard panels covering such subjects as starting a station, managing a station and dealing with communications attorneys. But as Sarah Weddington, special assistant to the President, said in opening remarks, the conference was important “not only because of the subject matter, but because of the opportunity to become part of the ever-growing network of women in communications.” And the theme of networking—a “old girls network”—was prevalent throughout the conference, as delegates were urged to meet and talk with other women in the field.

Henry Geller, head of the National Telecommunications and Information Administration, said that the administration’s commitment to the advancement of minorities in communications ownership is twofold: to redress imbalances and to involve minorities—including minority women—in a critical industry.

Geller stressed that he believes programs such as the Minority Telecommunications Development Program, which is administered by NTIA, are the best way to achieve the goal of diversity of programming through diversity of ownership. He said that “the FCC has endeavored to do it by content regulation, which I think is a terrible way to proceed. The government can’t go around listing issues to be covered, because how then do you determine whether the programming meets that list? It’s a dicey First Amendment issue.”

Geller also addressed the proposed Senate rewrite of the Communications Act, saying the portion that will eliminate the comparative hearing process in favor of a lottery is “unconscionable” in that it would not benefit minorities. “The comparative hearing process is an atrocity,” he said, “but there are other ways to deal with it.”

Earlier, Brunson was joined on a panel by Mary Bell, president of WCHB(AM)-WJZZ(AM) Detroit, and Mutter Evans, owner of WAAA(AM) Winston-Salem, N.C., three of seven black women in the United States who own their own stations. Both Bell and Evans agreed with Brunson that minority women face a dilemma between being a minority and being a successful businesswoman. Brunson said that it is important to “learn ways to be competitive in your market, as well as working in terms of giving to the black community.”

Evans said “there are not a lot of role models” and added it was important “to know the business comes first.” Evans, who has owned her station less than a year, may be, at 27, the youngest woman ever to own and operate a radio station.

Ann Berk, station manager for WRC-TV Washington, and Amy McComb, vice president and general manager of WIXT-TV Jacksonville, Fla., echoed the sentiments of the three previous panelists in advising the delegates to learn every facet of the business—from engineering to sales to accounting. Berk said that as managers, females have to deal with a “double-edged sword.” They have to decide “what use you choose to make of the characteristics that set you apart—as women you do have something different to offer.”

McComb also urged those present not to turn away from men in seeking help. “Cultivate friendships with those in accounting, banking, etc.,” she said.

Reese Schoenfeld, president of the Cable News Network, said there were media outlets being overlooked by minority women—especially cable. “In this free-enterprise society, the power lies with the owner,” he said, adding that there’s a tremendous advantage in cable for the minority woman.

He said that banks are “willing and eager” to finance anyone who can get a franchise, and the “major companies will give a percentage of ownership to local groups if those groups can show they have clout in the community.”

Steve Simmons, associate director of the White House Domestic Policy Staff, agreed with Schoenfeld about opportunities in the cable field. He said that the real potential is expanding channel capacity—because the expansion comes the need for programming. Simmons said this is the “most promising” area in which to gain a foothold. He also talked about the opportunities in other new technologies such as teletext and videodisks.

Dale Hatfield, associate administrator for policy analysis and development, NTIA, spoke about opportunities in multipoint distribution services and low-power television. He added, however, that minority entry into MDS ownership may be threatened if the FCC adopts its lottery proposal to do away with comparative MDS hearings.

Edwina Dowell, staff counsel for the House Communications Subcommittee, summed up many of the panelists’ views in saying: “Closure of the deal on your station is just the beginning of your job. You must be aware of the forces that shape your industry.” Although she was talking about how communications attorneys keep clients aware of what’s going on in regulatory and legislative circles in Washington, her use of words like “caution,” “being selective in choosing the proper person,” and “keeping on top of issues yourself” could be applied to advice given on legalese, engineering or finances.

Richard Wiley, former FCC chairman now with the law firm of Kirkland & Ellis, expressed the same sentiments, saying “it may not be necessary to always need a lawyer. But, an attorney’s function, he said, in “knowing his way around Washington, around the FCC and getting more quickly something you may need.”

Richard Neustadt, of the White House Domestic Policy Staff, closed the conference, saying that minorities must not only seek help in starting their own enterprise, but also expand the possibilities for other minorities to enter the field.
KROD(AM) - KLAQ(FM) Roanoke, approximately (50% each) Wheeler Inc. to Charter Media antenna Kosl ING, approval, month, Georgia Corp. Broadcasting Corp. Mel Krrr(FM) Tex.; RADIO 20036 Blackburn and Wheeler KJQY(FM) San 780 feet above average is by 7). KFDW -TV Va.; 7). Seller receives $6 million. He owns (BROADCASTING, $7.7 million. Seller is owned by Andrew Bartalini (16%), Dain Domich (19%), George Artz (10.5%), Samuel Klor (15%) and seven others. They have no other broadcast interests. Buyer is owned equally by Tandum Productions, Norman Lear’s TV production company, and Jerry Perenchio, subscription television entrepreneur and chairman and chief executive officer of Tandum. Perenchio is also part owner of National Subscription Television, which owns and operates two subscription TV stations: KBS-C-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. Tandum and Perenchio also own WNU-TV Linden (Newark), N.J. Linden and Sacramento stations will be used to provide subscription TV service. KUMT-TV is independent on channel 31 with 537 kw visual and 107 kw aural and antenna height 1,020 feet above average terrain.

KWAR(AM) Providence, R.I.: Sold by Outlet Co. to Franks Broadcasting in exchange for WLRFM(FM) Taunton, Mass. (BROADCASTING, July 7). Seller is publicly traded group owner of three AM’s, four FM’s and five TV’s. Bruce Sundlun is president and chief executive officer. Buyer is owned by John E. Franks, who has sold WHIM(AM) Providence (see below). He also owns WHY(AM) Providence. WJAR is on 920 kw with 5 kw full time.

WLRFM(AM) Taunton, Mass.: Sold by Audio-Air Inc. to Franks Broadcasting for $2.2 million (BROADCASTING, July 7). Seller is owned by John McCarthy and his wife, Lucy. They have no other broadcast interests. Buyer will swap station for WJAR(AM) Providence, R.I., under agreement with Outlet Co. (see above). WLRFM is on 93.3 mhz with 50 kw and antenna 240 feet above average terrain.

WHIM(AM) Providence, R.I.: Sold by Franks Broadcasting to East Providence Broadcasting Co. for $900,000 (BROADCASTING, July 7). Franks is selling WHIM and buying WLRFM(AM) Taunton, Mass., which it will swap for WJAR(AM) Providence (see above). Buyer is minority-controlled company, principally owned by Henry Hampton, founder and president of Blackside Inc., Boston-based television and film production company. Hampton has no other broadcast interests. WHIM is 1 kw daytimer on 1110 kHz.

WBNT-TV Charlotte-Amalie, St. Thomas, Virgin Islands: Sold by Island Radio Teleradio Services Inc. to Caribbean Broadcasting for $750,000. Seller is owned by J. Raymond Jones Trust (24.07%),
There are currently 47 public stations putting out guides, Bailey said. “Everything has to have a reason for being. Our reason is to be the best damn guide for public television and to build a magazine around it.”

But, in so doing, *Washingtonian* charged that the four PBS stations will be in violation of commission rules if promotion for the publication is done on-air. The stations would violate FCC rules, the petition said, “which require noncommercial stations to furnish a nonprofit and noncommercial broadcast service” and would “constitute an anticompetitive practice with respect to magazines in direct competition with *The Dial* for ad revenues.”

*Washingtonian*, with 95,000 circulation in the Washington metropolitan area, says it will be in direct competition with *WETA-TV* (90,000 subscribers) for advertising. However, the magazine claims, *WETA-TV* will have a competitive advantage because of its lower ad rates for comparable demographics. The revenue loss it would sustain, *Washingtonian* claims, could surpass $300,000 to $1 million.

*Washingtonian* said there are three reasons that comparable publications will not be able to match *The Dial’s* ad rates: First, “a substantial paid circulation [for *Dial*] will be generated with no real sales effort or expenses on its part”; second, the four owner stations will promote it with on-air announcements citing the magazine offer as an inducement to contribute money to their stations; third, the

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**Publisher vows fight against public TV magazine**

Merrill of *Washingtonian* claims station promotion of new “Dial” publication and program guide is improper and unfair competition and he’ll go to court if necessary to stop it.

*Washingtonian* magazine has asked the FCC to prohibit the nation’s four largest public television stations from on-air promotion of their new monthly magazine—*The Dial*.

*Washingtonian’s* publisher, Philip Merrill, said the petition, filed July 3, is just the beginning of a major campaign, supported by publishers in a number of cities, that “will go to the courts” to keep the stations from what is “clearly, plainly, an illegal venture.”

*The Dial*, according to its publisher, Morton Bailey, is a “not for profit publication owned by *WNET* [New York], *KCET* [Los Angeles], *WTTW* [Chicago] and *WETA-TV* Washington.” It will be a glossy, 100-page publication, including a program guide.

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stations because of their nonprofit status, may seek reduced postal rates, and fourth, “to the extent expenses of owner stations are allocated to The Dial, the magazine will avoid paying taxes on its profits at a level comparable to that of competing commercial publications.”

Merrill said he believes competition is healthy, as long as “it’s on even ground. A commercial licensee using its station to advertise its own business interests may be able to reduce potential anticompetitive effects by selling advertising time on a nondiscriminatory basis to competing businesses, but that course of action is foreclosed to noncommercial stations,” he said.

“Even if all such profits were to be used to support noncommercial television, the station’s outside business venture would nonetheless be a commercial one and any announcement promoting The Dial would be a commercial,” the petition said, adding, “The Dial’s promotional literature leaves no doubt that it seeks to be a profit-making commercial activity.”

The Dial, whose initial circulation is expected to reach 650,000—with an outside potential of 1.5 million—has been advertised heavily in trade publications. The Dial will charge a one-time rate of $2,450 for a four-color full-page bleed ad in its Washington edition at a cost-per-thousand of $27.11.

Washingtonian, on the other hand, charges $4,195 for the same page, at a cost-per-thousand of $43.02—$15.91 more than The Dial.

Bailey said that in the other cities, where there are also regional publications, the cost-per-thousand does not differ more than $4, and he suggested that Merrill’s rates are the cause for his concern.

Merrill, however, warned that even Congress may get into the flap. “It is a fair assumption on our part,” he said, “that no one on Capitol Hill, both in the liberal and conservative camps, wants to fund a national magazine with taxpayers’ money.”

And this, in essence, is what will happen, Merrill charged, if the stations are able to promote the publication on-air. “Promoting the magazine while soliciting contributions would promote the sale of a product no less than would be the case if a noncommercial station sought to raise operating funds by owning a chain of retail stores and by seeking to promote patronage of the stores through on-air announcements,” he said.

The Dial attorneys, as well as attorneys for all four stations, met in Washington last week to draw up a response. The consensus was that nothing is being done differently with The Dial than has been done before with various program guides. Each station will issue a separate, but coordinated, response.

The FCC, on the other hand, has just begun to look at the proposal. One FCC spokesman acknowledged that there are other program guides and questioned whether The Dial would be in trouble “just because it may be the slickest.”

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**Pittsburgh cable franchise award target of federal probe, lawsuit**

Grand jury, jury and FBI question city officials and executives of CATV firms; one losing applicant takes the case into court

Warner Cable of Pittsburgh is proceeding to develop a cable franchise to serve the city’s 500,000 residents despite a lawsuit and a federal investigation that cloud the future of cable in the city.

The suit was filed against city officials and the Warner Amex subsidiary by Three Rivers Cablevision Inc., one of three cable bidders the city passed over in awarding the franchise to Warner last January (Broadcasting, March 17). In the suit, Three Rivers, a subsidiary of American Television & Communications, claimed the franchise award “was made to carry out a predetermined and unlawful preference in favor of Warner and against Three Rivers in flagrant disregard and contravention of the bidding process.”

The other two losing bidders, Allegheny Cablevision (Community Telecommunications Inc.) and Community Cablevision (Teleprompter Corp.) have not joined Three Rivers in challenging the franchise.

Although the United States attorney’s office in Pittsburgh will not confirm or deny the existence of an investigation, a federal grand jury and the FBI have been looking into the possibility of bribes or influence-peddling in connection with the four-year battle for the franchise.

Indications are that the activities of all four bidders as well as city officials are being examined.

Richard Emenecker, superintendent of Pittsburgh’s Bureau of Cable Communications, said the FBI has questioned him on whether he had knowledge of any bribes being made to or accepted by city officials. Emenecker’s reply: “Absolutely not.”

The FBI also questioned a secretary at Warner Cable who had recently left the company, Ronald J. Castell, vice president of Warner Cable of Pittsburgh, said he knew that the FBI was questioning the woman, Sharon Lagamba, but he didn’t know what she was asked or what she might have said.

Also questioned by the FBI was Gilbert F. Lucas, general manager of Allegheny Cablevision, holder of the franchise for several franchised areas in boroughs and townships surrounding Pittsburgh. Lucas refused to comment on his interrogation, saying that he was admonished by the FBI not to discuss the matter with anyone.

Castell and Sophie Masloff, the councilwoman who has been at the forefront of cable franchising in the city over the last four years, both appeared last May before a federal grand jury that was probing the award of the franchise. And, according to Masloff, two other councilmen, Richard E. Givens and Eugene P. DePasquale, were also subpoenaed, but both refused to appear.

Castell said most of his testimony dealt with providing general information on Warner’s activities throughout the franchise process and background on the cable business. “Obviously, I was the first person to appear before the grand jury that knew anything about the cable industry,” said Castell.

Throughout the questioning by U.S. Attorney Robert Cindrich, who has taken a personal interest in the investigation, and his assistant, J. Alan Johnson, Castell said he never felt that he was a target of the probe. He said he was asked for any information he had on wrongdoing involving
other companies and city officials.

Masloff felt the intent of the grand jury was to clear the air. "The city has been rife with rumors," and the investigation was needed to put the rumors "to rest once and for all," she said.

She said she was asked whether she had ever been solicited for bribes by anybody and whether any of the cable companies had promised to make contributions to her campaign treasury. She answered "no" to both questions.

Asked whether she had had any contact with any Warner officials during the process, she said that she did have lunch with Castell, but added she also had lunch with officials of all the other cable companies. "I've discussed cable with everybody in Pittsburgh regardless of who they were or who they were connected with."

The grand jury told her that she was not the target of the investigation and she was there only to provide information, she said. Masloff had been advised by her attorney that under her Fifth Amendment rights she did not have to appear before the grand jury, but, having nothing to hide, chose to go anyway.

The law suit has been on hold since May 21, when lawyers for Three Rivers and the defendants argued before Judge Gustave Diamond the merits of a motion to dismiss filed by the defendants. All parties are now awaiting the judge's decision.

The defendants in the case have allowed Three Rivers to take a deposition from Emenecker, although procedure usually dictates that depositions be put off until the court rules on a motion to dismiss.

Emenecker said that since the last week of May, he has given five full days of testimony, the last being July 3.

Emenecker said he was asked detailed questions based on the reams of documents he had gathered since he first became involved in the Pittsburgh cable franchising as a member of a cable study committee in 1976.

He said most of the questions dealt with the thrust of the Three Rivers suit, that "no clear-cut guidelines" had been established for evaluation of plans for the inclusion of local minority owners in the local cable company. Emenecker said he was also asked whether he had any direct or indirect knowledge of bribes or influence peddling. Emenecker said he testified that he had no direct knowledge of wrongdoing and that his personal ethics prevented his passing on any rumors or the names of persons from whom he might have heard rumors.

A clause of Warner's contract with the city stipulates that Warner must proceed with the construction of the system regardless of any lawsuit brought against it.

In accord with the clause, Warner is moving ahead with its build. Castell said so far the build is ahead of schedule and that he is fully confident that the company will sign up its first subscribers before the end of the year.

He said 60 miles of the proposed system's approximately 711 miles had already been mapped out. The Warner staff is growing. Already there are 30 people on board and Castell soon expects to hire finance, marketing and program directors. If all goes well, Castell said that by September or October, sales crews will be out, offering service to some of the 15,000 homes Warner hopes to have passed by the end of the year.

Castell's optimism comes in the face of some early technical problems that have caused Warner to make changes in its proposed plant. The original tower site had to be moved from the north side of the city, where it was to have shared grounds and facilities with WICT-TV Pittsburgh, to Banksville Park in the South Hills. Castell said that Warner has been negotiating with the city Urban Redevelopment Authority for use of the land and that he expects to have made a deal by today (July 14). The change of the tower site, Castell said, has not slowed down Warner. "To the best of my knowledge," he said, "everything has gone smoothly so far."

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Business

Wall St.'s Hoffman predicts jumps in profits for CBS and NBC, and decline for ABC

Money estimates based on ratings predictions show surprising 19% boost for third-place network

"ABC will probably sustain lower network prime-time profits, CBS's could increase by about 15% and NBC could have a rather dramatic increase," That's among the conclusions media analyst Anthony M. Hoffman of Bache Halsey Stuart Shields reports after examining the results of his annual survey of the predictions and plans of the programing executives at leading advertising agencies.

Starting with the programing experts' predictions of the ratings potential of the programs in each networks' schedules, and adjusting for the premium or penalty advertisers are likely to assess to adjust for demographic skewing, Hoffman estimates that ABC's billings will increase 3.7% for the 1980 season, CBS's 15%-16% while NBC will increase its billing more than 19%. Hoffman estimates that ABC's share of network prime-time billings will drop from 39.1% to 36.2% ($302.7 million), CBS's will climb from 32.1% to 33.1% ($275.7 million), and NBC's will go from 28.8% to 30.7% ($256.7 million).

Hoffman suggests the agencies are "correcting" for errors they made last season in overestimating ABC's performance and underestimating that of NBC. The downgrading of expectations for ABC this season, he says, "can be a rather serious blow due to the softness in fall pricing being evidenced at the moment and the inexorable escalation in total network costs."

Reviewing the series performance estimates, Hoffman says the hallmark of 1980 season projections is for closer competition between ABC and CBS, "with NBC and ABC losing enough share to CBS to give it the lead." The "experts" who responded to Hoffman's survey give CBS so significant a victory margin on Friday and Sunday nights that the network will win the weekly race even though losing the five remaining nights to ABC by close margins. The weekly shares of each network are being projected as follows: CBS 34.8, ABC 34.1, NBC, 31.1.

A separate yet significant result of the survey, Hoffman says, is a prediction of lower aggregate ratings for the network audience. He sees a 2.3% drop in predicted network ratings, due to the use of lower HUT assumptions by the agencies. That's significant enough, he adds, to offset the 3.0% growth in television homes predicted by Nielsen, removing what in the past had been a moderating force on the rate of increase in cost-per-thousand.

As for individual shows, CBS is projected to have nine of the top 10, eight of which fall in a "super hit" category of a 22 or better rating. ABC's only entry in either pack is Three's Company, which itself is slated for "significant decline," from second to eighth position. Other slipping hits at ABC are projected as Eight is Enough, dropping from 12th to 21st, and Charlie's Angels, falling from 19th to 35th. CBS's Flo is the only hit at the network projected to have a major decline, from 8th to 47th. At NBC, Little House on the Prairie is tagged as falling out of the top 20 to 24th.

The only new program the agencies see cracking the top 20 is ABC's Too Close for Comfort.

Hoffman isn't so certain that the agencies' guesses are going to prove correct. He thinks they may be overestimating CBS's performance "because of the charge which CBS put on to win the 1979-80 seasonal average." ABC might yet win first place, although suffering a share decline, Hoffman suggests. And insofar as NBC is concerned, Hoffman says, "the experts have been unnecessarily harsh. Although we are not predicting that NBC is ready to relinquish the cellar, we do believe that NBC's 1980-81 schedule will have sufficient success to rejuvenate confidence in Fred Silverman and raise the network's prime-time ratings by a meaningful amount."

Broadcasting Jul 14 1980
CBS's second quarter matches predictions

While broadcast operations posted gain, over-all company revenues and income drop

Broadcasting was the only bright spot in the second-quarter earnings reported by CBS last week.

The numbers released by the company mirrored the anything-but-rosy outlook for its new president, Thomas Wyman, who provided security analysis (Broadcasting, July 7): pretax profits were off 18.4%, net income 17.3% from the same quarter the year earlier. (Half the earnings decline, CBS said, stemmed from the fact that last year's quarter included the results of the sale of the syndication rights to CBS's Cinema Center Films inventory.) Revenues for the quarter were $974.3 million, up 7.2%; net income was $54.4 million or $1.95 per share.

Revenues from CBS broadcast operations were up 15%, television network, television station and radio divisions were all said to have contributed to the earnings performance. The company claimed an unquantified profit improvement for broadcasting against a backdrop of declining profits from all its other major business segments. Nevertheless, that second-quarter profit growth in broadcasting was unable to offset the decline the segment experienced in the first quarter: Broadcasting's profits for the six months were down, a development blamed on entertainment and news programming costs increases.

Company revenues for the first half were $1.94 billion, up 11.8%, net income $675.5 million, down 19.3%. Per share income slumped to $2.42 from $3.01.

Analyzing the slippage in second-quarter operating results, the company cited "the effects of general recessionary conditions in the U.S. economy on our consumer-oriented businesses." Developmental expenses for "such new business operations as CBS Video Enterprises and CBS Cable" were also mentioned.

RAM sale

Firm doesn't get enough support from group broadcasters to keep going; sells program services to McCoy Management; it won't reveal buyer of ratings service, but says 40 markets now served will be cut

RAM Research Co., San Diego, is headed for new ownership and management. The change followed a recent attempt by the present management of RAM, headed by Donald Cole, board chairman, and John E. Patton, president, to gain financial support from group broadcasters to make RAM's ratings service competitive with Arbitron Radio on a national basis. Patton said last week that broadcasters had not responded affirmatively to the call for support, and the decision has been made to sell both the rating service and program service portions of RAM.

RAM's program services has been sold to McCoy Management Inc., San Diego, which has been serving as consultant to RAM for the past 16 months. Jack McCoy, president, said he will serve in the same capacity to the new group that will take over the ownership of the RAM rating service, effective Aug. 1. He said the new owners have asked that their identity be withheld for two weeks since they are involved in a merger transaction outside the broadcast field.

McCoy said the new management group of RAM will continue to serve as a local market rating service, issuing monthly reports based on a one-day diary and making information available daily, if requested, via computer. He said RAM now measures more than 40 markets, but the new group "will weed out" markets lacking in station support.

Patton said that he and Cole will remain with RAM until the sale of the rating service is completed.

Bottom-Line

Come barley with me. Nation's airlines have been given free hand to exchange seat tickets for wide variety of commodities and services, including broadcast advertising, celebrity endorsements and use of creative talent. Civil Aeronautics Board said move is to give airlines "greater flexibility in making day-to-day decisions, especially those connected with advertising and marketing costs. Better practice was first conditioned by CAB in 1956 to help small carriers. In recent years, CAB has ruled on such requests on case-by-case basis and placed limit on monetary value. New blanket permission is considered latest step by CAB in keeping with airline deregulation act of 1978.

It's final. Taft Broadcasting Co., Cincinnati, has completed previously announced purchase of assets and assumed certain liabilities of Schick Sunt Classic Productions Inc. and two Schick subsidiaries for $2.5 million. Assets are to be integrated into new Taft International Pictures Inc. (Bottom Line, June 30).

Buy bid rebuffed. Twentieth Century-Fox offered to buy out Chris-Craft Industries' 20% stake in motion picture firm at $45 per share, but was rebuffed by Chris-Craft's board. Chris-Craft, which has maintained it isn't looking for take over, denied investment didn't elaborate on reason for turn-down of Fox offer. Companies indicated there are no further negotiations.

Settled. Wometco Enterprises has settled $1.2-billion lawsuit brought against it by Edward Sarli, its one-time partner in ADWO, distributor of films in Latin America, by buying out Sarli's 50% interest in ADWO for $2 million. In March Wometco announced that Sarli had countered its attempted to dissolve partnership with suit alleging breach of contract and other misdeeds in formation, operation and termination of partnership. Wometco will continue operation of ADWO as wholly owned subsidiary.

British get-together. Joint venture in audio and video records and tapes was announced by RCA Records, U.K., and Precision Records and Tapes. Improved profitability and market share in United Kingdom are goals.

Highlander fling. Media General Inc., Richmond, Va., has acquired Highlander Publications Inc., publisher of 17 weekly newspapers in Los Angeles and Orange counties, Calt. Price was $12.7 million. Media General's holdings include radio and TV properties, newspapers, commercial printing operations and newspaper recycling mills.

Upping its stake. Equitable of Iowa Companies has bought an additional 333,400 shares of newly issued Heritage Communications common stock at $15 per share. At time of purchase, Heritage shares were trading in $13-per-share range. Transaction brings Heritage outstanding stock to about 3.5 million shares. Des Moines, Iowa-based Heritage said it will use sale proceeds of approximately $5 million for continued expansion in its present fields of cable TV, broadcasting and advertising products. Equitable of Iowa, holding company with subsidiaries in insurance and retailer fields, will have aggregate of 831,000 shares of Heritage common.

Bank sale. Warner Communications Corp. has finally managed to sell 63% interest it held in Garden State National Bank, Paramus, N.J. Sale to Fidelity Union Bancorp for $54.2 million had previously met opposition from Federal Reserve Board.

Barris pays. Chuck Barris Productions declared regular quarterly dividend of three cents a share payable Aug. 15 to shareholders of record July 25.

Fox notes. Twentieth Century-Fox Film Corp. announced registration with Securities and Exchange Commission of offering of $50 million in seven-year senior notes and $50 million in 20-year subordinated debentures. Lehman Brothers Kuhn Loeb is head underwriting group.
Programming

Y&R sees little threat from pay to network levels

Limited amount of product means rerun scheduling, and that means viewers don't have to give up conventional viewing, study says

An analysis prepared by Young & Rubicam concludes that pay television's impact on network TV viewing will be negligible through 1985.

Among the reasons cited by Y&R for its projection was research data showing that in pay-cable homes, prime-time network viewing was only slightly lower than in total U.S. TV homes; that the pay cable practice of repeating movies and other programs leads to a high cumulative rating but a comparatively low average rating, and that there is a limited availability of quality movies, which have been the leading audience draw for pay TV.

Y&R presented Nielsen data for the period spanning February 1979 through February 1980. It showed that in pay cable homes, the total ratings for the three networks averaged 52.8, as compared with 56.5 in total U.S. TV households.

"The 3.7 rating-point difference is the potential loss that one might expect if pay household behavior today is projected to a future of 100% pay cable penetration," Y&R said. "This would not seriously affect an advertiser's ability to reach consumers through network television. The end of network television as a mass medium is not in sight."

Y&R believes that pay cable will continue the repetitive scheduling structure to satisfy the needs of viewers and to gain access to costly programming that is affordable only through the rerun pattern. But this practice tends to dilute the effect on network viewing, the agency maintains.

"The ratings impact of most pay cable programs is spread out over different days and different time periods. The total ratings of a single program can be high without being focused on one particular night."

Although certain motion pictures have scored well on pay TV, the increase in premiere movies will not necessarily result in a rise in pay TV audience levels, according to Y&R. The agency maintained that it's the quality and not the quantity of premiere movies that is important in assessing the current and potential impact of pay TV on network audiences.

"With the long-range supply of quality movies apparently limited, so will be the case when pay TV has the potential to cause a major impact on network audience levels," the agency said.

Y&R estimated that as pay cable penetration has grown to 7%, national network usage has dropped by 0.3 rating points, to 99.5% of its pre-pay level.

"Assuming that pay cable subscriber behavior today is representative of pay cable behavior in 1983, when we estimate a television penetration level of 20%, national network usage could be expected to fall by seven-tenths of a rating point relative to today," Y&R reported. "This amounts to less than a 1% drop-off in the average network's rating from 18.8 today to 18.6 in 1983."

The agency cautioned that its analysis concerned only the impact of pay television (including over-the-air) on network TV viewing and did not embrace other outlets, including videodisks and tapes and basic cable.

Y&R unveiled its findings at a news conference in New York last week. In reply to a question, Joseph Ostrow, senior vice president and director of communications services, said that the agency "is investigating pay television advertising opportunities but has not made any deals as yet." He said that pay television provides an opportunity "to put something of a lid on media cost inflation."
Dancer Fitzgerald Sample Inc., New York, rides with CBS as the winner in the 1980 fourth-quarter, prime-time network race with an average 19.4 rating, outrunning ABC with an 18.9 and NBC with a 17.5.

DFS predicts there will be "no huge successes" from the starting line-up of 16 new shows and cites only three such series as "possible" hits: It's a Living and Too Close for Comfort on ABC and Magnum PI on CBS.

On a night-by-night basis, DFS projects CBS as a "big winner," on Friday and Sunday; ABC as the power on Tuesday, Thursday and Saturday and ABC and NBC battling it out on Monday and Wednesday.

The DFS analysis indicated that theatrical film inventories are "stronger and deeper" than in recent seasons. It stresses that ABC has the rights to a large share of box-office titles, CBS has a mixture of Hollywood hits and a crop of produced-for-television features and NBC, with fewer movie blockbusters, has increased its World Premiere and miniseries development.

**International board may not be up to AM job**

Lack of manpower, complexity of computer work involved, could hold up 9 kHz plan

The International Telecommunications Union's International Frequency Registration Board, on which countries of the western hemisphere are counting for computerized studies they need in their effort to produce a plan for AM broadcasting in the hemisphere, may not be able to deliver. Put another way, the panel of experts created at the first session of the Region 2 (western hemisphere) conference on AM broadcasters, in Buenos Aires last March, to aid the IFRB has its hands full.

Wilson Lafollette, chief of the technical and information branch of the FCC's Broadcast Bureau, reported last week that the IFRB officials say they lack the necessary manpower to produce the computer programs. They were also said to have maintained that the burden of some of the requests— involving the U.S.-backed proposal to reduce AM channel spacing from 10 kHz to 9—is simply too great, perhaps even beyond the IFRB's capacity.

But Lafollette, who is one of two U.S. representatives on the panel of experts drawn from eight countries, made it clear that the IFRB would not be allowed simply "to throw up its hands," as he said, it did. And Steven D. Selwyn, of the international staff in the commission's Office of Science and Technology, the other U.S. representative on the panel, made it equally clear that IFRB troubles or no, the U.S. will not abandon its advocacy of 9 kHz.

Lafollette and Selwyn were reporting on the first meeting of the panel of experts with the IFRB, held in Geneva last month, at a session of the government-industry committee that has been created to advise the commission in its preparations for the next Region 2 conference in 1981.

IFRB's manpower problems serve to point up the complexity of the tasks being assigned the agency. Lafollette estimates that the IFRB would need six to eight computer programmers working full time to meet its self-imposed deadline of the end of February, nine months in advance of the second session of the conference, to be held in Rio de Janeiro beginning in November. But the agency said it can assign the equivalent of only one and a half or two people. It has asked member nations to volunteer programmers. And Lafollette said, "hopefully, there will be" volunteers. But, he said later, "it's not easy to come up with the engineers needed to do the programs. There's a very small pool."

One of the proposed studies in connection with 9 kHz would involve a comparison of the efficiency of 10 kHz channel spacing with several versions of the 9 kHz plan. The U.S. has proposed a plan that would result in an even distribution among existing channels of 12 new ones and would require stations to move their frequency by no more than 4 kHz. Canada has suggested several 9 kHz plans, including one that would require stations to move as much as 9 kHz but that would result in far more major cities receiving additional frequencies than would be possible under the American proposal. (It would thus seem to be more in line with U.S. policy of making stations available for minorities, but moving off frequency more than 4 kHz begins to become expensive for the stations involved.) The IFRB has a plan of its own—not to the U.S.'s liking—which calls for what Lafollette calls a "juggling" of stations, which would be shifted off frequency to the point where interference is least troublesome.

But IFRB members are said to feel that comparing more than one 9 kHz plan with 10 kHz spacing is too burdensome.

The proposed study that caused IFRB "to throw up its hands" calls for a projection of the additional stations that 9 kHz would make possible. The IFRB members feel there simply would be too many variables—of power, antenna height and location—with which to cope.

Lafollette indicated the U.S., for one, is not about to let the IFRB give up. As for
comparing more than one 9 kHz plan with 10 kHz spacing, he said, in an understatement, "if we decide it's necessary, maybe we can persuade [the IFRB]." Later, he said flatly, "We don't accept" the complaint that such a study would be "too time consuming."

But he said that since the U.S. "was the most vocal" on keeping all options open, it is obliged to demonstrate the need for comparing more than one plan. That demonstration will have to be made soon, at the next meeting of the panel of experts and the IFRB, beginning on Sept. 15, in Rio.

By then, also, the U.S. will have to come up with an answer to IFRB's complaint that it simply does not know how to design a program to determine the number of additional stations that 9 kHz spacing would make possible. "If we want such a study," he said, "we'll have to brainstorm and demonstrate how it can be done."

Both LaFollette and Selwyn acknowledged that the studies eventually done by IFRB may not be as detailed or as accurate as originally hoped. But Selwyn said that does not mean the conference will abandon the 9 kHz plan. The government adopted it after the FCC conducted a rulemaking proceeding, and, Selwyn said, the U.S. "is committed to 9 kHz." He also said "a majority" of other countries in the hemisphere is similarly committed, although the U.S. was unable at Buenos Aires to persuade the conference to make that statement (Broadcasting, March 24). Then he said, "The U.S. doesn't need the results of a comparative study of 9 kHz to make a decision. We have already made, a decision."

**DBS study missed the point, say NAB and NBC**

Comments on FCC staff report on satellite-to-home service say effect on local TV was not taken into account

Both the National Association of Broadcasters and NBC questioned the desirability of direct satellite-to-home broadcasting, saying it threatens the principle of local broadcasting.

The comments were filed in response to a report released by the FCC's network inquiry staff, "Direct Broadcast Satellites: Legal and Policy Options," by David M. Rice, associate director, Communications Media Center of New York Law School—concluding that within a decade, millions of people throughout the world will probably be receiving substantial television service directly from satellite transmitters, no matter what American policy decisions about DBS are made (Broadcasting, April 7).

NAB feels that Rice failed to grapple with the "crucial threshold question: What role does a direct broadcast satellite service have in our broadcasting system?"

NAB said it is not "flatly" opposed to DBS, but "in light of its potentially disruptive social, political and economic impact on local broadcasting, we do have serious questions about its desirability."

DBS, NAB said, is incapable of delivering essential local services such as local news, public affairs, sports, public events, weather and emergency information. DBS, the broadcast trade association said, is a "national service," which would be financially able to siphon audience-building programs from off-air television. This would in turn lead to an erosion of local television's "audience."

NAB believes that there are other policy issues at hand besides localism—such as "whether DBS is an efficient use of the electromagnetic spectrum or whether DBS should be regulated as a common carrier or a broadcaster."

NAB said that while the future development of DBS is "uncertain" it is distinguishable from new technologies which, "viewed as a whole are already a significant force in the marketplace."

NBC urged the FCC to "reject additional regulation of conventional broadcasters and instead consider deregulation to eliminate current regulatory restrictions that restrain the ability of broadcasters to compete on an even-handed basis with the new program delivery systems created by these new technologies."

NBC said it would not comment on the "abstract issues raised by this report" because many of them would be, presumably, addressed in the context of an FCC inquiry into whether to authorize DBS service. It did, however, take issue with a suggestion in the FCC staff report that multiple media interests ought to be a factor in choosing DBS licensees. CBS said existing FCC policies ought not to be "automatically extended to bar participation by existing communication entities in developing new methods of delivering television programming."

Such policies, CBS said, "may be inappropriate or unnecessary in light of the rapidly changing climate created by these new technologies."
Illinois Power may not have the mass media wherewithal to change the minds of all the viewers who saw a 60 Minutes segment last November accusing the company of mismanaging its first nuclear plant. But through the process of creating its own 60 Minutes: Our Reply and distributing it to whoever sends in a blank videocassette for dubbing, Illinois Power has taken the rebuttal stage well beyond angry letters to the editor or FCC complaints.

Since the 42-minute Reply was produced a week after the 60 Minutes segment with Harry Reasoner aired Nov. 25 (Broadcasting, March 3), some 1,500 copies have been distributed. According to A. Adams, Illinois Power's media relations supervisor, the utility company hasn't been aggressive in promoting distribution; he says there has been no solicitation or a screening schedule beyond the first showings Illinois Power had for its own employees and customers.

There apparently has been no need for it. By sitting back and waiting for media requests, Illinois Power seems to be reaching the audience any advertising agency whiz might have targeted anyway.

Among those most interested in 60 Minutes: Our Reply have been "businesses of all kinds," Adams said, such as utility companies and sales firms. Company headquarters that have sent in blank cassettes for dubbing include General Electric, General Motors, Kemper Insurance and Caterpillar Tractor.

Why all the interest? Adams hasn't done any studies on the subject but he has a "guess." In an environment where, rightly or wrongly, the business community generally views the press as biased, he explained, other companies are interested in "somebody doing something about it."

What Illinois Power did about it was to tape all the interviews that 60 Minutes had with Illinois Power officials. In the 42-minute tape, viewers see the CBS News version matched against the Illinois Power version.

For its own part, CBS News acknowledged two inaccuracies which it believes it corrected in a January broadcast. The fray continued, however, as Illinois Power then claimed one of the "corrections" was incorrect.

Another problem arose after CBS News learned that more than 1,000 cassettes had been distributed, enough play to go beyond the informal agreement CBS thought it had with Illinois Power which called for it to be viewed only by employees, stockholders and customers. CBS attorneys have sent out a letter claiming that the 60 Minutes copyright may have been violated.

In the meantime, Illinois Power has been getting pas on the back from other utilities, culminating in last month with the Edison Electric Institute's highest award for "distinguished service" to the industry.

While it would not have matched the original 60 Minutes exposure, the Reply came close to having "superstation" television coverage. According to Sidney Pike, vice president and director of television operations for Ted Turner's WTBS(TV) Atlanta, the rebuttal "came pretty close" to being aired.

Pike explained that "I flipped over it; I thought it was great," adding that some one finally "had an answer" to rebutting documentaries and that "the public had the right to see the other side."

WTBS, however, canceled plans to run it. Pike said, because "Illinois Power wouldn't back us up" and "sent us a letter saying we run it at our own risk."

Aside from the tape distribution across the board, the possible play on WTBS also was a major reason why CBS sent a letter to Illinois Power bringing up the copyright issue.

Indeed, Illinois Power's Adams said, the utility is concerned about copyright and sends a cover letter with each cassette warning that it should not be used for commercial purposes. As for CBS's letter claiming that the amount of distribution may be violating copyright, Adams says that Illinois Power has consulted its attorney and is continuing the circulation of cassettes.

ITNA defections reduce membership

Eight of 24 stations say they won't renew contracts in fall; rate increases set for those that stick with news service

One-third of the membership of the Independent Television News Association—eight of 24 stations—plan to pull out of the news consortium as of Oct. 31. While a shock to the system, ITNA claims its life isn't threatened, citing the commitment of remaining members, which have agreed to make up any financial shortfall.

WPIX(TV) New York, one of ITNA's founders and now running its own Independent Network News service, represents the hardest blow to ITNA not only because it is a New York outlet but also because ITNA has had its headquarters at the station. The question of moving is still up in the air, although a strong possibility is that new facilities will be provided by another New York ITNA member, WNEW-TV.

Other drop-outs are WGN-TV Chicago (co-owned with WPIX); KMEN(VT) Fresno (Tulare) Calif.; WTBS(TV) Atlanta; WCCB(TV) Charlotte, N.C.; KTXL(TV) Sacramento, Calif.; KMSP-TV Minneapolis, and WTOG(TV) St. Petersburg, Fla. WPITV, WPIX and KMPH are the only ones.
however, who are also INN subscribers.

Both wpxi and wgun-7v had requested the six-month extension of current contracts, which expire Oct. 31, before ending the relationship with ITNA. However, the requests were turned down. With the six-month extension, wpxi had asked for an increase in the fee it charges to supply ITNA with production services, claiming that "the present fee amounts to a considerable subsidy by wpxi to ITNA."

WPXI has informed ITNA that since the extension was denied, it will "continue to serve as the ITNA production and transmission center until the conclusion of the Democratic convention, with our services being reimbursed at cost." With the new contract, which begins Nov. 1 and runs 14 months in order to bring commitments to a calendar-year basis, ITNA dues go up 11% for all members. In addition, controlling (founding) member stations also will pay an additional 4% plus making up the difference from those who are dropping out.

Controlling stations that plan to remain associated are: WTV(TV) St. Louis; WTV(TV) Los Angeles; KVT(TV) San Francisco (Oakland), and Metromedia's KTV(TV) Los Angeles, WTTG(TV) Washington and wnew-TV.

Abbreviations: AFC—Antenna For Communications ALJ—Administrative Judge al.—alternative ann.—announced ant.—antenna aural.—aural aux.—auxiliary CHL—Channel License proj. dim.—day DA—directional doc. Doc.—Deck. ERP—effective radiated power. HAAT—height of antenna above terrain. kHz—kilohertz. kw—kilowatts. m.—meters. MEOV—maximum operating velocity. mhz—megahertz. mod.—modification. N.—night. PSA—presure service authority. RCL—remote control location. S.A.—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U.—unlimited hours. vis.—visual. watts—watts. --noncommercial.

As compiled by BROADCASTING June 3 through July 3 and based on filings, authorizations and other FCC actions.

New Stations

TV applications

**Little Rock, Ark.—Central Arkansas Telecasting Inc. seeks ch. 16; ERP: 2378 kw vis., 238 kw aur., HAAT: 1,610 ft.; ant. height above ground: 1,052 ft. Address: 2148 1st National Bank Bldg., Little Rock 72201. Estimated construction cost: $2 million; first-year operating cost: $28,000; revenue: $41,000. Legal counsel: Allen & Cohn, Little Rock.**

**Little Rock, Ark.—Grant Broadcasting Corp of Little Rock seeks ch. 16; ERP: 1820 kw vis., 182 kw aur., HAAT: 1,461 ft.; ant. height above ground: 950 ft. Address: 9411 Hollowell Bldg., Little Rock 72203. Estimated construction cost: $2 million; first-year operating cost: $2,000,000; revenue: $500,000. Legal counsel: C. R. Huston, Cohn & Dippel, Washington.**

**Little Rock, Ark.—Teleco Arkansas Inc. seeks ch. 16; ERP: 1411 kw vis., 1411 kw aur., HAAT: 1,600 ft.; ant. height above ground: 1,161 ft. Address: 2000 East Fisba, Little Rock 72202. Estimated construction cost: $500,000; first-year operating cost: $32,000,000; revenue: $32,000,000. Legal counsel: Arnold & Porter, Washington.**

**Little Rock, Ark.—Teledar TV Inc. seeks ch. 16; ERP: 1125 kw vis., 112 kw aur., HAAT: 1,752 ft.; ant. height above ground: 1,137 ft. Address: Box 2177 Little Rock 72201. Estimated construction cost: $100,000; first-year operating cost: $36,250; revenue: $330,000. Legal counsel: Arnold & Porter, Washington.**

**Little Rock, Ark.—Little Rock TV 16 Inc. seeks ch. 16; ERP: 1125 kw vis., 112 kw aur., HAAT: 1,752 ft.; ant. height above ground: 1,137 ft. Address: Box 2177 Little Rock 72201. Estimated construction cost: $100,000; first-year operating cost: $36,250; revenue: $330,000. Legal counsel: Arnold & Porter, Washington.**

**Little Rock, Ark.—Little Rock TV 16 Inc. seeks ch. 16; ERP: 1125 kw vis., 112 kw aur., HAAT: 1,752 ft.; ant. height above ground: 1,137 ft. Address: Box 2177 Little Rock 72201. Estimated construction cost: $100,000; first-year operating cost: $36,250; revenue: $330,000. Legal counsel: Arnold & Porter, Washington.**

**Little Rock, Ark.—Rockhill McClelland Co. seeks ch. 16; ERP: 1125 kw vis., 112 kw aur., HAAT: 1,752 ft.; ant. height above ground: 1,137 ft. Address: Box 2177 Little Rock 72201. Estimated construction cost: $100,000; first-year operating cost: $36,250; revenue: $330,000. Legal counsel: Arnold & Porter, Washington.**

**Little Rock, Ark.—Little Rock TV 16 Inc. seeks ch. 16; ERP: 1125 kw vis., 112 kw aur., HAAT: 1,752 ft.; ant. height above ground: 1,137 ft. Address: Box 2177 Little Rock 72201. Estimated construction cost: $100,000; first-year operating cost: $36,250; revenue: $330,000. Legal counsel: Arnold & Porter, Washington.**

For the Record
They Santillana ous real estate system in tone, height above Ala.

Betty %. They own FM's.

Educational 'Special temporary FM-Daisy in broadcast.

FM Translators

Translators

The FCC tabulations as of May 31, 1980

| Commercial AM | 4552 | 3 | 3 | 4558 | 114 | 4672 |
| Commercial FM | 1307 | 1 | 1 | 1307 | 0 | 0 |
| Educational AM | 1978 | 6 | 6 | 1978 | 0 | 0 |
| Educational FM | 518 | 0 | 0 | 518 | 0 | 0 |
| Educational TV | 100 | 1 | 1 | 100 | 6 | 111 |
| Total TV | 997 | 4 | 4 | 1001 | 162 | 178 |
| FM Translators | 314 | 0 | 0 | 314 | 0 | 0 |
| Total UHF | 2537 | 4 | 4 | 2541 | 199 | 221 |
| Total | 6059 | 14 | 14 | 6073 | 376 | 4139 |

*Includes off-air licenses

**Includes off-air licenses

Summary of Broadcasting

**Ownership Changes

**Actions

**License grants

**WLPW(FM) Lake Placid, N.Y.

**WLC(L) Fury, Mo.

**WRCO(FM) Cleveland, Ohio

**WREX(FM) Plattsburgh, N.Y.

**W围墙(FM) Springfield, Mass.

**WWR(FM) Springfield, Mass.

**WWTG(FM) New Orleans, La.

**WVTW(FM) Washington, D.C.

**WXYC(TV) Charlotte, N.C.

**WZMU(FM) Rockland, Me.
Facilities Changes

FM applications
- WQXI-FM Smyrna, Ga.—Seeks CP to increase ERP to 100 kW; change HAAT to 914 ft.; change TL to 210 Peachtree St., Atlanta, and make changes in ant. sys. (800600A AA). Ann. June 27.
- KCCM-FM Moorhead, Minn.—Seeks CP to decrease ERP to 66.63 kW; increase HAAT to 655 ft., and make changes in ant. sys. Major environmental action (800617A B). Ann. June 27.
- WWKJ-AM Parkville, Mo.—Seeks CP to decrease ERP to 92.1 mHz and change ERP to 0.0095 kW. (800600A AC). Ann. June 27.

AM actions
- WTBC-AM Tuscaloosa, Ala.—Granted CP to make changes in ant. sys.; adjust trans. power output; conditions (BP-79092A AJ). Action May 23.
- KDQ-FM Mesa, Ariz.—Granted CP to increase ant. input power; conditions (BP-79070A AL). Action June 12.
- KVOM-FM Moorilton, Ark.—Granted CP to make changes in ant. sys.; change TL and SL to Exten- sion Ave., and West edge of city limits of Mor- rilton; conditions (BP-79121A AJ). Action May 30.
- KSU-E-AM Susanville, Calif.—Granted CP to make changes in ant. sys.; change TL to 0.875 mile south of city limits on SR no.36 East, Susanville, and change type trans.; conditions (BP-79062A AG). Action June 9.
- WRHC-AM Coral Gables, Fla.—Granted mod. of CP to include changes in ant. sys. Increase height of tower; change type trans.; change hours of operation to U; change TL to Southwest intersection of S.W. 24th St. and 72nd Ave., Miami, and change to 2260 S.W. Eighth St., Miami; conditions (BP-79059A AM). Action June 6.
- WWKE-AM Ocala, Fla.—Granted CP to increase ant. input power to 3 kW; condition (BP-79016A AL). Action June 12.
- WXXC-AM Fayetteville, Tex.—Granted CP to make changes in ant. sys. and increase height to 300 ft.; conditions (BP-78102A AH). Action June 12.
- KPAR-AM Grasabury, Tex.—Granted mod. of CP to make changes in ant. sys. and specify standard pattern; conditions (BP-80031A AO). Action June 3.

FM actions
- KDCR-FM Sioux Center, Iowa.— Granted CP to change freq. to 88.5 mHz; change TL to 0.59 kW W of US 75; change ERP; conditions (BP-79092A AJ). Action May 14.
- KQDS-AM Duluth, Minn.—Granted CP to in- crease ERP to 37 kW; increase ant. height to 400 ft.; and change TPO (BP-80030A A H). Action June 6.
- KBRK-FM O'Neill, Neb.—Granted CP to change freq. to 102.9 mHz; change TL to 4.5 miles to E.S.E. of O'Neill; make changes in ant. sys. (BP-800101 A W); ant. height: 430 ft. (BP-800207A AF). Action June 11.
- WYZZ-AM Wilkes-Barre, Pa.—Granted CP to in- crease ERP to 9.0 kW, decrease ant. height to 1000 ft.; change type ant. and TPO (BP-800222A AE). Action May 29.
- KGBA-AM Holtsville, Calif.—Granted mod. of CP to change TL to S.W corner of Hwy 80 and Acacia, Holtsville, and increase ant. height to 300 ft. (BMPH-800220A AF). Action May 29.
- WZVS-FM Vieques, P.R.—Granted CP to decrease ant. height to 700 ft.; change TL to 4.3 miles S.E. of Hwys. 21 and 555, Columbia; change trans.; make changes in ant. sys.; conditions (BP-800221A A). Action June 2.

TV actions
- WEDW-TV Bridgeport, Conn.—Granted CP to change ERP to 3.7 kW; change type ant. and TPO; conditions (BP-800221A A). Action June 2.

In Contest

Designated for hearing
- Peoria, Ill. FM proceeding: (BC Docs. 89-348-2) — FCC has designated for hearing applica- tions of Peoria Community Broadcasters lic. debtor in possession, for renewal of license and SCA for WWCT (FM) Peoria, Ill., and Great Lakes Illinois Broad- casting Co. for new FM station on same ch. (299) at Peoria. Among others, following issues have been specified with respect to Peoria application: Whether Peoria Community has undergone unauthorized transfer of control; determine whether Peoria has made various misrepresentations to FCC. Further, issue was added against Central to determine source and availability of additional funds to meet total construction and three month operating costs over and above indicated $75,000 from stockholders and whether Central is financially qualified to construct and operate as proposed. In event it is determined that Peoria and Central possess requisite qualifications to be FCC licensees, FCC said it must be determined which applicant, on comparative basis, would better serve public interest. FCC also has under consideration application for transfer of control of WWCT (FM) from Peoria to Chan Broadcasting Co., Inc. Chan application will be held in abeyance pending outcome of the hearing. Action June 22.
- WSIV-FM Pekin, Ill. — FCC has designated for hear- ing application of Dick Lackey Corp., for CP and waiver of rules (short spacing) to move TL of WSIV- FM at Pekin, to site 6.6 mi from current station WRKX (FM) in Ottawa, Ill. (BC Docs. 89-333-33). Action June 22.

FCC decisions
- FCC has denied request by Broadcast Bureau for review of decision by FCC Review Board granting ap- plication of D.H. Overmyer, sole stockholder of five UHF CP's, to transfer control of permits to U.S. Communications Corp. (USCC) for approximately $1 million. Permits were for stations in San Francisco, Pittsburgh, Newport, Ky., Atlanta and Rosenberg. Tex. Review Board found that Broadcast Bureau had failed to prove that Overmyer had willfully misrepresented amount of indirect expenses for services alleged to have been performed by major stockholders in other companies on behalf of communications companies (Doc. 18950). Action July 1.
- FCC has denied petition by R. P. Haviland of Daytona Beach, Fla., asking inquisition into range of broadcast issues including geographic dis- tribution of radio service and relative importance of local service versus area coverage; economic realities affecting program production; techniques which could increase program choice while ensuring continued economic viability of broadcasting and networking; and correction of advertising "abuses." FCC said that no one proceeding could fruitfully deal with such broad range of issues, adding that Haviland offered few, if any, specific recommendations for action that could be taken by FCC. (FCC 80-379). Action June 25.

Procedural rulings
- Goleta, Calif. FM proceeding: (BC Docs. 78-134-135) — FCC Review Board has scheduled oral arguments for July 25 at 10:00 a.m., in Goleta, Calif., FM proceeding. In initial decision released April 4, ALJ Walter C. Miller granted application of Goleta Communications Corp. for new FM station on 106.3 at Goleta. Board denied competing application of Qnte E- way. In decision, Miller determined that Erway had engaged in trafficking of broadcast stations in Florida and New York. He also said evidence supported con- clusion Erway intended to traffic again if awarded Goleta CP. Miller added that Erway had, on numerous occasions, withheld information about his past broad- cast activities from FCC. Miller concluded even if Er- way had not been disqualified on trafficking issue, Goleta would still emerge victorious on diversification of mass media criteria. Action June 25.
- WJPD-AM-FM Ishpeming, Mich. Revocation proceeding: (BC Doc. 78-80) — FCC has reversed in- tial decision by ALJ Joseph Sumner revoking licenses

Broadcasting Jul 14 1980

Please send

Broadcasting

The newsweekly of broadcasting and allied arts

Name

Company

Business Address

Home Address

City

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Are you in cable TV operations ☐ Yes ☐ No

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$3 years $120 ☐ 2 years $85 ☐ 1 year $45 (Canadian and International subscribers add $12/year)

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(1) payment with order: $50.00

Payment enclosed ☐ Bill me

For Address Changes Place Most Recent Label Here.

Translators

VHF applications

- New Castle et al., Colo. — Garfield County seeks CP for new VHF translator on ch. 3 (TPO: 10W, HAAT: 37 ft.) to rebroadcast directly KDRTV (Dothan, Ala. Ann. July 2).
- Malad, Idaho—Oneida County Translator District seeks CP for new VHF translator on ch. 56 (TPO: 30 ft., HAAT: 100w) to rebroadcast directly KSTUTV (Salt Lake City, Utah Ann. July 2).
- Ashford et al., Wash. — Pierce City TV Reception District No. 1 seeks CP for new VHF translator on ch. 54 (TPO: 20 W, HAAT: 60 ft.) to rebroadcast directly KOMO-TV Seattle. Ann. July 2.

UHF applications

- K52BE Skidoo Bay et al., Mont.—Blacktail TV District granted CP for new UHF translator on ch. 58 to rebroadcast signal of KLKR-TV Spokan, Wash. Action Apr. 28.

UHF actions

- K52BE Skidoo Bay et al., Mont.—Blacktail TV District granted CP for new UHF translator on ch. 58 to rebroadcast signal of KLKR-TV Spokan, Wash. Action Apr. 28.
- W58BD Smyrna et al., N.Y.—Board of Cooperative Educational Services granted CP for new UHF translator on ch. 56 to rebroadcast signal of WSGK-TV Binghamton, N.Y. (BPTT-3386). Action Apr. 28.
- Action Apr. 28.
- K60BH Midland et al., Ore.—Sierra Cascade Communications Inc. granted CP for new UHF translator on ch. 66 to rebroadcast signal of KTVL-TV Medford, Ore. (BPTT-7912271A). Action Apr. 28.
- K66KD Austin, Nev.—Las Vegas Valley Broadcasting Co. granted CP for new VHF translator on ch. 6 to rebroadcast signal of K7VBC-TV Las Vegas, Nev. (BPTT-7909271D). Action Apr. 28.
- K67CD St. George, Utah.—Washington County Television Dept. granted CP for new UHF translator on ch. 69 to rebroadcast signal of KYCV-TV Provo, Utah (BPTT-7902111A). Action Apr. 28.
- K43AA Rural Summit County, Utah.—Summit County granted CP for new UHF translator on ch. 43 to rebroadcast signal of KSTU-TV Salt Lake City, Utah (BPTT-7904091H). Action Apr. 28.
- W67AT Dicksonville, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 67 to rebroadcast signal of KYCV-TVS Bristol, Va. (BPTT-7902542N). Action Apr. 28.

Grants


New AM
- WPCY WPCY-FM Alba, Texas.
- WDMN WDMN Stateville, N.C.
- WHMC WIBS Conway, S.C.

Services

COMMERCIAL RADIO MONITORING CO.
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Redondo Beach, CA 90277
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Call Letters

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- WPCN KMPC-AM Rockford, Ill.
- WBAJ KBAJ-FM Guaymas, Zac.
- WJDR KJDR-FM Montevideo, S.D.

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- WSDW

New FM's
- WJDR

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Gary L. Steil, Sr., PE
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(301) 277-0725
Alan H. Rodgers, PE
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Jules Cohen & Associates
Suite 400
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Carl E. Smith
Consulting Radio Engineers
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4566
Member AFCCE

John H. Mullaney
Consulting Radio Engineers, Inc.
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Potomac, Maryland 20854
301-299-3900
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Professional Cards
Help Wanted Management

Stout-hearted street warrior—Answer this call to lead our sales staff in battle. John ranks of a first class operation. Will benefit from palatial studios at the summit of an enchanted western kingdom. Here, the finest AOR spin in the land bears the standard of excellence, and thus, a golden opportunity to win a king’s crown. Only true and seasoned veterans need apply. Box F-106.

Expanding Broadcast Group needs aggressive sales oriented GM. Compensation tied to station profits. The more profitable the station, the more you can make. EOE. Box F-107.

Experienced Sales Manager for successful Michigan station. Must like to sell & manage complete responsibility for Sales Department. We are growing, would you like to grow? Send resume, Box F-195.

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

KYND-FM, Houston. Dominant Beautiful Music station in top ten market is looking for experienced Operations Manager. See our display ad.

Station Manager position open with Regional Broadcasters Group. Powerful AM/FM combo in competition-friendly market. Must have their own station or present GM’s looking for a new challenge, call Don Anderson, WGRD, Grand Rapids, 616-459-4111.

Sales Manager for dominant Eastern Shore AM/FM. Salary commission, expenses. Excellent sales, staff and equipment, telephone 215-326-7373.

Assistant General Manager and Chief Operating Officer for PTY and Public Radio station. Will direct day-to-day activities of TV & FM programming, production, and engineering divisions. Responsible for staff of 75 people. MA preferred. 5 yrs. experience in broadcasting or related field; 3 yrs. experience in radio, TV or other telecommunications management goal. Salary commensurate with experience and ability. Excellent benefit package. Send resume to Candace Walters, WXXI-FM, Personnel Dept. PO Box 21, Rochester, NY 14601. No calls please. EOE.

General Commercial Management Position at northern Midwest AM and FM. Must be experienced and qualified broadcaster. Resume and references to Box G-73.

Bismarck radio station seeks station manager. Applicants must have experience in sales, programming, and PC matters. Audience replies to Box 1738, Bismarck, ND 58501. EOE.

Tallahassee, Florida. Sales Manager and Salesperson wanted. A chance to get in on the ground floor of the new WTDQ soon to be the talk of Tallahassee, Florida’s beautiful city, pending FCC approval, of course. Prefer Tallahassee radio veterans, but will consider all applicants. All EEO guidelines affirmatively observed. Send resume to Donald C. Keyes, WJNY, 1515 Cleveland Avenue North, Canton, OH 44703.

Gen. Mgr. for S.W. PA full time AM station. City of 11,000 with wide service area. Candidates must be sales oriented professional with good record. Remuneration negotiable. EOE. Resume immediately to Box G-78.

Two person team, great salesperson, great airperson, to operate, and eventually own own California dairy. Midway between SF/L.A. KOLI, 209-935-2991.

Radio management opportunity—Great opportunity for general manager to operate AM/FM combination in significant midwestern market. Strong background in sales, in broadcast and production, will ensure rapid and potential for advancement in broadcast groups. An equal opportunity employer. MFE Send full resume to Box G-94.

Sales Manager or Station Manager. Heritage,? experienced, to work with young sales staff in growing small/mid market in the Northeast. Send confidential resume to Box G-20.

Station Manager and Sales Manager needed for AM/FM combo in North Carolina. Opportunity for right individuals to get ahead in their profession. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

Manager for station in progressive, growing community in attractive recreation area 1 hr from Minneapolis. Excellent earning potential based on management plan. Must have management or sales management experience. Welch Co. preferred, EOE. Reply Box G-100.

Community College FM Station Manager is needed. Emphasis on educational and public/community affairs broadcasting. Will also conduct cable TV programming. Requires organization of present programming and program development, Bachelor’s degree in radio, television or equivalent. Two years experience in broadcasting. Must possess a Restricted Radio/Telephone Operators Permit or higher license. Please send resume to Mrs. A. Nyblom, Personnel Dept. St. Cloud Community College, 2000 Fifth Avenue, River Grove, IL 60171. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

Local Sales Manager—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own account. Chance to be manager within six months for right person. EOE. Springfield, Massachusetts Box F-236.

 Experienced Sales Manager. Must have ability to motivate young sales staff on an ongoing training program. EOE. Resume and references to WINK, PO Box 1230, Charlottesville, VA 22902.

Excellent opportunity with WCTR Radio, Lima, Ohio to replace account executive leaving after 8 years. Active account list for experienced sales person. Commission. EOE. Call Robert F. Rice for interview at 419-228-9248.

Wanted: Sales manager for Schulke Beautiful Music format. Utica-Rome market. Number one rated AM, FM. Must have one year experience. Must have FCC approval, of course. Send resume to: Manager, WCVS, PO Box 1056, Utica, NY 13503, Phone: 315-736-9313. An EEO employer.

Sales Manager with saleable ideas willing to take a chance on a beautiful commission basis with major market AM full timer. Up to 40% on personal sales plus overtime on others. Big money potential. Box G-68.

Fresno Group Broadcasters seeks sales manager for Beautiful Music station. Market’s 1 rated station. Must have ability to direct and motivate current sales staff and implement current sales programs. Must be creative communicator with a good track record. Call or write: John Radio & Broadcast, PO Box 4261, Fresno, CA 93744, 209-485-7727.

HELP WANTED ANNOUNCERS

WCPA/Clearfield, Pa., accepting applications for Pop/Adult air-personality strong on production. Resume/tapes David LaBrozzo, Box 1032 Clearfield, PA 16830 EOE/Affirmative Action Employer.

Entertaining personality for top A/C station in Kansas. Experienced ones only tape and resume to: Operations Manager, KAKX, Box 1240, Wichita, KS 67201. EOE.

No. 1 Beautiful Music station in dynamic top ten market is looking for top notch, experienced announcer. Qualifed applicants send tape and resume to: KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. Equal Opportunity Employer.

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

Staff announcer needed late August for Beautiful Music combo. Good voice and reading a must. Production ability desired. Send letter, resume and tape to: Manager, WREL/WGLO, 28 S. 4th, Lincoln, NE 61554. We are an Equal Opportunity Employer.

Producer/Announcer—Smooth announcer with strong writing and production, thorough background in classical radio. Significant shifts, remote bookings, live broadcasts, classical feature production. Requires B.A., one year intensive experience in above. Resumes, audition tape before Aug. 10th to: Director, WDAY-FM, Davidson College, Davidson, NC 28036.


Morning Personality needed for new high power FM coming on soon in Shenandoah Valley. We want a mature communicator, not a DJ. Send aircheck and resume to: Tom Manley, PO Box 1107, Harrisonburg, VA 22801. EOE.

Needed immediately...Announcer with 1st Class FCC license for Top AM Contemporary Music Station in largest market in the world. Excellent opportunity and experience required. Send tapes and resumes to Bill James, WCOG Radio, PO Box 8717, Greensboro, NC 27410.

Beautiful music station in a top 10 market in the booming sunbelt needs a professional, experienced announcer with production skills. Acquisition minded major group, with future room for growth; excellent fringe package. An Equal Opportunity Employer. Box G-57.

Experienced Country Music personality/production pro needed for Central Illinois FM. Tapes and resumes to Greg Thomas, PO Box 2659, Springfield, IL 62708. EOE/MF.

Announcer/PBP... Live in one of U.S.'s most beautiful areas. Modern Country, WPD/P/WOMZ/FMPO Box 8, Crozet, VA 22932. EOE.

Experienced announcer with creative airwork and commercial production. Good voice and airpersonality. First phone preferred N.C. AM and FM, EOE. Send resume to Box G-63.

Air talent needed immediately for 50,000 watt coun-
ty rock station in interior South Carolina. Must be strong on production, personality and community involvement. Send tape and resume to: Joe London, Program Director WPNC-WDOM, Box 35297, Fayetteville, NC 28303. EOE/MF.

Experienced Night Personality for exciting station in medium northeast market. EOE. Reply Box G-66.

Immediate openings for full and PT announcers with strong production abilities, Top 40 AM/Adult cont. FM. Good attitude a must. Located on NH seashore. Tapes & resumes to: Mike Pomp, PD, WNHH Radio, Rochester, NH 03867. EOE.

Wanted: Morning personality, very strong on produc-
tion, Adult rock format in Mississippi. Contact Steve Benedict 406-729-3999.

Excellent position open with advancement opportu-
nities. Fast growing exciting West Texas City ideal living conditions. Top rated station...good equipment. EOE. Rush resume to Box G-87.

Immediate opening for all-night personality Leading Pop Adult with heavy emphasis on olds. Experienced preferred. Minorities are encouraged to apply. Send tape, resume and salary requirements. Bill Craig, WITY Box 142, Danville, IL 61832. EOE M/F.

Classified Advertising

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

EXPERIENCED CHIEF ENGINEER is needed in beautiful Stuart, Florida. Excellent AM facilities, New FM to go on the air. Must be a self-starter, responsible, hardworking, honest, and self-motivated person required. Good pay and working conditions. Equal Opportunity Employer. Send all particulars to: Sterling Givens, Owner, WSTU, Stuart, FL 32166.


Are you tough enough to be Chief Engineer where the weather gets brutally hot, sometimes gets cold, the wind blows over our three towers at least twice a yeat the lightning parts your hair, and the women are good-looking? Call Two-Gun Gordon in LaGrande, CO 303-338-2206.

Chief Engineer: Shamrock Development Corporation has an immediate opening for a Chief Engineer at WDIZ-FM in Orlando, Florida. WDIZ is 100,000 watts with STL. Experience and good ear are must to maintain operations. Must have equal opportunity and top-rated AOR in an attractive market. Send resume and salary requirements to Shamrock Development Corporation, 2929 Lee Road, Suite 470, Willow Park, FL 32789. WDIZ is an equal opportunity employer.

PART-TIME CHIEF ENGINEER, Parkland College has an opening for a part-time chief engineer for the college's FM radio station. Work hours will be approximately 20 hours per week. Primary function will be to maintain operations to conform with FCC regulations. Must have basic first class FCC license with some broadcast experience required. Other duties include transmitter and studio equipment maintenance, supervision of student staff, maintenance of technical records, sales, station and application contact, personnel office, Parkland College, 2400 West Bradley Ave., Champaign, IL 61820. 217-351-2220. Application/Action/Equal Opportunity Section 054 Employer.

Technical Operations Manager: Southeast 50 KW Directional AM, 100 KW Stereo FM seeks Technical Operations Manager (Chief Engineer). Must have 1st Class License, experience with directional arrays, AM and FM transmitters, studio and remote operations, and be a self-motivated achiever able to work with people. Good salary and benefits with recognized multi-church ownership broadcasting company. Resumes to Personnel Dept, WBTV/WBVC, N. 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Chief for Chicago area FM/AM requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter, able to work without direct supervision. Contact Ronald K. Craven, General Manager, WMXW 312-626-1030 or 408 South Park Avenue, Oak Park, IL 60302. An Equal Opportunity Employer.

Major Broadcast Group seeks experienced chief engineer. Must have FM/AM operation experience, hands-on and automation expertise necessary. All applications should include extensive resume, salary history, and equal opportunity employer requirements. Please reply to Box G-60.

Chief Engineer for AM/FM station. Must have strong administrative and supervisory ability. First Class radiotelephone license; 100kw Class C FM; 5000 Watt AM DA-2; transmitter and microwave installation knowledge a must. A strong communication and organization personality are necessary. High quality FM live adult contemporary format. Send resume to Steve E. Gluesing, General Manager, KQBK/KBBQ Radio, Box 99, Phoenix, AZ 85001.

HELP WANTED NEWS

WSOC News/Talk Radio station has openings for Regular Newsmaker, Production; Stringer, tape, resume and writing samples to: WSOC, PO Box 24685, Charlotte, NC 28224; Atten: Personnel. An Equal Opportunity Employer.

Okay, so we won't find the perfect News Director but we mean to come close! Need experience in all aspects of radio news. Excellent people, good salary and benefits. Send resume to Burt Levine, WROV PO Box 4005, Roanoke, VA 24015.

Radio engineer needed by dominant AM-FM-TV operation to gather and write and read news with TV possibilities. CBS affiliate. Send resume to Mike Gauntlet, WKBN, Youngstown, OH 44501. An Equal Opportunity Employer.

Major Market Newspaper: is looking for the broadcasting boogie? Why suffer big city hassles and insecurity just to work in a small market? We offer you a major radio market in the country, KFGO-Fargo, North Dakota, has won five state and regional news awards in the last year. We need a hard working anchor. We pay top rates plus full benefits. Send to: T. J. Jax, News Director, KFGO Box 2866, Fargo, ND 58108. E.O.E.

Hardworking, energetic news writer/reporter needed for 50KW AM, 1000KW FM, Southeastern N. C. stations. Experience required. Good pay. Send tapes, resume, and salary requirements to Shramm Development Corporation, 2929 Lee Road, Suite 470, Willow Park, FL 32789. WDIZ is an equal opportunity employer.

Seeking experienced news director, for station in North Carolina. Broadcast group is growing. Opportunity for responsible, hardworking director. Send resume, phone, etc. Contact: Marilyn S. Gaines, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

News Director Wanted for one of the Midwest's outstanding radio news departments. Need experience, judgment and penchant for hard work. Resume to Dick Record, WIZM & Z-93, La Crosse, WI, America's number one small city.

HELP WANTED PROGRAMMING, PRODUCERS, OTHERS

Group owner expanding, seeking three key people: Program Director, News Director, and Production Director for Adult Contemporary AM in Midwest metro market, Top 10 medium. Must have track record. Must be excellent people manager and committed to long hours in producing a winner: $20,000-+ annually. Send tape, resume, and statement of operating philosophy to: WHNL-FM, 4850 W. 39th St., Kansas City, MO 64111. Attn: Personnel. Also seeking Production Director for AM/FM in North Carolina. Broadcast group in expanding. Experience, contacts, and station planning necessary. Send resume to Fellows, WSOC, PO Box 1933, Laurinburg, NC 28352, 910-581-2929. Applications should include resume, letters of recommendation, and three references.

Best Production Job in the business. Join news-talk WPKN and TM stereo rock WPX7 as we move to new lighter format. Must have track record. Send resume to Manager, WPKN, 55 Salt Street, Rochester, NY 14604. We're red hot. Equal opportunity employer.

I Like Radio People with first class tickets because they tend to be serious about the business. If you have one and other skills (PO, MD, PB, strong copy, production, etc.), Tell me about it. Box G-55.

Eastern PA. AM/FM has openings for announcing, PM drive position on AM. Applicant must assume some program responsibilities for both stations. Excellent fringe benefits. EOE. Send resume to Box F-228.

Program Director—SC Calif. rapidly growing mkt. Seek person with background for growth opportunity. AM adult format. FM beautiful morning format. AM air shift necessary. Must be able to supervise announcers, production, promotion, music, etc. Box G-61.

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.

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 owner oriented. EEO, EOE.

General Manager—Over 20 years in medium market radio, the last 10 in management. Strong in both programming and sales and community involvement. Prefer south or west. Currently employed as President/GM of top rated station in competitive market. Box G-28.

25 years N.Y. Radio TV Sales—Management, rep/sta- tion 2 companies, missionary, creative, sales oriented. Your product/service, my challenge, to work from office or home Box G-15.

General Manager: Solid professional broadcaster with 17 yrs experience all in management. Skills include heavy sales and promotions, strong leadership and motivator, an organizer that sets goals and achieves those goals. Experience managing small, medium, major markets both AM/FM. Looking for above average opportunity if success breeds success check out this successful dedicated pro. Best credentials available. Box G-56.

SITUATIONS WANTED SALES

Enthusiastic Salesperson, Dependable, two years degree for position in advertising sales. Ready now. Call Michael Walby 313-881-4336 afternoons or nights.

Sales Manager. 20 years in radio. 5 sales, Small market, 308-384-4708 after 7. Anytime weekends.

Experienced Account Executive desires sales or sales manager position, any size market, any location. Box G-69.

SITUATIONS WANTED ANNOUNCERS

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. Jobon, Conlon, 264 Sharon Dr, Barrington, IL 60010.

Currently controversial country in Midwest, seeking Top 40 or Pop/Adult in New England area. Keith, 414-769-8686.

Air Personality, creative, dependable, hard-working. All formats, experience a必须. Moving/moving to Midwest? Box 102, Midwest Radio Company Box 2983, Fargo, ND 58108. Equal Opportunity Employer.


Sports Director with top notch PBP credentials Ready to relocate for right opportunity Will consider 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 404-872-0130 leave message.

Got the ticket need the break 1st phone willing and able seeking break production experience will relocate call Martin 219-369-5729.

Billboard's Military Personality for 1979. Seven years AFRTS. A/C, Top-40 or AOR. Wes Wilson, Box 5678, APO NY 09283.

Announcer, looking for top 40, C&W, or contemporary. Worked as RD, Production, wants western area. Call Rick at 214-658-2986 day; 215-677-0845 night.


SITUATIONS WANTED ANNOUNCERS CONTINUED

Four years board experience, one year PBP, know "modern country", some rock. Prefer southern retreats southwest, or west coast. Call anytime 307-672-2182.

Solid AC/MOR personality available immediately. News also strong suit. Call or write: Jerry O'Toole, 2060 W. Chase Ave., Chicago, IL 60645, 312-743-2564.

Dependable DJ, sportscaster. Twelve years experience, 3rd local. Seeking Top 40 or MOR position in the Detroit market. Tape and resume. Ready to work now. *Any shift. Call Michael Worby 313-861-4336 afternoons or nights.

10 Year Pro, last 5 as major market sub personality in both talk, wants real chance. Now middle market PD, former news director; Regional voice of Sheraton Hotels and 2 state lotteries. Will relocate. Contact Dennis Burke, PO Box 4482, Manchester, NJ 08108, phone 603-722-6718.

I've missed many opportunities to shut up. But can make it pay off for you. Broadcast-Walter-Salesman with brains, energy and excellent background (recently trained). Love small market. For openers, call Dan 212-548-1184.


Announcer — good board, commercials, news, dependable. Prefer Minnesota, Wisconsin or upper peninsula. Dennis Panczenko, 3146 A South 15th Place, Milwaukee, WI 53215, 414-872-5137.

Drive Time Production Oriented Air Personality with administrative experience seeking medium to large market opportunity. Call Bill 817-387-4057.


Great one to one communicator: seeks adult personality format. Stable talk, personality news, sports and management, resume. Call John at 1-317-289-5181.

Experienced Announcer/Newsperson/Musician with Communications Degree, TV and business experience, a proven Announcer. Prefer Northeast but all offers considered. Box F-140.

Needed Immediately: announcing or any available position any station, anywhere collect, 807-565-2845 or POB 184, Waverly, NY 14892.

DJ with 2 1/2 years experience 3rd ticket, wants full-time Top 40 position. Box G-51.

cook Top 40 more music personality jock, good pipes, experienced, also music, production, remote. The Cosmic Truckster 512-423-0167.

Program director & morning drive with good numbers looking for arbitration market. Central Coast preferred. Only three stations in five years. Deep, resonant voice good to A/C. Box G-91.

My successful format or yours? Great AOR with 2 station experience. Male 21 and broadcast graduate too. Rod at 312-392-0858 or 312-394-3434.

SITUATIONS WANTED TECHNICAL

I'm working for the Mutual Broadcasting System, administering the installation of their satellite system. I'm looking for a engineering management position with an equipment manufacturer. I'm directly involved with radio broadcasting. White Jon Banks, 1508 Hollindale Drive, Alexandria VA 22306, or call 703-885-2083 from 9-5.

SITUATIONS WANTED NEWS

Accomplished Anchor-Reporter — R-TV News/ Sports. Degree. Call Hank Holmes 617-679-6957 after 2 p.m. & Box F-221.

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


Sportscaster with commercial experience available excellence available. Tape and resume. Please include Michigan 216-372-4684.


Two jobs I waited for fell through. I want to report, not rip and read. Ready to start now. Northeast or middle Atlantic preferred. Rich Roller 301-881-6626.

News Reporter, Writer, Announcer. Experienced, all areas. Good with the coverage of California '76. Realistic as to salary requirements. Resume and tape upon request. Box G-39.

Sports Director with administrative and budgeting experience. Medium market coverage honored as state's best two consecutive years. Family man, involved in the community. Box G-79.

Sportscaster looking to move up to the medium market. Strong on PBP and local sports reports, with interviews, award-winning documentaries, and can handle all aspects of your sports operation, from on-air work to total responsibility for technical and contractual arrangements. Emphasis on positive and objective reporting. Have your station a professional sound. Box G-81.

Award winning sportscaster looking for step up medium market desired, plenty of commercial experience. Strong PBP and sports talk, good voice. Also news director's experience, capable air shift, some sales. Can relocate, resumes, references, aircheck available. Box G-65.

20 year veteran seeks home in medium or small market, radio or TV. Strengths: writing, editing. Prefer Southeast coastal area. Will consider all inquiries. PO Box 1101, Knoxville, TN 37901.

I'm in radio for one reason... sports! Dedicated pro whose done hockey, basketball, football & baseball. Seeking professional sports director with PBP opportunity in medium to major college market. Call Marc attentions at 218-749-4983.

Superior medium market PBP/Sportscaster seeks new challenge at quality station. 516-781-0037 Gary

Sportscaster, 28 veteran olympics and big ten seeks PBP college football and basketball. Will produce best package in country Box G-62.

I can do it all! Sportscaster 18 years experience. p-b-p, talk shows, interviews. Central PA preferred. 717-367-0538.

Network Newsman, experienced radio and TV ad- ministrator, newscaster, reporter: Seeks Florida News Director or anchorman position. Box G-67.

Are you a Washington, D.C. or suburban area news director? I'm a 30-year radio news experience, three years newspaper writing, Political Science background at one of the country's top univer- sities. At 22, I've never been unemployed, currently employeed in top market (top market) sold one of the biggest stories I've ever done it all; anchoring, reporting, interviewing, writing news and sports, plus sports talk radio host. I should like to do all or any combination of the above for you. Box G-89.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

My station's no. 1 ... and wealthy! Is yours? Modern country personality/PD. Impeccable record// references. Box G-31.

Program Director. Station sale makes available PD. O.M. Solid experience includes motivation, budgeting programming, commerce management. Call Bill 307-672-2182.


Experienced auditor with over 5 years in broadcast- ing seeks senior accounting or auditing, Wilt travel and relocate. Resumes furnished. Box G-35.

Cost conscious, profit oriented, serious, dedicated professional seeking Program Director and/or Operations Manager position. Four years experience in medium market programming and operations. Com- munity involvement, ratings, audience and music research, promotion, formidable technical/newscaster/production capability. Desire opportunity with people oriented company. Format, market size, geographic location unimportant. Call Kim at 215-437-5401.

Production Wizard: Third Endorsed. Call, Ron 316-524-7526, Wichita KS Between 9 a.m. to 4 p.m. CDI

Personable one to one communicator seeks stable and progressive adult operation. Solid personality talk news, sports and management background. Excellent references. Call John 317-289-5191.

Experienced Production Director, employed by major market 50,000 watt, highly rated contemporary radio station, seeks production writer, directing, producing and directing skills. Highly creative and organized. Box G-59.

For Fast Action Use BROADCASTING’s Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager: job opportunity for a 4-sta- tion regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KYFR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

General Manager: We need a station manager. Somehow our managers make good at our station and are captured by larger station opportunities or are offered executive positions with the networks. We seek an energetic, experienced manager who is prepared to grow with a company which is making its mark on the communications horizon. We are a single station market located in the northeast. Our building is modern in every respect. Our station is the only one in the area. We want to impress you for a facility of our size. And, frankly our salaries are in order. But more important, our people are com- petent and committed. We offer a favorable salary, an attractive fringe package and, significantly, owners who provide a management environment conducive to your success. Let us hear from you in confidence. Box G-65.

HELP WANTED MANAGEMENT CONTINUED

General Manager, Public TV and FM: Supervise $2 million budget. Broadly professionally oriented management experience. Must have at least 5 years in broadcasting, including department head and/or direct supervision of people. Salary commensurate with experience. Update New York Times; ABAF/M-F. Send resume to Sketch Committee, Box G-104.

HELP SOLD SALES

Professional salesperson needed to take over established account list. One to two years of television sales experience required. Must be well versed in all facets of local and direct account selling. Tremendous opportunity for an advancement with this group owned VHF ABC affiliate. Contact or send resume to Eric Zitron, WXEX-TV, P.O. Box 888, Richmond, VA 23207. Equal Opportunity Employer.

Account Executive, Experienced TV A&E, wanted in top 50 market. Good benefits. Good people, good position. Experienced in calling on agency and local direct clients. Send resume to Local Sales Manager, PO Box 5590, Lexington, KY 40555.

Salesperson—Energetic New York City based self-starter to sell to commercial and independent agencies in entire N.E. market. Must have at least 1 year TV sales experience with major NBC affiliate in Northern New England. Successful applicant should know the business and be able to sell confidently. Must be self-motivated, enthusiastic, and willing to accept the challenge, this is an excellent opportunity to grow professionally in an organization of young professionals. Contact for immediate interview. In New York City July 16-18. Equal Opportunity Employer. Charlie Weible, WNEW-TV, White River Junction, VT 05001. 1-802-295-3100.

Sales Manager: Opportunity for experienced, energetic, hands-on person who will accept a challenge with great potential in expanding small market. Glamorous West Coast area. Network affiliate seeking applicant with proven sales ability and integrity. Send resume to: GTE/MF, GTE Broadcast Co., Cleveland Plaza, Cleveland, OH 44115. GTE-MF.


Operating Engineer: 1st phone required. Experience in tape and studio operations. Send resume to: GTE/MF, GTE Broadcast Co., Cleveland Plaza, Cleveland, OH 44115. GTE-MF.

Videotape Duplating, Post-Production, Remote Fox company looking for Operating Engineer. Requires background related experience, electronics school graduate or equivalent technical training and first class FCC license. Career opportunity excellent salary. Send resume to Personnel, TELEVISION, Inc., 2715 Packard Road, Ann Arbor, MI 48104. An Equal Opportunity Affirmative Action Employer.

Maintenance Engineer for Seattle network affiliate. Must have had practical hands-on experience as well as broad practical experience in TV broadcast maintenance. EOE. Contact Jack Sheawcroft, PO Box 24525, Seattle, WA 98124. Phone: 206-223-5141.

West Coast ABC Affiliate seeks qualified chief engineer with minimum 5 years administrative experience and heavy maintenance background. EOE. Send resume/references to Box G-7.

Television Maintenance Engineer Wanted—must have strong background in television maintenance and engineering, first class license required. Send resume and salary requirement to: Box G-26.

Manager of Engineering for growing PBS affiliate. Seeking a technically oriented manager to manage department, including broadcast operations, remote truck, transmission systems. Requires 1st class license, experience in microwave and remote production experience, minimum three years supervising an engineering department. Salary: $22,000-$25,000. Closing date: July 10. Send resume to: Steve Lowery, KFWE, P.O. Box 8, Sacramento, CA 95801. EOE/AA.

Immediate openings, First class VHF Network affiliation operation needs Engineers, TV maintenance (studio), radio maintenance (transmitter and studio). Must have 1st class license, equal opportunity employer. Contact: Henry B. Ruh, Director of Engineering, WTHI AM/FM-TV, 913 Ohio Street, Terre Haute, IN 47808, 1-234-9281.

Transmitter Engineer: First Class Radiotelephone Operator's License, 2 years specifically in broadcast TV transmission (transmitter and studio). Experience with transmitters and transmitters-on-air including nights and weekends. This is a maintenance position. $12,000. Send resumes to Bob Owens, WSKG Public Televisi- "on, PO Box 97, Endwell, NY 13760. AAE/EOE-MF.

Applications from qualified engineers and videotape editors are being accepted by Jefferson Productions, a full service production facility State-of-the-art LDK-5 and TK-47 cameras, Sony 1" tape, and computer editing facilities. A major equipment installation is underway. Apply in confidence to Personnel Department, Jefferson-Pilot Broadcasting Company, Charlotte, NC 28208, 724—374-3803, An Equal Opportunity Employer.

Chief Engineer for new ABC-TV affiliate station under construction in South Central Georgia. Successful candidate will have 5 years in UHF station operation with at least 3 years experience in the installation and maintenance of all the stations electronic equipment. Salary competitive. Send resume and salary history to: Tom L. Jones, General Manager WVGAV/TV, PO Box 1588, Valdosta, GA 31601, Temporary phone: 305—423-8299. Equal opportunity employer.

PM Magazine/Detroit seeking cameraman/editor with minicam and vision control experience. Send resume and audition to Helen Love, WJBK-TV, 2 Box 2000, Southfield, MI 48037.

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

Sportscast—can you cover all the outdoor recreational sports that are apart to be some of the most exciting college and high school contests in the country? Tape, resume to Mark Mayhead, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

Weather Person—knowledgeable, charming communi- cator for new ABC-TV affiliate in sunbelt resort area. Tape, resume to Mark Mayhead, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

Investigative Reporter needed. Our best investiga- tor has taken an assignment in another city. You'll have a tough job to follow, but if you are a solid jour- nalist with investigative experience and a knack for getting the big story, we want you. Medium Midwest CBS affiliate. Resume and letter in news, an Equal Op- portunity Employer. Minorities encouraged. Send resume and salary expectations to Box G-24.

Anchor—excellent salary for warm, attractive person who can write and produce two top-notch shows daily. New ABC-TV affiliate. Must be experienced, also op- portunity for reporter/photographers capable of weekend anchor work. Resume, tape, and writing samples to Mark Mayhead, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

Weather: M-F 6 and 10 pm. Good opportunity in Florida resort city. Salary in teens. Send tape, resume to: Douglas Grimm, General Manager, WMWB-TV, Box 1340, Panama City, FL 32401. EOE.

TV Reporter—looking for qualified TV reporter with 1-2 years current experience as field reporter; writer. ENG, plus on-air capability. Must have B.A. in broadcast communications or related degree. Salary $9,000-11,000 depending upon qualifications & experience. EOE/AA. Prior to July 31, 1980 send complete resume to Box G-90.

Assistant News Editor and week-end anchor for South Texas VHB Box G-76.

Sports Director: Central California NBC affiliate is looking for an aggressive, motivated, young, sports reporter: Broadcast journalism degree preferred. Must have extensive TV work history in on-air and field reporting of sports. 40-hour week, salary negotiable, dependent on experience. Excellent fringe benefits. Send complete resume and tape to News Director, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Assign Editor for active News Department, top rated market. Two years previous experience in assigning a must. Equal Opportunity Employer. Resume to Box G-97.

Weather: M-F 5:30 and 10 pm. Looking for weather person who can also do radio newscasts and grow show to handle another job, if desired. Resume to: Steve Corona, News Director, WMBB/TV, Box 789, Grand Junction, CO 81502.

Top-rated CBS medium market affiliate has opening for an assignment reporter: Weekend anchor- producer duties may be included. Two years commercial experience and familiarity with ENG editing es- sential. An Equal Opportunity Employer: Write Box G-154.

Medium Market Affiliate looking for strong news anchor: Must have reporting, writing and producing experience. Salary negotiable. EOE/MF Send tape and resume to: Joe Norris, Station Mgr, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820.

TV News Producer: Experienced, committed journal- ist, who is excellent writer, organizer, and a creative thinker, and is seeking a career in news management. EOE background will be responsible for 6 and 10 pm newscasts. Send resume to: Steve Corona, News Director, PO Box 1515, Fort Wayne, IN 46801. An Equal Opportunity Employer: M/F.

Sports Reporter/Anchor with experience in field producing a must. No beginners. Resume and salary requirements to: Edwin Harlow, News Director, WJW-TV, 201 Humboldt Street, Rochester, NY 14610.

Top southwest sports crazy major market city wants the best most creative sports ENG photographer/editor in the country. Play by play hard storief. features and specials all in a week's work. Must know sports. Must have excellent experience and hard work a requirement. EOE/ M/F. Box G-56.

Midwest market looking for aggressive, knowl- edgeable and credible anchor with strong on-air pres- ence to anchor expanded 6:00 & 10:00 newscast. Competitive salary and benefits in one of the most beautiful parts of the country. Send tape and resume to: Dick Hofmann, WXOW-TV, PO Box 128, La Crosse, WI 54601.

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather work with state of the art weather equipment in beautiful location. Send resume to: Steve Corona, News Director, WPDE-TV, PO Box G-50.

Sports Director/News Anchor-Producer: 6 & 11 Sports, 11 Sports/Newspaper-Producer/Anchor. Ex- perienced in all phases of reporting/producing TV Sports and News, 16mm and VTR shooting and editing. Col- lege, good on-air self-starter. Salary DOE. Resumes to: Alan Ross, KOY-TV, 1503 N. McClelland, Santa Monica, CA 90404. EEO.

Feature Reporter wanted for top rated station in South Carolina. If you have at least two years experience and love to do features, let us take a look at your tape. Tapes will be returned promptly. Send resume, photo, resume and salary requirements... Addressed to: Gary Anderson, News Director, WIS-TV/PO Box 387, Columbia, SC 29202. An EOE.

News Writer with speed and accuracy for Texas Gulf Coast station. Box G-102.

Broadcasting Jul 14 1980
HELP WANTED NEWS
CONTINUED

EXPANDING NEWS OPERATION AND EEO REQUIREMENTS


Anchor for medium market station with strong news commitment, large staff and well-equipped newsroom. Our product is interesting, well-pro
duced, well-packaged and looks good on the air. Compensation can be quite attractive. Strong anchor
experience is a must. EOE. Box G-3.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

SOUTH FLORIDA TV station needs an experienced traffic manager. Must be familiar with bias computer systems and communications production EOE. Send resume and salary requirements to Box F-215.

ENG PHOTOGRAPHER/EDITOR for top rated prime magazine in the top ten market. EOE. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box F-237.

FILM EDITOR for television station. Minimum two years experience, with professional editing experience. Must have good
knowledge of programming, shooting, and editing. Send resume, references and salary requirements to
Contact: John Saikley, WTVH-AM, Rochester, NY 14615.

RM/MAGAZINE PRODUCER/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 story per week and filling in for weekend co-host position. Send resume, tape and salary requirements to Barry Loper, WTHV, 960 James Street, Syracuse, NY 13203.

NEED NUMBER TWO PERSON FOR PROMOTION DEPARTMENT. Must have experience, strong writing skills, and production knowledge. Send resume to: ERN/ARRINGTON, Promotions Director, WTOL-TV, PO Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

TALK SHOW PRODUCER: WDIV-TV, Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—someone with a creative track record and the managerial ability to motivate and build a production team. Send resume to: WDIV, 1776 W. Lafayette, Detroit, MI 48231. An Equal Opportunity Employer.

PM Magazine co-host for station on beautiful Gulf coast of Florida. Ability to produce quality feature stories and up-beat personality must be a degree in broadcasting and previous experience with PM Magazine is desirable. Must be willing to work irregular hours. Send resume and cassette to Dwight Pennebaker, WINK-TV, PO Box 1060, Fort Myers, FL 33901. No phone calls. EOE. Equal Opportunity Employer.

PM Host/Producer's PM station is losing it's female co-host to a larger network replacement. It's PM station is seeking a dedicated, experienced person who writes and produces stories. Previous magazine experience is a must. Send resume to: PM Host/Producer, PM Magazine, KTVM-TV, PO Box 5068, Tucson, AZ 85701. KYTV-TV is an Equal Opportunity Employer.

Executive Producer to design and produce statewide, weekday public affairs television programs. Must possess management and supervision of coordination of eight Ohio TV stations for state's duplex microwave interconnection system. Knowledge of various production equipment essential. Headquartered in Columbus, OH. Must travel throughout the state. Salary: $25,000 per annum. Send full resume, references and credits to: John Saikley, WTVH-AM, Rochester, NY 14615. Applications must be received by August 8, 1980, Equal Opportunity Employer.

Executive Producer: Solid journalist with very broad interests beyond straight news, to develop new local and national magazine-style programs, and to supervise superb 20-person staff. Ambitious Public VHF in 14th
market wants a person whose thinking and interests are multi-dimensional. No job for beginners, but will consider any serious candidate. Send cover letter and resume to Jim Russell, KTCA-TV, 1640 Comco Avenue, St. Paul, MN 55108 KATE.

WANTED: Technical director...minimum 3 years broadcast experience with background in directing newscast and commercial production. Send resume and salary requirements to Director of Personnel, KTOL, 1290 Alfa Moana, Honolulu, HI 96814. An equal opportunity employer.

GROWING PTV STATIONS seeking Executive Producer/Producer. Applicant must have demonstrated competence in concept development and all phases of production; strong sales background skills. Minimum of 5 years TV experience with 2 years as television producer with full responsibility for concept development and budget management. Colorado position is excellent benefit package; salary $15,200. Send letters of application to WPTD/TV, 3440 Office Park Drive, Dayton, OH 45439. Applications must be postmarked by 7-21-80. UBS is an equal opportunity employer.

DIRECTOR: Cultural Affairs—Duties: Direct weekly and special productions in studio and on remote. Also, Membership Drives and Auction. Requires: BA in Communications, at least two years experience, extensive directing experience in arts. Contact: Mary Sullivan, WEDH, 24 Summit St, Hartford, CT 06106.

EDUCATIONAL TELEVISION Coordinator/Producers, minimum $13,000. MA or equivalent, three years television production experience for university and other target groups. Contact: Marvin Bowman, Ohio University Telecommunications.

TELEVISION PRODUCTION Specialist 1: Position requires a thorough knowledge of all phases of TV production. Duties include "live co-production," programming, directing, writing, producing, mini-camera shooting and editing on one-inch in the field; area of concentration will be Public Affairs (including special events) delivery to public television markets; and special community programs. Must have a B.S. Degree with at least two years experience in producing and/or directing TV programs. Salary range is $6,950 to $8,385 plus paid benefits. Apply to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6th Street, Milwaukee, WI 53203.

MARKETING DIRECTOR for Midwest station. Need aggressive, imaginative person with creative talent and strong writing skills to take charge of Marketing/Production Department. Will also handle budgets and detail work on consumer experience in advertising or public relations. EOE. Send resume to: WDIV, 1776 W. Lafayette, Detroit, MI 48231. EOE. Equal Opportunity Employer.

MANAGER OF CREATIVE SERVICES: Unusual opportunity to market network quality facilities and participate in the growth potential. Seeking an individual with proven skills in facilities marketing and substantial experience as producer-director, especially in remote production. Salary: $20,000-$24,000, plus incentive benefits. Closing date: August 1. Send resume to: John Low, KXIE, PO Box 8, Sacramento, CA 95801, EOE/AA.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-FIELD Engineering Service. Established 1978. Installation-maintenance-system design, survey and installation of maintenance or chief engineer. Available by the day, week, or duration of project. Phone Bruce Singleton 813-886-2889.

9 Years Experience TV-FM-AM operations/mainte-
nance, radio transmitter. Receivable. Box G-23.

EXPERIENCED assistant chief engineer wants chief engineer position. 20 years experience. Salary: 813-383-3562.

SITUATIONS WANTED NEWS

BLACK MALE/ANCHOR-REPORTER. I have earned a 31-rated radio show in top ten market on our early evening newscast and I have received numerous awards for spot news reporting. Now, I'm looking to move to another market. Box F-155.

EXPERIENCED novice producer. Currently employed, medium market, net affiliate. Duties include producing, writing and editing midday report, general assignment reporter; ENG photographer/producer at major market internships. BA, Broadcast Journalism/Political Science. Seeks move to medium-large market station with opportunity to move to news. Send resume, tape, resume, solicits references. Bill Chandler 912-742-0165.

EXPERIENCED, energetic reporter/photographer strong on photography can prove he's an 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.


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

PERSONALITY weathercaster who can help you dominate your market. Light approach, but heavy knowledge of weather, plus heavy community involvement can add up to your success. Able to make color radar and other weather tools easily understood by audience. Box G-82.

NATIONALLY known Sportscaster seeks sports director and/or PBP position in top 25 market. 25 years experience all phases of sports broadcasting. Tape/resume on request. 301-530-0724, 9114 Kirdale Rd., Bethesda, MD 20034.

UNUSUAL OPPORTUNITY—Newsmagazine editor/reporter wants reporting position with first-rate television news operation. Competitive, perceptive young professional who writes well and dialogs until they "un-
cut" will consider serious offers. Box G-98.

MAJOR MARKET sportscaster. Bright, energetic con
versation/feature writer, editor-aquila. Expandable commen-

Broadcast Journalist: Excellent at both hard news and feature reporting. 20 years old. MA Broadcast Journalism, Talented, imaginative newsmag. Box G-52.

EXPERIENCED, skilled Anchor/Reporter. Also other production skills, both radio and TV. Now in Northeastern Pennsylvania, but ready to move for right position. Reply Box G-77.

20 year veteran seeks home in medium or small market. Good on air, writing, editing, prefers southeast coastal area. Will consider all inquiries. PO Box 1101, Knoxville, TN 37901.

SATISFACTION guaranteed in entry level reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery. Will relocate. For video tape contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210, 704-552-2473.

MEDIUM MARKET Sports Director looking to move to a Huntingdon Valley, medium or major market station. Creative, enthusiastic, EOE. Send query P.O. Box 402—462-2202.

Top five market anchorman looking for number one anchor spot. 30, 12 years experience. Box G-64.

Young veteran broadcaster looking for sports posi

tion. Experience in all phases of broadcasting, have worked in a couple of excellent markets. Ready to con

tribute. 315—430-2071, Box G-99.

SITUATIONS WANTED PRODUCTION, OTHERS

The Gay Eighties: TV docs and sitcoms, and feature films and '80s contain gay sensibility or content ex-
mplementing homosexuals in America. Expanding con

sultant/researcher available for gay themes PR, pro

motion, TV/film situations, locations-historical or con


Broadcasting Jul 14 1980

-9-
HELP WANTED MANAGEMENT

Need General Manager for a new production venture by an experienced broadcast/television. Must have an ability to sell ideas and turn a new company into a success. Must work with latest televion equipment, facilities and management techniques to provide customers with visual aids to help solve communications problems. Call David Tyler, 335 N Spruce Rd., Youngstown, OH 44501. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Photographic Services Resource Specialist—Advises, plans and produces media for a University unit. Must be experienced and highly skilled in all phases of still picture and electronic media production and presentaions. Some instruction and administrative duties. Five years minimum professional experience. Bachelor's degree or equivalent. Applicants should have salary $14,500-$15,500. Send letter and resume to be received by August 1, 1980. Search Committee, Educational Communications Divison, University of Miami, Coral Gables, Fl., 33124. An equal opportunity/affirmative action employer.

HELP WANTED PERSONAL

Unbelievable Lifestyle—Nestled by the Rocky Mountains is a production company composed of hard working young individuals that shoot film and television video. We offer the best on tape you can find us backpacking, canoeing, fishing, mountain climbing, sailing, skiing or just laying back absorbing one of the 500 plus sunny days. The city is Denver. The company is Telimation Productions, Ind. The equipment is CMX, VPR-2’s, Vitalimake-Zoom, etc. and the position is a combination of production and maintenance. We are looking for someone with strong digital/analogue experience along with the ability to communicate with both staff and clientele. Salary of course is commensurate with experience. Facilities in three cities offer good advancement possibilities. To join our family contact Jerry Ebers, Telimation Productions, Inc. Denver, 7700 E. Iliff, Denver CO 80212, 303-751-8000. E.O.E.

ALLEIED FORCES

Fast growing production company in South Florida, needs engineers to install, maintain and interface latest state of the art equipment. Both Vitali’s Squeezo and Quantums DF-5000 Digital Effects, Ampex VPR-2’s, RCA TK-288’s, etc. The position are heavy technical, no operating required. Call: Michael Orsburn, Director of Engineering at 305-274-1000. Excellent references, Salary secondary to opportunity for advancement. Box G-3.

Minority female anxious to prove herself. Master’s from Northwestern University Film experience Chicago & D.C. Reply to: R. Pierce—233 Cranberry St., Morrisst in, N.J. 07964.

HELP WANTED TECHNICAL

Southwestern University seeks experienced pro- ducer-director/interpreter for teleproduction facility with major TV network. Master’s level required as well as experience in both college level teaching and production of public affairs programming. Quality state supported institution in small community, South of Bili- mingham. Send resumes to: Karl Perkins, Director, Communications Center—Station 200, University of Montevalto, Montevalto, CA 91315. Deadline for applications July 28. Outstanding position. An Equal Opportunity/Affirmative Action Employer.

Wisconsin State University is looking for a Teleproduction Facultv Position, Instructor or Assistant Professor of Speech Communication to teach undergraduate courses from Theory to Practice in associate degree (2-year) program at Dunnellon State/Wilkes-Barre. Ph.D. preferred. Masters and broadcast experiences required. Duties include: Teaching, administrating programs, managing FM station and color TV facility on local cable. Send resume to: Nils Part, PO Box 1830, Dunnellon State/Wilkes-Barre, Dunnellon, Fl. 32139. Excellent Opportunity/Equal Opportunity Employer.

Broadcasting Facility Position, Instructor or Assistant Professor of Speech Communication to teach under/graduate courses from Theory to Practice in associate degree (2-year) program at Dunnellon State/Wilkes-Barre. Ph.D. preferred. Masters and broadcast experiences required. Duties include: Teaching, administrating programs, managing FM station and color TV facility on local cable. Send resume to: Nils Part, PO Box 1830, Dunnellon State/Wilkes-Barre, Dunnellon, Fl. 32139. Excellent Opportunity/Equal Opportunity Employer.

Radio-Television-Film—Full time September 1, 1980, MAPfDPh rank open, experience teaching upper division courses required. Excellent facilities, programming, cinematography, directing, CATV programming, 9 months salary $15,500-$21,000; summer ex- perience University System. Send resume, applica- tion, credentials to Wenessen Center, 1167 Eames St., Champaign, IL 61820. An Equal Opportunity/Affirmative Action Employer.

Broadcasting Facility Position, Instructor or Assistant Professor of Speech Communication to teach under/graduate courses from Theory to Practice in associate degree (2-year) program at Dunnellon State/Wilkes-Barre. Ph.D. preferred. Masters and broadcast experiences required. Duties include: Teaching, administrating programs, managing FM station and color TV facility on local cable. Send resume to: Nils Part, PO Box 1830, Dunnellon State/Wilkes-Barre, Dunnellon, Fl. 32139. Excellent Opportunity/Equal Opportunity Employer.

Mass Communication—Assistant Professor in Broadcasting. The position is to teach introductory and advanced Broadcast Journalism courses that include supervising laboratories and the Broadcast Journalist Sequence. Sequence offers the student a basic Radio Operations, Broadcastings, Television-Radio Telecasting, TV Film Techniques, Commercial Copywriting, Radio News, Advanced Radio Practices, Advanced Reportaging, Advanced TV Reporting, and Radio Intern- ship Program. Fall classes would include 12 hours of Basic Operations, Commercial Copywriting for Radio-TV, Radio-Radio Advanced Radio Practices, and Radio In- ternship Program. Master’s degree and two to five years of professional experience in broadcasting re- quired; relevant teaching experience at college or university level preferred. Send vita and three letters of recommendation to: Box 2000, University of Texas, at El Paso, TX 79968. Deadline is July 22, 1980 or until adequate pool is received. The University of Texas is an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT


Invast Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878, Bill Kitchen, Commercial Media Corporation in Georgia (call 404—324-1273.)

Wanted 750 to 1000 FL tower capable of 12 FM days. Clarence Jones. 803—492-7613.


FOR SALE EQUIPMENT


5" Air Hellaz Andrews H-95-50, can be cut and termi- nated to requirement. Below Mipgr Price. Some 3" also available. BASIC WIRE & CABLE 800 W. Evergreen, Chicago, IL 312—268-2600.

1 KW AM Continental 314-D, all new tubes, a/c rectifiers, excellent condition. M. Cooper 215—379-6585.

FM Equipment, used-Collins 310z1 exciter with fault, Soreltron 610 comp limiter, Microtack 8401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox, A77, M. Cooper 215—379-6585.


RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10, $20,000.

RCA TV-80 VHF Transmitter—Excellent, many spares, Channel 11, $12,000.

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplex, $30,000.

IVC 500A Color Cameras—complete, beautiful pictures, ea. $7,500.

GE PE-400 Color Cameras—Pedestals, racks, support units, ea. $7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. $4,000.

GE PE-240 Film Camera—Automatic gain & blanking, $8,000.

ADC 555-3 Switcher—$4,000 if new, loaded, per- fect, $2,000.

CDS 274 Switcher—12 input, chroma key, $4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, $4,000.

Eastman CT-500 Projector—Optical and mag sound, ea. $7,000.

RCA TR-1l Projectors—Reverse, good condition, ea. $1,000.

Amphex 1200 A VTR's—Amtec, Colorite, one with editor, ea. $2,000.

IWC PE-240 VTR's—Portable model, working good, ea. $3,000.

Norelco PC-70 Color Camera—16x 1000 Lun., Input,cope, monitor, 2, available, new low price, ea. $14,000.

New Edutron CCD-2H Time Base Corrector—Broadcast spec, $5,800.

VHF Antenna—RCA Batwing, Available now, $8,000.

UHF Antennas—Various Models and Prices.

30 Brands of New Equipment—Special Prices. We would be happy to sell your used equipment. To buy or sell, call Toll Free 941-5000. We have all new radar towers to 98.7 and 1 Shively 6 bay with de-icers tuned to 94.7. $400 each. Contact W. Clark, KTOC, Jonesboro, LA.

Magnetic Film Recorder, RCA PM, 17, 6500. Contact Robin Stow at 213—575-5775.


Broadcasting Jul 14 1980
FOR SALE EQUIPMENT
CONTINUED

IBM System 32 Computer System for radio traffic accounting. Hardware and software included or sold separately. Provides daily logs, schedules, sales analysis, audits, and billing statements. Call Paul Wurzel, 701-235-7300.

Reconditioned Automation, warranted. Schaefer: 902. $12,900; 903. $18,900; 800-T or IG M00: $9,900. InstaCart. $7,900; AudioFile 2A. $6,500; nearly new. Bass. 800-527-5959. 214-934-2125.

ITC 750 reproducers. 2 in mint condition with equipment rack. MEC Co. 56 Petty Dr. Newbern, TN 38059. 901-827-2960.

COMEDY
Free sample of radio’s most popular humor service! CUFUNERS, 1448-C West San Bruno, CA 94803.
Guaranteed Funny!’ Hundreds reviewed! Freebie! Contemporary Comedy. 5804-B Twinning, Dallas, TX 75227.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See “Miscellaneous” ad for L.A. Air Force.

COMEDY

“Comic Relief?” Just for laughs. Bi-weekly. Free sample. Write to Creative Services, 20018 Elkhart, Detroit, MI 48225.

MISCELLANEOUS
Custom, client jingles in one week. PMW Inc., Box 947, Bryn Mawr, PA 19010 215-525-9973.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-438-5050.

Five volume production library jammed with hundreds of dynamic cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry’s finest package priced right! Audio sample kit $1.00 (refundable). L.A. Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No order or trade ... better! For fantastic deals, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

RADIO PROGRAMING
Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44150.

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303—795-3288.


Interested in a new approach to radio public affairs? Check out “KALEIDOSCOPE” the newest production from The Focus on Your Radio Network. Each week you get guests like Dan Rather, Mary Tyler Moore, David Rockwell, Gloria Steinem, Ralph Nader, and Alexander Halg, plus contemporary music and timely features—all in a magazine format. Call 609—455-1100 or write PO Box 3035, Princeton, NJ 08540 for details.


INSTRUCTION
Free booklets on job assistance, 1st Class FCC license and DJ-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


Broadcast opportunities are always available, if you are prepared. Put your classroom learning to work every day on a 50,000 watt radio station. Earn an Associate or Applied Science degree in Broadcast Engineering, Radio, Television, Sales or Clerical Skills. Write: Broadcasting, Wabash Valley College, Mt. Carmel, IL 62863. Financial assistance available.

FREE License classes. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813—655-9292.


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A nationwide talent search is now under way by Century Broadcasting for creative and industrious professional radio people for important station positions.

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- Promotion & Research
- Programming & Production

As the leading independent major-market radio operator in the U.S., CENTURY is seeking talented broadcasters for on-air, programming and sales. If you qualify for any of the above positions and have a minimum of 3 years commercial radio experience in a Top-50 market, you may have a bright future with CENTURY. Send your resume and/or tape to:

Century Broadcasting Corporation
875 N. Michigan Ave. / Suite 3212
Chicago, IL 60611

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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, KYMG-FM, 11 Greenway Plaza, Suite 2022, Houston, Texas 77046; 713/861-0092.

Equal Opportunity Employer.

Help Wanted Technical

Assistant Chief Engineer

for major market. Cap Cities’ AM facility. Beautiful new studio, top shelf equipment, excellent growth potential. Must have 1st class license and hands-on experience. Contact Peter Bux, Chief Engineer, WKBW, 695 Delaware Ave., Buffalo, NY 14205. E.O.E.

Help Wanted Announcers

MAJOR MARKET MORNING PERSONALITY

Group owner needs an explosive, aggressive, promotion-minded morning personality ready to become number one in competitive top-ten market. Personal appearances, promotions a must. If you have MOR, Top Forty or Country experience and a proven track record, send resume to Box G-75.

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 rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813—655-9292.

PERSONALITY/ADULT CONTEMPORARY MORNING ENTERTAINER

Wanted for one of the Midwest's most respected medium market stations. Heavy community involvement a must. Will like to hear from you if PERSONALITY radio is what you do best. Group ownership, excellent salary and fringe benefits. Send letters and resumes to Box G-93.

Help Wanted Announcers Continued

Situations

WXYZ Radio, ABC's O&O in Detroit is growing and is searching for an additional sportstalk anchor and talk host. Interested parties should send a resume and unedited airchecks on cassette in confidence to: Michael Packer, WXYZ Radio, Box 789, Southfield, Michigan 48037.

HELP WANTED


HELP WANTED
to:

RFD 2, Box 95, Delmar, DE 19940.

Employment Service

Help Wanted Programing, Production, Others

TALK HOSTS

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Tri-member major market investigative unit available for high quality TV investigative productions. Experienced, skilled group with journalistic investigative productions. Experienced, unit available for high

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DIRECTOR

TRAINING & DEVELOPMENT SERVICES

Responsibility for the initiation, development, management and systematic evaluation of all sponsored industry-wide training and development projects designed to upgrade access, skills and advancement within public broadcasting. Responsible for identification and development of innovative projects that are responsive to the needs and priorities of public broadcasting employment and career development.

Bachelor's degree in communications, business administration, public or educational administration or related area with Master's degree preferred. Minimum of three years full-time professional management experience in training programs and educationally related activities; successful fiscal and grants administration; EEO/A and public liaison. Proven ability to research, evaluate and administer training and development programs. Public broadcasting knowledge and experience desirable. Salary Range: $33,304/$47,920. Deadline date: 8/15/80. Send resume to the Director of Personnel, 1111 18th Street, N.W. Washington, DC 20036. EOE-M/F/V/H

Help Wanted Sales

Marketing Visionary

Audio independents seek innovative self-starter with commercial experience to promote and develop opportunities for radio indies. Reply Audio Independents, One Lincoln Plaza, New York, NY 10023.

ALLIED FIELDS

Help Wanted Technical

We represent several well known companies in the Broadcast manufacturing industry with current requirements for outstanding talent in several key areas. Products include camera, VFR and transmitter/antenna systems. Some of these immediate opportunities include:

Design Engineers:

Design state-of-the-art camera and antenna systems. Need either a BSEE or BSME, preferably with experience in broadcast equipment.

Training Specialists:

Interpret new engineering developments for manufacturing and marketing as well as the customer; develop training manuals & audiovisual training tools. You should have a BSEE & the ability to communicate effectively verbally and in writing.

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World Wide Assignments

Direct technical projects in a field that extends around the world! You should be willing to travel WORLD WIDE 50% of the time. To qualify you must have understanding of the latest generation of T.V. Broadcast equipment.

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Assist in planning new equipment, marketing strategy and work closely with advertising and sales organizations. Prefer BSEE with knowledge of UHF/VHF television transmitters.

Excellent compensation packages and relocation programs if needed. If you are interested in any of these positions or are qualified in other Broadcast equipment areas, we are waiting to hear from you. Call COLLECT, 215-968-0707 or send resume to:

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Broadcast Placement Service

The Commons West

Dept B

638 Newtown Yardly Road

Newtown, PA 18940

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Broadcasting Jul 14 1980
A UNIQUE OPPORTUNITY 
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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.

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5 - 15 MINUTE 
PROGRAMS WEEKLY
Program Distributors
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Phone: 501-972-5884

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Now Available For 
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HELEN KELLER CENTENNIAL 
psa spots (30's & 60's) voiced by 
Patty Duke, Anne Baxter, 
Lillian Gish for Swedishborgian 
Church. (MOR PS Dirs. check 
your mail. They're already on 
your desk.) Write or call; Tri- 
State Media Ministry, Trinity 
Place, New York 10006 (212) 
425-4787.

Wanted To Buy Stations

WANTED TO BUY FM OR AM/FM
North East Region—Any size 
market. Will buy all or part & manage. Brokers invited. Reply held in 
strict confidence. Box G-80.

For Sale Stations

SELECT MEDIA BROKERS
GA Daytime AM 400K Medium
FL Fulltime AM 135K Small
MN Daytime AM 225k Metro
TN Daytime AM 380K Small
NC Daytime AM 350K Small
MI Daytime AM 370K Small
NC Daytime AM 165K Small
MO Daytime AM 225K Small
WY Fulltime AM 235K Small
MS Daytime AM 295K Medium
MA Daytime AM 650K Major
SC Daytime AM 150K Small
GA Fulltime AM 340K Medium
VA Daytime AM 180K Small
GA Daytime AM 355K Small
NC Fulltime AM 750K Medium
IN Daytime AM 1.25 M Major
CO Daytime AM 300K Small
CO Fulltime FM 500K Metro

912-883-4917
PO Box 850, Albany, GA 31702

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Media Broker. Experienced, qualified in 
BROADCASTING, REAL ESTATE, INVEST- 
MENTS, Nationwide, localized contacts. Will 
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Listing Agency or Buyers Broker. Shippers 
Realty 2811 Sc. 4th Avenue, Yuma, AZ. 85364. 
(602) 726-8050.

BROKERAGE: 3% IN PERSONALS 
5% IN HUGS & VIVAS.
For Sale Stations Continued

**CHAPMAN ASSOCIATES**
nationwide service

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<th>STATION</th>
<th>CONTACT</th>
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<tr>
<td>MW Small AM</td>
<td>$160K Terms</td>
<td>Bill Whitely</td>
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<td>E Small AM</td>
<td>$180K 29%</td>
<td>Art Simmers</td>
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<td>MW Small AM</td>
<td>$300K 87K</td>
<td>Paul Crowder</td>
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<td>NW Small Fulltime</td>
<td>$700K 29%</td>
<td>Ray Stanfield</td>
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<td>S Medium Fulltime</td>
<td>$560K 162K</td>
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<td>MW Metro Fulltime</td>
<td>$1300K 377K</td>
<td>Jim Mackin</td>
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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

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**LARSON/WALKER & COMPANY**
Brokers, Consultants & Appraisers

213/226-0385 Suite 214
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Los Angeles, CA 90049

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

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**ATLANTA DAYTIME—1K**
Excellent Facilities and real estate
$875,000—No Brokers—Box G-53

**ARIZONA CLASS 'C' FM**

**CENTRAL TEXAS**
Fulltime AM Profitable Real Estate Included. Principals Only Write Box G-82.

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**MINNESOTA AM-FM**
Full-time AM and Class A FM in small, stable market; buildings and land included in price, $395,000 with $100,000 cash down payment. Owner will finance balance. No brokers.

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TELEVISION
Construction-Permit
Construction partially completed in top 100 sunbelt market send qualifications to Box G-70

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BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only
Selling charge to stations and firms: $2.00.
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.
Rates: Classified: listed (non-display) Help Wanted: 75c per word. 50c weekly minimum. For sale wanted: (personal ad) 10c per word. 50c weekly minimum. All other classifieds: 82c per word. 50c weekly minimum. Blind Box numbers: $2.00 per issue.
Rates: Classified display. Situations wanted: (personal ad) $3.00 per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.
Leonard A. Swanson, VP-general manager of Cox Broadcasting Corp.'s WCTV-Pittsburgh, has resigned after 12 years in that position. Veteran broadcast executive was member of National Association of Broadcasters' TV board until June, and was also chairman of NAB's children's television programming committee. He has not announced his plans. Swanson joined WCTV in 1963 as sales manager. Jack R. McCarthy, VP-general manager of Cox's WHIO-Dayton, Ohio, named to succeed Swanson.

Neil Pugh, station manager and general sales manager of WHIO, named to newly created VP of Cox Broadcasting, assumes additional duties as president of Miami Valley Broadcasting. Merritt S. Rose Jr., station manager of WCTV, named to newly created post of director of marketing projects for broadcasting division of Cox, and will continue to be based in Pittsburgh.

RKO Radio President Dwight Case has appointed new heads of three of its radio stations: Neil Rockoff, VP of radio division of Storer Broadcasting, in charge of its KNQI-AM, KGBS-FM Los Angeles and WHN-AM New York, joins RKO as VP-general manager of KIHI-AM Los Angeles, succeeding Dick McGearry, who resigned, and has not announced new plans; Bob Fish, national sales manager at RKO's WOR-AM New York, named general manager of company's WRKO-AM Boston, succeeding Chuck Goldmark, who also resigned, and has not announced new plans, and Ron C. Thompson, former owner and general manager of KARM-AM Fresno, Calif., named general manager of RKO's WKRQ-AM Memphis, succeeding T.J. Donnelly, who has been named general manager of Susquehanna Broadcasting's KLIF-AM Dallas.

Stuart Mackie, general sales manager, WTMJ-TV Milwaukee, joins KTVH(Springfield, Ill.), joins WTVI-TV Saginaw, Mich., as general manager.

Al Lobeck, general manager of Staufer Communications' WKNR(AM)-WRKQ(FM) Des Moines, Iowa, assumes additional duties as director of Staufer's radio properties. He will be in charge of its six AM and three FM stations. Robert Fromme, general manager of Staufer's Kansas City Royals Baseball Network, assumes additional duties as special assistant to VP of broadcasting, Jerry Holley.

John Reeder, director of station relations and program development, Arkansas Radio Network, Little Rock, named general manager of ARN.

Bob Clark, production supervisor, WTAH-TV Philadelphia, named operations manager.

Robert I. Mart, station manager, KTVM (TV) Oakland, Calif., resigns.

Russ Wood, sales manager, Bonneville's KSL(AM) Salt Lake City, named station manager, co-owned KMRK(FM) Kansas City, Mo.

Hope Green, director of development, non-commercial KCTS-TV Seattle, joins Vermont Educational Television network, Winooski, as manager.

Bob S. Bridwell, VP-finance, Harte-Hanks Communications, San Antonio, Tex., has resigned, effective July 31. Successor has not been named.

Garth Lindsey, VP-controller, United Television, station group subsidiary of 20th Century-Fox, named VP-finance and administration.


Elizabeth Narrater, administrative secretary to Sam Cook Digges, president of CBS Radio, New York, named to newly created position of affiliate relations analyst, CBS Radio.

Joseph Reilly, former VP-general manager of WWMN(FM) Albany, N.Y., and former treasurer of New York State Broadcasters Association, named executive director of NYSBA, based in Albany.

Richard C. Anderson, senior VP and director of department of media resources, Needham, Harper & Steers, Chicago, and last month named chairman of board of management of NH&S in Chicago, has been elected executive VP of NH&S. Richard Rogers, account supervisor, NH&S, Washington, elected VP.


Bob Burden, management supervisor on Porsche Audi account, Doyle Dane Bernbach, New York, elected senior VP.

Raymond Trapp, former executive VP of The Bloom Agency, Dallas, named president of
Keller-Crescent Co.'s newly formed Southwest advertising unit, Keller-Crescent/Southwest, Dallas, Agency is headquartered in Evansville, Ind.

Daniel Kohn, from Wells, Rich, Greene, New York, joins Bozell & Jacobs there as VP-director of broadcast and production.

Maurice Mahler, senior VP, Wells, Rich, Greene, New York, joins Van Leeuwen & Partners there as associate creative director.

Michael Verschuren, Detroit office manager of Blair Radio, named VP, Scott Lazzere, formerly with Roslin Radio Sales, New York, joins Blair Radio there as account executive.

Marshall Seese, account executive, Harrington, Righter & Parsons, Atlanta, joins Blair Television there in same capacity.

Phil Gore, former VP-marketing, Columbia Pictures, Los Angeles, joins Television Advertising Representatives as manager of Los Angeles office.

Cheryl Winer, account executive, WSSRFM Boston, and formerly with Buckley Radio Sales, rejoins Buckley as manager of Boston office.

Len Sable, divisional VP in Midwest, Torret Radio, joins Bernard Howard & Co. as account executive in Chicago office.

Bob Kraus, account executive, WBZ-TV Boston, joins WLVI-TV there as sales manager.

Bob Moore, local sales manager, KCPMTV Los Angeles, joins KTZZFM there as general sales manager.

Gregory Stone, VP, East Coast sales manager, TeleRep, joins WSOCTV Charlotte, N.C., as general sales manager.

Marty Owens, former general sales manager of WICZ-TV Binghamton, N.Y., joins KCPQ-TV Tacoma, Wash., in same capacity.

Lloyd Low, former account executive, KSTWTV Tacoma, joins KCPQ-TV as local sales manager.

Barry herpes, former general manager of WLVPFV Cincinnati, named group sales coordinator for Broadcast Management Corp., radio station group owner based in Fairfield, Ohio, and former owner of WLVP.

David Vantrease, account executive, WYMXFM Augusta, Ga., named general sales manager of WYMX and co-owned WHGHAM there.

Christopher Rohrer, director of research, TeleRep, New York, joins WDIVTV Detroit as national sales manager.

Ron Rash, account executive, KOLO-TV Reno, named national and regional sales manager.

Maury Wershauer, national sales manager, WPXFM New York, joins WLIBAMWBLSDFM there in same capacity.

Richard Downes Jr., account executive, KWKAMWWKFM St. Louis, joins KSDAMKCFFM there as sales manager.

John Hendricks, account executive, WKYZAM Detroit, named national sales manager, KVAM Seattle.

Lon Snider, local sales manager, KESAAM Seattle, joins KPLXAM there as co-op sales manager.

Brad Barry, from WXQTFM Chicago, joins KLQFMTF Little Rock, Ark., as sales manager.

James Hardy, account executive, KGAMFM Denver, named local sales manager.

Bryan Baylog, account executive, WMMSAM Cleveland, named local sales manager.

Jere Patterson, account executive, KHAAM Los Angeles, joins KNCAAM Long Beach, Calif., as local sales manager.

Danielle Warren, account executive for RKO General's WXLOAM New York, named account executive for co-owned WOR-TV there.

Programming

Paul M. Eiswein, consultant to WCI Home Video division of Warner Communications Inc., New York, for past three months and earlier in executive posts at Time-Life Video and Home Box Office, named VP-marketing, WCI Home Video.

R. Brett North, director of marketing, Golden West Subscription Television, Los Angeles, named executive VP, Golden West plans to begin over-the-air pay TV service next fall in Oklahoma City, and later in Dallas-Fort Worth, Chicago and Providence, R.I. Kathleen Dolio, director of programming, named VP-programming.

Terry May, director of finance and planning, named VP, Ronald Mandell, director of implementation, named VP-technical services, Frank Jett, implementation manager, named director of implementation.

Jack Fentress, former program manager of KYTV Philadelphia, joins Syndicast Services, New York, as VP-general manager, with direct responsibility for The Mike Douglas Show.

Robert Galler, creator and executive producer of The American Short Story series that appeared on Public Broadcasting Service, and Too Far To Go, on NBC-TV, joins Reeves Communications, New York, as head of its newly acquired film and television subsidiary, Sea Cliff Productions.

Laura Reitman, director of evaluation of radio and television opportunities and new technologies, McCann-Erickson, New York, appointed manager of program evaluation, RCA SelectaVision VideoDiscs, New York.

Dayna Kalina, director of business affairs, Columbia Pictures Television, Los Angeles, joins 20th Century-Fox Television there as VP-business affairs.

Gary Fogel, associate director, business affairs, Columbia Pictures Television, named director.


John Burrud, who has worked in various capacities at Bill Burrud Productions, Los Angeles, named executive VP.

Phillip Matthews, sales representative, Midwest division, Metromedia Producers Corp., named Midwest division sales manager, Chicago.

Marty Ryan, special projects producer for NBC-TV's Today, named producer of early morning program, taking over that function from Steve Friedman, executive producer.

Steve Kotton, former field producer and cinematographer for Group W's Evening/Pan Magazine at KPITVFV San Francisco and KDVAAM Pittsburgh, named West Coast on-location features producer for Group W's newly syndicated daytime series, Hour Magazine, scheduled to premiere in September.

Dean Radcliffe, former producer of Evening/Pan Magazine on wiz-TV Baltimore, named East Coast-Midwest producer for Hour Magazine.

Merrill Mazuer, who has worked as producer and director for ABC-TV, CBS-TV and NBC-TV and earlier was producer for Group W, named producer-director of Group W Productions' weekly half-hour program on consumerism, Fight Back with David Horowitz, scheduled to begin in September.

Jonni Hartman, personal manager, Aarons Enterprises, Los Angeles, joins staff of "Your New Day," Vidal Sassoon Inc. syndicated show, as associate producer.

Four appointments to sales staff of Weiss Global Enterprises, program syndicator: Alton Whitehouse covers Southwest and Southeast for Make Room for Daddy-only; Harvey Reinstein, Northeast for all Weiss product; Thomas W. Betton, Midwest, and Michael C. Fahn, Western division manager.


Susan Greenblatt, production coordinator, Video East, Philadelphia, named production manager.

Richard Levine, senior VP-program development, MGM Television, Los Angeles, joins ABC Entertainment, New York, as VP-programs, East Coast.

William Castleman, production manager for Field Communications' WFLD-TV Chicago, named program manager for co-owned WKBGTV Detroit.

John W. Coleman, executive producer, ABC-owned WLS-TV Chicago, named assistant program director at co-owned KABC-TV Los Angeles, Frank Kelly, producer, KABC-TV, named executive producer.

Mike Cerre, independent producer and head of his own production company, Episode, and Danielle Foquet, co-host and producer of PM Magazine on WCMH-TV Columbus, Ohio, named co-hosts of PM Magazine on WNEWTV New York.

Jerome Trainor, program and operations director, noncommercial WVTSTV Detroit, named VP for broadcasting, responsible for program acquisition, program scheduling, working with cable systems and other technologies, and for station's new educational division. Henrietta Barlow, assistant director of arts and humanities programming, Public Broadcasting Service, Washington, joins WTVS as VP for programming.
Martin Zitlin, director of broadcasting for Chicago Board of Rabbis, joins Cablevision of Chicago as director of programming.

Lawrence Pavilionis, station and operations manager of KCWY-TV Casper, Wyo., scheduled to go on air Aug. 1, named corporate director of administration and programming for parent company of KCWY-TV, Chrysosiom Corp. John Felker, production supervisor, KCWY-TV, named production and operations manager.

Bonnie Kaplan, producer of Friday Night with Jay Levine on WLS-TV Chicago, named producer of A.M. Chicago, Sue Wainwright, producer-director, WTVI-TV Miami, joins WLS-TV as staff director.

Lloyd Burkle, producer-director for special projects, noncommercial WPPR-TV Miami, joins KYW-TV Philadelphia as director of station's new 90-minute live program, AM/PM.

Raquel Ortiz, producer, noncommercial WGBH-TV Boston, and former producer of noncommercial WNET-TV New York, joins Corporation for Public Broadcasting, Washington, as program coordinator for CPB's Program Fund.

Beverly Vinson, television program coordinator in television activities department of Public Broadcasting Service, Washington, named director of program activities for PTV-2, new specialized program service of PBS. Dee Brooke, director of information and distribution in Instructional Television Center of Dallas Community College District, and former director of Dallas Cowboys Cheerleaders, joins PBS as director of adult learning programming.

Bob Costas, who worked as freelance sportscaster doing NFL telecasts for CBS, joins NBC Sports broadcasting staff.

Fred Wymore, sports director, WKRC-TV Cincinnati, joins KWKV-TV Stockton (Sacramento), Calif., in same capacity.

Dave Sanders, sports director, WOTV-Ames, Iowa, joins KMVT-TV Omaha in same capacity.

Steve Grad, sports anchor, KCWY-TV Portland, Ore., joins KMBT-TV Kansas City, Mo., as sportscaster.

Tim Kelly, air personality at ABC-owned WRCK-FM Chicago, named music director for co-owned WLS-AM there.

Karen Henderson, Washington vocalist, actress and commercial announcer, joins WMAL-AM Washington as air personality.

David Jones, program director and air personality, KQED-AM Albuquerque, N.M., joins KLPL-FM Seattle as air personality.

Susan Johnson, production technician, non-commercial WNET-TV Buffalo, N.Y., named associate director.

News and Public Affairs

Steven Antoniotti, assistant news director, WABC-TV New York, joins KTVV-TV Oklahoma City as news director.

Tom Milbourn, news director, WMPT-TV Madison, Wis., joins WIM-AM-FM-TV Lansing, Mich., as news director.

Bryan Brosamle, assistant news director, WMTV-TV Madison, Wis., named news director.

Bob Rucker, medical reporter, KYW-TV Philadelphia, named New Jersey bureau chief, based in Cherry Hill.

Brad Wright, reporter, anchor and producer, KFNN-TV Fresno, Calif., joins KXAS-TV Fort Worth as 5 p.m. anchor. Dennis Holiday, weekend anchor, WMAR-TV Baltimore, joins KXAS-TV as weekend co-anchor. He will also do reporting three days each week out of Dallas office.

Larry Moore, reporter and anchor, KPIX-TV San Francisco, joins WMTV-TV Chicago as general assignment reporter. Andy Segal, newswriter, WLS-TV, named producer of investigative unit.

Martin Gill, assignment manager, WDIV-TV Detroit, joins WLS-TV as newswriter.

Charlie Cain IV, chief of Detroit News city-county bureau, joins WJR-TV Detroit as reporter and later will be assigned to Lansing, Mich., bureau of WJR-TV as state editor.

Sarita Felan, reporter, KSLA-TV Shreveport, La., and Michael James, anchor and reporter, KCMY-TV Twin Falls, Idaho, join KCWY-TV Casper, Wyo., as anchors and reporters. KCWY-TV is scheduled to go on air Aug. 1.

David Gregory, air personality, KATV-AM, Casper, joins KCMY-TV as reporter. Robert Young, graduate, San Jose State University, San Jose, Calif., joins KCWY-TV as sports anchor and reporter.

Harry Gilbert, former news director of KTHI-TV Fargo, N.D., joins KOLO-TV Reno as general assignment reporter. Bruce Hutchison, with KOLO-AM Reno, named reporter and weekend sports anchor for KOLO-TV. Mike Miles, from KMVT-TV Salinas, Calif., joins KOLO-TV as chief reporter.

Mike Cannington, former reporter at WTOL-TV Jacksonvile, Fl., joins WAFV-TV Huntsville, Ala., as Decatur-Morgan county reporter.


Frank Cinginaro, manager of financial planning, ABC News, New York, named director of financial planning.

Kerry Painter, former anchor at KTVH-AM Honolulu, joins WLMAM-Wilmington, Del., as news director.

Linda Johnson, reporter, KAKA-AM-KLQ-FM Little Rock, Ark., named assistant manager of news operations and public affairs supervisor.

Lyle Kigore, news and public affairs director, KUAM-AM Los Angeles, joins Shamrock Broadcasting Co. there as director of public affairs for all its radio and television stations.

Paula Glass, graduate, DePauw university, Greencastle, Ind., joins WKG-TV Fort Wayne, Ind., as field reporter and vacation relief.

Dave Elser, weather reporter, KRGV-TV Weslaco, Tex., joins KMVT-AM-Omaha as weathercaster.

Diane Goldscher, program director for Shadow Network, Chicago traffic information service, joins wrckilChicago as newscaster.

Marcy Cain, reporter, WTNH-TV New Haven, Conn., joins WNYC-TV New Britain, Conn., as associate news producer.

Scott Buer, cinematographer, KETV-AM Omaha, named chief cinematographer.

I.J. (Pinky) Vidacovich, regional executive for north and west Texas, UPI, named general executive. Margaret Ann Boattt, Southwest marketing administrator, succeeds Vidacovich.

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Promotion and PR


Joe Policy, director of broadcast services, WPEC-TV West Palm Beach, Fla., elected chairman of ABC Television Network Promotion Advisory Board.

Vello Nickolau, on-air promotion producer, KTLA-TV Los Angeles, named on-air promotion manager for Group W Productions' new syndicated daytime series, Hour Magazine, scheduled to premiere in September.

Nannette Sauvigne, promotion director, WXLX-FM New York, joins WJLB-FM there in same capacity.

Daniel Alpert, director of public information, noncommercial WTVSTV Detroit, named VP for public information.

Robert Galvin, former promotion director for KVOS-TV Bellingham, Wash., joins KCPT-TV Tacoma, Wash., as promotion manager.

Paula Levy, staff writer, Lerner Newspapers in Chicago area, joins WLS-TV Chicago as publicist.

Jill Katz, on-air promotion coordinator, WCVB-TV Boston, named promotion manager.

Michele Byrnes, assistant promotion manager, WSBK-TV Boston, joins WCVB-TV as copywriter-producer.

Arthur Dwyer, who joined Cox Cable Communications, Atlanta, in February from General Electric Co., named VP for corporate communications.

Jesse Rotman, executive VP of Harsh-Hotman & Druck, public relations firm, named general manager of New York office. He is son of company's chairman and chief executive officer, Morris Rotman.

Steven Holub, associate account executive, Carl Byor & Associates, Kansas City, Mo., joins Chicago office of Hill & Knowlton as director of news media relations.

Jerrilynn Greenough, who designed and headed video production workshop for teen-agers in Providence, R.I., and who has done freelance work as producer, joins Creamer Inc., Providence, as associate producer.

Howard Lilley, former product manager for Ampex Corp.'s VPR-2 helicopter scan videotape recorder, Redwood City, Calif., named national sales manager for Ampex's Audio-Video Systems division, Redwood City.


Gary Rosch, former staff attorney specializing in international telecommunications, Common Carrier Bureau, FCC, Washington, joins Antiope Videotex Systems in Washington as staff counsel.

Fred Bundesmann, director of Bosch Product Management, New York, joins A.E. Associates, Northvale, N.J., as national systems sales manager for this mobile and studio video system designer and fabricator.

Donald Blumenthal, marketing representative, Burroughs Corp., New York, joins Phelps Dodge Communications Co., Marlboro, N.J., as product manager-sales.

John Appel, deputy general counsel of CBS since 1968 and associated with company since 1961, named VP and general counsel of Western Union Corp. and Western Union Telegraph Co., Upper Saddle River, N.J.

Deaths

Gail Patrick, 69, actress during 1930's and 1940's also produced Perry Mason television series, died of leukemia July 6 at her home in Hollywood. Perry Mason made its debut in 1957 and ran nine seasons on CBS-TV. It is still syndicated. Patrick, whose real name was Margaret Fitzpatrick, formed Paisano Productions with Erle Stanley Gardner, creator of Perry Mason mysteries. Before she went to Hollywood, where she appeared in about 50 motion pictures, she was law student at University of Alabama. Survivors include her fourth husband, John Veide Jr., two children by earlier marriage, and stepdaughter.

Dore Schary, 74, motion-picture and stage producer, director and writer, died July 7 in New York after long illness. Schary was also prominent in pay television in 1970's as president of Telepemiere pay-TV system and later of Theatervision Inc., which operated pay system in Sarasota, Fla. He was also member of National Citizens Committee for Broadcasting, and at his death had been national chairman and honorary national chairman of Anti-Defamation League of B'nai B'rith for 17 years. Survivors include his wife, Miriam, and three children.

William A. Kehoe Jr., 58, retired assistant general counsel at FCC, died of heart attack July 3 at Southern Baptist hospital in New Orleans. He joined FCC during mid-1960's as senior trial attorney in Broadcast Bureau and retired in 1978 as assistant general counsel. Kehoe was living in Bozeman, Md., and was visiting one of his daughters in New Orleans when he died. Survivors include his wife, Elizabeth, two daughters and four sons.

Norman B. Furman, 79, retired general manager of WYED-AM-FM New York, and pioneer in several New York radio stations, died of heart attack July 4 at John Randolph hospital in Hopewell, Va. He was travelling from Delray, Fla., retirement home to Massachusetts when he had heart attack. Survivors include his wife, Helen, and sister.

Technology

Dennis Dunbar, director of engineering, non-commercial WTVSTV Detroit, named VP for engineering and operations.

Don Addington, assistant chief engineer, WXIA-TV Atlanta, named chief engineer.

Stephen Baughn, former assistant chief engineer, WWHO-AM-FM Dayton, Ohio, joins WSB-AM-FM Atlanta as chief engineer.

Al Bednarczyk, chief engineer for noncommercial KCPT-TV Tacoma, Wash., before its sale last year to Kelly Broadcasting Co., which now operates station commercially, named acting chief engineer for KCPT-TV.

International


Stewart Prulix, chief sub-editor for ITN, news company for Britain's commercial network, named program editor for News at Ten. Sue Tiona, also previously chief sub-editor, assumes responsibility for U.S. Democratic convention and special programs relating to presidential elections.

Keith Smith, former chief publicity officer for BBC Television, joins Yorkshire Television, one of commercial stations in Britain, as head of press and publicity.

Craig Armstrong, of Canadian Broadcasting Corp., elected president of Radio-Television News Directors Association of Canada.

Allied Fields


Bruce Northcott, television consultant, Frank N. Magid Associates, Marion, Iowa, named corporate VP.


John Phillips, president of CBS Foundation, New York, has joined National Executive Services Corps on loan from CBS and will serve for indefinite period with corps, which supplies corporate executives to nonprofit institutions.

William Gorgus, former head of chemistry operations for Redstone Arsenal film laboratory in Huntsville, Ala., which processes and prints film for U.S. Army, joins Walter J. Klein Co. Ltd., motion picture laboratory, as manager of company's new Charlotte, N.C., facility.
BROADCASTING

A ABC 28 3/4 28 7/8 - 1/8 - .43 5 810
A Capital Cities 31 5/14 + 3/4 7/11 3 727
N CBS 31 1/4 31 1/8 + 3 11 1427
N Cox 79 3/4 74 1/8 + 5/12 7.40 12 537
A LIN 51 1/2 47 3/4 + 3 7/14 5 .10 141
N Metromedia 70 3/8 71 - 5/8 .88 7 260
A Mooney 9 1/2 9 1/2 13 4
A Scripps-Howard 53 1/2 52 1/2 + 1 1.90 8 138
A Storer 25 3/4 26 5/8 + 7/8 .32 8 260
N Telt 31 1/4 30 3/8 + 7/8 2.88 9 272

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell 19 1/2 19 7/8 - 3/8 - 1.88 16 35
A Affiliated Pub 19 1/8 19 + 1/8 + .65 8 98
N American Family 8 3/8 8 3/8 4 88
N John Blair 20 7/8 20 + 4/7 4.37 7 77
N Charter Co 24 1/4 23 7/8 + 2 40 - 60 7 528
N Chris-Craft 24 7/8 23 5/8 + 1/4 5.12 12 66
N Cowles 24 1/2 24 1/8 + 3/8 1.55 16 97
N Dun & Bradstreet 24 7/8 23 1/8 + 2 456 1.352 28
N Fairchild Ind. 48 1/4 48 1/4 14 275
N Fuqua 14 7/8 15 - 1/8 - .83 3 189
N Gannett Co 47 45 7/8 + 1 1/8 + 2.45 12 1322
N General Tire 18 7/8 15 3/4 + 1/4 7.14 7 390
N Gray Commun 34 1/2 34 + 1/4 + 1 7.16 7 47
N Harte-Hanks 28 5/8 23 3/4 + 2 7/12 10.13 23
N Heritage Comm 15 1/8 13 + 2 20.19 8 47
N Inselco 14 3/8 14 1/2 - 5 7 80
N Jefferson-Pilot 28 1/4 28 7/8 - 5/8 - 2.16 6 519
N Marvin Josephson 14 1/2 14 1/2 9 37
N Kansas State Net 29 3/4 29 + 3/4 + 2.58 24 56
N Knott 24 7/8 24 5/8 + 5 3/4 801
N Lee Enterprises 20 1/4 19 3/4 + 1/2 - 2.13 5 145
N Liberty 15 15 1/4 - 1 1/4 - 1.53 6 194
N McGraw-Hill 31 3/4 31 + 1/4 + 2.41 10 782
A Media General 29 23/8 28 3/4 + 5/8 2.17 8 212
N Meredith 37 1/4 36 1/2 + 3/4 + 2.05 5 116
N Multimedia 28 1/4 23 1/2 + 2 3/4 + 11.70 14 262
N Outkat Co 26 5/8 25 1/4 + 1/8 7.85 8 797
A Post Corp 17 1/4 17 1/2 - 1/8 + 1 42 1 18
N Rollins 29 1/4 29 1/4 12 392
N San Juan Racing 17 1/4 17 + 1/4 + 1 14.97 43
N Schering-Plough 30 1/8 29 1/8 + 1/4 + 3.19 121 212
A Stauffer Commun* 35 35 9
A Tech Operations 10 5/8 10 1/4 + 3/8 3.65 11 14
N Times Mirror Corp 32 7/8 32 1/4 + 5/8 1.93 8 1,115
A Turner Broadcasting 13 1/2 13 1/4 + 78 7 11 1833
A Washington Post 16 7/8 16 17 - 8/3 7 239
N Wometco 19 5/8 17 1/8 + 1 3/4 9.79 9 174

CABLECASTING

A Acton Corp 10 7/8 11 1/2 - 5/8 - 5.43 8 32
N American Express 34 34 7/8 28 7/8 - 2.50 39 2,243
O Cable & Time 29 3/4 28 3/4 + 1/8 + 1.05 128 18
O Comcast 20 1/4 19 1/2 + 3/8 + 3.34 23 77
A Entron* 5 5
N General Instrument 55 55 1/4 + 2 3/4 + 4.97 10 502
O General Corp 31 1/8 33 3/8 + 7/8 4.44 16 82
O Tele-Communications 29 1/2 27 + 1/4 + 5.55 21 314
O Teleprompter 19 1/8 17 7/8 + 1/4 6.99 15 324
N Time Inc 48 7/8 45 1/8 + 3/8 8.31 1,377
N Tocom 19 1/4 19 1/4 + 2 1/16 + 1.087 48
A U-A-Columbia Cable 47 49 + 2/8 3.08 15 175
A United Cable TV 31 30 + 1 + 3.33 21 127
A Viacom 38 3/4 38 3/4 14 147

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.
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<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 17</td>
<td>C. S. Lewis</td>
<td>&quot;The Four Loves&quot;</td>
</tr>
<tr>
<td>August 24</td>
<td>Edmund A. Steimle</td>
<td>&quot;Well, Here We Are&quot;</td>
</tr>
<tr>
<td>August 31</td>
<td>John A. Redhead</td>
<td>&quot;The Problem of Grief&quot;</td>
</tr>
<tr>
<td>September 7</td>
<td>John Stone Jenkins</td>
<td>&quot;The Most Critical Need&quot;</td>
</tr>
<tr>
<td>September 14</td>
<td>Robert E. Goodrich, Jr.</td>
<td>&quot;The Cross In My Pocket&quot;</td>
</tr>
<tr>
<td>September 21</td>
<td>James A. Smucker</td>
<td>&quot;God's Little Ones&quot;</td>
</tr>
<tr>
<td>September 28</td>
<td>Edmund A. Steimle</td>
<td>&quot;Martha Missed Something&quot;</td>
</tr>
<tr>
<td>October 5</td>
<td>C. FitzSimons Allison</td>
<td>&quot;Christ and Guilt&quot;</td>
</tr>
<tr>
<td>October 12</td>
<td>Thomas L. Jones</td>
<td>&quot;A Letter To Billy Jones&quot;</td>
</tr>
<tr>
<td>October 19</td>
<td>J. Wallace Hamilton</td>
<td>&quot;Sit-Ins Among The Shut-Outs&quot;</td>
</tr>
<tr>
<td>October 26</td>
<td>Ernest T. Campbell</td>
<td>&quot;The Depletion Anxiety&quot;</td>
</tr>
<tr>
<td>November 2</td>
<td>George Gallup, Jr.</td>
<td>&quot;Hope For The Future&quot;</td>
</tr>
</tbody>
</table>

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CBS's Bob Pierpoint: paving the way in WHCA

Back on May 3, in the cavernous ballroom of the Washington Hilton hotel, filled with a black-tie crowd attending the White House Correspondents Association's 66th annual dinner, history of a sort was made when the gavel, symbol of the presidency, was passed to Robert Pierpoint of CBS News. Pierpoint became the first broadcast journalist to hold the office. And, in a way, it was fitting that the breakthrough was achieved by him.

After all, he has covered the White House for most of the last 23 years, longer than any other correspondent now on the beat. And he began when broadcast journalists were not even admitted to memorabilia in the WHCA. They were and they had their own Radio-Television Correspondents Association, which was true. But there was also the feeling among some of the White House press that broadcast journalists weren't, in the same sense print people were, really journalists.

Over the years, Pierpoint did what he could to see to it that broadcast correspondents were considered part of the profession as newspaper and wire service reporters. And he did it—probably to a greater degree than he would have wished—by pulling what he says was the dirty detail for CBS at the White House—-the late-night stak-evens, chasing after the first family on a night on the town, the weekend duty when news was breaking, as well as by covering the daily grind of press briefings and pursuing presidential aides in search of a story.

For Pierpoint has been what might be called an institutionalized number-two newsmen at the White House. He is regarded by colleagues as a thorough, aggressive, professional reporter with good contacts. Pierpoint only at the White House but elsewhere in government, particularly the State Department, and as a radio-TV correspondent whose voice crackles with authority, RKO General Inc.'s Clifford Evans, who is vice president of the WHCA, describes Pierpoint as a "super correspondent" in the "fast company" at the White House. And CBS's vice president and director of news, Burton (Bud) Benjamin, says Pierpoint is "one of our most valued people." But Pierpoint ... well, as one CBS colleague, a booster, has put it, lacks "star quality."

With his hair brushed across his brow, Pierpoint's round face projects an image of uncompromising plainness. His is not the electric handsomeness of Dan Rather or the cool good looks of Bob Schieffer, both of whom he served behind for years at the White House. And when CBS two years ago plucked blonde Lesley Stahl from the co-anchor desk of the Morning News to make her number one at the White House, it wasn't because of her background and experience. "You have to remember," Pierpoint says, smiling, "this is show business. This isn't just journalism."

There's no bitterness in his remark. Pierpoint said that at the time Stahl was being considered for the White House assignment, he had suggested to Benjamin and CBS's Washington bureau chief, Edward Fouhy, that then would be an appropriate time for him to move on to other things. But they, along with Walter Cronkite, persuaded Pierpoint to stay put, at least in part to help Stahl make the adjustment. He did, and seems not to regret the avuncular role. "She's number one and I'm number two, and we get along very well," he says.

Indeed, Pierpoint these days is more relaxed, professionally, in working with Fouhy, a personal friend, and with Benjamin than he had been for a number of years when William Small, now president of NBC News, was head of the CBS Washington bureau and later CBS News vice president. Those were dark days for Pierpoint, when he was not only number two at the White House but sometimes number three, and when dirty details could be very dirty. "Small and I," Pierpoint says, "have never been on the same wavelength."

Pierpoint thought of resigning more than once. But, difficult as things were, other options—-different beats or even an overseas assignment—were not, for various reasons, including personal ones, appealing. Besides, the White House was still a fascinating place to be. During Pierpoint's tour, one President was assassinated, another was driven from office and a third resigned. So, Pierpoint says, there were no offers he couldn't refuse.

But that situation may be changing. Pierpoint is under consideration as a successor to Marvin Kalb—now at NBC—on the diplomatic beat ("Closed Circuit," July 7). And Pierpoint indicates he would like the assignment. Not only would the hours be better—and at 55, reporters with families tend to think of those things—but he is not looking forward to covering another (it would be his sixth) presidential election campaign. Covering campaigns is grueling. But what's more he is comfortable in the area of foreign affairs. In fact, Pierpoint's first eight years with CBS were spent abroad.

He had broken in with the network in 1949 in Sweden as a stringer whose only previous experience in journalism had been as a part-time correspondent for the Swedish Broadcasting Corp.'s English-language service. Pierpoint had gone to the University of Stockholm in 1947, after graduating from the University of Redlands, in California, for what he thought would be a year of seasoning before returning to California and entering Stanford Law School. In 1951, he accepted a CBS offer to sign on as a correspondent to cover the war in Korea. And after two years of the war and three more as CBS bureau chief in Tokyo—a job that kept him commuting among the countries of the Far East and the Pacific—Pierpoint returned to the United States and took the post as White House correspondent he has held with only a few short interruptions ever since.

In time, he was elected to the 10-member board of directors of the White House Correspondents Association. He thought it important that broadcasters be represented, and so did the board that elected him. For the legitimacy of broadcast journalists being recognized, and it was correspondents like Pierpoint who had helped in that regard. It may have been an ABC newsmen, who is critical of Pierpoint in some respects, who nevertheless paid him the most telling compliment when informed of Pierpoint's possible move to the State Department: "He's a good reporter; he won't be fooled."
Precarious perches

To such media events as the leak at Three Mile Island, the eruption of Mount St. Helens and the flood tide of Cuban refugees may now be added the departure of Jane Cahill Pfeiffer from NBC. For a while, the Pfeiffer-Silverman affair, if that is what to call it, drew more attention than the Pope's visit to Brazil. At the peak of the frenzy, Wall Street Journal reporters, seeking the meaning of it all, collected 36 inches of coast-to-coast comment, of which the insightful observations of a field producer for a television station in Portland, Ore., were but a sample.

That isn't the way things used to be. Blood has often flowed on the sixth floor of 30 Rockefeller Plaza, not to mention in the executive suites of two buildings up Sixth Avenue, but the custom was to wipe it up before it seeped into the corridors and to hide the bodies. Any number of high executives have disappeared from broadcasting networks without a word of parting to the outside world.

Pfeiffer would not go quietly. Indeed the shrillness of her first protest may have been supporting evidence for the unkind appraisals, made by some, that she had never understood how things were done in the upper echelons of broadcasting.

In Pfeiffer's defense it must be said that those who propelled her through the door were not exactly seemly. Perhaps it is no longer fashionable at the very top to find ways for failed executives to leave with their self-respect intact. Two weeks before NBC leaked the report of Pfeiffer's imminent departure, Edgar Griffiths, RCA chairman, had fired Maurice R. Valente for failing to live up to expectations in the less than six months he was RCA president.

Perhaps the amenities are obsolete in a business world of increasing complexity and a broadcasting world of intensifying competition. If so, the most important clause in future management contracts will be the one providing terms of settlement upon departure.

Off the air

As was to be expected, the magazine venture of noncommercial television stations in New York, Los Angeles, Chicago and Washington is drawing opposition from commercial publishers. The Dial, a monthly to be introduced in September, is regarded as an unfair competitor for advertising and circulation, subsidized at least indirectly by the government.

The opposition is understandable. No magazines that must spend heavily to sell subscriptions will welcome a competitor that comes into existence with an instant circulation of 650,000—the viewers whose contributions to the sponsoring stations will entitle them to The Dial. Nor can most magazines make a profit on advertising rates as low as those The Dial is charging. Still there may be limits to the obstructions that the existing magazines can erect in the newcomer's path.

The Washingtonian is well within those limits in the petition it has filed with the FCC. It wants the FCC to declare it illegal for noncommercial WETA-TV Washington to promote The Dial on the air, thus removing one of the presumed advantages that The Dial would have over a Washingtonian that cannot afford extensive advertising on commercial television stations.

It is hard to see how the FCC can turn the Washingtonian down. If WETA-TV and the other participating stations are allowed to plug The Dial as an inducement for contributions, the conversion of the noncommercial system to commercial will be complete. Indeed, the process is already far along with those siren fund-raising appeals that frequently pollute the noncommercial air and the credits to sponsors, oops, underwriters of programs.

It is doubted here, however, that the FCC can do much else to deter the noncommercial stations from entering the magazine market. The Dial will use no spectrum space and is therefore outside the FCC's jurisdiction.

Perhaps the fears articulated by the Washingtonian will prove excessive. Like other magazines, The Dial could fail.

Way out

The FCC last week was given no end of advice on what to do about the 13 RKO General licenses left in limbo by the commission's 4-to-3 decision to take three other RKO licenses away. If the agency is to rescue any semblance of justice from the RKO case, it ought to accede to the request by the parent, General Tire, for permission to spin off RKO into a new and independent company.

The penalties already exacted—loss of VHF licenses in three of the biggest markets in the country—far exceed in severity the offenses they are intended to punish or deter. Unless the FCC majority wants to drag the body through the streets, it has no reason to apply further sanctions.

Indeed the commission's own Broadcast Bureau, in its comments filed last week, made a convincing case that the objective of "deterrence" of future transgressions by other licensees had been fully satisfied by the removal of the three RKO television licenses. Although the bureau proposed approval of the spin-off as only one of three alternatives it presented to the FCC, the spin-off, under strict controls to remove present officials from the new company's management, was clearly the bureau's choice.

So should it be the FCC's.

To put the rest of RKO's licenses up for grabs by the scavengers that have been waiting for them would promise no better public service than RKO has historically performed and would only compound the excess of punishment already inflicted. The FCC will undoubtedly be challenged in the courts, whatever course it takes. Its most straightforward course is to approve a spin-off.
Meet
Tom Baker
WROR-FM BOSTON

Every great city has a symbol. For some it's a bridge or a building. In Boston it's a spirit. A spirit of renewal and growth. The town of Paul Revere's ride and Old Ironsides is showing a new face during its 350th Jubilee. At WROR there is a new face as well. A community related, well-accepted adult radio station which is moving rapidly forward in a highly-competitive market. This growth is the result of personal dedication and acute market awareness brought to the station by General Manager Tom Baker.

Tom eagerly gives credit for the impressive growth of WROR to many, from his roots in the Boston North End birthplace of his mother, to the team spirit of his staff. But first among all is his family. A deeply committed husband and father, he cites the unity of home and purpose as the main ingredient in his success.

This unity manifests itself in the community activities of the station as well. An avid runner, Tom has brought this interest to the station's activities and WROR supported the wheelchair entrants in the Boston Marathon. WROR also has distinguished itself as the key station in both the "Right on Red" vehicle law and the publishing of the official "Jubilee 350 Calendar" listing the events surrounding this momentous event in the history of Boston. Sensitive, involved, committed and dedicated to family and career, Tom Baker crosses the finish line at RKO. We have been pleased to let you run alongside and get to meet him.
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