FCC's yes on cable deregulation ☑ Capcities buying Cablecom ☑ Special report on TV journalism

Broadcasting Jul 28
The newsweekly of broadcasting and allied arts

WABC-TV picks a winner

Your New Day
WITH Vidal Sassoon

WABC-TV New York, the #1 station in the #1 market, picks YOUR NEW DAY with Vidal Sassoon. On September 8, join stations coast to coast when this season's hottest new show premieres.

For more information, contact: John Doscher, Jack Thayer or Stan Moger at sM Entertainment, 1180 Avenue of the Americas, (212) 790-4800
A Clean
Television's highest rated

NOV 1979 NSI

FEB 1980 NSI
Sweep!
off-network series.

MAY 1980 NSI

#1 in Prime Access
#1 in Early Fringe
#1 in Late Night
#1 in Households
#1 in Total Women
#1 in Women 18-49
#1 in Total Men
#1 Men 18-49

M*A*S*H
Still the One!

“Family Feud” is the Number One choice in game shows among women 18-49 and men 18-49.

Not just by a hair, but by a commanding preference!

With young women, for example, “Family Feud’s” average DMA rating is 1.8 points higher than the second-ranked game. And 2.1 points higher than the third.

The story was the same in February. And also in November.

But in September, it will take on a beautiful new twist. A new strip format. That’s when you can use “Family Feud’s” exceptional strength to attract your key access audience of 18-49 adults five nights every week!

Goodson-Todman’s

“FAMILY FEUD”

Hosted by Richard Dawson

Audience estimates subject to qualifications available on request.
©1980 Viacom International Inc. All rights reserved.
BOWING OUT OF CABLE □ The FCC repeals its rules on syndicated exclusivity and distant-signal importation. It triggers court action by Malrite and plans for legal counterattacks by NAB and MPAA. The Hill may get into the act. PAGE 25.

CAPCITIES UPS ITS CABLE ANTE □ The major broadcaster-publisher agrees to buy RKO General’s Cablecom-General for $139 million. PAGE 28.

POST MORTEMS ON FORD-BUSH □ The critics have a field day with speculation about the influence of media on politics. The networks take their lamps—and bows—on coverage of the vice presidential shuffle in Detroit. PAGE 28.

STRIKE REPERCUSSIONS □ The walk-out of SAG and AFTRA poses a threat to production for the new season and higher charges right on down the line to the consumer. Payments for performers in the new video technologies are a major issue. PAGE 30.

A+ MARKS FOR LOCAL TV JOURNALISM □ The latest technological advances and the oldest journalistic traditions enabled local television to cope with news breaks around the corner and around the world during the past year. Some of the people involved lend insight to the challenges and trends. PAGE 33. BROADCASTING spotlights notable efforts in the pursuit of spot news, PAGE 38; in the presentation of public-affairs programming, PAGE 54; in the structuring of documentaries and the pursuit of investigative reporting, PAGE 60.

KARL ELLER’S POSSIBLE DREAMS □ The media entrepreneur has never thought in small terms. And observers note that his latest venture with Charter shows he has no intention of lowering his goals or changing his tactics. PAGE 80.

TOUGH TO FIGURE □ Wall Street analysts see no clear pattern in the current performance of media-related stocks. They call broadcast and cable activity a “hodgepodge.” PAGE 85.

ABC SLOWDOWN □ The company’s earnings in the second quarter decline to $53.8 million, 6% under the same period in 1979. First-half profits slip 5% to $78.1 million. PAGE 85.

MARGIN OF ERROR □ Arbitron Radio launches a replication study to better define sampling errors in its audience studies. PAGE 87.

PTY-CABLE TOGETHERNESS □ Public broadcasters and cable operators conduct an experiment that some see as a precursor to a California cable network. Test involves a two-hour teleconference on the energy issue. PAGE 89.

TV’S ECONOMIC COVERAGE □ Three articles in Industry Week point out difficulties in the relationship between the medium and business. PAGE 90.

MUSSED UP IN MOSCOW □ American newspapermen get rough treatment when they try to cover anything but sports. PAGE 91.

CBS GOES IT ALONE □ Company breaks with the rest of the industry on teletext standards. It will submit its own ideas, based on French Antiope system, to FCC. PAGE 92.

CABLE NET ONE TENANTS □ The final slots on the satellite to be launched next June go to CNN, Warner Amex and Times Mirror. PAGE 93.

HELPING HAND FROM UNCLE SAM □ NTIA makes four awards, totaling $1.8 million, to encourage satellite use by the public sector. PAGE 94.

PRAGMATIQUE RELATIONSHIPS □ Shaun Sheehan believes in extracting emotionalism from issues and dealing with basics. It’s the realistic approach that has helped him to cope with the challenges of his post as senior vice president, public relations, at NAB. PAGE 121.
NEW FROM MCA TV! "Universal Network Movies 85"

Here's a superb combination of 85 movies especially made for the networks — 33 90-minute and 52 two-hour lengths — perfect for all your movie time slots!

Each movie has the stars that today's audiences look for — Peter Falk, Dennis Weaver, Barbara Eden, Larry Hagman, Henry Fonda, Lee Remick, Angie Dickinson, Raymond Burr, Shirley Jones, Robert Conrad, Kirk Douglas, Martin Sheen, Martin Balsam, Anthony Quinn, Brenda Vaccaro, Walter Matthau, Jill Clayburgh and dozens and dozens more!

In the kind of movies that television audiences love: contemporary drama, with lots of action, adventure, romance, mystery and suspense! Almost all available now!

85 of television's best movies from the company that started it all.
Forward march

TV networks are nearing end of up-front selling of prime time for new season and by their own counts their total is within whisker of last year's record of about $1.6 billion. CBS official claims lead with almost $600 million to date; NBC executive claims second at nearly $500 million and ABC official—claiming other two are exaggerating—checks in at over $400 million. Sales officials generally seem elated, pointing out that buyers this year lack impetus provided last year by knowledge that inventory would be substantially curtailed by winter Olympics.

Generally, word is that most buyers are spending more than year ago, but also holding back more. CBS sources estimate their rates are up by 10%-12%, maybe 13%-14%. NBC's are said to average 8%-10% increase while ABC's—because of ratings slippage—are believed to be up by 6%-8%. Up-front selling should be completed in next week or so. Scatter-plan—and some daytime—selling has already started.

Safety measure

Money wasn't only object in selection of Capital Cities Communications among other bidders for RKO's Cablecom-General (see page 28). Others wanting to buy Cablecom offered as much money (nearly $140 million) and same terms. It's understood Blyth Eastman Paine Webber recommended sale to Capcities because, as company with no present cable operations, its acquisition of major cable group would raise less Justice Department interest than might be aroused by Cablecom sale to existing MSO. Among other bidders were Wometco and Tele-Communications Inc.

Feds on franchising

Federal investigations into awards of cable franchises in Pittsburgh and Houston are heating up. Houston Mayor Jim McConn appeared last Tuesday before federal grand jury that has been probing possible violations of antitrust laws in city's award of five franchises last year. He and several members of city council at time awards were made were subpoenaed early this month, but McConn was first to appear. Records of companies that won franchises and of Storer Broadcasting and Warner Amex Cable Communications which bought three of franchises have also been subpoenaed.

In Pittsburgh, two and possibly five other council members were subpoenaed last week by grand jury investigating possible influence peddling and bribes surrounding award of franchise to Warner Amex subsidiary there. Three council members were subpoenaed by grand jury in May, but only one showed up (Broadcasting, July 14).

War council

National Association of Broadcasters will confer tomorrow (July 29) with number of communications attorneys in effort to develop strategy to counter FCC's decision to eliminate distant-signal and syndicated-exclusivity rules (see page 25). Most likely, NAB and industry groups will join as intervenors in Malrite Broadcasting's appeal, filed in Second Circuit Court of Appeals, New York, immediately after last week's ruling.

Feeling among some lawyers is that Second Circuit may be more favorable to broadcasters' point of view than U.S. Court of Appeals in Washington, where most FCC cases are heard. In fact, sources say Malrite may not have acted alone in deciding to appeal in New York. First thing court will be asked to do is stay FCC deregulation.

Fights in fringe?

With schedule of Democratic national convention still being worked out, one key question is whether prime time will be reserved for celebration of Democratic party, in full view of network cameras, or for discord. Since Senator Edward M. Kennedy (D-Mass.) seems determined to challenge President Carter for nomination, convention managers foresee long sessions on each of four days and are prepared for fights over rules and platform. But they have planned to interrupt those fights in prime time for speeches and films honoring party and spelling out its differences with Republicans.

Not clear last week, after meeting of Kennedy and Carter people on convention, is whether Kennedy forces are agreeable to call recess in fights that would otherwise spill over into prime time.

Togetherness

FCC may go along with National Association of Broadcasters' petition for joint industry-government advisory group to study all aspects of radio allocations, despite FCC staff recommendation against it. Staff, taking cue from Chairman Charles Ferris, is preparing decision saying there are already number of ongoing aural rulemakings and there is no need to combine them at this time. But there are indications four commissioners—James Quello, Robert Lee, Abbott Washburn and either Joseph Fogarty or Anne Jones—will disagree. NAB has argued that piecemeal approach to creation of more radio stations is undesirable.

Short cut

Since Magnavox believes that much of support for Kahn/Hazeltine AM stereo system stems from fact that many broadcasters have already purchased and installed equipment in experimental stage, it has developed way to convert Kahn exciter to generate Magnavox-format AM stereo broadcast signal.

Bob Streeter, co-inventor of Magnavox system, said conversion is simple and that Kahn equipment of one major broadcast group has already been converted. Magnavox will demonstrate converted exciter to other broadcasters who have purchased Kahn equipment.

To each its own

Potentially messy affiliation switchover in Atlanta is on verge of solution. When wsbtv there jumped from NBC to ABC, there was talk that wxia-tv—which is moving from ABC to NBC—might hold ABC to full term of its contract and cherry-pick from both networks from Sept. 30, when wsbtv's NBC contract expires, to Dec. 5, termination of wxia's ABC deal ("Closed Circuit," June 9).

But both networks and both stations have been conferring, and word late last week was that switchover would occur week of Sept. 1.

Trib stock soars

Fair market value of Tribune Co. (Chicago "Tribune, New York Daily News, Won Continental Broadcasting, paper mills in Canada and other newspapers) has jumped 10% in past quarter. Stockholders have been notified that shares (about 8,000 outstanding) had increased in value from $60,000 to $66,000 each as of July 8. (That totes up to $528 million, all held by heirs of late Colonel Robert R. McCormick and associates, along with beneficial interest in trusts and stock held by senior employees of parent company.)

STV-ITNA

If next brave news world turns out to be subscription television, Independent Television News Association is ready and waiting. STV stations this week will receive "get-acquainted" letter from ITNA and news supplier is arranging meeting with newly formed Subscription Television Association. Already ITNA client is Golden West Broadcasters' STV, KHFC-TV Oklahoma City, which will debut with daytime news in fall.


d-Con □ 4-Gone insecticide. Begins this week for four weeks in more than 10 markets. Prime and late fringe times. Agency: William B. Tanner, Memphis.

****** TV ONLY ********

AdVantage

We'll be glad to, Mego Corp. has agreed to follow suggestions of National Council of Better Business Bureaus for its toy advertising and use phrase "You have to put it together" in lieu of "Assembly required." Bureau suggested children might more easily understand first version.

Bear's best friend. Kellogg Co., through Leo Burnett U.S.A., is full sponsor of three upcoming Berenstain Bears animated half-hour specials on NBC-TV. Newly produced Berenstain Bears Meet Big Paw for Thanksgiving Holiday is set for Nov. 20; returns of The Berenstain Bears' Christmas Tree and The Berenstain Bears' Easter Surprise for seasonal encore. Co-producers are Perpetual Motion Pictures and The Gates Brothers Co.

New York makes it official. Television and radio commercial titled "I Love New York," commissioned to promote tourism in state, became official song of New York by proclamation of Governor Hugh Carey. Jingle was created by writer Steve Karman, who was also responsible for TV-radio catch-phrases, "When you say Budweiser, you've said it all" and "Weekends were made for Michelob."

Promote. Klein & X, Los Angeles-based broadcast promotion firm, has established two new divisions: Ocean Gate Productions and Splice Here. Ocean Gate ... and subscription television fields and will be headed by Mark Rasmussen. Splice will provide film and tape editing facilities. Bob Hughes will direct.

Report

WXIT(WTV) Syracuse, N.Y.: To Katz-American Television from Petry Television.

WXIW(AM) Miami, Fla.: To Bernard Howard from Savalli/Gates.

WHEN A CLEVELAND SCHOOL ASKED US FOR HELP, WE GAVE THEM THE BRUSH.

Sometimes a brush and a few gallons of paint can make a big difference. At Collinwood High on Cleveland's Far East Side, that's all it took to turn a deteriorating environment into a source of pride, and an example for others to follow.

It all began when a Collinwood teacher asked WKYC-TV's Editorial Director to sit in on a class. The subject hit close to home—urban decay.

After the discussion, the students asked him to comment. He didn't hesitate. "Neither you nor I can fix the lack of money, or lack of books, or the big things," he said. He looked around the classroom at the dull tan paint peeling off the walls. "You can fix a small thing. You can probably do it in a day, and if you want to do the work... the least we can do is pay for it."

The total cost was $297, for paint and supplies, lunch, and equipment rental fees. The teacher and 29 student volunteers worked from 9 a.m. to 8 p.m. one Saturday, painting the room a lively sky-blue. Our biggest contribution was not the money, though.

It was the idea.

WKYC-TV is just one of the five Flagship Stations of NBC—each committed to serve its own community. Sometimes the commitment is large, like our Health Fairs that have provided free medical screenings for hundreds of thousands of people. Sometimes it's small, like a couple of brushes and some paint.

What's important is that the commitment is there—a commitment that's helping us paint a brighter future for the cities we serve.

THE FLAGSHIP STATIONS OF NBC

WKYC-TV CLEVELAND
WRC-TV WASHINGTON, D.C.
WMAQ-TV CHICAGO
WNBC-TV NEW YORK
KNBC-TV LOS ANGELES


Helsberg Diamond Shops □ Begins this month for two weeks in 18 markets. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 18-34.


# WGN Television

## #1 independent in the top 20 markets.

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<th>Rank</th>
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AND THAT'S NOT ALL... WGN-TV IS THE #1 ADULT STATION FROM 5-7 PM WEEKDAYS** (18-49)

AND THAT'S NOT ALL... CALL WGN CONTINENTAL SALES COMPANY OFFICES FOR THE REST!

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • DETROIT

*Source: NSI, May, 1980 DMA Share, 5-7am-7am

**Source: ARB, May, 1980

Data subject to qualifications listed in both reports

AND THAT'S NOT ALL... CALL WGN CONTINENTAL SALES COMPANY OFFICES FOR THE REST!  
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**Source: ARB, May, 1980

Data subject to qualifications listed in both reports
Datebook

This week


July 31-Aug. 1 — Arkansas Association of Broadcasters meeting. Friday luncheon speaker: Lionel Van Derlin (D-Calif.), chairman of House Communications Subcommittee. The Arlington, Hot Springs.

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


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


September

Sept. 1 — Deadline for entries for annual Women at Work broadcast awards sponsored by National Commission on Working Women for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

Sept. 5-6 — Radio-Television News Directors Association board meeting. New York Hilton.


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


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


Sept. 15 — Deadline for submissions to Atomic Industrial Forum’s Forum Award competition. Award carries $1,000 prizes in both electronic and print media for excellence in reporting on peaceful uses of
GOOD NEWS TRAVELS FAST

On the first newswire designed especially for television.

In fact, over 18 times faster than on an ordinary broadcast wire. That's the incredible speed of the AP TV Wire, the first newswire developed especially for television.

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

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INNOVATION for better news programming
"Go Tell It...", the first television magazine for all Americans about issues of particular interest to Black Americans, covered a lot of territory in its first season. Three quarters of the country, on 59 charter stations. And that was just for openers.

In its first year this special interest series caught the attention and won the approval of reviewers and audiences and support of advertisers like Scott Paper, Pepsi Cola, Bristol-Myers.

From the critics:
"...earnest, well-focused 6-part magazine series."  
— Los Angeles Times
"...well produced" — Variety
"...this syndicated public affairs program emphasizes the positive." — Detroit News

From the viewers:
"I was touched" — Dallas, Texas
"Let’s have more" — Mamaronect, N.Y.
"You inspired and encouraged me" — Jasper, Florida
"...The sponsors are deserving of patronage" — St. Louis, Missouri

"Go Tell It..." is telling us all something... Americans appreciate and respond to television programs that focus on their special interests.

- Six half-hour Public Affairs specials each year.
- Hosted by Benjamin L. Hooks, nationally respected human rights leader.
- A Public Affairs program for early evening viewing.
- Produced by WDIV, Detroit and Post-Newsweek Productions.

In Los Angeles: 2049 Century Park East #3470 (213) 557-0321


* Sept. 21-23 - Nebraska Broadcasters Association annual convention. Midtown Holiday Inn, Grand Island.

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


* Sept. 24 - Cable Television Administration and Marketing Society Southeast regional marketing seminar. Atlanta Hilton.

* Sept. 24-26 - Tennessee Association of Broadcasters annual meeting. Hyatt Regency, Knoxville.

* Sept. 24-26 - Indiana Broadcasters Association fall conference. Executive Inn, Vincennes.


* Sept. 28-30 - New Jersey Broadcasters Association 34th annual convention. Bally's Park Place hotel, Atlantic City.


October

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


Insert Clock

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

Oct. 2-5 - Federal Communications Bar Association annual seminar. The Playboy Great Gorge Resort and Country Club, McAfee, N.J.

Oct. 3-4 - National Federation of Local Cable Programming mid-Atlantic region, Fall conference. Hosted by Berks Community Television, independent community television producers, Reading, Pa.


Oct. 3-5 - American Women in Radio and Television northeast area conference. Tutt Inn, Albany, N.Y.


Oct. 5-7 - Common Carrier Association for Telecommunications annual MDS convention. Washington Hilton, Washington, D.C.


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


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


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


Yes! It’s Another New Console From BE...

The Elegant Model 10S250, Ten-Mixer Stereo Rotary Console

Broadcast Electronics already offers the widest selection of audio consoles in the industry. So why add another model? Because our customers like our 5 and 8-mixer rotary consoles so well that many have asked for the same BE performance, quality and styling in a 10-mixer version.

The new 10S250 gives you all this:

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- Ten plug-in stereo preamps, four line amps, two monitor amps, and one cue/headphone amp standard
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For complete information, call your local Spotmaster® Distributor or contact:

Broadcast Electronics Inc.
4100 N. 24th Street, P.O. Box 3608, Quincy, IL 62301, (217) 224-9600, TELEX: 25-0142

November

Nov. 3-4 — Cable Television Administration and Marketing Society direct sales seminar. Hotel Colonnade, Boston.

Nov. 9-14 — Society of Motion Picture and Television Engineers, 1220 technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 10-12 — Television Bureau of Advertising’s annual meeting. Hilton hotel, Las Vegas.


Nov. 12-14 — American Association of Advertising Agencies central regional annual meeting. Ritz Carlton, Chicago.


Nov. 12-14 — Oregon Association of Broadcasters 45th annual convention. Marriott hotel, Portland.


Nov. 16-17 — Tennessee Cable Television Association annual fall convention. The Maxwell House, Nashville.

Nov. 17-18 — Society of Cable Television Engineers technical meeting and workshop. Hyatt hotel, Phoenix.
KOA-TV, DENVER

KOA-TV, DENVER, COLORADO
IS PLEASED TO ANNOUNCE
THE APPOINTMENT OF
KATZ AMERICAN TELEVISION
AS OUR SALES AND MARKETING
REPRESENTATIVES.
KOA-TV, KATZ, THE BEST.
Don't touch that 'Dial!'  

EDITOR: The July 14 editorial, "Off the Air," exposes again an unfortunate blind spot in your otherwise excellent trade magazine: your antipublic-broadcasting prejudice.

The argument about government support of public broadcasting is, if not moot, then quantitative. Every commercial station's channel monopoly is guaranteed and maintained by a tax-supported government agency; the U.S. Postal Service is supported by tax money, thereby keeping down the mailing costs for all publications. What Phillip Merrill of Washingtonian magazine must learn is the lesson learned by most successful and enlightened commercial broadcasters who compete for audience with public radio or TV: The best way to deal with the problem generated by the advent of The Dial is not grumbling and litigation; it is simply to be a better magazine.—John M. Emery, manager, WCJB Productions, Waltham, Mass.


cutting down upcuts

EDITOR: The number of picture upcuts seen on the networks' coverage of the Republican convention should be enough reason for them to stop trying to sweeten pool coverage for the sake of looking different. The upcuts and the many close-up stage line jump cuts are distracting, look stupid and are not excusable—just like they said in school.—Joseph Mccusker, pool director, United Nations Television, New York.

get on with it

EDITOR: In your June 30 story on AM stereo ("FCC brings AM stereo back to the barn") you found it "surprising" that we at Belar Electronics Laboratory are unhappy about the report that the commission might reopen the entire AM stereo matter at its Aug. 1 meeting. It's not so surprising. Belar has always favored quick action on AM stereo and opposed pointless delay. That's why Belar joined the other proponents of AM stereo in urging the commission to select a single system.

Naturally, we were disappointed to learn on April 9 that Belar was not the winner, although we were pleased to note that Belar came in a close second to Magnavox. However, now that the commission has done exactly what we and the other proponents of AM stereo asked it to do—that is, select a single system—we at Belar are not going to adopt the crybaby approach of complaining about the choice that was made. Instead, we urge the commission to release the text of its decision as soon as possible. We want to get on with AM stereo.

In the flurry of press accounts that followed the commission's decision, one point seems to have been completely overlooked: Selection of the Magnavox system does not rule out marketplace competition or technical innovation. Once the commission's decision is made final, every manufacturer (including Belar, Motorola, Hazeltine and Kahn) will have the opportunity to produce and refine equipment that meets the technical specifications of the regulation proposed by Magnavox. Magnavox has already announced (it could hardly do otherwise) that its broadcast equipment patents will be made available royalty-free to other manufacturers of broadcast station equipment. As we see it, every manufacturer will have the incentive to improve existing technology and produce equipment for sale in marketplace competition with the other manufacturers.—Arno Meyer, president, Belar Electronics Laboratory, Devon, Pa.
AN OPEN LETTER TO MR. ROONE ARLEDGE
PRESIDENT
ABC NEWS

Dear Mr. Arledge:

After viewing the "20/20" segment on rail safety on June 5, I concluded that "20/20" bears about as much relationship to real journalism as "Charlie's Angels" does to real police work.

Having briefed ABC's producer on the well-documented facts of rail safety, particularly concerning the rail movement of hazardous materials, only to have those facts all but ignored, I must comment on the lack of professionalism displayed in the "20/20" broadcast. With its conspicuously biased report, "20/20" has done significant harm to the reputation of the railroad industry in general and to the individual railroads depicted so inaccurately on this program.

We were informed by the producer before any filming took place that "20/20" was working on the thesis that railroad track is deteriorating, that increasing amounts of hazardous materials are being shipped by rail, and that catastrophic accidents "are waiting to happen." In response to our demonstration that this premise was invalid, "20/20" made several offhanded comments that things were getting better, and proceeded to use ten-year-old film clips in an effort to prove that the predetermined story line was accurate. The resulting broadcast showed reckless disregard for the truth.

Railroads aren't perfect. But the facts, which are available to anyone willing to check them, clearly establish that railroads are the safest way of shipping anything overland. Last year, freight trains moved 70% of all hazardous materials transported within the United States. Yet trains were involved in only 9% of all accidents related to the shipping of such materials. Of the remaining 91% of hazardous materials accidents, 75% of all injuries and 80% of all fatalities occurred on public highways and involved motor vehicles. And as "20/20" knew but ignored, there were no fatalities last year in rail accidents involving hazardous materials.

Railroad safety has been improving steadily. Last year was the railroads' safest since record keeping began more than one hundred years ago. This is why I am particularly concerned about the distortions and bias of the "20/20" report.

Because I am as much a journalist as a public relations practitioner, I believe the best interests of my industry and the public are served by a full and open discussion of matters of public concern. In that belief, I have always cooperated with reputable members of news organizations. Even after my confrontation with "20/20," I still intend to assist reputable reporters and writers. I hope ABC News will provide some of them.

Sincerely,

Lawrence H. Kaufman
Vice President
Information and Public Affairs

ASSOCIATION OF AMERICAN RAILROADS
OFFICE OF INFORMATION AND PUBLIC AFFAIRS
1920 L STREET, N.W. - WASHINGTON, D.C. 20036 - 202/293-4160

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We made a name for ourself
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Then a reporter. He went into radio
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Broadcasting Company. Today he's
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His life has been dedicated to
news and community service.
Jack Howard has helped us make
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We share his dedication to
excellence in news and community
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And now we share his name.

KTEW is now KJRH.

A Scripps-Howard Broadcasting Station.
Pack's pats and pan for local TV news

Games people play. If you’re going to build a local news audience—especially if you’re coming from behind and are trying to knock off the number one—there’s one essential ingredient. It’s called patience, and it is a virtue seldom possessed by television station general managers. Instead of realizing that the habit factor is so strong in local news that it can take years to overtake and pass an established leader, many general managers prefer to play the “News Merry-Go-Round Game.”

It goes like this:

The ratings are down, or not moving fast. So...
1. You change the set. Be sure to spend a lot of dough. Dazzle ‘em!
2. When that doesn’t work, fire at least one anchor. Fire a new one, under 30, from out of town—far out.
3. No luck. So fire the other anchor. Replace him or her.
4. No improvement. Nielsen shows station up one-tenth of one per cent, Arbitron says down two points. Solution: Fire the news director.
5. Tell the new news director to find a new sportscaster, and a weatherperson.
6. Watch out! Now there’s a dangerous variation on the local news game, imported from New York, Los Angeles and Chicago—“Fire the General Manager.”

Words. Rarely do you hear news executives talk about writing. They will bitch about the general manager’s penury, the engineers’ continuing goof-ups, the anchorman’s fluffs and high salary, the poor quality of the network’s DEF (daily electronic feed) service, the weatherman’s confusing charts and the sports director’s verbosity. But seldom are heard complaints about bad writing, or praise for good writing.

At best, television news writing is dull. At worst, it often resembles the voice-over copy that accompanies industrial films. Try and find news writing that has flavor, bite, style, coherence, precision. Why is writing so neglected? Is it because so many news directors and producers are so in love with equipment, pictures and action that they forget that, wonderful as are the modern instruments of communication, ultimately all news must depend on that ancient primary means of communication, the word?

Heads good and bad. I sometimes wish the late Chet Huntley, a great TV newsman, had never made that speech about

Richard Pack, now head of his own radio, TV and motion picture production firm, was for nearly 20 years senior vice president, radio and TV programing, for Westinghouse Broadcasting. In that capacity he also directed news operations. After leaving Westinghouse, he was for four years creative consultant, programing, for Post-Newsweek Stations.

“talking heads” and how bad they are for television. At the time there was a great deal of truth in what he said. TV news, the young child of radio, was too talky and not sufficiently visual.

Now, a younger generation of news directors and producers are so obsessed with avoiding “talking heads” that they often go overboard on visuals and on any film, good or bad, as long as it’s film or tape. I, too, think “talking heads” can become a drag, especially when a local news program is cluttered with so many of the usual and familiar speechifying heads that seem to be a hallmark of local news: the mayor, the police chief, the same civic faces and voices, the same local establishment types, and institutional spokesmen.

Still, there’s no reason to waste time with a dull or empty piece of tape or film, when that same time might better be used for a “telling” story by the anchorman, telling the audience a solid piece of news. Talking heads also can be valid in the field reporter’s story, when that head has something important or interesting or amusing or moving to say. Too often editors and producers cut away quickly from a meaningful talking head to a dull cover picture or a meaningless shot. Pictures instead of meaning.

Oiden times. Accentuating the negative when discussing local TV news is constructive. Too many of the people associated with local news have become smug and complacent, resting on their ratings laurels. Local TV news has reached a plateau. When you travel around, small market or large, you see a terrible same-ness about news. The same formats, the same gimmicks, the same concepts, the same attitude, the same sets, the same interchangeable anchor people. They are stuck in a rut, and what it will take to move them to a higher level of broadcast journalism is fresh ideas, a serious focus on content, courage to innovate and break out of old formats—not new gadgets and machinery.

Still, it must be recognized that local TV news has made tremendous strides over the years, and its achievements should not be minimized. Network news people have always tended to look down on local news, even when their own news was rooted in old ways. Many of the techniques and concepts of modern television news presentation and production were pioneered by local stations. In fact, not until ABC News shook things up under Av Westin did network news stir out of its comfortable traditional ways.

Back to the beat. I believe more attention must be paid to the development of television reporters. Too often, they are not enterprising enough, nor do they innovate. The role of the reporter differs from station to station and has not been adequately defined. The reporter must be more than just an anchor who happens to do his or her stuff from the field, rather than from a studio.

Reporters—and this largely may be the fault of their news directors or assignment editors—too often stick to the traditional beats, the usual local establishment sources, and to wire-service-originated stories.

Recommended. If I were a professor of journalism or director of a local news department, I would advise my students or staff to watch the following: the ABC World News Tonight, CBS’s Sunday Morning, Phil Donahue. And listen to National Public Radio’s All Things Considered.

If I were a professor of journalism, I would pay more attention to broadcast journalism. Quite a few journalism profs are snobs about TV—print-oriented to the point that they continually downplay television news and overlay the virtues of newspapers. Travel around the country and you’ll discover many stations which, despite their faults, are doing a better job of covering the local scene than the competitive newspapers in their market.

In closing. On the other hand, let’s hear it for radio news. Why is it that you can hear a crisp, well-written five-minute radio newscast and, and know what’s been happening much better than after watching a half hour or hour or 90-minute TV news program? I don’t know. I just asked.
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ATLANTA—While covering the legislative sessions of the Georgia House of Representatives, WXIA news photographer Steve Byerly noticed something odd.

Legislators were using electronic voting machines to vote on legislation for their absent colleagues, a clear violation of a House rule.

So, every time the team from WXIA, a Gannett television station, spotted this misconduct, they turned on the cameras. After three weeks they had taped enough material freezing the action of the voting violations as they happened—for a revealing news report.

As a result of this alert and aggressive reporting, the Speaker of the Georgia House began warning offending legislators that WXIA was watching and told them they had better cast only one vote: their own.

Almost immediately the strange voting practices were stopped cold in their tracks, and the voting rule involved became known throughout the House as “the WXIA rule.”

All the people at Gannett take special pride in concerned journalism and community commitment like that expressed by the news crews at WXIA.

It reflects the strong commitment to excellence, professionalism and independent community service that we all share.

At Gannett, we have a commitment to freedom in every business we are in, whether it is newspaper, TV, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, from Atlanta to Yonkers, from Fort Myers to Fort Wayne, from Phoenix to Poughkeepsie, in news coverage, in editorial opinions, in community service—each member serving its own audience in its own way.
FCC now all but out of cable business

Commission repeals rules on syndicated exclusivity and distant-signal importation; Malrite immediately goes to court while NAB and MPAA plan legal counterattack; Hill may get into the act

The FCC, in the name of program diversity, last week repealed two of its last rules that have limited cable television in its use of broadcast signals.

And before the ink on the order was dry, the decision faced appeal. Malrite Broadcasting, which owns WUHF-TV Rochester, N.Y., an independent UHF station, and WCTT-TV New Bern, N.C., an ABC-affiliated VHF as well as a radio group, filed a notice of appeal in the Second Circuit Court of Appeals in New York. Malrite said it would argue that repeal of the rules endangers young UHF independents.

Malrite's appeal will not stand alone. The National Association of Broadcasters, the Motion Picture Association of America and the Association of Independent Television Stations have all vowed to do whatever they can to prevent the pro-mulgation of last week's decision.

And repercussions from a House Judicial Subcommittee are expected. The subcommittee's chairman, Robert Kastenmeier (D-Wis.), had asked FCC Chairman Charles Ferris last March to delay action until new copyright legislation could be considered. Ferris gave him a firm no (Broadcasting, March 31). Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, last week called the ruling a "big break for cable." But he explained that "this will bring closer the time when cable will face competition with broadcasters as programmers rather than just carriers." Van Deerlin said the decision "mandates further action by the Judiciary Committee on copyright legislation" and indicated that he is sure his committee will be "pressed for early FCC oversight hearings"—normally scheduled for February.

In a 4-to-3 vote—Commissioners Robert E. Lee, James Quello and Abbott Washburn dissenting—the FCC eliminated all limits on the number of broadcast signals a cable system may carry and removed the protection formerly granted local television stations against duplication of the syndicated programing to which they hold exhibition rights.

The four-member majority, Chairman Ferris, Joseph Fogarty, Tyrone Brown and Anne Jones, concluded that elimination of the rules would result in benefits to viewers at no significant harm to broadcasters.

Broadcasters, however, had vigorously argued that they faced an erosion of audience and a loss of program values if the cable companies were allowed to carry all the broadcast signals they desired. Program distributors had asserted that the marketplace would be dislocated by the removal of syndicated-exclusivity rules.

During the commission's discussion before voting last Tuesday (July 22), Commissioner Brown explained: "There are grounds in the argument that cable systems pay less for programming than those who buy it for over-the-air broadcast. In my mind, there's no doubt that cable is getting a break. The question we have to deal with is whether this has an impact on broadcasting, not profits but its ability to provide service around the country. The report makes a devastating case that that kind of impact is not being made, and that's as far as we need inquire, as a matter of communications policy."

The report to which he referred was one prepared by the FCC Cable Television Bureau in support of its recommendation to eliminate the rules. The bureau concluded that a number of studies conducted over a four-year period beginning in 1972, when the rules were first adopted, showed little audience diversion from broadcasting to cable and only some loss of broadcast revenue in three of 170 markets—at no loss of broadcast service. The studies were attacked by broadcast groups as biased in favor of cable.

The FCC also concluded that due to several factors, among them increasing population and rising advertising rates, net profits of TV stations have continued to increase despite large increases in the number of cable TV subscribers.

Another decisive factor in the commission's decision was a poll, conducted by the National Cable Television Association, concluding that all cable systems in the top 100 markets that were subject to the syndicated-exclusivity rule, only 27% had been asked by local broadcasters to provide syndicated protection.

Chairman Ferris said: "It is clear that removing the 'protection' of exclusivity arrangements will not 'destroy' the supply of program materials. This regulatory protection is in fact rarely requested by local broadcasters and would, in any event, provide a small scope of security to a relatively few limited number of programs even if . . . applied."

"The program supply market can now..."
Congress adopted the compulsory license fee in 1976. Washburn, however, said the commission should defer action pending congressional review of the copyright law. He asked Nichols: "Don’t you think cable is going through a revolving door on someone else’s push?"

Quello, while approving of the distant signal analysis, said the staff was "too anxious" to prove there was no need for syndicated exclusivity. In his dissent, he quoted a Storer Broadcasting analysis that harshly criticized the economic report from the Cable Bureau.

In the Tuesday meeting Quello expressed concern about what he felt was a "distinct" economic advantage cable had over traditional broadcasters, and he said he did not know "the potential impact on UHF development" a rule change would have.

Ferris responded by saying: "Our staff has found that cable has in many cases improved the profitability of broadcast stations by improving the reception of an otherwise weak UHF signal."

Quello was not to be swayed. "Elimination of the syndicated exclusivity is not justified; there’s a basic inequity; it’s not wanted and doesn’t serve the public interest," he said. "It doesn’t provide true programming diversity, just time diversity."

Quello added: "What’s going to happen in three years with cable coming on faster than ever before? There’s a dissolution in revenues and a dissolution in service ... We’re flaunting the intent of Congress."

Quello then proposed that the commission delay action until the Copyright Royalty Tribunal adopts new compensation rates. He advocated oral argument, meanwhile, so the commission would be equipped with "fresh data" to make its decision.

Washburn and Lee agreed with this proposal. Ferris and Brown, however, argued that the commission should not delay until Congress acts, despite requests from Congress to do so. Both said that Congress, in adopting the 1976 act initiating the compulsory license fee, along with subsequent acts of the CRTC, provide parties with a proper forum to seek a change in compensation arrangements.

It appeared for a while during the meeting that a compromise might be reached on the syndicated-exclusivity issue. Commissioner Fogarty said that although he believed the rule to be "inane" and has advocated its repeal for a long time, he was concerned about the "timing" of such a repeal. "The commission foisted these rules on the individual parties and it would be inequitable to repeal them without the transition necessary for parties to adjust to a change in policy," he advocated a transition period of some sort for existing contracts.

Quello said he would work with Fogarty on drafting a proposal for a three-year moratorium, one that would protect not only existing contracts but any new ones until a three-year cut-off date.

FCC General Counsel Bob Bruce, however, cautioned that it would be an "extremely heavy burden," to justify delay on the basis of the record.

The commission recessed for lunch, during which time Quello and Fogarty agreed to draft a proposal satisfactory to all. The proposal, which never made it through the mill, said: "In view of past reliance upon our syndicated-exclusivity rules in contract negotiation, protection will continue to be provided to licensees for syndicated-exclusivity contracts entered into prior to July 22, 1980, for their duration (including extensions for which consideration and terms for such extension periods have been agreed upon therein) or not longer than three years, from July 22, 1980, whichever occurs first."

Quello, after having worked for a majority decision on this point, announced—that general surprise—that he could not move to adopt the proposal. He later explained that he felt he would be "giving up too much for such a little return." What Quello wanted was a moratorium for all contracts, but a majority of the commission was willing to go only as far as a three-year hiatus for existing contracts. Quello did want to make it clear that if the commission had retained syndicated exclusivity, or had adopted a moratorium plan, he would have favored unlimited distant-signal carriage.

The FCC also denied the proposal to adopt rules requiring cable systems to obtain retransmission consent from the originating station before carrying that station's signal. It found that "retransmission consent was a surrogate for full copyright liability, and that Congress had considered and rejected full copyright liability in favor of the compulsory license fee system in 1976."

Therefore, it concluded the adoption of such rules would exceed the commission's statutory authority.

Tom Wheeler, president of NCTA, said he was "extremely pleased that the rules which have limited consumer choice for the last eight years have finally been lifted and that cable systems will finally provide the most service to the most consumers in the best way possible." Not only did Wheeler stress the importance of the kinds of programming now to be made available to consumers, but he also said, "the heart of this decision allows consumers time diversity" in addition to increasing viewing options.

Wheeler acknowledged that the "ball casting time to present our point of view." ... That point is being litigated, however. U.S. Court of Appeals in Washington on Thursday rejected Carter-Mondale request to block issuance of $294.4 million in federal financing to Reagan on ground that independent groups that plan to raise up to $60 million in Reagan's behalf are violating campaign laws. However, court ordered prompt creation of special panel to hear two suits challenging legality of that fund-raising.

New York Times Co. has signed deals to purchase Cable Systems Inc. and Audubon Electronics, holders of 55 franchises near Philadelphia in southern New Jersey. Times pays $119.2 million—$82.7 million in cash and notes including interest (payable over six years) and $36.5 million in construction costs. Systems now have 56,000 subscribers and pass 123,500 homes. Times can pull out of deal if level isn't at least 73,000 subscribers and 160,000 homes passed by early next year.

Demands of producing around-the-clock TV news are taking toll at Washington bureau of Cable News Network. George Watson, vice president and managing editor, and David Newman, executive producer, were close to resigning last week, but, on advice of CNN President Reese Schonfeld, are taking two-week vacations before making final decisions. Schonfeld, who had gone to Washington last week to discuss strategy for coverage of Democratic convention and wound up trying to keep bureau's key personnel from straying, would not speculate on whether they would actually resign upon their return. Neither Watson nor Newman could be reached for comment. Schonfeld knocked down speculation that there was bad blood between him and Watson. There has been "no jockeying for authority," he said.
game is far from over" with the decision already facing appeal. "And, I fully expect that those who have wanted to thwart cable will run to Congress to fan the fire," he said.

The FCC is now left with only three cable rules to administer. The sports blackout rule 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 protection against simultaneous cable importation of their network programming and require cable systems to carry the signals of local stations. Would the NCTA like to see those rules also repealed? Wheeler said: "We are taking one step at a time. Let's not be greedy and recognize that Tuesday's decision was more a victory for viewers than cable television." 

Steve Effros, executive director of the Community Antenna Television Association, said: "For the first time people in smaller markets will be able to receive as much programming as those in the major markets."

NAB President Vincent Walselewski called the decision "ridiculous," saying: "The ruling is heralded as deregulation and the end of protectionism with greater reliance on marketplace competition as the governing force. The opposite is true. There is no marketplace when neither the creator nor buyer of the product has control over its use."

Jack Valenti, president of the MPAA, said that without syndicated exclusivity, "basic cable runs rampant, buying on the cheap and getting what it wants with no permission of the copyright owner and no negotiation of any kind—which all its competitors must undergo." Valenti predicted that "in a very short time, free TV programming will be in a sad state, to the detriment of all Americans who can neither afford pay cable nor have access to it." He said that Congress is the "last hope of inserting competition in the marketplace."

Herman Land, INTV's president, said: "We are concerned over the threat of unlimited importation of distant stations to the full realization of the independent stations' potential. Young stations, which have a difficult time as it is achieving viability against network dominance, will find it even more difficult to emerge into full stationhood." NBC called the ruling a "step backward for the viewing public" and said it would impair the ability of local broadcasters, particularly in small television markets, to provide a local service to their communities.

ABC says the commission "is systematically eroding the base of local television with each gift it hands cable." The FCC's decision, said ABC, "clearly places the burden on Congress to rectify the unfair competition which will be further accentuated by this decision."

Reaction has begun to letter from National League of Cities that suggested its members take action to protest new Senate communications bill. Los Angeles Mayor Tom Bradley has asked city council to impose moratorium on awarding of cable franchises. Matter will be discussed by council committee on Tuesday, but council has already indicated it opposes such drastic action. In Minneapolis, Councilwoman Ruby Hunt said council has passed resolution, notifying state's congressional delegations that if offending language is not removed from bill, city will put halt to franchise process and consider municipal ownership of cable.

National Cable Television Association convention, held in Dallas this year, generated $525,000 in profits on revenues of $1.4 million. Profits were up from $272,000 made at 1979 convention.

Five Western broadcast journalists were arrested last week in Teheran because of alleged involvement with American TV networks. Three of men, John Connor and Simon Maxwell of UPITN, and Scott Chisolm of Visnews, have been released. Both London-based news syndication services supply film to U.S. networks, something which, Visnews officials said, Iranians knew from beginning. But Carl Sorenson of Danish TV and Hami Sama of Turkish TV remain in custody. Iranians claim that two secretly worked for American broadcast media.

Rona Barrett, gossip columnist who has been regular on ABC's Good Morning America, will join NBC this fall as regular contributor on Today, also as West Coast anchor on new 90-minute Tomorrow show and as host of prime-time specials.

Stability. If anyone needed evidence that cable television thinks it's here to stay, news that the National Cable Television Association is on the verge of leasing its own seven-story building in Washington should provide it. NCTA's executive committee has recommended, and the board is expected to approve, a lease at 1724 Massachusetts Avenue, N.W.—on the opposite side of the block that houses the National Association of Broadcasters headquarters at 1771 N Street. The new NCTA building—occupancy is expected in February—will feature a roof-top earth station to bring in all cable programming now on Satcom I, including the Cable News Network and C-Span, which NCTA is anxious to make available to influentials in cableless Washington ("Closed Circuit," July 14). The initial lease is for 10 years, with three five-year options after that, and is expected to cost $750,000. Some space in the 40,000-square-foot structure will be made available for sublease to lawyers or nonprofit organizations that fit the area's "special purpose" zoning. The prestigious street includes the embassies of Canada and Chile, and the headquarters of the Brookings Institution.

Upcoming:

At FCC: items at Thursday-Friday meeting, final one before August recess, will be discussion on whether to accept or reject further notice of proposed rulemaking on AM stereo (Broadcasting, June 30); further notice of inquiry on kHz spacing in AM band; staff recommendation to deny NAB petition to form joint government-industry advisory group on AM allocations; license renewals.

On Capitol Hill: House Commerce Committee continues mark-up of H.R. 6121, bill to amend telecommunications section of Communications Act on Tuesday, Wednesday and Thursday. House Committee on Foreign Affairs's Subcommittee on International Operations on Thursday will review work of U.S. at WARC. In Cooperstown, N.Y.: Three-day agenda of New York State Broadcasters Association meeting that starts Tuesday will include sessions each morning on Ford Foundation Media and Law Program, with FCC Chairman Charles D. Ferris and Commissioners Tyrone Brown and Abbott Washburn among participants. In the air: Official tests of RCA's SMARTS system for delivery of syndication (and other) TV programs by satellite are due to start today (July 28), in conjunction with Viacom International and Post-Newswave Stations. Tests originally were scheduled to start in October 1979 (Broadcasting, March 19, 1979) but were delayed by number of factors including loss of RCA's Satcom III. In tests of SMARTS (selective multiple address radio and television service), Viacom programs will be sent by satellite to Post-Newswave's four TV stations.
Major move by Capcities into cable

It's buying Cablecom-General from RKO for $139 million; Included are 231,000 subscribers and a chain of movie theaters

Capital Cities Communications took a big plunge into cable last week with an agreement in principle to buy RKO General's Cablecom-General for $139,266,000. It would be the first move into cable operation for the major broadcaster and publisher, which after a late start in the cable field is currently building a group of franchises but does not expect to have any on stream before the first quarter of 1981.

Cablecom-General, based in Denver, owns 43 systems in a dozen states, serving about 231,000 subscribers, of which an estimated 35% take pay cable services. It also owns about 100 motion-picture theaters. Capcities officials declined to comment when asked whether they planned to keep the theaters or sell them.

The agreement in principle calls for cash payment and is subject to completion of a final agreement, according to a Capcities official, who said he expected no problems. The basic price is to be $42 per share (or equivalent).

He estimated that Capcities would be paying $650 to $660 per subscriber for the entire Cablecom-General operation, including its theaters. But he said no effort had yet been made to assign a value to the cable operations alone, making a per-subscriber estimate on this basis impossible.

A Wall Street specialist, however, estimated that the theaters were probably worth around $10 million, leaving $129.2 million for the cable division. On this basis, the per-subscriber rate would approximate $560, which the analyst considered "a good deal" for Capcities. Even at $660, some thought it a good deal.

In the fiscal year ended Nov. 30, 1979, Cablecom had revenues of $37.4 million and net income of $5 million. Cable contributed $22.7 million revenues and $7.6 million operating income, while theaters accounted for $10.9 million revenues and $1.1 million operating income ("other" was responsible for $3.8 million revenues, $170,000 operating income).

Cablecom's systems are primarily in Arizona, California, Iowa, Kansas, Mississippi, Missouri, New Mexico, Oklahoma, Tennessee and Texas. Its theaters are in Oklahoma, Texas and New Mexico.

"It's purely a financial thing," RKO General Chairman Thomas F. O'Neil told Broadcasting in describing the reasoning behind his company's decision to sell its way out of cable at a time when many are clamoring to get into the field. "We're not wedded to any business," O'Neil maintained. "We're in investments." O'Neil's view is that "from the return-on-investment standpoint, the opportunity isn't as great in this field as in some others."

According to O'Neil, RKO had fended off a number of purchase inquiries over the last several years, deciding three months ago to have Blyth Eastman Paine Webber "sort out" the situation. He said, "25 to 30 different guys were canvassed," regarding the sale, and expressed his satisfaction that RKO "got a good price." "Good price" was a phrase also used by Wall Street analysts looking at the agreement from the Capcities side. Cable cash flow estimates range between $10.5 million and $13 million, putting the price tag in the 9-10 times cash flow range.

Paying $560 a subscriber may seem cut-rate in comparison to other recent cable purchases, but analysts like Dennis Leibowitz of Donaldson, Lufkin & Jenrette point out that "the big dollars are for [systems] with a lot of franchises or a lot of potential." The Cablecom systems, in his view are, relatively mature, with high penetration levels.

Older systems also mean restricted channel capacity and franchise renewals in the offfing. O'Neil wasn't ignoring those facts in deciding to sell. His returns-on-investment logic takes into consideration that franchising municipalities are "getting a hell of a lot more sophisticated" and that RKO was afraid that when a franchise expires, "we'd never get as good a deal."

Looking at where RKO might re-invest its $139.2 million, O'Neil pointed out that "the other part to cable is software," suggesting the company may get into programming.

For Capcities, Leibowitz believes the impact on the company's stock will be a trade-off, with the earnings dilution from the purchase being offset by a high multiple in the eyes of investors who would now see Capcities as a cable play.

Capcities is currently building franchises in suburbs of Detroit; Ann Arbor, Mich.; Albuquerque, N.M., and Indianapolis. Ann Arbor is expected to be the first in operation, probably early next year.

Capcities owns six television, six FM and seven AM stations, and is extensively involved in newspaper and magazine publishing. For the year ended Dec. 31, 1979, it had net income of $64 million on revenues of $415 million.

Beating around the Bush-Ford story

Networks take their lumps for getting too caught up in events; for their part, they maintain they were reporting the facts almost as they were happening

If the biggest and most exciting story of the Republican national convention was Ronald Reagan's selection of George Bush as the vice presidential nominee, easily the second biggest and most exciting story was the media's—particularly television's—performance. Certainly an enormous amount of newswire was devoted to that subject. After all, it was, as CBS News President Bill Leonard said last week, "history caught on the fly."

Not everyone, however, was applauding the catch. For the performance brought into question the nature of television's coverage of a breaking story.

To some, the speed and flexibility television had in reporting such events was used recklessly. The New York Times's John J. O'Connor suggested that the correspondents' "'exclusives' . . . be delayed for 15 minutes" to give editors a chance to check them. And to others, the alleged power of the medium was awesome. The Washington Star's Lyle Denniston thought Walter Cronkite's interview with Gerald Ford on CBS shortly after 7 p.m. on Wednesday—regarded by many as a pivotal event in the Vice Presidency story—demonstrated the power of television over American politics in almost unprecedented fashion. ("It took nearly five hours of hard bargaining by the politicians to undo completely the prospect that the broadcast had created.")

Then, too, Newsweek and others expanded on that thought, wondering whether the outcome of the convention had been altered by the manner in which it had been reported—whether the reporters speaking from the floor had affected Reagan's decision.

Even NBC offered its criticism of the coverage—by others than its team, of course, and only by way of giving itself a pat on the back in full-page ads in five newspapers last week (and this week in Broadcasting). "While some reporters were jumping to conclusions, 'NBC hung in there with extraordinary calm,'" the ad says, quoting Rick DuBrow in the Los Angeles Herald Examiner. (Privately, NBC News executives' language on the subject is more colorful. NBC was the only network "that didn't get sucked in" on the Ford story, as one put it.)

Such talk, understandably, does not go down well with CBS's Dan Rather. He had broken the story of Reagan's unprece- dented effort to persuade a former President to accept the vice presidential nomination on CBS Radio at 11 a.m. on Wednesday. He updated it in radio reports at noon and again at 3 p.m., before doing an even later version on the Evening News that was fed at 6:30 p.m. That report closed with a quick shot from an unnamed congress- man who predicted that George Bush would be the nominee. But, the congress- man told Rather, Reagan "really wants Ford."

"CBS was first on the story, and had
more of the story and had more of it right than anybody else," Rather said. "Some people who didn't have the story can argue that 'instant in-hiss.' Since Ford didn't end up on the ticket, they can say this was all hype and that Ford never intended to be on the ticket."

NBC, Rather said, "didn't have a clue" as to what was going on at 6:30 p.m.

But CBS didn't leave it to the troops to defend the company's honor. On Friday, it ran full-page ads in the New York Times and Washington Post proclaiming CBS to have been "Top of the story... Just where you'd expect us to be." As Rather said, "The competitive pressures were enormous."

CBS/Broadcast Group President Gene Jankowski declined comment on the NBC ad, saying that "what's important is what happened on the night, not the post mortems." And on the night, he said, CBS won (in the ratings), as it did for the entire convention coverage week.

For many viewers, the coverage of the Vice Presidency story began with Rather's report on the *Evening News*. The story was advanced substantially a little after 7 p.m., in Walter Cronkite's interview with Ford, in which Ford made clear he was prepared to accept the nomination under certain (and rather extraordinary) conditions. Ford helped move the story along in his subsequent interview with ABC's Barbara Walters when he said that the details still standing in the way of agreement with Reagan "can and must be worked out." Then for the next four hours, reports broadcast on all three networks seemed to point inexorably to what Republicans were calling the "dream ticket" of Reagan-Ford. Finally, the bubble of expectation burst, at 11:54 p.m., with NBC's Chris Wallace's breathless report that Reagan had chosen Bush.

The coverage no doubt will provide meaty material for study by future generations of graduate students in communications and psychology. But for the broadcast journalists on the ground in Detroit, it was a matter of making decisions quickly, under pressure. CBS Washington bureau chief Ed Fowhy, who served as a producer in Detroit, compared it to live coverage of a sports event. But one difference is that reporters covering a football game know they cannot scoop their competitors on developing events. And beating the competition whenever possible is one of the imperatives of any form of journalism. Wallace's report on Bush was no less prized by NBC because it preceded by only an eyeblink Lesley Stahl's report of the same development for CBS. And published reports that ABC was five minutes late on the story wounded ABC News people. For ABC had claimed some glory that night, too. Jeff Gralnick, vice president and executive producer of special events, said reports flashed by Wallace and Stahl were unconfirmed. "The first definite word [on Bush]," he said, "came from Susan King, who was at Bush's suite, at the Pontchartrain hotel." (ABC, which was making its first effort at extensive, live coverage of a convention since 1964, did not return to New York claiming to have done a superior job. "It was a new management team and a new news team," Gralnick said. "On balance, we're pleased. But there were things we could have done better.")

But analogies other than those to sports events were easy to come by last week. "Television did what television does; it puts notes on the air," said ABC News Vice President Richard Wald. "You don't pass stuff through editors and rewrite people before going with it." (Of course, anyone counting on that kind of newspaper technique to assure accuracy had to have been shaken by the banner headline across the front page of the first edition of Thursday's *Chicago Sun-Times*: "It's Reagan-Ford"

portion of an interview with Ford, in which Ford said his answers to Cronkite had been a reaction to Rather's account of the negotiations between the Reagan and Ford camps. He said he had been "dumb-founded" by the report and felt he had to be "candid" and "forthright." He couldn't, he said, "stand up there and say nothing was going on.")

As for going live with reports on the running story, that seems to involve a giant leap of faith. Leonard said one simply obtains and depends on "the people... who check each other" and who "have good sources." He and Bensley say CBS was ahead on the story all night and insist their correspondents' information was accurate. "The information was good when we got it," Bensley said.

But there were some who watched CBS...
reporting that no agreement had been reached. "If he had been wrong, the rest of us would have gone wrong," NBC convention co-anchor John Chandler said last week.

Several of those involved in the coverage said a major difficulty floor reporters had in obtaining good information was that sources were influenced by a wish to see the "dream ticket" realized. "We all got caught up in a rumor mill," said ABC's Sam Donaldson. "We got half-fact, half-wishful thinking, and then stretched the information too far." Chandler also spoke of the danger of delegeres' desire to tone down their hope. "To what appeared to be facts," The convention itself, he said, "was seized by a mania."

Indeed, for all of NBC's self-congratulation on its restraint and coolness, Chandler and his co-anchor, David Brinkley, seemed shaken by the dramatic turn of events on Wednesday night and the role they and television played in dealing with the reports sweeping the hall. "What I think you've seen is an example of politics out of hand in the electronic age," Chandler had said, shortly before sign-off early Thursday morning. Brinkley picked up the theme. Rumors, he said, were flying "with the speed of light, because television, in a situation like this, has become something of an intercom" between politicians on the floor and in hotel rooms around the city.

Even as some reflection, Chandler last week said, "In general, everyone got a little off the mark. It was not the finest hour for journalism."

For all of the hullabaloo over their coverage, the networks seem determined to go after the next big running story—the Democratic convention in New York in two weeks—with the same enthusiasm they demonstrated in Detroit. Precise plans, in terms of amount of coverage, were in the air. As to the kind of convention the Democrats will present. As of last week, it seemed that the convention might be a throwback, in terms of long sessions filled with controversy. In that event, the networks would probably spend more time covering the Democrats than they did the Republicans.

But there wasn't a network executive last week who indicated the editorial approach would be any different. "We do the same damn thing," ABC's Grainick said. "We will pursue vigorously, analyze vigorously and report as it happens."

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Unions endanger production for the new season

SAG and AFTRA out on strike; main issue is payment for appearances in new media forms

Some 60,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists went on strike last week, closing down most television entertainment production across the country. The labor dispute with the three commercial networks, major studios and independent producers involves pay issues for commercial television but it centers on the form of payment actors and actresses will receive from the new video technologies.

Over 700 Hollywood actors picketed the Burbank Studios, headquarters for Columbia Pictures and Warner Bros., last Thursday in the first public display of what SAG President William Schallert intimated may well turn into a lengthy labor confrontation. With picket sign in hand, Schallert said the strike would continue "until what we consider our just demands have been achieved." And, admitting to the possibility that the strike could force the television networks to rerun programs well into the fall, he added: "Every time they show a rerun, it pays a residual."

Joining Schallert on the picket line last week were, among others, such actors and actresses as Jack Klugman, Loretta Swit, Ricardo Montalban, Dennis Weaver, Burgess Meredith, Wayne Rogers, Howard Duff and Hal Linden. Schallert said that picketing would probably spread after about 10 days to most of the Hollywood studios.

At the heart of the dispute is the question of performer participation in revenues from the new video technologies such as videocassettes and videodisks. SAG and AFTRA are demanding some form of profit involvement in the sale of programs to the new forms of entertainment. None of the new video angles is covered under previous contracts.

In the supplemental markets, SAG and AFTRA have stepped back from an original proposal for 12% of gross sales to the new technologies. Early last week, the unions were asking 6%. Even that, however, was said to have been rejected by the employers.

Pay is also an issue. SAG is arguing for a 35% pay increase in the first year of the new three-year contract. The producers, however, are said to be offering, at best, 30% spread over the life of the contract.

Work stopped last week on some 100 television series and one-time-only projects made under guild contracts—including such hit series as Dallas, Charlie's Angels, Hart to Hart, Little House on the Prairie, M*A*S*H and Quincy. Productions for the new technologies as well as feature films were also halted by the SAG action. (SAG members acting in commercials, industrial and educational projects were not affected.) AFTRA's work stoppage applied only to prime-time dramatic programming and not to news programs, game shows or soap operas.

The talks between the groups broke down shortly after the 12:01 a.m. (Pacific time) July 21 deadline. The walkout officially commenced at 2 o'clock that morning, although talks went on for five hours beyond that. Although talks began again Monday night, they were suspended and put "on hiatus," according to Schallert, and no date for a restart was set.

The strike has come at the height of the summer production season, and a lengthy walk-out could result in the delay of the opening of the fall network season (set to begin on ABC Sept. 8 and on the other two networks Sept. 15). Last week, network officials were still expecting to keep to that schedule, however.

The strike was forcing a number of studios to lay off technicians and other support personnel. Lay-offs were reported at Universal Studios, 20th Century-Fox, Spelling-Goldberg Productions, Warner Bros. and others.

SAG last walk out on the studios in 1960, when the union was headed by Ronald Reagan, now the Republican nominee for the Presidency.

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Prime-time pickets. Jack Klugman (Quincy, M.E.) and Wayne Rogers (House Calls) walk the line last week in Hollywood.
Offering Beautiful Music is not enough! You need a format that produces significant financial results. XTRA-AM in San Diego has increased its billing 260% since the introduction of NOBLE ONE, a custom-blended Easy-Listening format that captures and keeps the 25-54 adult. NOBLE ONE is a contemporized category service with a matched-flow feel. We provide the music and the experience to assist with programming, sales, promotion and engineering.

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Minneapolis/St. Paul’s five favorite TV programs are KSTP-TV’s Eyewitness News!*

**ARBITRON TELEVISION Top 25 Programs**

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*KSTP-TV’s 10 PM Eyewitness News occupies seven of the top eleven positions in the market, seven nights a week.*

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Local TV news takes wing

Last year's toys became this year's tools of the trade for the news departments of television stations. Satellites, helicopters, microwave, ENG—they've become commonplace, not just big-ticket, one-upmanship items acquired for local-news wars. But if all the outlets in town have a "Skybird," if the whole market is into ENG and if every station in the city can go live, on-the-scene with spot news at any time, then what's the "tie-breaker," as one news consultant put it, for local TV news? What sets the one station above the other? The answer, according to Broadcasting's annual survey, is content. Some stations used their microwave capabilities to take viewers close in as Mount St. Helens erupted; some needed little more than a telephone and a typewriter before going on-air with such stories as an expose of dangerous nitrosamine levels in beer; some used satellites to go abroad and make an international story such as the SALT talks more understandable to local viewers; some used ENG to evaluate the impact of a national story such as the Cuban refugees on their home towns. But whether their news crews worked out of the studio or traveled to Teheran, television stations now know that viewers are more concerned with the what and not the how of TV journalism.
News directors, consultants agree: Content is key

Helicopters don’t make for number-one-rated newscasts, it’s the product that puts a station on top in a market

A technological revolution crept quietly into the newsroom last year, leaving the message that local journalism, previously reserved for events around the corner, could now include events around the world.

The change was due to satellites—tools that, generally, only larger stations had begun to use but eyed by more and more smaller-market broadcasters. The biggest test the satellites got was at the Republican national convention in Detroit (BROADCASTING, July 21). For the first time, a number of local stations, most of which were involved in deals to share transponder time, had the capacity to do what only the network news operations were capable of a few years ago. Live coverage from the convention floor gave viewers the opportunity to keep up with their local delegations, much to the delight of news directors and producers, who had nearly universal praise for the new era in news coverage.

Another major development, which broadcasters were viewing with a cautious eye, was the computerized newsroom. Although only a few news operations have taken the plunge—the $80,000 to $100,000 investment excludes most operations from retooling—many news directors were predicting that, before long, they would probably follow the handful of pioneers.

But while most were keeping tabs on the future, they were also refining the techniques that had recently become standard fare. The conversion to electronic newsgathering equipment was completed at many stations, while others continued to switch over gradually. Investigative journalism, which had become popular a few years ago, was still the order of the day for many. Live coverage of news events increased significantly, as did the use of helicopters. The difference this year, however, is that these tools—once fads, which were sometimes used not for better newscasts per se, but rather to get a leg up on the competition—are now being used in ways that news directors say substantially increase the quality of news reports.

One group broadcaster that has been out front with new technology is the Bonneville International Corp., which has its own transponder on Westar 1. J. Spencer Kinard, news director of Bonneville’s KSL-TV Salt Lake City, says the satellite has dramatically expanded the station’s horizons. In the past, he says, stories used to be confined to the immediate metropolitan area. But now crews are sent to remote spots in Utah or out of state. And last year they also did live reports from Israel and Tokyo.

The station also installed an electronic editing system and is in the process of building an uplink. “We’ve taken the first steps to the future,” Kinard said.

John Lippman, news director of KIRO-TV Seattle, another Bonneville station, says the satellite feeds have been a big plus to the station, as has been a helicopter, which is the only one in the market. But he thinks the real key is basics. “The flash only works to some extent,” he said. “You have to deliver the goods.”

The trend in the Seattle market, he added, has been an emphasis on hard news. He notes that all the stations are doing more live coverage than in the past, and he predicts there will be even more in the future. It won’t, however, be “20-second, run-and-gun” journalism, Lippman says, but rather “in-depth, significant reporting.”

Like the Bonneville stations, news directors nationwide say they are going more and more to live reports. And while live “wars” have developed in some markets, as stations try to outdo the competition with on-the-spot coverage, others have managed either to de-escalate from similar battles or avoid conflicts altogether.

One area where the live wars haven’t hit is southern Florida, much to the pleasure of David Choate, news director of WCKT-TV Miami. According to Choate, the station is now doing more live coverage than ever before, including live coverage from a helicopter, which has become a favorite tool of newspeople in all locales. But Choate says he has tried to maintain rigorous standards in determining what events will receive live coverage. “I don’t like going live just for the sake of going live,” he says.

Steve Murphy, news director at WOWT (TV) Omaha, has also resisted the temptation to go live with no real reason, particularly now that the station has added the first live microwave capability between the state capital, Lincoln, and Omaha. But the station, over the last year, has added seven people and extended the early evening newscast by a half-hour, and it gives heavy emphasis to live reports where appropriate. And the San Francisco Chronicle-owned WOR, which is in the 65th market, hopes to have a downlink within the next year to receive satellite reports from the Washington bureau of co-owned KRON-TV San Francisco.

For the city of Boston, this was the year of live coverage of the annual marathon, a visit by the Pope, the inauguration of the John F. Kennedy library, the New Hampshire primaries and a visit by the tall ships.

“This year was a test of everybody’s ability to go live,” says James Thistle, news director of WCVB-TV Boston. “Live coverage became real competitive and a prestige item.”

To cover the tall ships in Boston Harbor, Thistle had 21 cameras on hand. He also made use of satellite transmissions during the Republican convention, and has entered into a sharing agreement for further use of the satellite—along with approximately 35 other stations—with Cable News Network.

With the experience gained this year, particularly in Detroit, most believe that satellite transmissions will soon be routine for television stations, offering the capability of making everything a local story.

Marty Haag, of WFAA-TV Dallas, who says that satellite transmission from the Republican convention worked “amazingly well,” believes it will soon be a “day-to-day routine to bring feeds in from other areas.” Haag also finds another change taking place—a greater emphasis
on news series. Two years ago, he says, series were done primarily during rating periods, now they've being done routinely. And although series may have run a maximum of five parts in the past, Haag says they're now running up to 15 parts, giving the news department a chance to thoroughly examine a subject.

For WFAA-TV, as well as a lot of other stations, the hottest news topic this year, which many predict will remain a trend for the coming decade, was business and economic reporting. Haag estimates the station doubled or tripled its business coverage.

In Louisiana, John Spain, news director of WBRZ(TV) Baton Rouge, agrees that economic reporting has become a crucial area, and one that has been a particular weakness of TV journalism. The problem, he says, has been TV's attempt to package a 90-second report on a complicated subject, which often has been ineffective. But Spain, who notes that he has been keeping an eye out for personnel with business backgrounds, as the networks have done in the past, believes his operation is on the right track. "We're doing better than we did a year ago," he says. "We're trying.

For Paul Paolicelli, news director of WAGA-TV Atlanta, satellites and helicopters have meant better news coverage, but he thinks the philosophy of news reporting has really made the difference. "We're trying to shed perspective on events," he says. "We used to shoot footage on fires; now we're trying to do pieces on fire prevention and fire insurance.

"The new direction is the old direction," Paolicelli adds. "We're all trying to regroup and define ourselves more strongly in our editorial profile.

Howard Glassroth, news director at WLA-TV Washington, shares that view. "The industry is taking an introspective turn," he says. "It's so easy to establish cosmetic parity, but I think what really matters is who can deal with the issues that affect the viewers.

The viewers, he says, have become sophisticated, and not easily fooled. "Hype is a phase we went through, but that's in the past. The next frontier will be good, solid news.

For news directors, managing a newsroom has meant a new focus. Recently, says Ronald Mires, of KVT(TV) San Diego, "news directors have had to become more and more engineers, so you can order equipment." At his station, Mires has had to keep up with new and sophisticated gear for live helicopter transmissions, turning the chopper into a satellite relay station.

"Live coverage has grown to the point where we're using it better than we did in the past," Mires says. "We know what will work with live reports and what won't. We can do live now with sophistication.

Many news directors perceive that they have begun to build successfully on the foundations set in recent years. They also see local news operations as a more integral part of a station's success than ever before, and this trend, they say, should continue in coming years.

Not everyone, of course, has been able to take advantage of new technology. And some believe they can remain competitive with the tools they are accustomed to.

For example, Jay Moore, news director at WTVK-TV Richmond, Va., says his operation is the only one in that city without live capabilities, but he thinks the station is doing well without it. "We're not losing very much to the competition because of it," he says. "It's a tool one has to weigh carefully.

At WLBK-TV Bangor, Me., the 147th market, news director Peter Henderson says he has not adopted any new direction, but is rather looking to sharpen existing skills. Henderson says the station's general approach is to make the audience news oriented and explain stories more fully. It's a gradual process, he says, but he thinks there has been improvement.

Louis Prato, of WDTV-TV Dayton, Ohio, says investigative reporting continues to be an essential asset of the news operation, with reporters being given more time to fully develop a piece.

Prato says his station didn't think it was worth the expense to do live coverage from the Republican convention, but he thinks that more live satellite coverage, along with computerized newsrooms, is inevitable. "The future has arrived," he said.

Seconding the state-of-the-art opinion of TV news at the local level were a group of professionals who by definition of their jobs, have a more national perspective on the medium—the news consultants.

With so much past emphasis on the
form, says consultant Al Primo, stations now are about even on that score. Today's "tie-breaker," he says, is the station that does the news better. Similar thoughts come from consultants Frank Magid, whose client list includes a "considerable number of mature stations," and George Skinner, who claims that "the technical aspects are pretty much in hand."

Arnold Reymer, president of Reymer & Gersin media consulting and research, says news competition is "getting closer to the situation of the airlines"—where viewers are beginning to feel that all newscasts are about equally good and the differences among them at not at all major.

It therefore follows that consultants should be talking more about writing and reporting skills than sets and helicopters.

But even when equipment comes up, consultants generally are claiming a more news-conscious attitude among stations. Philip McHugh, chairman of McHugh & Hoffman, says the "gimmicky is going out of the helicopter," and, citing Phoenix stations that are now able to cover the entire state of Arizona, he explains that they have "avoided the pitfalls of putting it up just to be there."

Peter Herford, director of affiliate services for CBS News, claims that the helicopter "battle is becoming more rational," as he finds stations no longer as quick to jump with an investment but giving greater thought to where the news budget best can be used.

With technology mastered, Skinner claims, he is left with an "uneasy feeling" that not enough attention has been paid to the people who are bringing the news to viewers. Doubtless, different consultants have different attitudes on the amount of work that must be done in this area. But like Skinner (who shortly is leaving the Katz News Service to go out on his own), consultants are emphasizing reporting skills rather than reporting tools.

Primo says his major thrust is—and has been—not the over-all news program presentation but the reporting staff itself, teaching a correspondent to understand the story to be covered or to work better with a cameraperson. Primo stresses that the future belongs to whomever can present news in a more meaningful way.

Skinner talks about his service in terms of "coaching" seminars and writing sessions. And Frank Magid too describes his coaching service—one that he says "has really blossomed."

The research role also is changing as consultants explain audience information surveying in a new light. There is less emphasis on how attractive or personable the anchor is perceived to be. Skinner says the objective is to look at the audience and ask: "What do you want?" Magid, for example, has done considerable research on which topics viewers want for minidocumentaries, finding that people's interests go well beyond the cliche subjects of vice and prostitution.

And in a broader sense, it means a new position for the consultant in the news scheme. As Magid says, the "role now is providing a source of information about what's next"—what new needs can be uncovered rather than reminding stations that they should beef up their supers or shoot a story in a particular way.

Reymer too believes that research in the 1980's will deal less with the mechanics of the broadcast than with what "makes the viewers tick . . . what needs are gratified by news." And while "a given is the best news possible," he claims that promotion can only become a stronger factor.

That, again, ties into Reymer's airline analogy. If competence generally is perceived to exist across-the-board, it will be all the more important to distinguish a station's style. Those stations going after a young audience perhaps would be better off playing up their news as "in the vanguard." An older audience might want to be assured that a station's news is easy to follow. Caution would have to be exercised, a promotion tie-in claiming that the station has "the most experienced people" could be a turn-on to one audience group, but perhaps a turn-off to another seeking something fresh and new.

Although the checks and balances of technological improvements in a market may lead to a returned emphasis on pure content, the times also have to be considered. That point is made by Philip McHugh, who explains that the audience itself is wanting "much more serious news."

Coming out of Watergate and Vietnam, he claims, there was a full-of-sorts in world news, with nothing with as much sweeping interest. With Iran and Afghanistan as well as today's inflation, McHugh says, viewers generally are "paying much more attention to content because they are worried." In a recent survey of a major market, McHugh adds, a listing of what people want from the news placed sports eighth.

Aside from increased interest in "serious news" in traditional time slots, McHugh also mentions new news forms such as the "live at 5" concept filling other dayparts. He also adds that "I suspect you're going to see the emergence of local 24-hour newscasts" in key markets. That's not going to happen overnight but there are signs that it may be on the horizon. This particularly is coming on the UHF front, where subscription television stations are turning to news for their nonpay hours. Golden West Broadcasters next fall, for example, is planning 9 a.m.-5 p.m.
There is a new video magazine on the scene that isn’t afraid to dig for stories. It’s called, “WHAT’S HAPPENING AMERICA?”

When the series premiered in April on WOR-TV, New York, it was hailed by critics and viewers alike. John O’Connor of the NEW YORK TIMES said: “The packaging is attractive, the reporting is feisty, and the entire project is promising.” Kay Gardella of the DAILY NEWS wrote: “Considering how difficult it is to get a magazine show rolling, this one, with its colorful opening...is off to a flying start!” And Mike Botta, television editor for the HERALD NEWS, called “WHAT’S HAPPENING AMERICA?...the best locally-produced magazine series in New York television history.”

“WHAT’S HAPPENING AMERICA?” is a series dedicated to penetrating research, in-depth reporting, and excellent production. Who else but an author, reporter, columnist of SHANA ALEXANDER’S caliber could host such a hard-hitting, intelligent approach to journalism.

Don’t miss the latest investigative edition of this new Ch. 9 series. In today’s world you can’t possibly have too much information.
From mountain top (St. Helens) to city streets (Miami): A year's worth of coverage by the country's TV stations

Spot news efforts

The eruption of Mount St. Helens was the story of the year for many stations in the Pacific Northwest. Koin-TV Portland, Ore., was on the scene live from the first eruption on March 27 to the massive destruction on May 18 and continues the watch. The station's helicopter and microwave experience paid off when the crews encountered the problems created by the volcano. The ash permitted both newsfilm and ENG equipment requiring constant care and maintenance, often creative repair in the field. A $100,000 ENG van was feared lost when a river overflowed its banks. Two-and-a-half weeks later it was recovered. Koin-TV has packaged its coverage in a half-hour report. Eruption: St. Helens Explodes, which is available on home videocassette for the public through Blackhawk Films and to other television stations through ICM Television Marketing. In addition, Lee Enterprises (the station's parent company) and another subsidiary, Sinol Publishing, are publishing a book on the volcano, using many photos from the television coverage.

Also at Mount St. Helens was King-TV Seattle. The station established a base camp about five miles northwest of the peak before the May eruption and used helicopter and airplane coverage. It relayed reports to the station via a two-watt, four-foot, microwave dish for 50 miles to the station's ENG van which then relayed the signal another 63 miles to Seattle. Crews were also dispatched to the state capital, to various interstate highways to report on conditions and to Yakima to report on the ash cloud that blanketed that city.

KGBT-TV Harlingen, Tex., provided in-depth coverage of the Ixtoc Uno oil well spill that polluted the Gulf of Mexico with millions of gallons of oil. KGBT-TV sent reports live via microwave from a command post on Resort Island, sharing space on KDFW-TV Dallas's helicopter to shoot footage. KGBT-TV expanded its news programs to one hour when oil washed ashore and aired two special reports on the spill, one dealing with the environmental and economic impact.

Another hostage situation was played out in Lebanon, Ohio, involving a crew from WHIO-TV Dayton. Steve Schwaid and Dennis Cheatham successfully negotiated the surrender of a man suspected of beating his wife and holding her at gunpoint. Schwaid persuaded the man to throw his gun out a second story window, before his peaceful surrender.

Despite a tornado that knocked out the facilities of WWLP Springfield, Mass., news director Keith Silver went to gather footage of the storm. Dodging flash floods and debris he and his crew managed to get into the air to film the storm's destruction and get back for the 6 p.m. newscast.

The station also filmed the rescue of some 40 demonstrating Iranian students from a hostile mob that had organized as a counterdemonstration. Police whisked the Iranians out of a back door of a building while the mob and the media were out front. But WWLP managed to get one crew out back to film the get-away.

When President Carter ordered the evacuation of residents of Love Canal, WKBW-TV Buffalo, N.Y., went live during the noon news to deliver the announce-ment. A poor audio signal forced the station to install a balanced phone line directly to the Love Canal Homeowner's

Getting around. Waga-TV Atlanta gets the news out and in with the aid of satellite technology: wakw-TV Detroit gets out to the news with this land and air fleet.
The May ratings have extended our happy hours.

8–9:00 a.m.
"Phil Donahue" beats "Today" and "Good Morning America" combined.*

3:30–5:00 p.m.
WCCO-TV early fringe programs deliver most adult viewers.*

5–5:30 p.m.
WCCO-TV's "5 PM Report" wins with a 32% ADI share.*

5:30–6:00 p.m.
CBS Evening News beats ABC and NBC network news combined.*

6–6:30 p.m.
WCCO-TV's "6 PM Report" is #1 with a 13 rating, 33% ADI share.*

6:30–7:00 p.m.
"PM Magazine" dominates the access time slot with a 39% ADI share.*

6:30–10:00 p.m.
CBS prime time programming makes WCCO-TV #1 in total homes reached (M-Sat, plus Sun 5–10 p.m.).*

10–10:30 p.m.
WCCO-TV's "10 PM Report" has an 18 rating vs. KSTP's 21 rating.*

The Number One Station in the Twin Cities.**

Caught. Dave Crockett, KXO-TV Seattle cameraman got caught in the flood of mud and debris resulting from the eruption of Mount St. Helens. He left his news car, drew a message for search parties in the ash on the car and was finally rescued 10 hours later by helicopter. He filmed his ordeal and KXO-TV aired it as a half-hour special report. ABC-TV picked up the footage for network use.

From near ... KING-TV Seattle science reporter Jeff Renner and cameraman Mark Anderson set up a live shot from Mount St. Helens.

Association office to carry acceptable audio, while video was sent back via microwave.

KATU Portland, Ore., at Mount St. Helens had remote crews at the mountain and in the air covering the devastation. In addition the station's follow-up stories covered the effects of the eruption on tourism in the area and river commerce on the Columbia River and the hundreds of problems caused by ash fallout.

Another big weather story for KATU was a crippling ice storm last winter. The coverage included special cut-ins and stories from outside the studio's using emergency generators to run the transmitter since the studio's power was knocked out.

KSL-TV Salt Lake City put its earth station to work in producing a documentary that was co-anchored live from the studio and from Jerusalem. The story was the culmination of the work of three staffers who spent 15 days in Israel following Mormon Church President Spencer W. Kimball and a delegation of religious leaders who made the trip to dedicate a monument outside Jerusalem. Even with the packaged tape inserts for the program from Israel arriving less than a half-hour before they were scheduled to air, the show, including live questioning from Salt Lake City, went off without a hitch.

A car and three minicam vans belonging to WBBM-TV Chicago tracked down the mayor's two top aides who had just announced their surprise resignations. Reporter Mary Laney followed the two in their car as they headed to the airport. Meanwhile the station's assignment desk instructed the vans to join her on an expressway and the chase was on. Finally the two called out the window and said that they'd talk, pulled over and the station had a live interview conducted on the shoulder of the expressway.

The visit to Chicago of Pope John Paul II was given 20 hours of coverage, most of it live, by WBBM-TV. It was anchored by Bill Kurtis and Walter Jacobson from a specially-designed set illustrating the Pope's route and itinerary. The extensive coverage won a Chicago Emmy for best planned coverage of a single event.

WBSN-TV Columbus was presented with a full news day when, during the late stages of the Ohio primary, both Jimmy Carter and Ronald Reagan scheduled rallies in the city on the same day. To make things worse the two scheduled the rallies at the same time six blocks apart. To cover both, the station's noon news started early and was expanded to more than an hour from its normal half-hour length. Both candidates began their rallies about the same time. WBSN-TV used split screen and box effects to cover both events at the same time. In addition to the live coverage of both speeches, the station aired a special following its 11 p.m. news repeating both speeches in its entirety.

Another example of WBSN-TV reworking normal newscasts came last summer and fall when the U.S. Supreme Court ruled in the Columbus school busing case and again when the busing started. When the ruling came down shortly before noon, the station decided to combine the 6 p.m. and 7 p.m. half hours into one newscast covering all aspects of the decision. When school started in September in a staggered, two-day start, the station mobilized more than 20 staffers starting before dawn. One example of the coverage was the assigning of crews to students who were switching from schools where they had been in the majority to those where they would be in the minority. Coverage started with breakfast and followed them throughout the day. There were more than a dozen live updates throughout the morning from various locations.

Acting on a tip, WTMJ-TV Milwaukee photographer Mike DiOrio and reporter Steve Kolsyzk went to cover a police search for a robbery suspect who had fired at a sheriff's deputy. The suspect took two hostages and a car. The police cornered him, and the police chief traded himself for the hostages. When the suspect and the chief got to a road block (about 8:15 p.m.) shots were fired and both men were killed. Kolsyzk and DiOrio had been following the police to the roadblock and were...
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Ikegami HL-78A
next day at about 100 feet away when the shooting broke out. Later in court, a frame-by-frame examination of the tape and one shot by WISN-TV there proved that the chief had been shot accidentally by his own men.

Another story for which WTMJ-TV was in the right spot at the right time was the attempted rescue of the hostages in Iran. Reporter Jerry Taff was in Paris covering the attempt of Barbara Timm to see her hostage son, Kevin Hermening. The station stayed with the story from the time it broke until network programming began in the morning. The station broke the news to several of the area's congressmen and spoke to them on the phone, had live interviews with Kevin Hermening's father, who was at the station all night. That evening the station expanded its early newscast to an hour, dropping sports and weather, with reports from a crew dispatched to Washington and from the station's helicopter pilot, a former military

flyer, who explained what happened using models and drawings.

For eight weeks, WPLG Miami reporter Richard Schlesinger reported live from Tampa, Fla., nightly on the trial of four white policemen accused of murdering a black insurance executive. When a not guilty verdict was rendered, the station interrupted regularly scheduled telecasts to announce it. At 6 p.m. it aired a package on community reaction to the verdict issued by an all-white jury. Later that evening, WPLG reporters were in downtown Miami when hundreds of blacks gathered at the Metro Justice building for a peaceful rally against what they called a pattern of general abuse by the criminal justice system. When the rally ended, a riot started. Special bulletins interrupted regularly scheduled programs to advise the public of impending danger, safety precautions, and curfews. Over the next three days the station aired continuous live reports from Miami police headquarters on the status of police attempts to calm the community. Expanded news programs aired at both 6 and 11 p.m. during the three-day riot and in the riot aftermath. A prime-time special featured dialogue between State Attorney Janet Reno and black community leaders. A live feed via satellite from Tallahassee, Fla., covered an emergency statement issued by Florida Governor Bob Graham. Former U.S. Ambassador Young, and civil rights activist Jesse Jackson appeared in the station's studio to request an end to the rioting. During the early morning, 10- to-20-minute specials with advisory updates aired hourly.

A few months after WPLG had broadcast a five-part series on the disastrous effects of a major hurricane would have on south Florida, Miami was placed on alert for Hurricane David. Everyone on the news staff was put to work, regular programming was interrupted and the station stayed on the air live for 21 hours. Reporters were placed at emergency operations centers in three counties. WPLG also took live calls on the air answering questions such as where to go for safety, which stores had hurricane supplies, how to get to the emergency shelters, who should evacuate, etc. When the storm was no longer a threat to the immediate area, the station aired a special 90-minute newscast detailing the effects of the hurricane on south Florida.

On one day's notice, WRAL-TV Raleigh, N.C. assembled an hour newscast of an undercover drug investigation that resulted in the arrest of over 100 high school students. Coverage included reports from the Carolina coast on drug smuggling, drug rehabilitation programs and coverage of the actual arrests. The station expanded its newscast to one hour that evening to cover the day's events including the arrests, special reports and a news conference.

WRAL-TV went to great lengths in its sports coverage, particularly golf. Using five announcers, 45 technicians, and seven miles of cable it provided four-and-a-half hours of local coverage of the last four holes of the American Defender WRAL Golf Classic. One new wrinkle—the station used its new Sky 5 helicopter to

Two in one. WJZ-TV Columbus, Ohio, covered simultaneous speeches by Ronald Reagan and President Carter with a split screen.

KWW-TV Philadelphia sent a TV crew into Iran. The team of reporter Ti-Hua Chang

Broadcasting Jul 28 1980

42
"THE TEN O'CLOCK NEWS" IS THIS YEAR'S EMMY AND GOLDEN MIKE WINNER FOR BEST NEWS SERIES ON AN INDEPENDENT STATION!

Kim Singer & Nathan Roberts
THE TEN O’CLOCK NEWS
WEEKNIGHTS KHJ-TV LOS ANGELES
9
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simulate the flight of the golf ball in demonstrating the layout of the final four holes. For the Pinehurst Hall of Fame classic WRAL-TV used two four-foot transmitting dishes, one on the station’s tower, the other on the Pinehurst hotel 70 miles away to provide local viewers with microwave coverage.

While filming a feature in a Boston neighborhood, a WNAC-TV crew learned that someone had taken a hostage a few blocks away. When it arrived, a police deputy was attempting to talk to the cap¬tor. Then the deputy was shot and began to stagger. All was recorded by cameraman Jim Fitzgerald and soundman Jeff Grove. They recorded a 33-second sequence as the policeman was helped to a car to be taken to a hospital. A second crew arrived to set up a live broadcast and were fired upon.

WNAC-TV was also in the courtroom for the verdict and, one day later, the sentencing of Bradford Pendergast, accused of killing his girlfriend. It was the first trial in the state to allow cameras in the courtroom. The station later aired a special in which it interviewed the judge, two lawyers, two witnesses and a juror examining what influence they thought cameras had on the trial.

The station also broadcast more than five hours of the arrival of the tall ships in the Boston harbor. WNAC-TV used 17 cameras to tape reports from the ships. The coverage cost about $50,000.

When inmates took hostages at a county jail in Newark, N.J., WABC-TV New York

not only went to cover the story but reporter John Johnson participated in it. The inmates had demanded to speak to a black reporter, and Johnson was helicoptered in. Johnson had been in on the negotiations at Attica and had been held hostage before in a Harlem church, and though guns were pulled on him twice, he helped end the siege, while WABC-TV crews updated reports through the night.

WCIX-TV Miami was on top of the Cuban refugee problem from day one. When Cubans seized the Peruvian embassy in Havana, WCIX-TV sent a crew to Peru to report on Cuban refugees arriving there. It also flew a crew to Costa Rica when refugees began arriving there. When the refugees began to flood Key West, Fla., the station rented a plane to speed delivery of daily reports from there.

KCRG-TV Cedar Rapids, Iowa, broadcast the entire afternoon of the Pope’s visit to Des Moines, Iowa. Six staffers spent two days in Des Moines using ENG gear, news cars, one airplane and two helicopters. The station interspersed coverage with on-the-scene commentary from the anchorman and a local priest.

KCRG-TV also participated in a court coverage. KCRG-TV pooled coverage with other TV stations in Iowa’s first year of cameras in the courtroom experiment.

At the end of WTVJ Miami’s newscast on May 17, word came of the verdicts in the Arthur McDuffie case that was to touch off rioting in Miami. Based on caller reactions, a WTVJ news team started to drive through the city. It was the target of harassment and thrown bottles and evaded a van that tried to ram its car before making it safely behind police barricades. WTVJ watched the emergency rooms at local hospitals, reporting the number and condition of the victims as they came in. It was the next day, behind a National Guard convoy, that WTVJ was able to return to film the looting and damage that had occurred. That day the station aired a special on the riots, gathering reaction from community leaders as to why the riots happened and what needed to be done for the future of Miami’s multiethnic community.

The weather radar system at Wizzo-TV Kalamazoo, Mich., was credited with saving lives in forewarning of tornadoes that hit the area on May 13. The station used the emergency broadcast system warning audio tone and a “W” (for “warning”) on the TV screen to advise residents of the tornado’s approach. The station sent crews out to cover the damage, one cameraman filming the twister to within one block of himself before heading for a basement shelter. The storm damage story was virtually the entire news show for the evening. Wizzo put together a special a week later on the cleanup and efforts to put damaged businesses back on their feet.

WPX New York covered the visit of the Pope in that city with a total of 21 hours of programing. The station followed the Pope’s airport arrival, originated the pool broadcast of the mass from Yankee Stadium, covered his prayer service the

Riot squad. Using a helicopter and minicams, WTVJ Miami covered the May rioting in the Liberty City area.

Papal parade. Top left: In Des Moines on KMIV Omaha; in Chicago on WBBM-TV Bottom: In Philadelphia on WPX-TV, arriving in New York on WPX
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St. Patrick’s cathedral and his departure for Philadelphia. WPIX also aired a three-hour special using highlights of the Pope's trip in America, utilizing the 25 hours of tape it had accumulated by then.

Detroit’s WJBK-TV claimed a beat with live satellite coverage of United Auto Workers leader Doug Fraser’s visit to Japan. Auto industry reporter Joe Weaver interviewed Fraser and also broadcast reports via satellite from the UAW convention in California. The station’s earth station has also been used for reports from Washington and plans are for microwave linkage with Lansing for direct telecasts from the state capital.

Less than 24 hours after 11 persons were killed at a December Who concert in Cincinnati, WLWT was on the air with a three-part, half-hour report on the tragedy. One-third of the station’s staff was put to work, gathering information from relatives of the victims, reaction from the mayor and a local rock critic, an account of the tragedy and an interview with Who lead singer Roger Daltrey.

When state prison inmates in northern Indiana took six hostages, one of their demands was that a reporter from WSBT-TV South Bend be present to monitor the negotiations. Thus, reporter Bill Warrick got the exclusive inside story on the talks. Warrick followed up with later prison reports and offered a personal viewpoint on the story in other reports in addition to his news stories.

A serious sewage spill in San Francisco Bay caused KNTV San Jose, Calif., to devote most of the evening newscast to the accident. Reporters talked to treatment plant officials, fishermen whose livelihood was affected by the spill and area government officials. A live field anchor was used on the scene to coordinate the coverage.

Reporter Don Gomez and an independent film crew traveled to Nicaragua last summer, where they covered Sandinista guerillas outside Managua, providing KNTV with reports of the fighting there.

WENS Cleveland reporter Bill Jacocks was a key figure in negotiations with a man holding hostages. Jacocks spent three days in city hall and was instrumental in getting one of the hostages released. Eventually the man released all the hostages and surrendered.

Another fast breaking story for WENS involved the hunt for a fugitive who killed an FBI agent. The FBI and Cleveland police used the station’s news helicopter, Chopper 5, as a command post. The helicopter also became a studio out of which the station co-anchored the evening newscast, live.

When part of the Sunshine Skyway bridge over Tampa Bay, Fla., collapsed after being struck by a freighter in a May thunderstorm WFLA-TV Tampa was on the scene with a live report, despite squall conditions, three hours after the accident. WFLA interviewed the state trooper who
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Chicago         WGN         Seattle         KSTW        Oklahoma City KGMC
Philadelphia    WTAF        Denver          KGWN        Orlando        WOFL
Boston          WSBK        Indianapolis    WTTV        Louisville    WDRB
Washington      WDCA        Portland        KPTV        Reading        WTVE
Dallas          KXTX        Milwaukee       WTVT        Norfolk        WYAH
Houston         KHTV        Kansas City     KBMA        Salt Lake City KSTU

Fresno          KMPH
Tucson          KZAZ
Ft. Wayne       WFFT
Rockford        WQRF
Lafayette        KADN
Las Vegas        KVUV

Independent Network News
Produced by WPIX New York

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reported the accident, the man whose car stopped 14 inches short of plunging into the bay, and later a survivor of the accident. The station anchored its evening newscast from the bridge that evening and assembled a panel discussion program after the late news that night. In follow-up reports, WFLA obtained a tape of the Mayday call from the freighter.

WFLA also went to the bay for on-the-spot coverage within an hour of a collision between a Coast Guard cutter and another ship.

WAFF, Huntsville, Ala., provided live coverage of a downtown fire that threatened a residential neighborhood, destroyed the offices of 40 local businesses and caused millions of dollars in damage. The station interrupted regularly scheduled programming to cover the blaze, broadcasting information on school closings and evacuations.

WCSC-TV Charleston, S.C., traveled to Vienna, Austria, to cover the signing of the SALT treaty last year because the chief negotiator, Lieutenant General George W. Seignious III, was from Charleston. Among its reports were interviews with Seignious.

The station also went to Rome with a local Roman Catholic bishop to cover the selection of a successor to Pope Paul VI. Hurricane David also received the attention of WCSC, which covered the storm's destruction and sent a crew by air to photograph the eye of the storm in Florida, two days before it struck Charleston.

Acting on intuition, KOMO-TV Seattle cameraman Dave Crockett on May 18 went to Mount St. Helens, the rumbling volcano he had been covering since March. Crockett was two miles from the mountain when it first began erupting and recorded the next six hours of his day, as he abandoned his car and scrambled from the mud, water and trees, that descended from the peak, to the top of a ridge where he was rescued by helicopter. The next day his film and several reports aired on KOMO and excerpts were picked up by the national media, film footage by ABC and in lead stories in Time and Newsweek.

A KOMO-TV Seattle news team was the only media representation that accompanied Washington Governor Dixy Lee Ray's 10 day visit to the People's Republic of China. The news team daily feeds for KOMO and co-owned KATU(TV) Portland, Ore., and produced a documentary from the trip that won five regional awards.

KMTV Omaha filmed footage of a 4:30 p.m. plane crash for the lead story on the 5 p.m. newscast, claiming a beat. KMTV had a helicopter there within 15 minutes of the crash, flying through the storm that downed the plane, gathering the only video coverage of the scene for early evening newscasts.

Not three weeks after KSDK-TV St. Louis aired a prime-time special on tornadoes, one hit the area. The station stayed on the air after normal sign-off time, providing periodic reports, and pre-empted regular afternoon fare the next day with a half-hour special on the previous night's storm.

KSDK also followed the travels of a local bishop who traveled with the Pope during his October U.S. visit, and pooled resources with KTVI St. Louis in covering the installation of St. Louis's new archbishop.

The night of the Who concert tragedy in Cincinnati, WCPO-TV carried an hour and a half of live reports from the arena, police headquarters, the morgue and the hospital.

A WCPO zoom lens camera aided in a hostage situation at the city's bus terminal. Police were able to determine the man's characteristics from film the station shot from a vantage point occupied before police barricaded the area.

Another piece of WCPO equipment helped the station obtain a beat. WCPO used its helicopter to fly to Ann Arbor, Mich., to interview the man who had been named Cincinnati's new city manager.

WPVI-TV Philadelphia scored a double first with the Pope's visit to that city as two WPVI reporters separately spoke with the pontiff on camera. During his visit the station aired nine hours of live coverage and background pieces, winning a city press award.

WJLA-TV Washington broadcast 12 hours of live, uninterrupted coverage of the Pope's visit to the nation's capital, mobilizing nearly all its resources. It kept abreast of the crowds, traffic and parking problems and interspersed coverage with a status report on Catholicism in American today.

KPX San Francisco claimed to be the first Bay Area station to cover the eruption of Mount St. Helens. Reports included live stand-ups, features on local residents and the economic impact of the eruption. Using a satellite feed also enabled KPIX to cover the Pope's visit in Chicago.

WTYN-TV Columbus, Ohio, covered the first day of school last fall, after court-ordered desegregation went into effect. Through the first two days the station aired nine hours of special live programing consisting of reaction from parents, teachers, students and school board officials. WTYN-TV utilized nine crews, 20 technicians and added eight extra newsmen to monitor the first days of busing in the city.

KSTP-TV St. Paul used 24 news people, 23 cameras and two aircraft to cover the Pope's visit to an Iowa farm in October. The station carried live cut-ins, a live half-hour program and a half-hour special that weekend. Land line charges alone were estimated at $16,000.

WWHT West Orange, N.J., claims the distinction of being the smallest station in the biggest market (New York). It emphasizes coverage of its own backyard with such stories as an exclusive interview with a postal safety official after a New Jersey postal worker was crushed to death. WWHT followed a toxic waste explosion with special reports on other hazardous wastes sites in New Jersey. The station also interviewed a jail guard who had been dangled over a 10th floor elevator shaft by inmates who took him and other guards hostage.
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During the Cuban boatlift, WBBH-TV Fort Myers, Fla., smuggled a film crew into Cuba on a crab boat. Though its $15,000 camera was thrown into the Caribbean sea by Cuban authorities during a search, most of the film was saved, providing footage for eyewitness accounts of the story.

When tornadoes struck Grand Island, Neb., on the night of June 3, KHAS-TV Hastings, Neb., stayed on the air until 3:15 a.m., broadcasting weather bulletins, emergency information plus news reports on the damage as three field crews rotated coverage. The exclusive footage was eventually supplied to all three networks with NBC-TV jetting film to the Today program on June 4.

It didn’t take long for WFSB-TV Hartford, Conn., to make good use of its helicopter. Three days after it acquired the whirlbird, a tornado struck the area. In addition to providing live remotes, the copter transported victims to the hospital. But since the bird had yet to be equipped for live remotes, the engineers had a problem on their hands. First they installed a portable ENG window microwave unit in the helicopter. An ENG van was stationed in the middle of the tornado area, with a blinking hazard light so the chopper could find the receiving unit. The van tracked the bird via ground antenna. The mobile 'unit then relayed the live video back to the studio for broadcast. Three engineers and 10 reporters and photographers were used.

 Barely a day old, KARD-TV Wichita’s new 4.5-meter earth station was put to good use. The day it was cleared for operation a story broke on an investigation into fuel vapors leaking from nearby Titan missile silos. Residents had been evacuated and KARD sent a news crew to Washington that day, to interview the state’s two senators and the congressman whose district was affected by the leak. All that was done in time to get the story on the evening newscast at 6 p.m., via satellite and earth station.

Vantage point. A WCPX-TV Cincinnati minicam zoom lens and crew hidden in a bus station aided police in capturing a gunman holding hostages aboard a bus.

In addition to covering the flight/plight of the Cuban refugees, WTPS-TV Tampa-St. Petersburg sent a news crew with a boat flotilla back to Cuba to take a first-hand look at the situation. The crew was soon a story itself. Craig Roberts and Darrell Holm were first detained by Cuban authorities, stripped of their equipment and finally locked in a Havana high-rise. They remained there for six days under gun until a “sizable sum” of money wired to Cuban officials by the station obtained their release. Efforts to contact them had been fruitless.

WTPS’s helicopter was put to good use when the bridge over Tampa Bay collapsed after being hit by a freighter. The helicopter-filmed reports were used by the Coast Guard that morning in charting rescue plans. The station used live cut-ins all day to update the story and put together a half-hour special for airing at 7:30 that night.

KXAS-TV Fort Worth, in deciding to cover the primary campaigns of Texans George Bush and John Connally, opted to let the

Chase scene. After a murder suspect fled the courthouse during his trial, WNAC-TV Boston crews followed police and were on hand for his capture.

networks cover the big stories and major speeches, while KXAS talked to the voters. By sampling a cross-section of voters from different interest groups, and covering the issues, KXAS not only got a good estimation as to how the vote totals would be in a given primary, but also why the voters were casting ballots as they were.

WTMJ-TV Milwaukee went to Paris to cover the trip of Mrs. Barbara Timm to Iran to visit her son, and got its first taste of satellite experience. Though telephone costs nearly rivalled that of the satellite time, the station sent reports for all three of its news shows for two weeks in covering the Milwaukee area resident.

While WOWK-TV Huntington/Charleston, W. Va., was barred from pre-trial hearings in a West Virginia kidnapping case, months later the station took an ENG crew into an Oak Hill, Ohio, courtroom to cover the trial of a murdered police officer. Testimony by witnesses, conviction and sentencing of the defendant were filmed by WOKY-TV’s newsteam.

WCAU-TV Philadelphia’s anchorman Larry Kane removed himself from the set to cover national stories with the local angle. Kane went to Mount St. Helens in Washington to cover the volcano and interviewed former Philadelphia residents living there, including one couple that had moved there six months ago.

Kane also went to Washington to gather reaction to the abortive Iranian rescue mission and analysis from local senators and congressmen in April.

Winter floods hit the Phoenix area for the third year in a row and KPNX-TV with the aid of its Hughes 500D helicopter was giving live updates and expanded newscasts on the situation. A Tayburn Electronics microwave tracking system allowed the helicopter to fly to several new locations without having to transmit to repeater equipment on the ground.

Hurricane Frederic found two WTLV- TV New Orleans reporters, sent to cover the storm, lurking on a Mobile, Ala., hotel room floor, phoning in a live report of the storm. When the eye of the storm passed through, reporter Norman Robinson and cameraman Bob Eutsler ventured outside to film the destruction, only to have to scurry back when the storm hit again. The crew and equipment survived, but the station’s news car was damaged.

WOWT Omaha has developed an unusual approach for its Live At 5 newscast. Two anchors run the show, one debriefs reporters as they come in with their stories, before they have been recorded, and gives a live ad-lib of the story. The other anchor introduces features and packaged stories from the studio.

Broadcasting has a long history of providing severe weather warnings, and KTEW Tulsa, Okla., has established the Tornado Alert Broadcasting System (TABS). One
It wasn't supposed to be much of a convention. Not for surprises, anyway. Then came Wednesday and the rumors began to circulate. Ford was interested. Reagan was talking. A deal could be made. Would be made. Some even said a deal had been made.

That night at precisely 11:54 p.m., NBC's Chris Wallace broke the real story. He stood on a couple of chairs with a Reagan representative from Illinois and announced the selection of George Bush.

That scoop was a fitting reward for our entire news team. The story had been tricky from the start. There was confusion at the highest levels and turmoil on the floor. While some reporters were jumping to conclusions, "NBC hung in there with extraordinary calm," That's according to Rick Du Brow in The Los Angeles Herald Examiner. "In retrospect," he concluded, "the calmness under this pressure made last night one of the greatest in NBC's history."

Calmness under pressure. It suggests the kind of solid confidence that comes from careful preparation. It also says something about our professionalism and political savvy during one of the most exciting convention nights ever.

Maybe it says something else, too. Something about our decision to stay with the convention when others were switching away. "Only NBC carried Reagan's departure from Los Angeles live," noted Tom Shales in The Washington Post, "and only NBC stayed with the podium during the official start of proceedings Monday night."

That first night provided a kind of keynote for our coverage throughout the week. "NBC... outperformed the competition on opening night," said Peter Boyer of The Associated Press. "NBC seemed to be working a little harder." In fact, NBC devoted more hours to the Republican Convention than either of the other major networks.

"Thus NBC was most efficient at communicating the sense of the event." That's from Tom Shales in The Washington Post again, but it captures exactly our own definition of purpose.

It wasn't supposed to be much of a convention. The fact that things turned out differently is perhaps the best reason why we stayed with it from gavel to gavel. And why Daniel Henninger in The Wall Street Journal called ours the "winning team."
The drug’s junior affairs porting feature utilized profiles handicapped young and old one month of the Olympic boycott with congressmen and Olympic officials. The program was fed into 12 other markets, including New York, Los Angeles and Philadelphia. Another WTTG program, Runaway, focused on the runaway problem in the Washington area.

Two public affairs programs that WBBH-TV Fort Myers, Fla., aired within the last year concerned cancer detection and an examination of a mental hospital. In the cancer story, the station’s anchorman, with a family history of the disease, went through tests and examined symptoms, using a first-person approach. The station’s cancer clinics that were set up found nearly 50 cases and were credited with detecting several advanced cases that were treatable.

The cameras in the 10-part mental hospital series filmed both commitment and competency hearings which touched on sensitive issues. WBBH believes it may have been the first time television was present at such hearings.

Part of the news format at KTLX Sacramento, Calif., is live interviews by anchor Pete Wilson on topics of local and national interest.

Surviving the technological onslaught

Here’s how Jerry Hansen, executive producer, KNBC-TV Los Angeles, describes the impact of new technology on the station’s coverage of the California primary.

“I don’t want this election night program to look like Warren Harding’s.”

Given that admonition by our news director, Irwin Safchik, to give our program a modern look, we at KNBC News in Burbank set out to plan Decision 80: The California Primary. Before it ended I began to worry that Irwin’s wishes about our coverage might come true. This wasn’t going to look like Warren Harding’s election. It was going to look like George Washington’s.

Always before, in displaying returns, we had used “the boards,” those old and monstrous but always dependable concoctions of wood and digital read-outs that transformed the studio into a realm of excitement and awe on election night. Now, as per Irwin’s orders, we were chucking them in favor of Chyron, the up-to-the-minute character-generating device, to be interfaced with a cold and calculating computer in Phoenix. (Phoenix?)

Not only that, it was a volatile presidential election year; there were more of those fascinating initiatives that lend their way onto the California ballot; and in news were estimating the need for perhaps as many as 12 remotes. The station people who worry about things like money were talking six.

As we plunged into the strange, new world of computerized returns we were bombarded with terms alien to us—modem, baud, CPU, TTC, half-duplex, dip switch, black box (which was really blue), hardware, software and firmware. And there was another: crash. In computer talk a crash is the ultimate. When you crash, you’re out of business.

Blessed with access to a vast array of equipment at the NBC complex in Burbank, we were able to get two Chyron IV’s, which would be interfaced with the computer. One was to be the mainstay, the other a back-up. But once we had them, the director asked, “Why not use them both?” And he threw in Quantel for good measure. I shuddered.

By then the drop out in the presidential contests had begun and we were able to downgrade the number of remotes to 10. Meanwhile, the money people were bending and allowed that we might have as many as nine. As the election neared, one man’s misfortune became our fortune. George Bush was out. Nine remotes they were.

Three single minicams were to feed via microwave, a fourth via telco. Four cameras in four different balconies in two hotels were to be fed through two crash trucks. And for what was left over there was to be a ‘roving minivan’ accompanied by a relay truck.

The final days preceding the election found us in the usual madhouse. When’s the Kennedy survey? The computer is spelling LA County LA County. Who forgot to credit the Reagan crew? Kennedy is moving! What do you mean the computer can’t do that? The network wants to pool. Kennedy is moving against us. Change 10 to Telco, we can’t microwave out of the new location! The Kennedy people say what?

On the afternoon of the election, one of the Chyrons began to, as the operator put it, dump. A crowd of maintenance people and computer experts had gathered around the other. And I pointed that there had been at University of the studio and was being roaded. Then came an urgent call from one of the remotes. They had dropped a camera. I mean, they had physically dropped a camera! All I could think of was Warren Harding.

Then, suddenly, we were on the air. And just as quickly so it seemed in the control room, we were off. The two-and-a-half hours had gone by in a flash, and everything had worked.

We’ll use the computer and Chyron again in November. The money people are giving us suspicious glances: they haven’t told them yet we’ll probably need up to eight remotes——after all, it is a volatile election year. And Irwin will tell us again he won’t want it to look like you know what.

Which, after we found time to think about it, got us wondering. How the hell does he know what Warren Harding’s election looked like?
It's hard to say you're number one at something without a lot of flag waving. But for a TV station that's first in its market from sign-on to sign-off* it's somewhat excusable.

And we must admit, here at Channel 5 WCVB-TV Boston, we are a bit proud of what we've accomplished in just 8 short years.

Besides our top ranking overall, WCVB-TV also has consistently been number one in big news events. Our recent coverage of the Tall Ships visit scored an 11 rating, 42% share, ** well above the other area stations.

Last October, when Pope John Paul II said Mass on The Boston Common, there again more New Englanders tuned us in with a 21 rating, 41% share.†

Even as far back as Queen Elizabeth's visit in 1976 we out-ranked the competition with a 13 rating and 59% share. ††

Our regular news programming is also scoring big, with NewsCenter 5 at 11 topping the late night slot for three consecutive rating periods. And our locally produced shows such as Good Day, Body Works, This Was America and a variety of specials are still getting great numbers.

With all the entertainment choices people have today, it's nice to know we're the number one TV station in our little corner of the land of the free and the home of the brave.

†Source: ARB telephone coincidental 10/1/79. ††Source: ARB telephone coincidental 7/11/76.

Nationally represented by HRP.
concern. Wilson has interviewed state highway officials, church leaders, tax-cut advocate Howard Jarvis, and the director of the northern California Ku Klux Klan, and he encourages people to call in and participate.

KTXL also recently aired a boxing special, examining the recent deaths of two boxers, and discussing safety with doctors, promoters and boxers themselves.

Despite limited resources and a short history, WTVT Boston regularly produces a four-day-a-week, one-hour magazine show, Boston...Live, without a budget. Station personnel produce Live as part of the various duties they perform. The station also airs a one-hour call-in, Soundoff, on Fridays, on issues of local and national concern.

KWTG Oklahoma City aired a five-part special on teen-age pregnancy. Too Much, Too Little, Too Late examined too much pressure, too little information, and too late in time for many teenagers whose lives have been disrupted. The station aired editorials, commentary and a call-in show. The subject was later rebroadcast by popular demand.

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A bad year. KPIX-TV San Francisco’s year-by-year retrospective of the 70’s included this grim incident from 1972.

baseball players strike in May, WCPO-TV Cincinnati put together a one-hour panel show with both management and players sides represented. The panel included Dick Wagner, president and general manager of the Reds; Reds player representative Ray Knight; former pitcher and player agent Jim Bunning; Montreal Expo pitcher Fred Norman plus the station’s three sportscasters. The panel also handled questions from a live studio audience.

The passing of the 70’s caused KPIX San Francisco to air a special on the important stories it covered locally in the past 10 years. For the San Francisco area that meant, among others, the Patty Hearst case, the Guyana massacre and the Mayor Moscone-Harvey Milk murders.

After a CBS program on gay power and politics in the city, KPIX aired a 45-minute program presenting reaction of gay leaders, the mayor and CBS producers.

Part of WWHT West Orange, N.J.,’s public affairs efforts include Black Spectrum and Sixty Plus, shows that are directed to those particular audiences. The station also examined “good consumerism” with a former state consumer affairs official and has its own magazine-format ted N.J. Notebook.

On the first anniversary of the accident at Three Mile Island, WHP-TV Harrisburg, Pa., prepared 150 minutes of special programming to mark the mishap’s effect on the area. The station took a poll, comparing it to polls taken just after the accident, which was mentioned by the national wire services and requested by state and federal agencies. WHP-TV also sponsored a town hall meeting with state and federal officials along with area residents, and a call-in show. With the recent release of radioactiv
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Sometimes it means speaking to the Hispanic community. Or playing Santa Claus for a kid who thought there'd never be a Christmas.

One of our radio stations actually marches for the March of Dimes. Another sponsors an annual "Run for the Green" to help the Easter Seal Society help kids who could never run on their own.

And we televise public affairs programs that help citizens get answers from government officials. And shows that know the trouble the Black community has seen—and try to deal with it. Moreover, we have shows that cater to women, the handicapped, and kids—but never take them for granted.

Because giving our communities what they want is part of our responsibility. And giving them what they need is another.

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Sports and on prevention of heart, pulmonary and other diseases.

Two of WOR-TV New York’s public affairs specials featured study guides. The shows on teen-age drinking and the role drinking plays in violent crime were half-hour specials and were telecast on consecutive nights. More than 7,500 study guides were sent to school and community groups.

KYW-TV Philadelphia thinks it’s found a solution to some of the problems inherent in reporting economic news with its series, Pay Check Survival. The station contracted with Wharton Econometric Forecasting Associates to do quarterly and annual forecasts on consumer prices in the eight-county Philadelphia area. The series of reports, which are televised quarterly for at least two weeks, looked at where prices are likely to go for items such as mortgage rates, homes, gasoline, TV sets, cars, fruits and vegetables, beef and chicken and medical expenses.

Last year, as part of the International Year of the Child, WSB-TV Boston covered the “Kidsfair” festival on the Boston Common, with three-and-a-half hours of live coverage. Part of that was filled with nine minidocumentaries, narrated by Lorne Greene, covering youth unemployment, juvenile delinquency, children and TV, teen-age sexuality and family life.

Another public affairs show WSB-TV produced concerned spinal cord injuries, focusing on the rehabilitation of six victims. The show drew a laudatory response, with several hospitals and medical associations requesting copies be made for teaching purposes.

Last fall, WSB-TV began a prime-time program dealing with issues of major concern to urban residents and blacks. Hosted by Tanya Hart, interviews have included Jesse Jackson, Andrew Young, Vernon Jordan, Alex Haley and Los Angeles mayor Tom Bradley. Coming Together has also traveled to seven cities to interview prominent leaders and examine happenings in black communities there.

Part of WPX New York’s public affairs line-up includes a new high school editorial writing competition. Editorials are requested, reviewed and chosen by WPX with the winners receiving a savings bond, a plaque and air time on WPX’s Sunday Night New York to present their pieces. Sunday Night is WPX’s 90-minute prime-time news magazine, covering the tri-state area. Other public affairs fare includes programs aimed at different religious faiths, blacks, the Spanish-speaking and other minorities.

For eight and 13 years respectively, KMSP-TV Minneapolis has programmed public affairs shows for both ends of the demographic spectrum.
Around the turn of the century, North Carolina's Outer Banks saw the Wright Brothers prove once and for all that man could fly.

Yet, until recently, there were people along the Outer Banks who had a hard time seeing television.

But now WITN-TV in Washington is transmitting from a new 2,000-foot tower, and WNCT-TV in Greenville will be utilizing the same tower soon. Which means that more than two million people in eastern North Carolina will be getting a clearer picture of what's going on in the world.

We're honored to have been chosen to design and build the new tower, and we're justifiably proud of the friendships we've made at Channel 7 and Channel 9.

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Forum has aired weekly for nine months of the year since 1972, with recent programs concerning social security, health insurance, the census and peer counseling. Since 1967 KMP TV has produced Young Issues, a topical program where teen-agers have interviewed guests and discussed items like draft registration, solar energy, cults and deprogrammers, the shortage of foster parents and whether juveniles should be tried as adults.

WDTN Dayton, Ohio, dramatized the life-saving technique, CPR, by having one of its staffers feign unconsciousness in front of a busy shopping mall. The program showed people wanting to help but not knowing what to do, dramatizing the need for CPR instruction. The acting was part of a six-part series WDTN did, causing thousands of inquiries into CPR and an increase in area CPR classes.

Investigative, documentaries

Color Me Blue, probing the disillusionment and frustrations of New York policemen, was a documentary aired by WABC-TV. Marie Torre, who reported, wrote and produced the piece, took a sobering look at how their work affects their lives by talking to patrolmen, the police commissioner and a police psychologist. The report noted the almost double rates of suicide and divorce for policemen than for other segments of the population.

WABC-TV also aired a three-part special on emergency medical attention in the city. The report found a backlog of calls, an inefficient dispatching system and a lack of personnel and administration to staff the system. A news team filmed a woman, complaining of chest pains, who had to wait three hours for help. The news team was also able to arrive on the scene before an ambulance for an accident or heart attack. A state committee has looked into the situation and has recommended several changes.

One of the documentaries WNAC-TV Boston aired involved a new method of sex determination. Lifeline reporter Charlene Mitchell traveled to San Francisco to investigate the Ericsson method, said to be 86% effective in increasing the chances of a male offspring. The method involves chemically treated sperm and artificial insemination.

The parole of 16-year-old Kimberly Powers, sentenced to 30 years for heading a gang of teen-agers that terrorized and robbed elderly citizens, enraged citizens. WCIQ-TV Miami produced an hour special, interviewing the prison warden, fellow inmates of Powers, the trial's attorneys and judge.

WCIQ-TV also produced a five-part series on teen-age sexuality, finding increasing numbers of 10- to 13-year-olds involved as prostitutes, sex offenders and bartering sex for transportation.

WTHN-TV New Haven, Conn., went to the winter Olympics before and after the games to film reports about the town of Lake Placid, N.Y., and the spectacle. In advance, a news team returned with a 14-part series that included reports on souvenirs, snowmaking preparations, and roller skiers. Since the station is an ABC affiliate it aired the events. After the games WTHN-TV returned and did another five-part series, reflecting on the highlights, using quick cuts from ABC, intercutting them with music, and examining what areas of Lake Placid looked like then, after everyone went home. The report also looked at the effect the games had on the townspeople.

One of the longer investigative reporting operations was conducted by KTHV Little Rock, Ark.—a five-month examination of the state's parole system. Aided by a computer, the station investigated 811 parolees released over a seven-month period and found that some, convicted of murder, had served less than two years. KTVH found one inmate who had gone through the crime/parole/crime cycle four times. The result of the research and interviews with officials was a five-part series aired in February. The piece caused the state's attorney general to prepare tougher parole legislation.

KTHV also did a series on the herbicide, 245-T, considered a necessity by farmers yet controversial because of the health effects of its byproduct, Dioxin. The piece included comments from experience, a representative of Environmental Protection Agency hearings and interviews around the state with alleged victims.

WRC-TV Washington's investigative reporting team followed up its 1979 reports on asbestos in hair dryers with another on the deficiencies in certain baby formulas. The report focused on inadequate laws and regulations governing safety and nutritional standards, and the Food and Drug Administration's unsuccessful attempt to recall defective products after the agency discovered deficient salt components in infant formulas. The report brought congressional action and the accolades of Representative Ronald Mott (D-Ohio) who called Lea Thompson's report, "television journalism at its best." The Senate began similar hearings last month on a bill designed to institute quality control in the formula process.

WSIN-TV Milwaukee built a six-part investigative series on the problems of sex-
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ALL BRAND NEW!
24 HALF-HOURS!
ual assaults in Wisconsin prisons around the experiences of an inmate. It showed that the prison system has no way to protect inmates other than to confine them to cell blocks designed to separate the most dangerous inmates from the rest of the prisoners. Originally scheduled for five parts, the series was extended to six by reporter Charles McLachlan in response to audience interest. Following the series a legislative committee was set up to study prison reforms with the prison rape situation a key issue.

Another WISN-TV investigative effort, "Wisconsin's Sacred Spot," examined the activities of a shrine built around the alleged visions of a woman who claims that since 1950 the Virgin Mary appears to her and speaks through her. The shrine operates a home for unwed mothers as one of its programs. Assistant news director Bunny Raasch and reporter Charles McLachlan spent several months on the story which ran as a 12-part series. As a result, the Catholic archdiocese condemned the shrine, and investigations were begun by the district attorney, the criminal division of the Internal Revenue Service, the Social Security Administration, the state medical examining board and the U.S. Attorney's office. And the state legislature changed the medical patient privacy laws so that they better regulate medical facilities like the unwed mother's home. After the story aired, the Madison, Wis., Capital Times collaborated with WISN-TV on follow-ups to the story, reprinting most of what the station had aired (with credit) and cooperating on developing new angles and covering the progress of the state investigation.

Other investigative series done by WISN-TV included a 13-part series on the problems of disciplining doctors in Wisconsin, one on school bus safety and one on the problems of air traffic safety across the country.

Reporter Dick Allgire of KURTZ Salt Lake City is investigating the death, declared accidental, of a former police man. People close to the man believe he was killed because he was about to reveal corruption and mob connections in city government. The Bureau of Alcohol, Tobacco and Firearms is investigating and the chief witness for the grand jury (and Allgire's main informant) has recently disappeared and is feared dead.

In an unusual cooperative venture, WLS-TV Chicago and the Chicago Sun-Times put together a 20-member investigative team that uncovered a multibillion-dollar automobile accident insurance fraud scheme. Using undercover people posing as phony accident victims, the team uncovered a collection of lawyers, doctors, chiropractors, ambulance chasers, clinic operators and hospital administrators who, combined, pocketed more than $3 billion a year in insurance money. After the shows and newspaper stories appeared one hospital's accreditation was revoked and it closed, six other hospitals conducted their own investigations, six doctors resigned, the Cook County state's attorney launched a probe of alleged police involvement, and state officials began an investigation of the lawyers named. Both WLS-TV and the paper ran follow-ups, including showing how the investigation was accomplished. Later, WLS-TV reporter Peter Karl appeared on ABC's 20/20 to report on the story.

Another WLS-TV investigative effort had reporter Roberta Basking showing that many brands of beer contained potentially dangerous levels of nitrosamines, known to cause cancer in animals.

WBBM-TV Chicago reporter Bill Curtis went to Vietnam to do a story on children born of U.S. military fathers. He found some of them—street urchins not allowed to attend school because of their parentage. Some of the mothers gave Curtis letters documenting the children's origins. Since his report the State Department has said it will waive immigration requirements for bringing these children into the U.S. Curtis also wrote about his trip for the New York Times Magazine.

Six months into research for a story on air traffic safety, WBBM-TV received a tip that there had been a near miss at O'Hare airport between two jets due to a computer malfunction that lasted 19 minutes. After getting exclusive interviews with both the air traffic controller and the computer operator involved the station went with the whole story.

Two investigative reports done by WSBZ-TV Charleston/Huntington, W. Va.: A piece probing conditions in juvenile correctional facilities and a report on an increase in athletic injuries.

PTV partnership. Public television stations have banded together to make available their own brand of local TV journalism. The Interregional Program Service, an association of 120 public TV licensees operating 238 public TV stations, was formed last January to make available U.S. and foreign programming, along with new series produced jointly by IPS members. The consortium's first effort, U.S. Chronicle, is a 13-part series centering on life in America which had its debut the week of July 7. Anchored by Jim Lehrer, co-host of the Public Broadcasting Service's MacNeil/Lehrer Report, each program explores in depth one issue, produced locally by an IPS member. The series opened with a report on gasohol, produced by WETA-TV Washington, and was followed by a New Jersey Public Television report on the effects of legalized gambling on Atlantic City. Last week's offering, produced by WMMT-TV Schenectady, N.Y. and WHEC-TV Buffalo, N.Y., dealt with a family who believe their son died as a result of chemical exposure near Love Canal, a neighborhood in Niagara Falls, N.Y. Subsequent shows will feature reports on housing struggles of the elderly, unemployment among black men in Seattle, California's water war and a controversial judge in Wisconsin. Fifteen IPS member stations produced the half-hour documentaries, with the Maryland Center for Public Broadcasting doing final production work. Executive producer for the series is Larry Pomeroy, former Midwest producer for the CBS Morning News. IPS estimates that 80% of all U.S. households can be reached through its member stations.

Probe 5, the investigative team at KSL-TV Salt Lake City, produced an hour program that documented abuses in nursing homes in the state. The work involved setting up a dummy corporation to pose as a buyer of a home in order to document the profit figures. The day after the program aired, the State Department of Health fired one employee and made several changes in the inspection procedures in patient care facilities. KSL-TV is now fighting libel and civil rights suits totaling $1.3 million filed as a result of the show.

The local police department accused WKBW-TV Buffalo, N.Y., of ruining an undercover drug investigation by reporting the illegal activity. Both organizations, however, had been investigating and the information WKBW-TV aired, it claimed, was gathered from its own probe. The public investigation resulted in arrests of several alleged dealers.

WLS-TV Chicago produced a half-hour documentary, Children of Divorce, that studied the feelings and attitudes of adults and children whose parents have separated or divorced.

An investigation by WAGA-TV Atlanta exposed federal waste in a program to train maids. A federal grand jury has subpoenaed records from the training organization and funds are being withheld as a result of the station's report. Another probe found the state being charged for work paid for by the federal government.

An investigation WBJZ-TV Boston uncovered apparent conflicts of interest and improprieties in the Massachusetts Division of Food and Drugs. The re-
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You want news that affects your life and lifestyle, so we've added more. At 5 PM, anchors Diane Allen and Jay Levine bring you more of the news you need. From more places. The way it means the most to you.

ANCHOR MAN ON LOCATION.
Live location coverage is news at its best. So we've added Field Anchor Kim Peterson to the 6 PM Eyewitness News. Kim Peterson is an award-winning reporter who covered Vietnam while it was still a war and Jimmy Carter while he was still a governor.

CHICAGO'S FORECAST — GETTING CLEARER.
Because you want a forecast that's clear even when the weather isn't, we've added Steve Desher to 4:30, 6 and 10. A man who reports the weather in a straightforward style. From inside and outside. As though your day depended on it.

MORE WEEKEND NEWS.
If it happens on the weekend, you should hear about it on the weekend. That's why we've added more weekend coverage. Larry Moore and Mary Ann Chilikers anchor half hour newscasts at 5:30 and 10.

Eyewitness News
WLS-TV, Chicago

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"The F28C-2 is the best for the job—and I've flown most of them."

WRTS Radio helicopter pilot and traffic reporter Carl Towle is still enthusiastic about his Enstrom, even though he flies it for hours every working day.

"I average 100 hours per month traffic reporting over Boston," he says, "and my F28C-2 is still fun to fly. Good, stable flight characteristics. Good autorotation qualities. One of the most economical helicopters I've ever flown."

Carl's choice of the Enstrom F28C-2 is an excellent one—for traffic reporting and for many other missions.

The turbocharged F28C-2 is one of the most fuel-efficient and reliable helicopters flying today. And its initial cost is less than half that of the most popular turbine-powered helicopters.

Its new deeper windscreen, low profile instrument console, big all-plexiglass doors, plus floor ports and skylights give people in the F28C-2 superb visibility.

The quiet engine and smooth rotor systems provide an excellent platform for radio or TV traffic and news reporting. Three seats and a useful load of 850 lbs assure plenty of capacity for equipment and personnel. And the F28C-2 flies for up to 3.7 hours without refueling. It can cruise at an economical 85 mph, hover over a chosen area, make 360-degree spot turns or speed away to a new location at up to 112 mph.

Whether in traffic reporting, electronic news gathering, utility line patrols, police surveillance or dozens of other assignments, the Enstrom F28C-2 returns more utility per dollar invested. Ask your nearest Enstrom distributor for details. Or call the factory.

Do you really need a turbine helicopter?
port probed possible contamination of salvaged food, sanitation problems and personal relationship between employees of the state and relatives and friends in the food industry. As a result one administrator was indicted by a federal grand jury and another fined.

Among the investigative reports produced in the past year by KOIN-TV Portland, Ore.'s weekly Northwest Illustrated was one which revealed the storage of deadly nerve gas at the U.S. Army's Umatilla Depot in eastern Oregon. The report prompted the governor of Oregon and others to demand the removal of the toxic chemicals. After months of controversy, the gas was finally removed.

KATU Portland, Ore., presented a five-part series on Cambodian refugee camps. The station accompanied a group of doctors and nurses from Oregon and Washington who volunteered to help in the camps.

Subjects of documentaries examined by WCBS-TV Bristol, Va.'s new Project Five unit included reports on coal mine potential, doctor shortages, crime and the impact of inflation on education.

To investigate complaints concerning the Henry Clay High School, WKY-TV Lexington, Ky., reporter Karen Young enrolled as a senior. She signed up for six classes, carried a camera (under the guise of working on the school yearbook) and a tape recorder in her purse. She documented charges of student-imposed segregation in the bathrooms and in the cafeteria; student drinking and marijuana smoking; the causes of large-scale student cutting of classes and the lack of information conveyed to parents. The principal was interviewed by another reporter before the five-part series aired. The series resulted in actions by the school board including closing campuses during the day and requiring students to remain at school. Tightening security measures and toughening attendance monitoring procedures. Later, a series of feedback shows was presented with reactions to the original series from students, school board members and teachers.

WVUE New Orleans's full-time investigative reporter, Richard Angelico, uncovered illegal wiretapping by the sheriff of Jefferson Parish, the county containing most of New Orleans's suburbs. Angelico's stories showed how the bugs were done, who was bugged and why. (The buggings were planted on suspected criminals, but were criminal in nature themselves.) As a result, the sheriff was indicted and convicted and subsequently resigned.

WVUE also has a documentary series, Project 6. Producer/writer Patricia Gorin and cinematographer Bob Weaver produce one half-hour show a month. The two spend about 350 hours on each show. The station pre-empts the time for the show (in prime time), and most shows are sustaining.

In response to the problems of the auto industry, WXYZ-TV Detroit sent reporter Ven Marshall, a producer and crew on a two-week assignment in Japan. The resulting 10-part series, Tokyo: The New Motor City, was an examination of Japanese car production and the country's life style. Also accompanying the WXYZ-TV crew was an unemployed American auto worker who provided observations on worker participation and pride in the Japanese product. They also provided daily reports on Michigan Governor William Milliken's visit to the country to encourage more Japanese auto involvement in the U.S.

The biggest car industry story for WXYZ-TV was that of Chrysler Corp.'s financial troubles and the subsequent federal loan guarantees. The station covered the story a number of ways including a five-part series that chronicled how the 10th largest industrial corporation in the country had reached the brink of bankruptcy and evaluated its chances for government aid and a return to solvency. The story also involved trips to Washington to cover House and Senate hearings and to Kansas City.
Winston-Salem, N.C., reporter Jane Harrington hosted an hour-long prime-time special, *Black Americans: 1979*, which examined the progress of blacks since the civil rights movement of the 1960’s. The first half-hour was taped and concentrated on comparisons of housing, employment, education and general social conditions of the black community now and prior to 1964. Included were interviews with local and national black leaders and representatives of the black community. A 30-minute live discussion completed the special.

At WVEC-TV Hampton, Va., the station spent six months on the story of a boy with severe facial deformities that made him look froglike and would have eventually blinded him. The station’s Focus crew followed him through a series of new and major operations that turned his froglike features into those of a normal boy. The program showed surgical procedures where the skull was reshaped, eye muscles cut and the eyes placed in new sockets.

In 1979 WKEF Dayton, Ohio, revamped its news operation. The resulting 22 Alive team consists of 29 people and more than $750,000 in equipment, including color radar and Weatherscene, a leased Bell Jet Ranger (Jetcam) and various ENG equipment. Investigative stories tackled by the station covered crib deaths, pollution, and causes of divorce, cancer in children and the psychology of caring for them and health spa rip-offs.

A 10-part documentary on teen-agers by WKOW-TV Madison, Wis., involved an unusual amount of research. First the station contracted with two independent researchers, who, working with the station, came up with a 125-question list that 351 Madison high school students filled out. The station’s news director, Wayne Wallace, Paul Pitas and photographer John Scapple then took the results of the questionnaire (which had been run through a computer to give various breakouts) and supplemented the findings with on-camera interviews with students to illustrate the findings. The data was presented on the screen using full-screen Chyron. The different parts of the series were: education, sex, world affairs, alcohol, parents, drugs, leisure time, the future, values and a summary with a look at teen-agers by adults who work with them. After the series ran WKOW-TV produced a booklet on it that was mailed to schools, educators, community leaders, youth workers and others.

A three-part series by KMOX-TV St. Louis on the Cuban refugees at nearby Fort Chaffee, Ark., was prompted in part by phone calls from viewers expressing concern about how the processing of the 19,000 Cubans would affect their lives. Anchor Steve Schiff and a crew went to the fort to interview both refugees and local residents about the situation. KMOX-TV produced a documentary on childhood cancer. Reporter Al Wiman spent more than three months in preparation before the shooting started. He spent days in the St. Louis Children’s Hospital Cancer Clinic meeting parents, children and staff and observing chemotherapy treatments. After that he met with a doctor to determine which cases he might follow with a camera crew. He then met with the families. He chose two boys who agreed to the filming. One died 10 days after the story was finished, the other is still alive.

When WPLO Miami reporter Ileana Bravo set sail for Cuba to cover the refugee sea-lift, she and her crew had prepared to stay only two days—the time it would take to pick up passengers and return to Key West. But it wasn’t as simple as that. Their two-day assignment turned into a seven-day nightmare. Bravo, cameraman Lance Helfin and his assistant, Mario Hernandez, arrived at the port of Mariel where more than 1,000 other boats were docked. They were told it would be at least two days before refugees could board the 68-foot shrimper they were on. By the time they realized there was not enough food, water or money to remain that long, it was too late. The Cuban government refused to let any boats leave the harbor without refugees. Cuban gunboat surveillance made sure they didn’t. After three days of rationing food purchased at exorbitant prices, bathing in and drinking ocean water, the crew went ashore in an attempt to communicate with WPLO.

With passports only—no entry visas—they were taken into custody at a Havana hotel where their equipment was confiscated and some of their supplies were spiked. For the next three days they were spent trying to convince Cuban officials to let them exercise their rights as working press, or let them leave via airplane. They could do neither. Instead they were quietly taken to a far away dock and loaded onto a shrimpboat with 85 refugees. Some were relatives of persons who chartered the boat, others were criminals, the sick and the mentally disturbed. All were headed for Key West.

On the eve of their arrival, the station aired a first-hand report on the refugees’ search for freedom. Another report on what was happening to refugees in South Florida had aired the night they left Key West for the Port of Mariel.

The station’s bilingual reporting staff
THE SKYWAY BRIDGE DISASTER
Friday, May 9, 1980 — Tampa Bay, Florida

7:35 A.M.
The 660 ft. Liberian freighter SUMMIT VENTURE smashes into the supports of the southbound span of landmark Sunshine Skyway Bridge. The super structure collapses into Tampa Bay in the second worst bridge disaster in the nation's history. Thirty five lives are lost.

8:57 A.M.
Despite intermittent driving rain and squalls, WTSP-TV's Sky 10 helicopter sends Tampa Bay its first look...live, from high over the scene of the tragedy.

9:47 & 9:55 A.M.
At the request of the U.S. Coast Guard, Sky 10 broadcasts live shots of the disaster, thus enabling them to do their early rescue planning.

10:01 A.M.
Reporters fresh from the scene describe events being broadcast live from the crippled Skyway Bridge.

10:41-11:19-12:01
Regular programming breaks for cut-ins as the tragedy unfolds. Live ENG Van and boat crews continue the coverage.

1:38 P.M.

5:30 P.M.
ACTION NEWS, The Bay Area's first news, presents expanded coverage of the disaster. Its unique vantage points from air, land and sea enable WTSP-TV to provide the most complete coverage of the story.

7:30 P.M.
Just 12 hours after the Bridge collapse, WTSP-TV presents a live half hour special, "Skyway Tragedy," the first comprehensive program about the disaster.

It’s this kind of performance, response to emergency, and service to the community that Tampa Bay has come to expect from WTSP-TV.
Sign your car and catch a car thief.

Last year Americans bought twenty million automobiles, and stole one million more.

Now paying for cars and car insurance is too hard to let steal-
ing cars be that easy. And some pretty primitive precautions — not to mention sophisticated laws that would make trafficking in stolen cars a Federal offense — can help.

The owner’s name, scratched into the inside of the gas cap, was evidence needed to reunite a Texas man with his stolen pick-up truck.

A Detroit Cadillac owner helped police identify his stolen car by remembering birdseed spilled under the back seat. (The thief is now roosting in the federal coop.)

Your business card, dropped down window channels into doors or secreted in places only you will remember, will serve the same purpose. And even simpler than “signing” your car is locking it.

In Boston, for example, where 1 out of every 35 cars was stolen in 1975, a “Lock-your-car” campaign run by the National Auto Theft Bureau helped cut theft 26% in two years.

One last word of advice. Before you buy the expensive options that’ll make your car more attractive to car thieves, buy the anti-theft device options that’ll make it less attractive:

Auto theft can be cut. Auto insurance costs can be controlled. Don’t underestimate your own influence. Use it, as we are trying to use ours.

Aetna
wants insurance to be affordable.

1 Auto theft is no longer a “cottage industry”: it’s a huge racket that costs the American people $2 billion a year.

2 The National Auto Theft Bureau also suggests: using a vibrator pencil, etch the vehicle identification number in several hard-to-find spots. Use your imagination: the more unique your hiding place, the more exasperating to a thief!

3 About 20% of stolen cars are driven away with the keys the owner left in the ignition; in another 20%, keys are transparently “hidden” above the visor, in the glove compartment or under the driver’s seat. Locking your car won’t protect it from a professional thief, but it will protect it from the joy-riding teenagers who account for many thefts.

4 These devices only slow down a professional thief, but the more time it takes him, the more chance he’ll be caught. Locking systems, cut-off switches and security alarms are all available at auto supply stores.
followed the Cuban refugee story around the nation. They were in Key West for immigration department processing, in Miami for family reunions, at Eglin Air Force Base reporting on resettlement and at Fort Chaffee reporting on runaways.

**WOR-TV New York** launched an hour-long magazine show, *What's Happening America?* with Shana Alexander as host. An interview on the first show with a Three Mile Island nuclear plant employee, during which he admitted falsifying data before the accident, triggered a Justice Department investigation. Another show in the series reported on the dangerous situation in the Arab city of Hebron and aired four days before the massacre in that city.

In the last year **KYW-TV Philadelphia's** investigative unit—the 1 Team—claimed to have broken seven major stories and aired 47 individual reports. Included in that total was a year-long investigation into the failure of the city to collect more than $125 million in delinquent real estate taxes. The 24-part series, *The Tax Dodgers*, resulted in the mayor's announcing a crack-down on such activity and the collection of more than $10 million in delinquent taxes between March and June of this year. At the same time, the district attorney's office launched an investigation.

The investigative reporting team at **WKYC Cleveland** received national headlines with their findings of a contract to kill former Mayor Dennis Kucinich. The story aired after Kucinich had lost re-election and came from an interview with an organized crime source who spoke of the contract. The report found that police and Kucinich had known of the plot for more than a year, but that it had been a well-kept secret.

**WKYC-TV's** investigative team also documented bait and switch selling tactics by a meat dealer that resulted in his arrest and state and federal probes into the companies involved. Two other stores were shut down as a result of the investigation, which won a local Emmy.

Among other reports were a look at ambulance abuse, forgery in a large drug treatment center, and the dangers associated with commuter air travel. The last report found pilots who confessed to falling asleep while flying because of duty-time violations, insufficient training for some pilots with aircraft that were overloaded and Federal Aviation Administration officials publicly downplaying safety problems.

**WCCO-TV Minneapolis** complemented two documentaries it aired on religious cults and new healing approaches in medicine with town hall meetings and call-in shows after the programs. *Mind over Medicine* examined new claims that most disease is stress related, including that of one woman who „wished herself well“ from cancer. After the show, viewers were asked to fill out a stress-related questionnaire reprinted in newspapers and to contribute questions to a panel of health experts assembled to discuss holistic medicine.

The other documentary, *Thy Will Be Done*, contained interviews of young people associated with various cults, describing exhaustive fund-raising practices, sleep deprivation and mental manipulation.

One of **WCCO-TV's** most exhaustive efforts was *Politics in Blue*, an investigative documentary on the politicalization of the Minneapolis police department. The police had been criticized for being tools of politicians, delivering votes in return for promotions. *WCCO-TV* set out to examine the problem by interviewing police administrators and politicians in Philadelphia, Houston, Los Angeles and New York, including then-Philadelphia Mayor Frank Rizzo (at the time under indictment by the Justice Department) and Houston Police Chief Harry Caldwell.

After gathering more comments from a national convention of police chiefs and a management specialist from Carnegie Mellon, the report concluded that the po-
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political circle had to be broken—suggesting the next police chief be from outside the city and his term of office differ from the mayor’s two-year term. One month later, the city hired a new chief from New York, on a three-year contract.

After a rise in school bus accidents, including 11 deaths, WRAL-TV Raleigh, N.C., produced two five-part series on bus safety. The station culminated coverage with an “Impact Week” which included PSA’s, editorials, news stories and viewer “Speak Outs.”

Producer Bob Sadler put together a special examining the psychological needs of the dying and their families in Catch the Joy ... Share the Pain. The half-hour special introduced a new hospice program in the county.

In its reporting of under-age drinking, WRAL-TV followed a youth who found it relatively easy to purchase alcohol, through he was underage. The station interviewed officials in two different state bureaus, each claiming the other was responsible for enforcement. The result was one bureau’s crackdown and use of similar undercover checks.

Reporter Don Kobes ran a check on state phone records and found two incumbent officials using state phones to conduct private campaign business. The reports spurred a state probe that confirmed the reports, resulting in the candidate’s reimbursing the state for the calls.

Following a local girl’s death in a school bus accident, WOWK-TV Huntington-Charleston, W.Va., conducted a two-month investigation. The report filmed school buses going 50 miles per hour in 30-mile-an-hour zones, not stopping at railroad tracks and some stop signs. The station aired a multipart series, A Time Bomb on Wheels, that resulted in a state education investigation, an “on air” resignation of the school superintendent in whose county the girl was killed, plus new driver training programs and increased maintenance schedules.

WOWK-TV also uncovered a $250,000 waste of taxpayers’ money in the construction of a General Services Administration office in Huntington. The local Veteran’s Administration which was to be the principal occupant of the building found problems in the building’s structural support, high noise level and inadequate facilities for the handicapped. After the station’s reports, the items were corrected at the $250,000 expense.

The sheriff in Poinsett county, Ark., has won re-election as a Democrat and a Republican. Painted as a man who could do as he pleased, he was investigated by KAIT-TV Jonesboro, Ark. After seven months of digging, the station found the sheriff pocketing jail expenses, altering the log books, issuing illegal gun permits, working jail inmates in violation of the law and not cooperating with outside law enforcement agencies. The reports brought a grand jury investigation that charged the sheriff with misconduct. Two weeks later, a close primary election forced a run-off and the sheriff filed a $1.5-million damage suit against the station, claiming the reporting hurt his campaign. He lost the run-off election.

WLOS-TV Asheville, N.C., took a look at the lack of legal rights available to renters in the Carolinas, in two half-hour documentaries. The report documented abuses, filling no laws in South Carolina protecting tenants and the blockage of such action in the state legislature where many legislators are themselves landlords.

The station also examined the funeral industry and the Internal Revenue Service, in documentary reports.

After a recent 60 Minutes piece, WTVJ(TV) Miami aired a special on the controversial drug, DMSO. The drug is not approved by the Food and Drug Administration, but is legal in Oregon, where Dr. Stanley Jacob who discovered the drug practices, and in Florida. The station interviewed local medical authorities, Jacob, FDA authorities and patients who say they were cured by DMSO.

The station also examined a bingo hall run by Indians who are at odds with a local sheriff over what laws and jurisdiction they are under—the Indians’ own or Florida’s. The courts have ruled the reservation a sovereign nation, thus allowing the Indians to govern themselves. Meanwhile other bingo businesses are losing bingo players to the Indians, and the sheriff wants to close down the hall, claiming the Indians are using tax-exempt land for profit.

WDAM-TV Laurel, Miss., followed a local relief mission to Nicaragua last summer and reported its efforts to assist the country with local dollars. The Laurel area has a number of Nicaraguan students and other immigrants from that country, providing the station with the local angle on the story.

The problems of Vietnam veterans were examined in a three-part series on WTEN(TV) Albany, N.Y. The segments included a look at the herbicide, Agent Orange, the psychological damage to some veterans and a tape of a therapy session at a local veterans’ hospital, which drew protests from viewers because of the trauma that was shown.

Among the investigative pieces WJLA-TV Washington did this past year included a report on the inadequate storage of highly toxic PCB in federal warehouses, causing health problems for workers, and safety enforcement problems for the General Services Administration. A congressional investigation followed.

The station also found a private nursing
HOW TO SAVE FUEL DURING YOUR SUMMER VACATION

ENGINE TUNING, TIRE PRESSURE, AND HOW YOU DRIVE MAKE A BIG DIFFERENCE.

You're sure to be on the move this summer. With gas more expensive, you may find helpful a few simple reminders on the best ways to get maximum mileage. They won't take a lot of time, and may save you a fair amount at the gas pump.

**A car that is properly tuned and maintained will be the most fuel-efficient.** Newer GM cars require less routine maintenance than older ones, but all cars require some periodic check-ups. Fouled spark plugs, improper spark timing or clogged oil and air filters all can reduce mileage significantly. So, be sure to follow the maintenance program in your GM Owner's Manual and Maintenance Schedule.

**Underinflated tires waste lots of gas.** Tires that are too soft have a higher rolling resistance, which forces the engine to work harder and to use more fuel. So have the tire pressures checked periodically, or use a tire gauge yourself, to be sure your tires are inflated to the pressure recommended in the GM Owner's Manual.

Use your air conditioner prudently. Whenever possible, use the vent position on the air conditioner to circulate air; it's not only quieter and cleaner than opening the windows all the way, but your car presents less wind resistance with the windows up. If you park in the shade, your car will be cooler when you get in, so it'll be easier to keep comfortable without making the air conditioner work so hard.

**Keeping the proper amount of coolant in the radiator will help prevent your car from overheating.** It won't save fuel, but it may save expensive towing costs. A lot of people think it's okay just to add extra water, but that can actually cause the mixture in your radiator to boil. Coolant—a 50/50 mixture of ethylene glycol antifreeze and water—raises the boiling temperature and will therefore help prevent overheating.

**Your driving habits are probably the most important factor of all in saving fuel.** The best advice we can give is to drive at moderate speeds and accelerate evenly. For example, jackrabbit starts take much more gasoline than gradual acceleration. Frequent stops will also cost you fuel, because every "pump" of the accelerator means extra gas going through the carburetor. Also, "riding the brake" creates a lot of unnecessary friction and wastes gas.

Extra weight in your trunk, such as tire chains, golf clubs you don't plan to use, even unnecessary luggage, takes more gas to haul. And finally, driving at high speeds substantially reduces fuel economy. So observing the 55 mile per hour speed limit makes economic sense and may save lives, too. Tests confirm that you can get approximately 20% better mileage by driving at 50 miles per hour than at 70 miles per hour.

Attention to routine maintenance and moderation in how you drive are the keys to getting the best mileage from your car during this summer. That'll save you money and help make sure that there's enough gas for others to enjoy a summer vacation, too.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

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General Motors
People building transportation to serve people
home where patients were being abused. The story produced several arrests, a Senate investigation and reformed laws. Another report documented a $4.50 government manual that told everything that was needed to know about breaking into a nuclear power plant.

Two KPIX-TV San Francisco investigations involved a doctor with a $1-million practice on Medicare and Medicaid billing alone, the subject of later state and federal hearings, and a two-hour report on the People's Temple, with film and videotape made by its late founder, Jim Jones.

WABC-TV Birmingham, Ala., found out how easy it is for children to buy drug paraphernalia by using hidden cameras in neighborhood stores and suburban shopping malls. The series also examined laws in other states where paraphernalia is illegal. Coupled with editorials, the series prompted the Alabama legislature to pass a law prohibiting the sale of drug-related material.

This past spring WTVM-TV Columbus, Ohio aired seven minidocumentaries that included the tales of a police informant, examinations of emergency health care in the area, wife abuse and credit card abuse. Other lighter features looked at those who work at night and the new-found wealth of a $1-million lottery winner.

The recurrence of flooding in Jackson, Miss., caused WAPT Jackson to air a five-part special on the most recent flooding, examining its effects on people's lives and preventive action that could be taken.

A KGW-TV Portland, Ore., investigation led eventually to a 13-count, six-felony indictment of a district attorney in Marion County. The station's month-long investigation uncovered an illegal pocketing of $10,000 by DA Gary Gortmaker. The day after the story aired the governor and the state attorney general ordered probes that resulted in the grand jury indictment.

The station also sent a news team to Thailand to document the plight of Asian refugees, since many were coming to settle in the Pacific Northwest. The crew spent 11 days visiting five camps, interviewing embassy and relief people, and relaying information from sponsoring families in Oregon. The result was a three-week series plus a documentary.

When the Oklahoma legislature was debating a bill intended to clean up nursing homes, footage from a KTEW Tulsa news series investigation was shown. KTEW followed the story from start to finish, when the bill was signed into law.

Cut the fat, is what many Wichita Kan., grocers had to do after KAKE-TV investigated the fat content in hamburger in area grocery stores. The station tested hamburger from 58 stores over a four-month period and found 38% of the meat violated state laws. The report also found out the state food and drug inspectors had not tested in Wichita in 24 years. Follow-up tests showed all stores but one were within the guidelines after the report aired and state inspectors began their own testing.

Hitting Home is the title of WBOV-TV Memphis' documentary produced by the station's public affairs programming unit. Producer John Bennett worked exclusively on the series and has produced shows on unemployment, housing, city growth, aging, public education, law enforcement and one that traced the development of segregation, court-ordered integration and private schools in Memphis.

WITN-TV Washington, N.C., produced a six-part documentary that explored the new medical facilities available to eastern North Carolinians at the regional medical center at Pitt Memorial Hospital in Greenville.

A documentary, Transit 2000, produced by KATU Portland, Ore., was produced in cooperation with the city's League of Women Voters to examine various transportation options. The show featured 35 minutes of material produced by KATU's special projects director, Rick Meyers, and reporter Jim Hyde. That was followed by a 22-minute live studio discussion with transportation experts and interested citizens. Telephone comments were invited and recorded. They were later transcribed and passed along to the Department of Transportation and the local transportation agency. The show was later rebroadcast on public TV and on KATU using different panelists.

Prime Time is the name of WBRE-TV Wilkes Barre, Pa.'s hour-long news magazine. Topics tackled by producer Pete Gonigam include the failure of no-fault insurance in the state, an 11-hour flood of state and federal efforts to halt chemical waste dumping in the region and the uncertain cost and unproved effectiveness of federally mandated auto emissions inspection programs the state is being forced to begin.

In Free to Kill, a WCCO Minneapolis documentary series, Tappy Phillips researched conditions at Lime State hospital and the methods by which the mental patients there are rehabilitated. She examined loopholes by which a murderer who is committed, because of a plea of "not guilty by reason of insanity," can be released within 90 days. After the story aired, the state's laws were made more stringent and it is more difficult for a patient to be released from mental institutions. The series also uncovered patient abuse and illegal drugs at Lime.

On the eve of the first anniversary of the Mid-East peace agreement, WWIN-WCIN Columbus, Ohio asked several groups to look at the effects of the peace on the Arab and Israeli people. Cincinnati has a large population of both Arabs and Jews, and with Mayor Ken Blackwell's appearance in Jerusalem at an international mayor's conference, there was local interest in the story. Osborne and an RCA TK-76 and Sony 3800 VFR survived two sandstorms in 100-degree heat to gather footage for use in a two-week 10-part series and a half-hour documentary.

In Arson: The Crime You Pay For, WLWT's investigation turned up an apparent arson ring and focused on efforts to control arson by local insurance and fire officials.

The health and economic side effects of the 500 electronics companies near San Jose, Calif., were the subject of a five-part minidocumentary KNTV San Jose did on the subject. The station investigated toxic chemicals used in the industry, foreign competition and the interlinkage between the health and economic welfare of the so-called Silicon Valley, the name give to the Santa Clara Valley.

When Oklahoma Congressman Mike Synar and New York Congresswoman Geraldine Ferraro each spent a week in the other's district, KTEW Tulsa accompanied them to document the rural/urban life styles of both areas. The result was a five-part news series and half-hour documentary the station aired in prime time.

KPNX-TV Phoenix borrowed a Candid Camera technique in filming insurance salesmen misrepresenting policies to a
At Television 5 we're never asked that question. Viewers trust us to keep them on top of it all.

We have one anchorman who doesn't stay anchored. His assignments have taken him to such far-off places as London, Brussels, Moscow, Leningrad and Puerto Rico. And, whether he's putting viewers one-on-one with local, state or national leaders, holding Q&A sessions with community groups, or sharing his experience and expertise with journalism students, Chris Clark stays in touch.

Television 5's "Special Reports Team" doesn't just cover news...they uncover it. When team reporters Judy Anderson and Larry Brinton discovered some questionable profit practices in the National Red Cross we broke a story that brought results.

Our series on C.E.T.A. abuses in Nashville brought swift reform. The Davidson County Grand Jury called the series "An outstanding example of excellence in investigative reporting."

We're Nashville's only television station where management takes an editorial stand on issues that affect us all. Management that makes a total commitment to the community through public service and public affairs programming.

Among its many honors Television 5 counts a special national award given, this June, by the Muscular Dystrophy Association. Recognition for the station's production of a touching and inspirational program titled "The Winner"...the story of Chris Bond, a young man from Nashville who, each day, challenges his affliction.

We believe community concern enhances our total news effort. We have the technology. Live action vans, Coptercam coverage and color weather radar.

But, most important, we have the people. Some of the best, most dedicated people in the business. That's why it's easy for us to say..."WE BRING IT ALL HOME TO YOU...FASTER AND BETTER THAN ANYONE ELSE!"
prospective buyer, an elderly widow. The station cooperated with the state insurance commission in running down unscrupulous salesmen, producing a four-part series and a one-hour news special that resulted in action by the commission.

Since Three Mile Island, nuclear power plants have been a common target for investigative reports. That doesn't mean information comes easy. WAVE-TV Louisville, Ky.'s Ron Regan spent weeks uncovering defects in a plant under construction across the river in Madison, Ind. He secured confidential Nuclear Regulatory Commission reports detailing structural defects and spent nights talking to construction workers, verifying information. Two weeks after the story broke, construction stopped, congressional hearings began in Washington, probes arose from the NRC and the state and the U.S. Justice department investigated possible criminal liability by the utility, all of which forced the restructuring of the project's management and institution of quality control training programs for plant inspectors.

Five months after a fatal fire in a Holiday Inn in Cambridge, Ohio, WDTN Dayton, Ohio, examined fire code safety violations that were supposed to have been corrected. State officials found that the fire inspector did not exercise the authority he had to stop Holiday Inn from re-installing sealed windows. The reports also caused the motel manager to agree to install smoke detectors.

Last year, WLBT Jackson, Miss., followed the last stages of life of a terminally ill cancer victim with Probe, its award-winning investigative reporting program. Probe filmed scenes from medical examinations and a family Thanksgiving dinner, giving viewers a sense of the effect of the sickness on patient and family.

WWL-TV New Orleans set out to investigate drug smuggling along the Louisiana coast by starting in Bogota, Colombia, interviewing authorities there, mapping drug routes to the U.S. and talking to an unidentified smuggler who spoke of the risks involved and the profits to be made. WWL-TV traced the history of one confiscated airplane, revealing that it was sold at a public auction back to the smuggling syndicate that lost it originally. The "Colombia Connection" series won several local and regional awards.

For two years, WWL-TV worked on bringing to light the plight of the city's public school system. Project Learning consisted of 15 documentaries, plus other news stories and miniseries exposing the needs and faults of the system.

Using only hard news pieces and local material, WCKX-TV Burlington, Vt., produces Dimension, a local version of 60 Minutes. The station's investigative reporting uncovered underworld ties with a Montreal business that was later denied state development assistance when it wanted to move into Vermont. The station also investigated an antipoverty group that had been misusing federal funds. Result: a funding cutoff.

Baltimore's WJZ-TV Investigative Team

One of the more than 100 KNBC Los Angeles investigative reports over the last year detailed a nuclear accident in an experimental sodium reactor 40 miles north of Los Angeles, 20 years ago. The investigative team, UNIT 4, verified the story by checking public records and Nuclear Regulatory Commission films, obtained through the Freedom of Information Act.

A mysterious disease that hit children in Ohio and Michigan prompted WTVG-TV Toledo, Ohio, to investigate the matter, in both miniseries and a half-hour special. Causes and cures of the disease, Reyes syndrome, are not known, but a national foundation has been set up in Bryan, Ohio, by a mother who lost a child to the disease. WTVG-TV talked to doctors and health department officials about the ongoing research into the disease.

Less than two years on the air and KTVI St. Louis's news magazine show, Extra, has a Peabody award. The monthly show becomes a weekly this fall. Extra has followed stories for months including one on a patient's use of growth hormones that took over a year. The station equipped a station wagon with blackened windows and used night lenses and a surveillance van to film an auto theft insurance fraud scheme.

KMTV(TV) Omaha covered in documentary form the Pope's visit to Des Moines in addition to leasing lines for live reports. Another documentary topic was the tornadoes that swept through Grand Island, Neb., on June 3. The station's crews were kept busy shooting video through the night and interviewing survivors.

Among the news programming this past year on KDKA-TV Pittsburgh was a look at the thousands of Cuban refugees that arrived at Fort Indiantown Gap near Harrisburg: the beleaguered plight of the U.S. steel industry in the face of current tax laws and foreign imports, and an examination of safety in the airline industry, including computer foul-ups in control towers and regulation by the industry itself.
SPORTS AFIELD TV has, in two short years, become the Number One outdoor program. Here's why: When program managers in Pittsburgh, Seattle, and Waco put us in good time slots, our ratings soared.

Source: A. C. Nielsen, Feb. 1980

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The SPORTS AFIELD trademark is used by the permission of The Hearst Corporation, publisher of Sports Afield magazine.

Sales: Carl Sallach, Glen Lau Productions. (904) 237-2129
Thinking small never occurs to this media entrepreneur, who specializes in highly leveraged and quickly acquired multimedia companies; his latest venture with Charter shows he has no intention of changing tactics.

The $6 million Charter Media is estimated to be paying for KITT(FM) San Diego (BROADCASTING, July 14) is about 23 times what the station fetched when last put on the block four years ago. While price appreciation on that order might raise eyebrows, Charter’s president, Karl Eller, is known for paying up—but at the same time, getting his money’s worth.

As media analyst Tony Hoffman of Bache Halsey Stuart Shields observed regarding Eller’s modus operandi: “With everything he’s ever bought, people say he’s paid too much, only to turn around three or four years later to say he stole it.” Eller’s got an ambitious goal for Charter Media, the joint venture he formed with oil behemoth The Charter Co.: Build its roster of a half-dozen radio stations into a full complement of broadcast properties within five years. Along the way he plans to take Charter Media into cable television, expand its nascent newspaper ownership and straighten out the mixed performance of its magazine operations. But when Karl Eller talks, people listen.

It’s the track record he’s established that makes Eller plausible and that has won him the respect of broadcasters and the financial community. In little over 10 years, he nurtured an outdoor advertising business with $8 million annual revenues into the Combined Communications group for which Gannett paid $370 million. “That was one of the fastest putting-togethers of a $370-million company I’ve ever seen,” says media analyst John Reidy of Drexel, Burnham, Lambert, with a trace of understatement. The key to Eller’s success, in Reidy’s view, is that “he’s an aggressive, risk-taking entrepreneur with a damn good understanding of what advertisers want.” That sentiment is echoed by Tony Hoffman, who says that part and parcel of Eller’s entrepreneurial skill is his capacity to improve the performance of an acquisition. “Even if it’s doing well, he turns it around,” Hoffman jokes.

Charter Media’s first corporate action was clearly cut from that familiar Eller mold. The ink on the joint-venture agreement was barely dry when Eller announced the purchase of Philadelphia’s The Bulletin. The $31-million deal for the newspaper calls for only $2 million in cash; the rest is in promissory notes. (The highly leveraged deal is another Eller trademark.) Although he says he has “no set plans” for future newspaper acquisitions, newspapers are the segment of the publishing universe in which Charter Media will grow. Likely targets, as described by Eller, bear close resemblance to The Bulletin: “larger newspapers that need help.” The Philadelphia daily was in financial trouble—reportedly to the extent of $10 million in losses last year, but Eller professes to have “a good feeling about The Bulletin . . . It’s a fine paper with a heck of a franchise . . . in a great market.” With the right kind of management and promotion, Eller is confident he’ll turn it around.

Eller declines to identify any potential Charter Media purchases, although the company’s name surfaces in connection with various acquisition-prone entities. The Nashville Banner has been named in press reports, and UPI has confirmed that Charter Media was among those that have made inquiries concerning its availability. (UPI insists it’s not for sale, yet.) Aside from the class of newspapers he described, Eller suggests “larger” radio stations (the acquisition of KITT obviously is in line with those intentions); television stations in the 15th to 50th markets and an established cable company with 200,000 subscribers or more. Eller admits that at this stage of the game the entry price will be high” in cable but repeats conventional wisdom—“in two or three years all the franchises will be gone.”

There are still some problems in the established shop at Charter Media that have to be dealt with. “There’s a lot of work to be done on the radio stations” (whose official transfer to Charter Media from the oil company’s Chartcom subsidiary awaits FCC approval). And, although Ladies’ Home Journal is profitable, Redbook is only at the break-even point and Sport is still losing money, although Eller won’t
say how much. At the moment, he's concentrating on getting the management in those two areas "into position." The other elements of Charter Media are a subscription fulfillment service belonging to Charter and Eller's contribution of the right to buy KHOI(FM) San Francisco for $12 million.

The KHOI(FM) agreement was the first public sign that Eller didn't intend to sit back and let someone else run the post in the Gannett office of the chief executive he secured as a result of the Combined-Gannett merger. Both Eller and Allen H. Neuhaus, Gannett chairman and president, have similarly indicated that the reason for Eller's departure boiled down simply to the recognition that only one person could run the merged company. Outsiders further suggest that Eller's entrepreneurial spirit simply didn't fit within the Gannett framework.

Does Eller have any second thoughts now about having sold the company he was influential in founding? No, he says, "you don't look back. It was a good deal—for our shareholders, for their shareholders."

To any who suggests that association with multibillion-dollar Charter might alter Eller's highly leveraged acquisition patterns, Eller points out that "we're not going to tap Charter very much," having arranged separate Charter Media credit lines. Moreover, the guy who built Charter [Raymond K. Mason] is a pretty good entrepreneur himself," says Eller.

One line of conjecture that Eller doesn't reject is that Charter Media, now structured for 50% ownership each by Charter and Eller, might either make some limited public offering or go completely public. (Wall Street's broadcast investment community has noticed that it's being kept well informed of the activities of the company.) Eller puts a decision on the matter several years down the road, while also saying he has no plans at present, as some have suggested, to buy out Charter's interest himself.

For now, Karl Eller is looking to build what he calls a "multidivested" media company. "The synergism of those separate media companies—that is what we want to develop."

Closing gap between real world, academia

The Center for Communications Inc. has been formed in New York as a not-for-profit organization to promote closer contact between interested college and university students and professionals in fields of communication.

Paul Stanton, former president of CBS, was elected chairman of the board. Robert M. Batscha, chairman of Columbia University's faculty seminar in communication and president of the Population Resource Center, was named chairman of the executive committee, and Loet Velmans, chairman of Hill & Knowlton, was named secretary-treasurer.

Out of court. CBS and former employee at its KNXT(TE) Los Angeles have settled a four-year sex-discrimination suit. Agreement requires KNXT to achieve and maintain 25% goal for women in top 41 management and professional jobs over next four years. Settlement, signed by U.S. Judge Harry Pregerson, also creates a two-year, 25% goal for women in middle management positions. Suit was filed by Melinda Cotton, former newswriter/producer, who is now news director at KOCO-TE Huntington Beach, Calif. She had been with KNXT for 16 years. Under terms of settlement, she is to receive $30,000 from CBS, and $50,000 scholarship for women is being established at University of Southern California School of Broadcast Journalism.

NBMC backing. National Black Media Coalition has thrown its support behind National Association of Broadcasters' Minority Investment Fund, saying "we feel it is a natural step to try and get the fund into operation." NAB's fund has close to $15 million in contributions from major broadcasters and television networks, and hopes to reach goal of $50 million. NAB is attempting to get approval from Internal Revenue Service to certify fund as Minority Enterprise Small Business Investment Corporation and thereby begin making loans. NBMC, in press release issued last week, noting that it has sparred regularly with NAB on other issues such as minority programmg and equal employment opportunities, said: "We shall give NAB its due. The fund can help place dozens of new broadcast stations in black hands."

Price of poles. California Cable Television Association was congratulating itself last week following California Governor Jerry Brown's signing into law the pole attachment bill CCTA helped create and push through legislature. New law sets rates of $2.50 per pole for first four years and of 7.4% of utilities' annual cost of pole and anchor, not to be less than $2.50. Thereafter, Bill Winter, assistant legal counsel for CCTA, pointed out that law contains provision stipulating that if public utility petitions Public Utilities Commission for more than $2.50 after four years, it will no longer be protected by $2.50. Intent of bill was not to reduce rates, but to clarify existing law and prevent utilities from arbitrarily and suddenly increasing rates. Because of "urgency clause" in legislation, rates went immediately into effect upon signing on July 19. Winter said.

D.C. suburb taking pains with ordinance for cable franchise

Montgomery county draws up strict guidelines to keep politics out of process

Montgomery county, Md., is gearing up to award its cable franchise, which will give the winning applicant rights to serve more than 200,000 homes in the wealthy Washington suburb.

The county council last week passed an enabling ordinance specifying procedures for awarding the franchise. John Hansman, cable television project manager, said the county hopes to have a request for proposal (RFP) ready by February 1981. Prior to that, perhaps early this fall, Hansman said that a package of such "essential information" as housing density, road miles and definition of the primary service area will be available to prospective applicants.

Hansman said the enabling ordinance was a bit unusual in that the county executive will have the primary responsibility to review the applications and pick the franchisee. He added, however, that the county council has retained veto power over the executive's decision. "It's one way to keep tight management over the entire process," Hansman said.

Concerned with the "politicalization" of the franchise process, the council also

Broadcasting Jul 28 1980 81
adopted a resolution designed to help the county avoid some of the common franchising pitfalls, Hansman said.

According to Hansman, the resolution states that the executive and the council are to make their decision solely on the basis of the public record and that no ex parte communications between the cable applicants and the executive and council members will be allowed.

The resolution also discourages the giving away of interest in local companies. Hansman said, and states that the award will be made without regard to local ownership.

And to take some of the steam out of the cable operators' oft-heard argument that local ownership is needed to insure that local programing will be responsive to the community, Hansman said the resolution creates an independent agency to encourage local programing, provide technical assistance and perhaps fund production of programing.

Although the issuance of the cable RFP is still several months away, 20 companies have already shown interest in the county, including Cox Cable, American Television & Communications, Warner Amex, United Cable, Times Mirror, McClean Hunter, MetroVision, Viacom and Douglas Communications.

With the ex parte rule in effect, Hansman said that he is the principal point of contact for the cable companies.
Big deal. Trinity Broadcasting Co. and Doubleday Broadcasting Co. consummated their agreement on July 16 for latter to purchase wwsn(FM) Detroit for $8.25 million, record price for FM at the time (BROADCASTING, Feb. 4). Records are made to be broken; however, as was this one four weeks later when Karl Eller purchased wkoi(FM) San Francisco for $12 million (BROADCASTING, March 10). Wwso closing took place at National Bank of Detroit headquarters in Detroit. Seated, from left: Gary Stevens, president, Doubleday Broadcasting Co.; Joseph Ninowski, president, Trinity Broadcasting Co., and Daniel Ninowski, vice president, Trinity. Standing from left: Richard Anderson, vice president-administration, Doubleday; Bruce Huston, president of Cecil L. Richards Inc., broker for the sale; Joe Dunne, attorney with Gammon & Grange, representing Trinity; Gerald Toner, attorney for Doubleday; Mike Salion, general manager, Doubleday; Leo Kistner, attorney with Kistner, Schieken & Staugard, representing Trinity; and James Gammon of Gammon & Grange.

Inc. to Western Broadcasting Co. for $25 million. Seller is principally owned by J.B. Fuqua who is also chairman, director and 2.7% owner of Fuqua Industries, Atlanta-based publicly traded conglomerate that also owns three TV's and two AM's plus major interests in sporting goods, petroleum, trucking, movie theater chains and transportation services. Fuqua Industries is disposing of broadcast properties on grounds of unsatisfactory returns on value of broadcast investments ("In Brief," Nov. 19, 1979). It has sold wtvw(TV) Columbus, Ga. (BROADCASTING, July 21) and wtvw(TV) Chattanooga (BROADCASTING, June 30) and, subject to FCC approval, wtvw(TV) Evansville, Ind. (BROADCASTING, March 31). Its AM's, wrob Evansville and wtac Flint, Mich., are still for sale. Buyer of wjbw is principally owned by Dale G. Moore, chairman of Western, Missoula, Mont.-based owner of KGVO-AM Missoula; KCAI-AM- FM Helena, Mont.; KSEI(AM)-KBBL(FM) Pocatello and KMTV(TV) Twin Falls, both Idaho, and WAPA(TV) San Juan, P.R. Western is also purchaser of wtvw(TV). Wjbw is ABC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,370 feet above average terrain.

WSNS(TV) Chicago: Noncontrolling (49%) interest sold by Video 44 Inc. to Oak Industries Inc. for approximately $7.35 million. Station will be converted to subscription television. Seller is owned equally by Harriscop of Chicago Inc. and Essaness Theater Corp. Harriscop is group owner of two AM's and five TV's. Company is principally owned by Irving B. Harris and family. Burt Harris (cousin of Irving) is president. Essaness, Chicago-based theater owner, is owned principally by Jack Silverman (chairman) and family. Oak Industries is publicly traded.

TV's in Gary, Ind.; Denver and St. Petersburg, Fla. Everitt Carter is chairman. Wsns is on ch. 44 with 1,050 kw visual, 123 kw aural and antenna 1,420 feet above average terrain.

WPik(AM) Alexandria-wxra(FM) Woodbridge, both Virginia (Washington): Sold by Potomac Broadcasting Corp. to Metropolex Communications for $4 million. Seller is owned by Carl L. Lindberg, who has no other broadcast interests. Buyer is owned by Norman Wain and Robert Weiss, equal partners, who also own kezk(FM) St. Louis; whv(FM) Fort Lauderdale, Fla., and wwok(AM) Miami. They have sold koax(FM) Dallas (BROADCASTING, March 3). Wpik is 5 kw daytimer on 730 khz. Wxra is on 105.9 mhz with 50 kw and antenna 410 feet above average terrain.

Ktim-AM-FM San Rafael, Calif.: Sold by Marin Broadcasting Co. to Platt Communications Inc. for $1 million. Seller is owned principally by Jack J. Kraemer and Wishard A. Brown. They also own ksfo(AM) Spokes, Wash. Brown owns CP for ch. 50 Santa Rosa, Calif. Buyer is owned by Thom Weisel (33%), Ted James, Jon Gruber and Donald H. Platt (14% each) and six others. Weisel, James and Gruber are general partners of Montgomery Securities, San Francisco investment firm. Platt, president of buyer, was formerly vice president and general manager of ksfx(AM) San Francisco.

Fairbanks Broadcasting Company has completed the sale of the assets of radio station

WZZD Philadelphia, PA.

to

Communicom Corp. of America

The undersigned initiated this transaction and represented the seller in the negotiations

July 1, 1980

THE TED HEPBURN COMPANY

Cincinnati, Ohio
none of buyers has other broadcast interests. KTIm is on 1510 kHz with 1 kw day. KMi FM is on 100.9 mhz with 2 kw and antenna 360 feet above average terrain.

- WHOA(AM) San Juan, P.R.: Sold by Carmelia Mendez to Angel O. Roman (55.4%) and son, Pedro Roman-Collazo (44.6%), for $770,000. Mendez owns 20% of WSTE-TV Fajardo, P.R. Buyers own WOLA(FM) Carolina, WHOA(AM) San German and WGIT(FM) Hormigueros, al Puerto Rico. They have sold WHOA(AM) Carolina (see below). WHOA is on 870 kHz with 5 kw full time.

- WVOZ(AM) Carolina, P.R.: Sold by International Broadcasting Corp. to Primera Iglesia Bautista de Carolina for $750,000. Seller is owned by Angel Roman and son Pedro Roman-Collazo (see WHOA(AM) above). Buyer is nonprofit religious organization in Carolina. Felix Castro Rodriguez is president. WVOZ is on 1400 kHz with 1 kw day and 250 w night.

- Other approved sale station is WPRT-AM-FM Prestenburg, Ky. (see "For the Record," page 96).

Deciding how to spend Annenberg's money at CPB
A seven-member task force, headed by former Columbia university president William McGill, was formed last week to begin studying means of producing college credit courses to be offered via public broadcasting outlets.

The joint task force, formed by the Corporation for Public Broadcasting and the Annenberg School of Communications, is expected to meet for the first time late this week or early next week. It will formulate specifics concerning the $150-million grant contributed to CPB by Walter Annenberg for telecommunications courses. Annenberg gave the go-ahead July 10 after the Internal Revenue Service reached a favorable tax ruling on the donation. ("In Brief," July 14).

No timetable has yet been set for putting the actual mechanism in place, which will utilize both TV and radio with broadcast and nonbroadcast formats.

According to a recent CPB study, during 1978-1979, 735 colleges were using television for teaching courses and 1,089 were using it as an instructional supplement. This means that approximately 1,800 of the nation's 3,000 accredited colleges and universities are already accustomed to using the medium for educational purposes.

The $150 million will be funneled through CPB over a 15-year period for the production of materials. CPB will not do any of the production work itself.

Joining McGill on the task force are CPB president Robben Fleming; Maurice Mitchell, chairman of National Public Radio; Newton Minow, former chairman of the Public Broadcasting Service; George Gernen, dean of the Annenberg School of Communications at the University of Pennsylvania, and Harry Coles and Merrill Panilt, trustees of the Annenberg School.

Inflation at the FCC
Commission seeks big budget jump in fiscal 1982, mostly for increased housekeeping costs; with government belt-tightening, however, agency may be dreaming

Despite the certainty of federal budget cuts, the FCC will request a 21% budget increase for fiscal 1982 (BROADCASTING, July 21).

The commission had asked the Office of Management and Budget for $81 million and 2,392 positions for fiscal 1981, which begins Oct. 1, but after OMB and House cutbacks, those figures had been whittled to $76 million and 2,153 positions.

In addition to $91,782,000 for fiscal 1982, the FCC wants a total of 2,395 positions, or 242 more than are now set for 1981. This takes into account 108 positions deleted from the budget last spring.

The commission's chief basis for asking for additional funds is housekeeping increases—gasoline, office space rentals, travel and equipment. Also on its shopping list are seven economists—one for each of the commissioners. Tom Campbell, the FCC's associate executive director, told commissioners last week that the need for economists was expressed to OMB last year but was ignored—and he was not sure that it would be recognized this time.

The 1982 budget makes an allowance for these and other new policy proposals—it requests $613,000 for the FCC's pilot public participation program. Of the total, $500,000 is to be used for disbursements to groups wanting to participate in commission proceedings; the remaining $113,000 is to be used for starting the program, office space and personnel.

The request also seeks $11,000 for six additional international trips. Campbell explained that these trips were primarily scheduled for trans-Atlantic facility planning. Each of the commissioners' offices will also receive an additional $5,000 in travel expenses, if the proposal is adopted, bringing the total travel amount for each commissioner to $11,000.

Not included in the 1982 budget estimates are $3.5 million and 86 positions to conduct the clear channel proceeding. This request had been made as an amendment to the 1981 budget and, should it not be acted on, will presumably be added to 1982's request.

Also not budgeted is the FCC's planned move to new office space, some time in the summer of 1981. Because of rising rental costs in downtown Washington, the commission has been looking for space in Virginia.
Media-related stocks mixed performers in over-all up market

Analysts see no real pattern, advance individual reasons for decline of some issues

"Heterogeneous, not homogeneous"—that's the capsule description Howard Turetsky has for the recent performance of broadcasting and cable stocks. The Cyrus J. Lawrence entertainment analyst isn't alone in his estimates; others on Wall Street use phrases like "all gone crazy" and "hodgepodge" in talking about the two groups' activity.

Capital Cities Communications, Viacom, Metromedia and LIN Broadcasting, for example, all seem to be doing relatively well, while Taft Broadcasting, ABC and CBS are showing poor performance relative to the market in general. But that's not to suggest there isn't any rhyme or reason to the individual stocks' pricing.

The first several companies are meeting or exceeding earnings expectations, and consequently their stocks are rising along with or close to the recent upturn in the market. The latter, on the other hand, have been earnings disappointments and have significantly underperformed the market. (ABC got a bit of an upward nudge from a generally discounted takeover rumor, but has since dropped back.) Then, of course, there's Cox Broadcasting, which is now pushing $92 after the lid of GE's 67-1/4 share merger offer was removed.

There are some subtle differences in emphasis in the interpretations different analysts place on the recent developments. Turetsky sees the mixed results of the communications issues in the face of a general forward surge in the market as evidence that "for a lot of years, the group could do no wrong—now the world is saying: 'Hey, these guys are not invulnerable.'" He sees the good performers as exceptions at a time of growing concern over mixed earnings and apparent slowdowns in network, spot and local advertising.

John Reidy of Drexel, Burnham, Lambert takes a more optimistic view, suggesting that the companies with sluggish earnings are the exceptions against a market-wide pattern of investors "looking beyond the recession" and anticipating economic turnaround. Reidy believes there's even been something of a "buying panic" to get into stocks. (Part of the ABC uptick, he thinks, was that investors, although not believing a takeover imminent, were reminded by the rumor that on a long-term basis ABC is quite undervalued at $29 a share.) And he cites as evidence the strong performance of advertising group stocks in the last several weeks.

Dennis Leibowitz of Donaldson, Lufkin & Jenrette also thinks investors on the whole are looking ahead to recovery, although avoiding those companies whose earnings performance hasn't been "in line." With particular attention to cable, Leibowitz feels that "on balance the group has done well, but not with the vehemence of late '79, early '80 performance." Concern over the costs of building new franchises is helping to make investors "more selective" in his view, although at the same time individual cable issues are now moving ahead in response to the announcements of franchise awards.

Looking ahead across the next few months the consensus is that stock performance for the electronic media companies will follow this present pattern, and remain highly sensitive to short-term earnings.

Poor performance potential. The broadcasting industry as a whole is losing ground in terms of investment timeliness. That's the contention in the latest quarterly review of the broadcasting groups in The Value Line Investment Survey of Arnold Bernstein & Co., New York. Value Line says a major factor is that many broadcast companies are being followers rather than leaders in facing the uncertainties of the future. On the other hand, Value Line notes the aggressiveness of CBS and Cox Broadcasting in taking new initiatives and expanding into the new technologies. Cable television is one area stressed, with Value Line giving points to others who have been strengthening their CATV stakes: Storer, Broadcasting, Viacom and Capital Cities Communications. Value Line doesn't take too kindly a look over-all at the networks, emphasizing the recent disruptive top-management firings and failure of the networks to cope with rising programing costs.

ABC earnings for quarter drop

Programming costs cited as reason; company expects further dip from convention coverage cost

ABC had another down quarter, in keeping with the company's earlier projections that 1980 would see a decline in earnings from last year's record $5.67 a share. The company reported that for the second quarter, net earnings were $3,783,000, $1.91 a share, down 6% compared with the $56,956,000, $2.03 a share, for the year-earlier period. Revenues for the quarter rose 15%, to $78,472,000; second-quarter 1979 revenues were $501,819,000.

Analyzing the results, ABC said its television network profits were "approximately equal to those of the prior year despite the impact of greater programing costs." ABC television station profits were "slightly higher" while radio profits were flat in comparison with second-quarter 1979. Local television advertising was said to have "remained soft during the quarter." Contributing to over-all decline in earnings were operating losses of the franchise service, Travel Network, and start-up costs of ABC Video Enterprises and ABC Motion Pictures.

Things look worse for the next three weeks' worth, and some will get four, or 44 weeks of measurement out of 52.

Most markets currently are measured for four weeks once a year. The quarterly plan spreads the sample over a longer period—10 weeks in winter and 10 in summer, 12 weeks in spring and 12 in fall. The resultant 44 weeks of measurement are four fewer than originally planned. Arbitron said that the summer survey period was cut to 10 weeks from 12 to keep the measurement period "more in line with the actual summer season" and that the winter period was similarly cut to 10 weeks to avoid the yearend holidays, when listening patterns may be abnormal.

Markets currently getting four quarterly reports a year—based on 44 weeks of measurement—are New York, Los Angeles, Chicago and San Diego. Arbitron said they will be joined by Boston, Detroit, Houston-Galveston, Philadelphia and San Francisco. Getting three reports a year are Baltimore; Cleveland; San Jose; Calif.; Tampa-St. Petersburg, Fla.; Washington.

The 1981 quarterly measurement schedule: winter, Jan. 8-Mar. 18 (10 weeks); spring, March 19-June 10 (12 weeks); summer, June 25-Sept. 2 (10 weeks) and fall, Sept. 24-Dec. 16 (12 weeks).

More time for measuring

Arbitron will start extended radio rating at beginning of next year with markets monitored for up to 44 weeks

Beginning next January, all 241 of the markets measured by Arbitron Radio will get at least one quarterly measurement a year, extending over 10 to 12 weeks, and all of the top-100 markets will get at least two quarters, adding up to 20 to 24 weeks. Some will get three, or 32 to 34
months. "Third-quarter 1980 results will be more negatively affected than were those in earlier quarters principally because of the extraordinary costs of the news coverage of both political conventions," ABC's announcement warned. The second-quarter downturn was 12 cents a share, the first quarter five cents. Some on Wall Street are looking for the third quarter to be off by 30 cents to 40 cents per share from the $1.14 a share earned last year. That earnings slipage will come despite the fact that the company has taken its last losses from its Travel Network operations, which were sold in the second quarter.

ABC nevertheless continues to maintain that it will have "the second best year in the company's history," which would mean topping the $4.60 per share earned in 1978 from continuing operations.

For the half, ABC's revenues were $1.13 billion, up 18% over the $953,426,000 for 1979's first six months. Earnings declined 5% for the period, from $82,423,000, $2.94 a share, to $78,115,000, $2.77 a share.

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CNN attractive to advertisers

Fledgling cable network, while behind in its goal for subscribers, is pulling in national sponsors

Advertisers continue to climb aboard the Cable News Network, with the latest clients including Buick, Atlantic Richfield (Arco gasoline), Duracell and General Foods Corp., swelling the total to 31.

George Babick, vice president for sales for CNN, said in New York last week a large group of advertisers will be joining in September and October. Advertising revenues were in the area of $300,000 per month in the first month of operation in June and, according to Babick, "will grow considerably in the fourth quarter."

CNN, going into its second month of operation, started with Bristol-Myers as a charter client with a $25-million, 10-year commitment and added Procter & Gamble with an estimated $1-million-plus order earlier this month. Other clients are GTE Sylvania, Worldwide, GE Credit and Life magazine.

"There seem to be different reasons for clients deciding to use CNN," Babick noted. "Some say they want to test cable, some want to reach an upscale audience and others want to reach the fragmented audiences. Whatever their positioning, we at CNN are making an intensive effort in our presentations to advertisers and agencies." Recce Schonfeld, president of CNN, is decidedly pleased with the pace of advertising sales. He acknowledged that the CNN subscriber level has been a disappointment, but added that "we must be doing something right with our product when so many national advertisers want to

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Up and down. The nationwide television and radio networks and their owned and operated stations enjoyed an over-all net gain in revenue in 1979 over the previous year. However, the three commercial television networks experienced a .9% decrease, and their 35 O&O radio stations a 25.1% decrease, in pre-tax profits from 1978. According to a compilation of financial data released by the FCC last week: Total 1979 net revenues for the three TV networks and their 15 O&O stations were $4 billion, up 15.3% from 1978. Network revenues increased 16.5% to $3.5 billion, while revenues of the O&O's were $638 million, up 9.1% from 1978. Network pre-tax profits were down 0.9% from 1978, to $370.2 million, while profits before income tax for the O&O's increased to $205.1 million, up 10.1% from the previous year. The three networks reported spending $324 million on their news and public affairs operations in 1979 compared to $265 million in 1978. The financial data submitted by the eight nationwide radio networks—CBS, iwo Mutual Broadcasting System Networks, NBC and ABC's three AM and one FM network, and 35 network O&O's—shows a 6.6% increase in net broadcast revenues for 1979. The total revenues were $252.0 million in 1979 compared to $236.3 million in 1978. Pre-tax profits, however, dropped 15.0% in 1979, from $43.7 million in 1978 to $37.2 million in 1979. The pre-tax income for the eight networks increased 3.7% to $15.9 million in 1979, from $15.4 million the year before. There was a 25.1% decrease in the 35 O&O's in 1979, from $28.4 million in 1978 to $21.3 million in 1979. Amounts shown in the chart below are in millions.

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### Television

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<thead>
<tr>
<th></th>
<th>Total</th>
<th>Networks</th>
<th>O&amp;O's</th>
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<tbody>
<tr>
<td><strong>Amount</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network advertising revenues</td>
<td>$4,297.5</td>
<td>15.7</td>
<td></td>
</tr>
<tr>
<td>2. Deductions:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Paid to owned and operated stations</td>
<td>43.8</td>
<td>2.1</td>
<td></td>
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<tr>
<td>b. Paid to affiliated stations</td>
<td>287.6</td>
<td>10.4</td>
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<tr>
<td>Total participation by stations</td>
<td>331.4</td>
<td>9.2</td>
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</tr>
<tr>
<td>3. Retentions from network advertising revenues</td>
<td>$5,011.4</td>
<td>16.1</td>
<td></td>
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<tr>
<td>4. Nonnetwork time sales</td>
<td>725.7</td>
<td>9.4</td>
<td></td>
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<tr>
<td>5. Other broadcast revenues</td>
<td>141.7</td>
<td>21.2</td>
<td></td>
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<tr>
<td>6. Total broadcast revenues</td>
<td>4,878.8</td>
<td>15.2</td>
<td></td>
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<tr>
<td>7. Deduct commission to agencies and representatives and cash discounts</td>
<td>785.4</td>
<td>14.8</td>
<td></td>
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<tr>
<td>8. Net broadcast revenues</td>
<td>4,092.4</td>
<td>15.3</td>
<td></td>
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<tr>
<td>9. Broadcast expenses</td>
<td>3,517.1</td>
<td>17.7</td>
<td></td>
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<tr>
<td>10. Broadcast income (before federal income tax)</td>
<td>575.3</td>
<td>2.6</td>
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### Radio

<table>
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<th>Total</th>
<th>Networks</th>
<th>O&amp;O's</th>
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<tbody>
<tr>
<td><strong>Amount</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network advertising revenues</td>
<td>$13,654.8</td>
<td>9.8</td>
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<tr>
<td>2. Deductions:</td>
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<tr>
<td>a. Paid to owned and operated stations</td>
<td>2,208</td>
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<td>b. Paid to affiliated stations</td>
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<td>Total participation by stations</td>
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<td>3. Retentions from network advertising revenues</td>
<td>$11,693.0</td>
<td>8.9</td>
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<tr>
<td>4. Nonnetwork time sales</td>
<td>184,198</td>
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<tr>
<td>5. Other broadcast revenues</td>
<td>3,079</td>
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<tr>
<td>6. Total broadcast revenues</td>
<td>304,207</td>
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<td>7. Deduct-commissions to agencies representatives and cash discounts</td>
<td>52,198</td>
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<td>8. Net broadcast revenues</td>
<td>252,009</td>
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<td></td>
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<tr>
<td>9. Broadcast Expenses</td>
<td>214,833</td>
<td>11.6</td>
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<tr>
<td>10. Broadcast income (before federal income tax)</td>
<td>31,176</td>
<td>(15.0)</td>
<td>3,718</td>
</tr>
</tbody>
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*These figures for 35 stations compare with figures for 36 stations in 1978. One owned and operated station was sold during 1979, therefore those figures are not included in this report.

* CBS, MBS (2 networks), NBC, and ABC (3 AM networks and 1 FM network).

* Last digits of figures may not add because of rounding.

* Percent change is based on the rounded figures. ( ) indicates decrease.
be associated with it.”

Schonfeld estimated that advertising sales are running about 60% ahead of projections made before CNN began operating.

CNN has about 2.3 million subscribers, far below the goal of five million by the end of the year it set earlier. To stimulate subscriber growth, Cable News Network is undertaking a promotion for 24 hours on July 31 when co-owned superstation WTBS (TV) Atlanta will substitute CNN service for its regular programming (“Closed Circuit,” July 21). This move will enable five million cable subscribers to view CNN and perhaps induce subscribers to place pressure on cable systems to pick up CNN.

Arbitron Radio to check for sampling errors
Year-long ‘replication’ study will help define mistake rate

Arbitron Radio officials said last week they have launched a “radio replication study”—designed to get a better fix on the size of sampling errors in its radio audience surveys—that will take a year to complete and may cost $250,000 to $500,000.

Arbitron did a replication study in 1974 that, though concerned primarily with TV audience measurement, concluded that

the average-quarter-hour estimates in its radio reports are subject to smaller sampling error than the “nomograph” in the reports indicates, but that the curve audience estimates are subject to greater error than the nomograph suggests. The nomograph is a means of estimating sampling error under different circumstances.

The new study, officials said, is intended to confirm and expand on the earlier one and “to develop an improved model and set of procedures” to get better estimates of sampling error, so that buyers and sellers of radio time can rely on the audience figures with more confidence.

Replication, Arbitron officials said, in this case will involve repetition of an entire study many times through the use of subsample simulations. The procedure will be applied to 19 separate Arbitron market reports. For each of the 19, eight replicates or subsamples will be generated and analyzed to determine how much audience estimates tend to vary because of the use of different samples of respondents.

Arbitron said it had retained a statistical consultant, Dr. Martin Frankel, to work on the study with Arbitron’s vice president for statistical services, Michael Occhiogrosso. One of the first steps, officials said, will be to generate a data base package consisting of 342 data tapes for delivery to Dr. Frankel. That is to be completed by the end of this year. The analysis then is expected to take until next summer.

Arbitron said the study design has been reviewed by the Broadcast Rating Council’s radio technical committee.

Agency sets up unit to champion corporate advocacy

Advisory panel of experts from government and industry to augment efforts of division fostered by William Hesse

The voice of business in advocacy advertising and public relations is being offered added strength, more persuasiveness and firmer legal support. Those are some of the major services of the Corporate Communications Center, a new Washington division of Fahlgren & Ferriss.

CCC evolved under the leadership of the agency’s board chairman, William R. Hesse, who joined Fahlgren & Ferriss Jan. 1 after retiring as executive vice president of the American Association of Advertising Agencies.

Hesse emphasized that CCC is neither an advertising agency in the usual sense nor a typical PR firm. It does not solicit or accept a product or service to be advertised. Rather, he said, it is geared to serve corporate needs in projecting positions on issues and goals.

Although not a lobbying organization, Hesse said, CCC can provide the communications that parallel and further that function.

Back ing the expertise of CCC is an advisory panel of persons knowledgeable in
**Government, law, research, promotion and allied fields.** As an example, Hess said, should there be a question of clearance on a controversial commercial, the matter would be referred to CCC panel member Richard E. Wiley, former chairman of the FCC and now administrative partner of the Washington law office of Kirkland & Ellis. Similarly, issues concerned with the Federal Trade Commission could be referred to former FTC Chairman Calvin J. Collier or former FTC Commissioner Mayo J. Thompson.

Among the many other names on the advisory panels is that of Edward P. Rome, senior partner of Blank, Rome & McCauley, the Philadelphia law firm that has served as counsel for major corporations in litigation involving constitutional protection for corporate free speech.

Washington offices of CCC are at 1901 L Street, N.W., Washington 20036; telephone (202) 467-6400.

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**Gamemanship.** Atari, coin-operated and consumer video games division of Warner Communications Inc., led company to 27% net income jump in second quarter. Total of $25.6 million, 80 cents per share, was earned by WCI despite profit downturn in both recorded music and filmed entertainment segments of company. Gains in film licensing to television and television series were said to have partially offset theatrical declines (revenues in both television categories virtually doubled, but Warner doesn't break operating profit of filmed entertainment business into theatrical and television sub groups). Total revenues for quarter were up 29%, to $449.9 million. For half, 86.60 million (up 19%), $2.13 per share was earned on $87.69 million in revenues (up 12%).

**Capital Improvement.** Net income at Capital Cities Communications was up 12% to $2.06 million ($1.57 per share) in second quarter, on 11% revenue improvement, for $120.5 million. For half, revenues were $227.2 million (up 15%), income $35.7 (up 18%), or $2.71 per share. But company said slowdown is showing up in third quarter, with both broadcasting and publishing sales "flat or only marginally up from last year."

**Making money at Metromedia.** Second quarter looked good for Metromedia, where gains in revenue of 20% (to $567,84,000) and income of 24% (to $19,656,000) for broadcasting unit led corporate improvement of 11% in revenue and 63% in net income. Net income got healthy boost ($4,324,000) from sale of Metromedia division, but without it figure would still be up 22%. Revenue for quarter was $106,200,000, income $17,186,000, or $3.79 per share. For half, revenue hit $213,569,000, net income $25,486,000 or $5.58 per share. One sore spot is Metromedia Producers Corp., whose "reduced results," not enumerated, were attributed to ongoing "reorganization."

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**Programming**

**California PTV's work with cable on public affairs special**

Energy program is produced by three public stations, fed by satellite to systems in state

Public broadcasters and cable operators in California combined efforts July 20 in a programming experiment seen by some as the precursor of a statewide cable network. Movement in that direction is being fostered as a result of a cable deregulation law passed last year by the state legislature.

The two-hour program, a teleconference called Power Fall/Power Less, examined the energy issue in the nation's most populous state and was offered free of charge to any cable system in the state capable of receiving a signal from the RCA Satcom I satellite.

The program was spotlighted both for its content and its technology. Panels of energy experts in San Francisco, San Diego and Sacramento were electronically unified for the discussion.

Stations participating in the show were KQED(TV) San Francisco, KPBS-TV San Diego and KFIE(TV) Sacramento. The stations, however, did not broadcast the program, which was offered exclusively to cable systems. KQED served as source of the main feed. It received a signal from KPBS-TV via the Westar satellite and from KFIE via a dedicated microwave link. The San Francisco station, in turn, mixed the signals and sent out one transmission to the satellite.

The show was available to some 225 systems in the state and was California's first statewide cable interconnection attempt. It was produced by Karen Frank, special assistant to the president of KQED. According to Frank, there was no immediate way to tell how many systems opted for the show. A spot check revealed that 73 systems, primarily in the northern and central sections of the state, were on line. A survey of operators was going on last week to get a complete list of participating systems.

Both Frank and Marc Nathanson, president and chief operating officer of Los Angeles-based Falcon Communications and a vice president of the California Community Television Association, cited the influence of the state's new cable deregulation law on the experimental program. As an incentive to increase channel capacity and provide more public-service channels, the state legislature and Governor Jerry Brown presented operators with a broad-based cable bill last year, freeing most operators in the state to set their own rates (Broadcasting, Oct. 8, 1979).

The energy program was cited as an example of the kinds of program possible under the new legislative arrangement. It was funded by the California Council for the Humanities, the California Public Broadcasting Commission and the California Energy Commission. Satellite time was donated by Home Box Office and Showtime Entertainment.

**'Jazz America' is backed**

The National Endowment for the Arts and Atlantic Richfield Co. have made available grants for the production of Jazz America, a series that will air on public television and public radio in 1981.

Produced by KCET(TV) Los Angeles in conjunction with Lincoln Center for the Performing Arts, the series is designed to demystify jazz as a music form. The initial 90-minute special—a tribute to the founders of bebop—will be televised by the Public Broadcasting Service and simulcast by National Public Radio. Three additional TV specials and six radio specials will follow.

The endowment, thus far, has only committed itself to the first show, while Arco intends to provide support for the entire series. Depending on how the pilot turns out, however, the endowment may offer additional funding, which would keep the series running three more seasons at a projected cost of $7 million.

The series will offer on-location performances in jazz clubs and concert halls, along with interviews with well-known performers and archival footage. In conjunction with the series, KCET plans a collaborative education program for students from kindergarten through college.
Network pitches for fall emphasize different demographics

The aging of the American population is an undisputed phenomenon, but the three television networks are viewing that demographic development from different perspectives in selling their new fall prime-time schedules.

ABC-TV, which skews toward younger viewers, has developed a presentation zeroing in on the 18-49 age group as the TV target audience for advertisers. CBS-TV, whose audience tilts older, is accenting the value of the 25-54 segment. And NBC-TV, which demographically falls between ABC-TV and CBS-TV but has been enlarging its share of the 18-49 audience, is pointing out its gains in that age category.

Networks agree wholeheartedly on one point: The 25-49 group is the prize target. But where ABC and CBS differ is that the former contends that the 18-24 layer is more vital to the advertiser than the over-49, while CBS insists that the older portion of the population represents a better advertising target.

ABC's argument holds that the 18-24's are the logical targets for advertisers because there are two-and-a-half times more of them than the 50-54's; they are a "vital market" in terms of the percentage of their income spent and of their potential for ongoing consumption, and they are a market that must be targeted on TV to be reached. "At ABC we recognize their particular importance as viewers and as consumers, and we have made them (and will continue to make them) an integral part of our program planning."

In contrast, a CBS-TV presentation recommends that for the decade ahead, advertisers replace the 18-49 category with the 25-54 grouping in their evaluation. It claims that by 1990, the 25-44 and the 45-54 categories of the population will continue to grow percentagewise and in household discretionary income.

"Conversely the 18-24 segment represents little potential to the marketer of most products and services," the presentation maintains. "This segment of the population will decline as a percent of the population during the 1980's. Their share of discretionary income will fall below its already minimal 1% level during this decade."

NBC-TV does not have an over-all presentation, according to Bob Blackmore, vice president, sales. But he pointed out that in the 1979-80 season, the network has made substantial gains in both the 18-49 male and female audiences while ABC-TV has dropped significantly and CBS has grown modestly.

Beyond that, Blackmore believes that advertisers do not buy networks; they buy programs. He says NBC-TV has a well-balanced and diversified programing range and can offer enough variety to satisfy the demographic requirements of advertisers.

Night move. NBC-TV's premiere week still will be dominated by Shogun miniseries, but network has changed scheduling somewhat. Instead of premiering episode Sunday Sept. 14, Shogun will start Monday, 9-12 p.m., then run 9-11 Tuesday, Wednesday and Thursday, concluding Friday 8-11.

Northwest switch. Sierra/Cascade Communications's KXTV Medford, Ore., and KTVZ Bend, Ore., have made their first move of 1980, agreeing to leave ABC's Portland affiliate WWRL and join the ABC affiliate, KTVZ, in Bend, Ore. WWRL will continue to carry the计 the first move of 1980, agreeing to leave ABC's Portland affiliate WWRL and join the ABC affiliate, KTVZ, in Bend, Ore. WWRL will continue to carry the

Golden West-Wold deal. Golden West Subscription Television and Robert Wold Company have signed an agreement for Wold to provide GWSTV 73 hours weekly of Westar satellite time for distribution of over-air-pay TV programming. "Closed Circuit," July 14. National service will originate from Oklahoma City and be distributed initially to GWSTV operations in Memphis and Omaha, Dallas and Chicago. who will go on line later.

Making a monkey out of them? Indonesian TV viewers flooded newspapers there with critical letters after state-run TV network began carrying old U.S. series, Planet of the Apes. "It is unbelievable that man could fall under apes' orders," ran typical letter.

Over to dink. ABC Video Enterprises said it has licensed 20th Century-Fox's Magnetic Video Corp. to distribute 68 theatrical and made-for-TV movies, plus ABC Video's "The Miracle of Lake Placid: Highlights of the 1980 Winter Olympics," for sale on videocassettes and videodiscs. Films include 68 contemporary theatrical and made-for-TV movies from ABC's collection and 20 classic features from ABC's Selznick Library. Among them are "Take the Money and Run," "They Shoot Horses Don't They?" "Charley" and several Alfred Hitchcock classics. Eight of films are to be released in September. Others within the following two months and all 88 within 18 months.

Stepping up. With creator-producer Lorne Michaels of Saturday Night Live leaving show to work on other projects for NBC (Broadcasting, June 16), associate producer Jean Doumanian has been named to producer. Her first task is to hire a new cast, as veterans too are going.

Avant garde. New-wave television has made its debut on public access channel of Los Angeles's Theta Cable system. It's regular half-hour on Saturday nights called The Heather and Annie Show, featuring rock groups, new-wave choreography and occasional talk-show format. Recent program, for example, featured dance routine during which number of women roamed on all fours around dance floor like animals. They were led about on leashes by number of men. Quick cut then led to four persons sitting on couch with stars Heather Shane and Annie, her mother, interviewing hair designer and model with multicolored hairdo. Show is produced by duo and made its debut on Theta Jan. 5. It has run regularly since. According to Theta's Wendy White, who oversees public access channel, public response to program has been generally favorable: "They have a following. There's a definite audience for it. A lot of people love it!"

Larson moving to Fox TV

Glen A. Larson, the leading producer of television series for Universal Television, has agreed to leave that production company and join 20th Century-Fox Television. In association with Universal, Larson's privately owned production company is responsible for five of the seven- and-a-half hours of Universal product on the fall television network schedules.

The producer will be moving his production company, Glen A. Larson Productions, to the Fox lot after his contract with Universal expires in March next year. He will produce series, made-for-television movies and miniseries for his new company. His is a four-year contract.

Larson's credits for the 1980-81 season include: NBC-TV's bj and the Bear, Buck Rogers in the 25th Century, Quincy, The Virginian, Battlestar Galactica and The Six Million Dollar Man.
How one daytimer became a full-time operation

WFEZ(AM) Meridian, Miss., a daytimer, is helping to provide local cable subscribers with locally originated beautiful music after dark and in stereo. A growing number of requests from local residents for full-time beautiful music in Meridian brought the WFEZ general manager, Dave Murray, and Glen Colvin, manager of the local cable company, TV Selection System, together.

Although the cable company, a Comcast subsidiary, offered Muzak and three out-of-town easy listening stations on its FM service, its subscribers wanted WFEZ. Murray installed an FM modulator and stereo generator at a cost of $1,400 and has been operating on the cable system until midnight since July 14.

Colvin says he is offering the opportunity to go "FM" to the other AM stations in town. He is also having trouble keeping up with new orders.

Group's best yet. NBC-owned radio stations are claiming highest audience level in group's history. Cumulative listenership by adults 18-49 is up 35% over last year to more than five million, according to Arbitron Radio. Most dramatic growth was said to have occurred at WABC in New York where, adults 18-49 for average quarter hour jumped from 56,800 to 82,800.

Not just talking. KABC Los Angeles ("Talk Radio 79") has new programming-promotion theme titled "Your Direct Connection to Life!" Program director Wally Sherwin calls it first time in 20 years that "sound other than talk will be heard as a part of our regular programming." Concept, developed by Los Angeles-based Klein & "will keynote KABC's progressive approach to talk radio for the '80s," said Sherwin.

First fives. The top five songs in contemporary radio airplay, as reported by Broadcasting's Playlist: (1) It's Still Rock 'n' Roll To Me by Billy Joel on Columbia; (2) Magic by Olivia Newton-John on MCA; (3) Shining Star by the Manhattans on Columbia; (4) Coming Up by Wings on Columbia; (5) Tired Of Toein' the Line by Rocky Burnette on EMI/America. The top five in country radio airplay: (1) Driving My Life Away by Eddie Rabbitt on Elektra; (2) Love the World Away by Kenny Rogers on Asylum; (3) Stand By Me by Mickey Gilley on Asylum; (4) Save Your Heart For Me by Jacky Ward on Mercury; (5) Tennessee River by Alabama on MDM.

Mutual's break on Ford's brake. MBS capitalized on the most dramatic news story of the Republican national convention when Gerald Ford went on the radio network's Larry King Show to clarify the events that almost made, but finally frustrated, a GOP ticket of Ronald Reagan and the former President. The place was MBS's yacht, anchored in the Detroit River in back of the convention center, where the Larry King Show was aired nightly, 12:05 to 5:30 a.m. NYT. Ford not only answered questions of the talk-show host, but responded to calls from MBS's listeners. Among other things, Ford said that nothing involving Henry Kissinger had anything to do with his decisions in connection with the proposed treaty, nor were there any discussions of concessions that would decrease the authority and responsibility of the President. Present during the radio broadcast were (1-7): King; Martin Rubenstein, MBS president and chief executive officer; Ford, and Amway Corp. President Richard M. DeVos, who also appeared as guest on the all-night show. MBS is an Amway subsidiary. Mutual said a special booth will be set up in Madison Square Garden as the locale for the Larry King Show during the Aug. 11-14 Democratic national convention in New York. In Detroit, Mutual was the only commercial radio network that provided gavel-to-gavel coverage in addition to three-minute convention reports. Anchors were Jon Bascom and Peter Maer, and floor correspondents were Jim Slade, Paul Henderson, Bill Groody and John Hennehan. The entire MBS news team was headed by Tom O'Brien, vice president/news. Coverage was produced by Chuck Eldridge.

Critiquing economic coverage

Journalists and members of business community agree there needs to be improvement in treatment of economic issues during presidential campaign

Business and the media, specifically including television, seem not to be getting along very well. That's not only the impression of business; political candidates, economists and journalists themselves are not pleased with the quality of news media coverage of economic issues thus far in the 1980 presidential campaign.

Three articles in the July 21 issue of Industry Week, "the management magazine for executives in industry," point up the difficulties in the relationship, as seen from the business side. One, for instance, says that although coverage has increased and improved, the quality remains uneven and that, "especially on television," it draws criticism.

One of the severest critics quoted is Mobil Oil's vice president of public affairs, Herbert Schermert. "The structure of television prevents serious and adequate coverage of business and economic issues," he is quoted as saying. He also told the magazine, as he has frequently told others, that television is too concerned with entertainment, spends too little time on economics and business.
issues, and fails to hire reporters with the necessary qualifications.

The only broadcast industry representative quoted is AV Westin, ABC News vice president. He is quoted saying that ABC at least, is "dedicated" to giving more coverage to business and economic issues, and noting that the network covers them in depth in 2020 and the news and public affairs portions of Good Morning America, in Nightline and in Issues and Answers.

The other articles deal with "Fighting Back with Issue Ads." The piece notes that the networks, citing the fairness doctrine problems involved, do not accept issue advertising. It also mentions the uneasiness some companies feel in even dealing with the press (the fear that opening up to a reporter is a good way of getting a company in public relations trouble).

The concern and dissatisfaction journalists are said to share with others concerning the coverage of economic issues in the campaign were reported on in a research paper published last week by the American university's National Center for Business and Economic Communication.

The study, directed by Nick Kotz, a Pulitzer Prize-winning journalist now serving as an American university adjunct faculty member, said one major finding was that so-called "horse-race" aspects of the campaign dominated campaign coverage, despite the gravity of national economic issues.

Further, as Kotz says in his foreward, "there are serious institutional factors within the press which greatly limit reporting on issues in general, and the economy in particular." The chief problem is the "beat mentality"—political reporters cover what political leaders say and the mechanics of the campaign, while economic reporters cover what economists say and the mechanics of the economy. All too often, the study says, the two specialties are unrelated.

### Russians rough up American newsmen

**Soivets apparently don't want reports on anything but sports**

Russian police weren't making it easy for foreign newsmen in Moscow during the Olympics last week. Coverage of anything except the Olympic games seemed to be off-limits.

ABC News correspondent Anne Garrels, reporting from Moscow on last Monday's ABC World News Tonight, said that "when an ABC tape crew attempted to shoot security around Lenin stadium, they were immediately seized and hustled off to the local army barracks, where they were told they were allowed in Moscow to cover sports only."

Garrels apparently knew what she was talking about. ABC sources said she was a member of the tape crew involved. The other member was identified as cameraman Michele LaCompte.

The ABC report showed John Moody,UPI's Moscow bureau chief, who Garrels said was "one of two dozen newsmen stopped today in Red Square for trying to film a one-man demonstration against Soviet homosexual laws." Moody told her: "Clearly it was ... Soviet police who ... surrounded me and dragged me off ... and in the meantime nudged me quite a few times and a few shots in private places."

UPI reported that Moody was arrested along with two reporters from Agence France Press, that Moody and one of the others were released after being questioned for 25 minutes and that the third was released after detention for an hour.

Moody reported later that the film in his camera was exposed by seven KGB agents who interrogated him, and that the camera was returned to him empty.

Even before the opening of the games, Soviet authorities were accused of censorship of a news report by the German television network, ARD.

Russian technicians refused to relay four pieces by ARD's regular correspondent in Moscow, Klaus Bednarz. The authorities claimed that Bednarz had conducted an interview with a Soviet dissident. Bednarz said there was no such interview, and the only mention of dissidents was in the part of the package intended as a message to his editor.

Although there is no official screening process for material from the Olympics, the Soviet authorities have warned that broadcasters must deal with sports only. Since most of the technicians involved in sending feeds are supplied by the Soviets, this gives an opportunity to conduct de facto censorship.

Spokesmen for CBS News and NBC News, however, said that their people had encountered no trouble while in Moscow.
Hodding Carter set as anchor for planned TV series on the news media

Former State Department spokesman teams with Ned Schnurman, one-time news council executive, for show being pitched to PBS

A New York-based production company is putting together a half-hour program for public television with the mission of scrutinizing the performance of the press—its hits and misses. And anchor for the program would be former State Department spokesman Hodding Carter III, who became a personality in his own right through televised coverage of his press briefings, particularly on the Iranian situation.

The projected Inside Story series would begin on the Public Broadcasting Service on Feb. 1, if hopes of the Press and the Public Project, an independent production unit, are realized. Press and the Public is headed by Ned Schnurman, who was for six years associate director of the National News Council, which monitors the performance of the news media.

Schnurman said last week that a number of major details remain to be worked out. But Carter’s commitment to serve as the program’s anchor, Schnurman indicated, should help in resolving them.

The program has been offered to PBS, whose programming department still has it under consideration. And the job of raising the necessary funds for an initial 13-week series—$1.8 million—is now getting under way in earnest.

Schnurman said financial assistance is being sought from the Corporation for Public Broadcasting, foundations that have supported public affairs programs in the past and corporations, not including Mobil Oil.

Schnurman said it “is not in our interest” to be associated with Mobil, which, he noted, is “perceived” to be an adversary of the media. It has complained publicly of media coverage and its inability to place point-of-view commercials on the television networks.

The half-hour program, which will employ tape and film, may provide a source of discomfort for the reporters Carter used to service in the State Department, as well as the press generally. Schnurman said it would be “a no-holds-barred, highly critical” examination of the media—“but in an instructive way.” Each half hour would examine the manner in which the press handles a story of major interest to the public.

Carter, who is 45, knows something about the media from various angles. Besides his job as State Department spokesman, which he left on July 1, he is the former editor and associate publisher of the Delta Democrat-Times of Greenville, Miss.

Technology

CBSbolts ranks on standards for teletext

Rather than wait for industry consensus to emerge through EIA subcommittee, network goes to FCC with rulemaking proposal based on the Antiope system

CBS, a leader in the development of teletext technology in the United States, plans to submit a set of teletext standards, based on the French Antiope system, to the FCC this week. The standards will be included in a petition for rulemaking that CBS hopes will lead to their eventual adoption.

In making the move, CBS is breaking away from the rest of the industry, which has been trying to come up with national standards through a subcommittee of the Electronics Industries Association.

The subcommittee, spun off by EIA’s Broadcast Television Systems Committee, was informed of CBS’s decision at CBS headquarters in New York last Monday. At that meeting, Robert O’Connor, whose position as subcommittee chairman and vice president of transmission engineering for CBS became incompatible, resigned the chairmanship.

By going ahead without the committee’s blessing, CBS may have turned the question of standards into a political dogfight. Three systems—Antiope, the British Ceefax-Oracle and the Canadian Teldion—have been jockeying for position in the U.S. If the EIA subcommittee had proceeded as expected, one of the systems, or perhaps a hybrid, would have formed the basis for national standards that would have been presented to the FCC by a united industry.

It’s a new ballgame now. Eb Tingley, deputy manager of EIA’s engineering department, said that proponents of Ceefax-Oracle and Teldion systems are sure to submit standards, based on their own systems, to the FCC “in the near future.”

Why CBS decided to go it alone is unclear, but a few reasons have been suggested. It was felt that CBS, which had poured a lot of money and a year and a half of time into extensive testing of the British and French systems, had grown impatient with the deliberateness of the EIA subcommittee and was eager to get teletext rolling as soon as possible. Related to this is the heat CBS has taken for not deciding to participate with ABC, NBC and the Public Broadcasting Service in their closed-captioning project for the deaf.

In April 1979, CBS promised the FCC that instead of participating in the closed-captioning project, it would develop a teletext service that would include closed captioning. The closed captioning capability of the Antiope system was demonstrated at a press conference in Washington last September (Broadcasting Oct. 1, 1979).

Another reason for CBS’s action may have been its failure to sway certain powerful voices on the subcommittee, namely RCA and Zenith, to the Antiope system. Carl Eilers, a member of the EIA subcommittee and manager of electronic systems, research and development at Zenith, said: “We are concerned about decoder costs, and the evidence is that the British system is affordable. The decoders for the Antiope and Canadian systems are more expensive than the consumers would go for.”

The subcommittee plans to continue its work, and CBS plans to remain part of it. Although it is unlikely that the subcommittee would develop a set of standards based on a system other than Antiope, there are a number of noncontroversial parameters that would apply to all systems and that the subcommittee can still agree on. Eilers said these include data bit rate, the level of modulation, the pulse shape, the envelope delay, the amplitude response and the framing code.

Robert Seidel, CBS’s senior project engineer on teletext, was unwilling to discuss the details of CBS’s petition before it is filed, but did give several reasons why CBS chose to go with Antiope. CBS was attracted to Antiope, he said, because it is an asynchronous, variable-format system, making it more efficient and more flexible than the synchronous, fixed-format British system.

Seidel said that since “CBS believes
teletext will be an advertiser-supported service. the flexibility in page make-up afforded by the Antiope system is an important consideration.

Seidel said the subcommittee has been putting too much emphasis on price and that although the Antiope decoder is more expensive than that for the British system, the difference is not all that great.

Taking aim at the British system, Seidel said that its claim of being more "rugged" than the other systems "is not justified." He said that in the tests that CBS performed, the British system had only a slightly better bit-error rate—the number of bit errors in every 1,000 bits transmitted—than the Antiope system. "For all practical purposes, there is no difference," said Seidel.

Seidel also preferred the Antiope system because it is directly compatible for use in an interactive videotext system, that is, it can be used to receive pages of textual information sent over telephone line.

And, Seidel pointed out, sticking with Antiope might mean getting two systems instead of one. Seidel said that Antiope and Teildon proponents have been discussing ways of making the two systems compatible.

One of the problems with the commercial application of teletext is access time. With teletext, the pages of information are broadcast cyclically—one page at a time. Before a teletext-equipped television set can decode and display a page ordered by the user, it must wait until the page is transmitted in the cycle.

Seidel said the access time problem can be solved by the use of multiplex memories in the decoders. He said that a consumer looking to buy a teletext-equipped television set or set-top tuner might have the option of buying a decoder with one page of storage, or 25 or 100. He said that the user with a multiplex memory could store many pages and then have immediate access to the pages. He said the use of integrated circuits makes the multiplex memories affordable to some, if not all, consumers.

Seidel declined to provide any technical details of CBS's planned FCC filing, but he said that the field tests CBS conducted indicated that a bit rate of 5.727 million bits per second was the optimum rate of transmission. He also said that after the first round of testing, all the tests were conducted using line 15 and 16 of the vertical blanking interval. Initial tests using lines 13 and 14 produced visible interference on television screens.

CBS began its tests in early 1979 at its owned-and-operated station in St. Louis, KMOX-TV, and carried them out in four phases. Phase I measured teletext signals in the grade A contour of KMOX-TV. Phase II expanded that testing to KMOX-TV's grade B contour and tested teletext on KDNL-TV's St. Louis, a UHF station.

Phase III tested teletext transmitted over a Westar satellite and across conventional landlines, both microwave and hardwire. Phase IV tested teletext over cable systems and master antenna systems.

Continental plan OK'd. FCC has approved joint venture between Continental Telephone and Fairchild Industries to expand satellite communications business of Fairchild subsidiary American Satellite Corp. (Broadcasting Aug. 27, 1979). Joint venture is part of Continental's efforts to become broad-based telecommunications corporation.

Going-over for 12 ghz. FCC has initiated notice of inquiry for planning broadcast satellite service in 12 ghz band and associated uplinks. Inquiry, which is in preparation for Region 2 conference scheduled for June 1983, asks for discussion of three areas: basic service requirements (type of service, service areas, numbers of channels and numbers and locations of satellites), technical specifications and sharing criteria and planning principles and procedures that will be used in developing actual plan.

No more third. FCC has abolished third-class operator permit. Commission has determined that almost all 55,000 third-class permits are now issuing annually are unnecessary, largely as result of other radio deregulation actions. FCC has retained, without change, its first-class, second-class and restricted operator permits.

Twice more by '84. Meeting of Intelsat global traffic meeting closed with prediction that demand for international satellite communications will double by 1984. And Intelsat is moving to meet demand. Toward end of year, it will begin launching new high-capacity Intelsat V series satellites, each of which will be capable of carrying 12,000 telephone calls simultaneously, plus two television channels. This is about double capacity of Intelsat IV-A satellite now in use.

At the games. Despite drastically reduced television coverage of Olympic games by United States, Intelsat expects to carry over 1,000 hours of television over its international satellite system. Just prior to the start of games, Intelsat's Television Services Center, Washington, had booked 960 hours. And consider growing tendency of some countries to leave bookings to last minute. Intelsat said it was likely number of hours would increase. Although U.S.S.R., host country for games, is not one of Intelsat's 105 member countries, it and other countries may use system through earth stations at Moscow, Dubna and L'vov.

Keep it clean. TDK has introduced "virtually nonabrasive" VHS videocassette head cleaner. Cleaner, priced at $25, is said to be good for 200 cleanings. Company also announced test market introduction of line of Super Avilyn high-grade six-hour VHS cassettes.

Getting bigger. Vidtronics, Technicolour's Hollywood videotape post-production subsidiary says its nearing completion of expansion and modernization project that will increase capacity 25%. Aug. 15 is target for becoming "only independent post-production house in country" with seven off-line and live on-line editing lounges.

Getting ready. WPDE-TV Florence, S.C., which is scheduled to go on air on channel 15 this fall, has bought RCA TV studio and transmitting equipment worth about $1.5 million. New station is operated by Eastern Carolinas Broadcasting Co. and will be affiliated with ABC-TV.

Tenants finally set for Cable Net One

CNN, Warner Amex and Times Mirror get final spots on Satcom III-R, primary bird for cable programing

Following a lottery and an out-of-court settlement of a law suit, the line-up on Satcom III-R, the satellite that will be launched in June 1981 to replace Satcom I as Cable Net One, has been finalized.

The new 24-transponder bird will carry the 20 transponders of cable programing that RCA Americom, operator of the Satcom system, had originally planned to move from Satcom I plus the programing of Warner Amex Satellite Entertainment and Times Mirror Cable Television which won rights to a Satcom III transponder in a lottery. Also on the bird will be the Cable News Network, which agreed to drop its suit against RCA in exchange for RCA's promise to make CNN's temporary spot on Cable Net One a permanent one ("Closed Circuit," July 21). One transponder is being reserved by RCA for occasional service.

The lottery, held in New York on July 17, was RCA's way of determining which of nine cable programers on Cable Net Two would be allowed to be moved to Cable Net One when Satcom III-R takes over that role. Southern Satellite Systems, CNN's satellite carrier, had agreed not to participate in the lottery as part of the deal between CNN and RCA.

A spot on Cable Net One, be it Satcom I or Satcom III-R, is far more valuable than one on Cable Net Two, which currently
consists of 11 transponders leased from AT&T by RCA on Comstar III. The problem with Cable Net Two is that few cable systems have the second earth station necessary to receive programming on both satellites. And even though the number of two-earth-station cable systems is likely to have increased greatly by the time Cable Net One moves to Satcom III-R and Cable Net Two moves to Satcom I next year, Cable Net One should continue to be the more lucrative satellite for some time to come.

RCA had planned to reserve two transponders on Satcom III-R for occasional use, but reduced that number to accommodate CNN. Last February, Turner Broadcasting, owner of CNN, sued RCA in an Atlanta federal court for breach of contract. Turner claimed that a 1976 contract with RCA gave it the right of first refusal for two transponders on the primary cable satellite.

In a consent preliminary injunction issued by the court in March, Turner agreed to drop the $34.5 million in damages its suit claimed, while RCA agreed to try to find CNN room on Cable Net One. That room was found and CNN began using transponder 14 of Satcom I in late May.

In exchange for CNN's dropping the entire suit, RCA agreed to extend service to CNN on Cable Net One for three years. CNN will continue to use Satcom I and move to Satcom III-R with the rest of the cable programmers when that bird becomes operational.

The deal is contingent upon the FCC's approval of an application to extend service to CNN and that approval is by no means certain. One RCA official has said he expects opposition to the application.

Ralph Swett, president of Times Mirror Cable, said his company is "excited about being on Cable Net One" and that it was "looking forward to producing programming."

Swett said the final determination on the programming hasn't yet been made. He said, however, the company has narrowed its options from six to two: a service designed for the half-million subscribers served by Times Mirror cable systems or a more basic cable service available to all cable systems. An announcement on the company's plans will be made within four weeks, Swett said.

For Warner Amex, the prospect of moving to Cable Net One next summer is not reason for any change of plans. Jack Schneider, president of Warner Amex, explained that although Cable Net One serves a much larger audience now than does Cable Net Two, the disparity will steadily narrow. In the long run, he said, the lack of audience on Cable Net Two is "a short term aberration."

However, Schneider said, "It is nice for us. I would rather have the larger audience potential sooner than later."

Of the programming itself, Schneider said that he had several programming formats in development and that the first one he thinks has "sufficient promise will be assigned a transponder. He also said he is not going to program a transponder differently simply because it is on Cable Net One instead of Cable Net Two.

When Satcom III becomes operational, Warner Amex will have four transponders on Cable Net One, a number equalled only by Home Box Office.

The actual winners of the lottery were Warner Amex and United Video, but United Video had sold its rights to the transponder to Times Mirror last February.

**NTIA grants hope to encourage satellite use by public sector**

Four awards totalling over $1 million go to two nonprofit, two-for-profit recipients

The Department of Commerce, as part of its program for bringing the benefits of the national investment in satellite technology to the public sector, last week awarded four one-year grants totalling $1.18 million—two of them to profit-making organizations.

The grants were the first made under the National Telecommunications and Information Administration's Satellite Applications program, which in turn originated with President Carter's October 1978 "Civil Space Policy." That assigned NTIA responsibility to stimulate the "aggregation" of the public service market—that is, the combining of such users who, individually, could not afford the service—for satellite communications.

The largest grant—$410,000—went to the Appalachian Community Service Network, which has developed over the past 10 years into a private, nonprofit organization designed to meet community service needs, particularly in the Appalachian area.

Another grant went to the Public Service Satellite Consortium, the first organization established (in 1975) to aid public service organizations in delivering services by satellite. PSSC, made up of some 100 nonprofit entities, is receiving $300,000.

The profit-making ventures and the grants they are receiving are Bell & Howell, the 73-year-old diversified information systems company, $320,000, and the American Educational Television Network, organized in 1979, $150,000.

Although the program stresses the public service aspects to be served, there is no ban on granting funds to for-profit organizations. William Lucas, NTIA's associate administrator for applications, who presided at the news conference at which the grants were announced, said that NTIA's role is "to foster new approaches" in the provision of public service by satellites. And in this case, he said, the market for serving users of public services—health, education and the like—had not attracted profit-making companies in the absence of subsidies. The decision of the government to provide them as an incentive, Lucas said, was "a dramatic turnaround."

NTIA officials said 11 organizations had applied for grants, about three-fourths of them representing public service groups.

The funding is limited to four years, during which time the winners, who can submit proposals to the federal government, are expected to become self-sufficient in the development of the first satellite systems for national public service use. Cooperation among the grantees is said to be an essential element of the awards program. It is aimed at forging "an integrated national system of public telecommunications services," as NTIA said in its news release on the grants. The grants are also aimed at stimulating competition in various applications, which in turn, it is hoped, will attract private venture capital to the non-profit marketplace.

The purposes for which the grants were sought:

- ACSN—to expand its existing network of satellite/cable telecommunications systems, which offers instructional programming, to include national public service applications. The grant thus helps implement a federal commitment to transfer the service from a National Aeronautics and Space Administration experiment to a commercial operation.
- PSSC—to assist public service agencies and organizations in the use of advanced telecommunications. The major objectives will be to aggregate and educate the public service market, the secondary objective is to maintain, operate and schedule PSSC's Denver Satellite Access Facility and transportable earth station. The activities will be combined with those of PSSC's National Satellite Network, formed in 1978, for the purpose of gaining access to satellite facilities.
- Bell & Howell—to develop a Civic Affairs Network linking multiple locations through satellite earth stations. The network will be used by public service organizations and federal government agencies for training, education, teleconferencing and community outreach.
- AETN—to transmit specialized continuing education programming to members of professional associations and employee organizations, to aid those taking the courses to gain college credits and meet state licensing requirements. AETN has reserved space on an RCA satellite.

Henry Geller, NTIA administrator, noted that the grants are not demonstration projects. "They are the first step toward fully operational systems which will fulfill public service needs," he said, adding: "Since 1972, $400 million has been invested in three commercial satellites (Comstar, Satcom, Westar), with immense benefits to the user. Telephone charges via satellite have declined 75%, and TV rates are down 80%. The same benefits can be realized by the public service market through the development of these new networks to deliver more and better services nationwide."

Broadcasting Jul 28 1980

94
As compiled by BROADCASTING July 14 through July 18 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—altitude. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—Department. DEC—Department for Education. ERP—effective radiated power. HAAT—height of antenna above terrain. kHz—kilohertz. kw—kilowatts. m—meters. MLEV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—prestige service authority. RCL—remote control location. S/A—Scientific Atlanta. SH—special hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

- Caldwell, Idaho—Steljes Broadcasting Co. seeks 103.1 mhz, 3 kw, HAAT: 285 ft. Address: 820 Sandrat Dr., Sacramento, Calif. 95833. Estimated construction cost: $45,400; first-quarter operating cost: $19,400; revenue: $75,000. Format: MOR. Principals: Charles Steljes (51%), wife, Rosann (24%) and Fred K. O'Brien (25%). Scheduled to go on the air in the spring. Principal Steljes is owner of new FM in Idaho Falls. They have no other broadcast interests. Ann. June 27.
- Blue Earth, Minn.—Logos Communications Inc. seeks 100.8 mhz, 3 kw, HAAT: 245 ft. Address: Box 97, Rochester, Minn. 55901. Estimated construction cost: $43,125; first-quarter operating cost: $36,800; revenue: $94,655. Format: MOR. Principals: Ray Logan (53.38%) and seven others with 6.66% each. Logan is Rochester, Minn., pastor. He is president of "KFSI (FM) Rochester. Ann. June 27.
- South Burlington, Vt.—Lake Champlain Communications Corp. seeks 93.3 mhz, 3 kw, HAAT: 402 ft. Address: 953 S. Prospect St., South Burlington 05401. Estimated construction cost: $111,000; first-quarter operating cost: $74,000; revenue: $67,733. Format: MOR. Principals: John H. Owczarski (66%), wife, Eve (33.38%). Hughes is general manager and 3.72% owner of WEZF-FM-TV Burlington. Eve is housewife. Hughes also owns 10% of WOHS(AM) and WDRM(AM) in Decatur, Ill. Ann. June 27.

TV applications

- Buena Vista, Va.—Rockbridge Communications Inc. granted 96.7 mhz, 3 kw, HAAT: 2445 ft. Address: 711 Poiusket St., Lexington, Va. 24450. Estimated construction cost: $45,473; first-year operating cost: $13,850; revenue: $100,000. Principals: Melvin H. Sorrels and his wife, Dorothy and James A. Geason and his wife, Jean. Geason is retail food store produce manager. His wife is secretary. Sorrels owns auto service and his wife is bank manager. None has other broadcast interests. Action June 17.

TV actions

- Marion, Ill.—Dennis F. Doelitzsch granted ch. 27; ERP: 152 kw vis., 27.3 kw aur.; HAAT: 529 ant. height above ground: 489 ft. Address: Rt. 1, Marion 62959. Estimated construction cost: $90,273; revenue: undetermined. Doelitzsch owns WDD(AM) Marion and WDDW(AM) Johnson City, Ill. Action June 25.
Facilities Changes

AM actions

- WAUD(AM) Auburn, Ala.—Granted CP to change TL to 774 Shetton Mill Rd., Auburn, and make changes in ant. syst.; conditions (BP-800201AE). Action June 16.

- KZZZ(AM) Santa Ana, Calif.—Granted mod. of CP to make changes in ant. syst. and change D-D pattern; conditions (BMP-790719AN). Action June 12.

- WGU(Y)AM Brewster, Me.—Granted CP to add N power with 5 kw DA-N; change SL to Brewer; change TL to Oakland and Portland, Me.; change hours of operation to U; conditions (BP-20,436). Action June 12.

- WJRO(AM) Glen Burnie, Md.—Granted CP to increase power to 1 kw; conditions (BP-20,748). Action April 24.

- KADS(AM) Elk City, Okla.—Granted CP to increase overall ant. height to 446 ft.; conditions (BP-791207AL). Action June 12.

- WXEW(AM) Yabucoa, P.R.—Granted CP to increase power to 5 kw; change hours of operation to U by adding 5 kw DA-N; change new trans. conditions: (BP-20,457). Action June 12.


- WSBV(AM) South Boston, Va.—Granted mod. of CP to change TL and SL to 0.4 miles N. of city limits, to State Rt. 614, South Boston, change type trans. (BPMP-790262AE). Action June 16.

FM actions

- WCKC(AM) Hammond, Conn.—Granted mod. of CP to increase ERP to 10 kw (BMP-800102AF). Action June 13.

- *WPOL(AM) Gaylord, Mich.—Granted mod. of CP to change ERP to 2 kw, ant. height to 360 ft.; change to Parmar-Burnside, and make changes in ant. syst. Action June 19.


- WNNEC-FM Henniker, N.H.—Granted CP to increase power to 150 W, redesign TL as Library Building, New England College, Rt. 114, Henniker; change trans.; change ant. height to 211 ft. and change ERP to 12 kw; conditions (BP-790830AF). Action June 12.

- *WVBU-FM Lewisburg, Pa.—Granted CP to change TL to Armory Blvd., off Rt. 15, Lewisburg; increase ERP to 11 kw; change ant. height to 150 ft.; install new ant.; make changes in ant. syst. (BP-790608AN). Action June 12.

- WOCA(AM) Ocala, Fla.—Rescinded application for
In Context

Designated for Hearing

 FCC Decision

Marshall, Mass.—FCC has granted CP to 66 Corp. to build new commercial TV on ch. 66 at Marshall. Noting that 66 Corp.'s service area would encompass Natick, Mass., community of license of WGT(A) which is owned and operated by 66 Corp.'s parent company, Home Service Broadcast Corp., it had to be evaluated in light of one-to-one market. In granting CP, FCC pointed out that since no competing applications had been filed, a new CP is not warranted; a re-assigned UHF station would be first locally owned and operated in area, it would contribute significantly to diversity of service and to state's competition in TV programming, as well as providing service for programming lacking for Marshall area. ( FCC 80-423). Action June 17.

Bangor, Me. FM proceeding: (BC Docs. 80-321-322—Broadcast Bureau has designated for hearing competing applications of Craig Blake Institute and Bangor Christian Schools for new FM on 88.5 mhz at Bangor, Me., to determine if Craig is financially qualified; whether share arrangement between applicants could result in effective use of allocation, thus better serve public interest, and, if so, terms and conditions thereof; extent to which each of proposed operations will be integrated into overall cultural and educational operations and objectives of applicants and manner in which those objectives meet needs of community and/or whether other factors demonstrate that one applicant will provide superior educational FM broadcast service; which of applicants would, on comparative basis, better serve public interests, and whether either of both applications should be granted. Action June 16.

Berlin, Md. FM proceeding: (BC Docs. 80-287-288—Broadcast Bureau has designated for hearing competing applications of Craig Blake Institute and Music Masters of Maryland Inc. and Coastal Communications/Berlin Corp. for new FM on 103.9 mhz at Berlin to determine whether Music Masters would enable community, which is also served by station WPBI and Wilbur, Md., to find more creative use of specific FM allocation; to determine whether Music Masters will better serve community interest, and which of applications, if either, should be granted. Action June 11.

Menominee, Mich. FM proceeding: (BC Docs. 80-323-243—Broadcast Bureau has designated for hearing competing applications of CIL Broadcasting Inc. and Men-Mar Broadcasting Corp. for new FM on 106.3 mhz at Menominee, Mich. Bureau has complied with requirements of Section VI of FCC Form 301; of which proposals would on comparative basis, better serve public interest, and which of applications should be granted. Action June 18.

Cression, Pa. FM proceeding: (BC Docs. 80-325-263—Broadcast Bureau has designated for hearing competing applications of The Great American Wireless Signal Co. and Sounds Good, Inc. for new FM on 94.3 mhz at Cression to determine whether Great American's proposal to locate main studio outside its community of license is in compliance with Commission's Rules, and if not whether waiver is warranted; whether Great American is financially qualified; ascertainment efforts made by both applicants, which of proposals would, on comparative basis, better serve public interest; and which, if either, of applications should be granted. Action June 18.

Applications


Sparks, Nev.—Electronic Construction Co. requests amendment FM Table of Assignments to assign ch. 221A to Sparks (RM 38666). Ann. July 7.

Carthage, N.Y.—Inter-County Broadcasting Corp. requests amendment FM Table of Assignments to assign ch. 269A to Carthage, and substitute ch. 244A for 269A at Pulaski, N.Y. (RM 3701). Ann. July 7.


Selmer, Tenn.—James E. Wolfe, Jr. requests amendment FM Table of Assignments to assign ch. 288A to Selmer, Tenn. (RM 3690). July 7.

Bay City, Tex.—Nathan Blum requests amendment FM Table of Assignments to assign ch. 221A to Bay City, Tex. (RM 3702). Ann. July 7.


Actions

Sebring, Fla.—In response to petition by Waterman Broadcasting Corp. substituted noncommercial educational reservation of UHF ch. 48 for ch. 27 at Sebring effective Aug. 24, 1980. Action July 7.

Crossville, Tenn.—In response to petition by WCPT-TV Crossville changed noncommercial educa-
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**UHF Applications**


- Bricknell et al., Utah - County of Wayne seeks CP for new UHF translator on ch. 42 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. June 23.

- Blanding et al., Utah - San Juan County seeks CP for new UHF translator on ch. 46 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KUTV(TV) Salt Lake City. Ann. June 23.

- Blanding et al., Utah - San Juan County seeks CP for new UHF translator on ch. 44 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KTV(TV) Salt Lake City. Ann. June 23.

- Blanding and Monticello, both Utah - San Juan County seeks CP for new UHF translator on ch. 42 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. June 23.

- Blanding et al., Utah - San Juan County seeks CP for new UHF translator on ch. 44 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KTV(TV) Salt Lake City. Ann. June 23.

- Parowan et al., Utah - Iron County seeks CP for new UHF translator on ch. 61 (TPO: 100w, HAAT: 60 ft.) to rebroadcast indirectly KUIN(TV) Salt Lake City. Ann. June 23.

- Myton, Utah - Duchesne County seeks CP for new UHF translator on ch. 42 (TPO: 100w, HAAT: 60 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. June 23.


**VHF Actions**

- K20KB Lakatuk, Alaska - Lakatuk City Council granted CP for new VHF translator on ch. 2 to rebroadcast directly KJU(TV) Anchorage et al. (BPTV-1980281A). Action May 12.


- K9QD Hooper, Bay, Alaska - Hooper Bay City Council granted new VHF translator on Ch. 7 to rebroadcast signal of KENI-TV Anchorage et al.: condition (BPTV-1980126C). Action April 12.

- K2QKC Hughes, Alaska - Hughes Community Council granted CP for new VHF translator on ch. 2 to rebroadcast signal of KENI-TV Anchorage et al. (BPTV-1980111B). Action April 12.

- K9QJ Mountain Village, Alaska - Azachorak Corp. granted CP for VHF translator on ch. 7 to rebroadcast signal of KENI-TV Anchorage et al. condition (BPTV-7912172C). Action May 27.

- K1QX Pilot Station, Alaska - Pilot Station City Council granted CP for VHF translator on ch. 13 to rebroadcast signal of KENI-TV Anchorage et al. condition (BPTV-8001291B). Action May 27.


Cable

Lafayette et al., La. -- FCC has waived rules to permit Telecommunication Associates Inc., to add independent TV station WTBS(TV) Atlanta to its cable TV systems serving Lafayette, and portions of Lafayette Parish, Breaux Bridge, Scott and Broussard, all Louisiana, all located in Lafayette smaller television market (FCC 80-409). Action July 8.

Shreveport, La. -- FCC has waived rules to permit Bossier City Cable Television Inc. to add independent WDR -TV at New Orleans to its cable system to serve Shreveport portion of Texarkana, Texas--Shreveport, La., major TV market. (FCC 80-407) Action July 8.

Satellites

There are approximately 3,300 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive-only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that radio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

Chevak, Alaska--United Utilities Inc. (4.5m; Andrew, E2375).

Douglas, Ariz.--Southwest Cablevision Inc. (5m; AFC, E2397).

Payson, Ariz.--Southwest Cablevision Inc. (5m; AFC, E2398).

Desert Hot Springs, Calif.--Video Communications Inc. (5m; AFC, E2390).

Hesperia, Calif.--Communications Systems Inc. (5m; Microdyne/AFC, E2392).

Sonora, Calif.--Tuloumne Cable-Vision Inc. (5m; AFC, E2378).

Waterton, Colo.--Martin Marietta Corp. (11m; Harris, E2399).

Del Ray Beach, Fla.--Village Cable TV (6.1 m; Harris, E2380).

Indian Town, Fla.--Perry Cable TV Corp. (6.1 m; Harris, E2391).

Orlando, Fla.--Omega Communications Inc. (7m; AFC, E2389).

Columbus, Ind.--Hi-Net Communications Inc. (5m; AFC, E2387).

Burning Springs, Ky.--C&W Cable Inc. (5m; AFC, E2376).

Sedalia, Mo.--Jones Intercable Fund (4.5m; Andrews, E2401).

Norfolk, Neb.--Cablecom-General Inc. (4.6m; S-A, E2377).

Cinnaminson, N.J.--Riverfront Cablevision Inc. (5m; Microdyne, E2382).

Kill Devil Hills, N.C.--Outer Banks Cablevision Inc. (4.6m; S-A, E2373).

Manteo, N.C.--Outer Banks Cablevision Inc. (4.6m; S-A, E2374).

Morganton, N.C.--Madison Cablevision Inc. (5m; AFC, E2380).

Braceville Township, Ohio--MBS Cable TV Inc. (5m; Andrews, E2394).

Houston--American Satellite Corp. (10m; S-A, E2388).

Houston-Gulf Coast Cable Television (10m; S-A, E2396).

Missouri City, Tex.--Gulf Coast Cable Television (5m; Harris, E2395).

St. Albans, Vt.--St. Albans Cablevision Inc. (5m; AFC, E2379).

Buena Vista, Va.--Vista Cablevision Inc. (5m; AFC, E2400).

P. Belvoir, Va.--American Satellite Corp. (5m; S-A, E2392).

Rocky Mount, Va.--Rocky Mount Cable TV (6m; U.S. Tower, E2381).

Sutton, W.Va.--Saventure Corp. (5m; S-A, E2385).

Summersville, W.Va.--Saventure Corp. (5m; S-A, E2383).

Weston, W.Va.--Saventure Corp. (5m; S-A, E2384).

Alexander City, Ala.--Alexander City Cablevision Inc. (5m; AFC, E2360).

Fullerton, Calif.--Teleprompter Corp. (4.5m; Andrews, E2370).

Hemet, Calif.--Riverland Cablevision Ltd. (5m; S-A, E2407).

Clearwater, Fla.--Vision Cable of Pinellas Inc. (6m; Harris, E2363).

Largo, Fla.--Teleprompter Corp. (6m; E2409; Harris).

Madison, Ill.--City of Madison (5m; S-A, E2414).

Ottumwa, Iowa--Ottumwa Cablevision Corp. (5m; AFC, E2356).

Vinton, Ia.--Vinton Cablevision Inc. (5m; AFC, E2356).

Columbus, Kan.--City of Columbus (5m; S-A, E2413).

Elksworth, Kan.--Elksworth Cable Inc. (6.6m; S-A, E2407).

Louisville, Ky.--Board of Education of Jefferson County (15m; Collins; WTD7).

Owings Mills, Md.--Weslinghouse Broadcasting Co. (10m; S-A, E2412).

Mastewood, Minn.--Hi-Net Communications Inc. (5m; AFC, E2366).

Worthington, Minn.--Hi-Net Communications (5m; AFC, E2366).

Farmington, Mo.--Farmington Cablevision Co. (5m; AFC, E2411).

Yerington, Nev.--American Television and Communications Corp. (5m; FCC Ref.; E2372).

Lebanon, N.H.--Twin State Cable TV Inc. (6m; Harris, E2364).

Olean, N.Y.--Wamer Annex Cable Communications (5m; S-A, E2361).

Quality Talks for KIRV

Fresno, California

Continental's new 510 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Write for brochure: Continental Electronics Mfg. Co., Box 270879 Dallas, Texas 75227 (214) 381-7161
Earth Station grants
- Kodiak, Alaska—North Star Communications Inc. (E2129).
- Bishop, Calif.—Bishop Cable TV Ltd. (E2123).
- Crescent, Calif.—Studnick Inc. (E2142).
- Seal Beach, Calif.—American Satellite Corp. (E2089).
- Sunnyvale, Calif.—Peninsula TV Power Inc. (E2138).
- Tehachapi, Calif.—American Television and Communications Corp. (E2143).
- Westchester, Calif.—Satellite Common Carrier Corp. (K287).
- Brighton, Colo.—Jones Intericable Inc. (E2120).
- Monie Vista, Colo.—Community Communications Co. (E2140).
- Washington—Metromedia Inc. (E2104).
- Belle Glade, Fla.—Jones Intericable Fund (E2122).
- East Lakeland, Fla.—Northside Cablevision Inc. (E2136).
- Jacksonville, Fla.—Area Communications Inc. (E2117).
- Los Verdes, Fla.—Perry Cable TV Corp. (E2128).
- Miami Beach, Fla.—Hi-Net Communications Inc. (E2119).
- St. Augustine, Fla.—Jones Intericable Fund (E2121).
- Osburn, Idaho—Telview Antenna Systems Inc. (E2116).
- Hammond, Ind.—United Cable Television of Northern Indiana (E2119).
- Chariton, Iowa—Chariton Cablevision Inc. (E2101).
- Burlington, Iowa—CATV of Burlington Inc. (E2100).
- Leon, Iowa—Hawkeye Communications Inc. (E2102).
- Spencer, Iowa—Spencer Community Antenna System Inc. (E2110).
- Girard, Kan.—Crawford County Cable (E2134).
- Covington-Cincinnati, Ky.—Hi-Net Communications Inc. (E2103).
- Lebanon, Ky.—OVC Telecommunications Inc. (E2099).
- Lexington, Ky.—Telecable of Lexington Inc. (E2091).
- New Orleans—Hi-Net Communications Inc. (K2389).
- Loring AFB, Me.—American Satellite Corp. (W837).
- Guilderland, Md.—Digital Communications Corp. (WP54).
- Jackson, Mich.—Continental Cablevision Inc. (E2119).
- Benson, Minn.—Northern Video Inc. (E2098).
- Wesaca, Minn.—Wesaca Cable Television Inc. (E2109).
- Bethany, Mo.—Bethany Cable TV (E2133).
- St. Louis, Mo.—Satellite Business Systems (K2E2).
- Savannah, Mo.—News Press and Gazette Co. (E2145).
- Ogallala, Neb.—Community Tele-Communications Inc. (E2137).
- Carlsbad, N.M.—American Satellite Corp. (E2066).
- Rochester, N.Y.—American Cablevision of Rochester Inc. (E2131).
- High Point, N.C.—Hi-Net Communications Inc. (E2108).
- Elrion, Ohio—Continental Cablevision Inc. (E2135).
- Georgetown, Ohio—OhioFlan Communications Inc. (E2154).
- Hominy, Okla.—Community Cablevision Co. (E2107).
- Skiatook, Okla.—Community Cablevision Co. (E2106).
- Clark Summit, Pa.—American Satellite Corp. (E2112).
- Smithville, Tenn.—Marsh Media of Smithville Inc. (E2111).
- Gilmer, Tex.—Gilmer Cable Television Corporation (E2130).
- Marlin, Tex.—Marlin TV Cable Co. (E2118).
- Wylie, Tex.—Media Systems Inc. (E2124).
- Colfax, Wash.—Colfax Cable TV (E2105).
- Richland, Wis.—Richland Cable System (E2141).

Call Letters

Applications

Call | Sought by
--- | ---
WSL | New AM's
WJG | Western Mississippi Broadcasters Inc.
WWUS | Moore County Radio Co., Lynchburg, Tenn.
WJEQ | New FM's
WJEO | Lower Keys Broadcasting Corp. (Big Pine Key, Fla.)
KCBA | Macomb Broadcasting Co., Macomb, Ill.
KAST-FM | Sidney Broadcasters, Sidney, Mont.
KCEL | KAST Broadcasting Inc., Astoria, Ore.
WTSK | Existing AM's
WJUG | TUG Jusacalosa, Ala.
KWOX | KLEO Wichita, Kan.
WRZM | WMEF Wiktas-Barre Pa.
WPJX | WPIK Alexandria, Va.
WTKF | Existing FM's
WAOX-FM | KARD Wichita, Kan.
WUGH-FM | WDCS Portland, Me.
WJEO | WUBO-FM Scarsborough, Me.
WRZM-FM | WBRE-FM Wiktas-Barre Pa.
WKKX | KGQO-FM Lubbock, Texas.
WXRA | WRRA Woodbridge, Va.

Grants

Call | Assigned to
--- | ---
WTUX | New AM's
WQX | Phillips Radio Inc., Chickasaw, Ala.
KBQX | KCNO Inc., Alturas, Calif.
KOKZ | KFLI Radio Inc., Mountain Home, Idaho
WXAT | Triplette Broadcasting Co., Alexandria, Ind.

New TV's
- KJNP-TV
- KOI

Existing AM's
- WTEG
- KDBQ
- KFBA

Existing FM's
- WAEV
- WHUZ
- WCUX-FM
- KSD-FM
- WZKB

Existing TV
- KJRH

Other

HELP WANTED TECHNICAL CONTINUED

Major Broadcast Group seeks experienced chief engineer for dominant S.E. AM/FM operation. DBA hands-on and automation expertise necessary. All applicants should include extensive resume, salary history and compensation requirements. Equal opportunity employer. Please reply to Box G-60.

Chief Engineer: For leading AM/FM facility in one of the best recreational areas of the Ohio Valley. Directions: Sessions with all group stations. Neat, permanent, hard working individual with good references—applicant should be knowledgeable in studio and transmission systems. Good writing skills and direction of EOE. Send resume and salary requirements to: General Manager, WKYX, PO Box 2397, Paducah KY 42021.

Assistant Chief Engineer for WSPD Radio, Toledo, Ohio. BS degree in first class telecasting plus four years of experience in television and radio is required, with experience in preventive maintenance, transmitters, studio construction and directory antennas. Salary negotiable. Equal Opportunity Employer. Send resume with references to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, OH 43602.

Group broadcaster looking for experienced chief engineer for major market station. Applicant must be well versed in FCC regulations, plus have a good background in record keeping. Excellent starting pay plus benefits. EOE. Send complete resume and references to Box G-127.

Full time staff engineer with qualifications and desire to work in all areas of radio engineering. EOE. Send resume to Chester Grubbs, KTCK Radio, Oklahoma City OK 73101.

Raven Radio, new S.E. Alabama public non-commercial radio group, is accepting applications for position of Chief Engineer. Successful applicant will be responsible for studio, transmitter and antenna construction and related installations. Overseen studio operation, training of volunteer personnel, and implementation and maintenance for all FCC facilities. Requirements: First Phone license, good FM engineering background; experience in community radio. Salary: $20,000-24,000. DOE. Employment to begin Fall, 1980, in Selma, Alabama. Applications including recent resume and references should be mailed to Raven Radio Foundation, PO Box 938, Selma, AL 36705, not later than Sept 1st. Raven Radio is an Equal Opportunity Employer.

Chief Engineer—AM/FM in Gulf Coast's fastest growing area. Class C FM & 5,000 Watt FM DN Comtemporary. Full time professional with most equipment new and date must be aggressive, into construction program, state-of-the-art in a competitive market. Top salary and profit and pension plan. EOE. Resume and references to Box G-127.

Top Notch Engineer required to build a new FM for this AM/FM combo committed to engineering excellence. Must be into state of the art, and strong on maintenance, especially FM and studio. Box G-195.

Here's an opportunity for a good engineer who would like to operate his own background music service and draw a salary too for maintaining the equipment of an AM/FM with automation in a small Southern town. Call Mr. Kahn at 919-736-7677 for details.

Radio Maintenance Engineer: Strong maintenance background and knowledge of major market broadcast equipment. First Class FCC license required. Salary commensurate with ability. A reply to PO Box 4148, Atlanta, GA 30302, Equal Opportunity Employer.

Wanted: assistant chief engineer for major Southwest broadcast station. Experience in contemporary audio, digital, and directions a must. First Phone necessary BSEE helpful. No beginners. Send resume and salary requirements to James E. Foss, Chief Engineer, Aaron Broadcasting, 1209 N. Chelser Ave., Bakersfield, CA 93308.

Chief Engineer/Appraiser for quality minded. Beautiful FM in West Texas. Some announcing required but heavy emphasis on maintenance. Send resume to Guy Smith, Box 3280, Albuquerque, NM 87109 or call 505-584-5833.

Chief Engineer for growing broadcasting group which currently consists of 3 AMs and 4 FMs. Send resume and salary requirements to Box G-180.

National Public Radio has an opening for an engineer/manager who will be responsible for assisting public radio stations on satellite terminal site engineering. Individual should hold a BSEE or equivalent with 4 years engineering experience, and have a working knowledge of microwave systems installations and operation and/or satellite terminals. Terms of this position include the following: in compliance with federal and state laws, to: General Manager, WKYX, PO Box 2397, Paducah KY 42021.

HELP WANTED NEWS

News Director Wanted for one of the Midwest's outstanding radio news departments. Need experience, judgment and penchant for hard work. Resume and tape to Dick Record, WIZM & Z-93, La Crosse, WI. America's number one small city.

Established Virginia station looking for broadcast journalist to join growing news department. Good delivery, reporting and writing skills a must. Send tape, resume, expected salary and writing samples to News Director, WFLA, 1253 SW 6th Street, Cape Coral, FL 33901. An EOE affirmative action employer.

Newsperson wanted for immediate opening! We're No. 1 in the state and we're looking for the professional individual to join our news team. This position, one we refer to as Finger Lakes will dazzle your ability to back up on play by play help. Send resume tape now to Susan Becknet, WMBQ, Metzcall Plaza, Auburn, NY 13021. EOE.

News director, one-person news department for small market AM/FM station. Report local interest stories, traffic director and air training. Salary $20,000-24,000. DOE. Employment to begin Fall, 1980, in Selma, Alabama. Applications including recent resume and references should be mailed to Raven Radio Foundation, PO Box 938, Selma, AL 36705, not later than Sept 1st. Raven Radio is an Equal Opportunity Employer.

Chief Engineer—AM/FM in Gulf Coast's fastest growing area. Class C FM & 5,000 Watt FM DN Contemporary. Full time professional with most equipment new and date must be aggressive, into construction program, state-of-the-art in a competitive market. Top salary and profit and pension plan. EOE. Resume and references to Box G-127.

Northwest AM-FM—about to split needs a professional news director for both stations. Just outside of top 50 market. Good economical living conditions. Experienced Director preferred but newswoman ready to assume top position will be considered. EOE. Send resume, salary requirements to Box G-203.

Searching for another half of experienced team at leading radio news operation in northern Alabama. We need an equally dedicated News Director/Reporter to assume the administrative and anchoring duties of the team. Present News Director's nose for stories leading him away from office. Send resume to: Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804.

News/Production person wanted, experience preferred. Tape & resume to Dave Kessler, News Director, WLS, PO Box 145, Beckley, WV 25801.

Experienced newswoman capable of new directing needed to join major market stations. Must have strong delivery. Excellent opportunity and working conditions. Good pay and fringe in northwest medium market. Minorities encouraged to apply to Box G-231.

Major San Francisco adult station needs part-time and vacation news anchor-reporter. High AFTRA scale and the right to free-lance can give you a good income. We want a creative person with good ideas. Send resume on weekends, with references. It's all right. If you write your piece, copyright your own work, just like you would if you sold it, we'll see that you get paid. Send resume • 150 words, not typed, on weekends, with references please. Submit your resume to Box G-230.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

I Like Radio People with first class tickets because they tend to be serious about the business. If you have one and something to say, I would love to talk to you. (PWB, strong copy, production, etc.), tell me about it. Box G-55.

Program Director/Operations Manager-100,000 Watt regional station, midwest. Excellent administrator, technical supervisor, lead entire station day to day operation, teach sales, supervise broadcast engineering and station management. Knowledge of programming, copy, production. Take charge person. Respond immediately. Box G-146.

Take-charge Program Director for small market AM/FM station. Previous program experience required with excellent production. Previous program automation experience helpful. Send tape, resume, required to WSVS, Evans, VA 23930. EOE—minorities and females encouraged to apply.

SITUATIONS WANTED MANAGEMENT

General Manager: experienced in all phases of station operation. Sales -- programming -- FCC renewals. Looking to grow with right station. Box G-161.

Twenty years program and sales experience medium and large markets. Long-term situation. Bill, 902-955-1073.

GM/VP—Seeking management position or will invest in reputable group or individual. 19 years experience—all aspects. Anxious to discuss qualifications. Ex. ref. 36-family man, Honest, concerned, involved. Box broadcasters. Box G-189.

General Manager—three decades of knowledge. Can manage large or small market. Wants permanency and eventually ownership. Settled and solid citizen. Mr. Radio has done it all. AC 813-447-1476, Jim Brownell, 101 N. Glenwood Avenue, Clarksdale, MS 38614.

California! General Manager with 12 years medium and major market experience. A review of my resume and its thorough investigation will disclose a responsible and professional individual with a success background. Open positions of both AM and FM radio operations. Box G-237.

Tennessee or surrounding states, 15 years programing country plus sales & promotion. Box G-227.

SITUATIONS WANTED SALES

Knowledgeable, aggressive sales pro seeks permanent position in Sales or Sales Manager slot. Any size market. Box G-129.

SITUATIONS WANTED ANNOUNCERS

Currently contemporary country in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Kent, 414-786-8996.

Got the ticket need the break 1st phone willing and able seeking break production experience will relocate call Martin 212-369-5729.

Four years broadcast experience, one year PBP; know "modern country," some rock. Prefer southern Rockies, southwest, or west coast. Call anytime 307-672-2162.

I've missed many opportunities to shut up, but can make it pay off for you. Broadcast-writer-salesman with excellent copywriting and background (recently trained). Lover small market. For openers, call Dan 212-548-1184.


Newscaster—Skilled Writer—Person, warm personality. DJ: Articulate delivery polished speech (Communications Degree) available for small market with modest budget, trees and fresh air. Excellent tape and music background. Box G-142.

Affirmative Action Employer's—"Black male market" has opened with First Phone, Bachelors degree, Navy Veteran, Broadcast School graduate. Looking for first job as announcer, newscaster, production. Any format. Box G-110.

Helping you make great radio... since 1980.
SITUATIONS WANTED ANNOUNCERS CONTINUED

Consider: pleasant voice, creative production, copywriting experience, communications degree and desert. Desire small market experience anywhere. For tape, resume, call Bill: 413-733-8804.

Huntsville-Decatur I moved 2,000 miles to work for the wrong station! Experienced, versatile contemporary personality seeks any situation in any area. Major market success store broadcast school graduate can do it all. Kust 205-883-4335 lease message.

One creative and dependable air talent available for immediate hire. Four years experience. Call Frank. 312-739-3058.

I'm sick and tired of garbage jobs, so I'll work for peanuts to get my foot in the door. Enthusiastic, hard-working, dedicated air personality willing to go anywhere, anytime and work within your format. Non-commercial experience in N.Y.C. Tight board, good voice, help me get started. Call 212-762-6195 or write Peter R. Shamin, 61-33-166 St., Flushing, N.Y. 11365.

Experienced DJ, seeks AOR format, young, ambitious, have good voice, knowledge of music, third phone. Bernie Ross, 826 N. 15th St., Milwaukee, WI 53233, 414-342-6630.

Expert PBP in hockey, football, baseball & basketball. I am willing to relocate immediately in Canada or U.S.A. and I also have PBP tape and personal resume available. Ask for Joe 312-652-2452. Call after 5 P.M.

DJ/Sportscaster. 3 years experience, 3rd ticket, College grad, Relocate anywhere. Handle all formats. Specialty Oldies. Strong PBP, news reporting of all sports, tape, resume, references, photo. 201-338-4100, leave message. Or Jim Spico, 12 Cambridge Road, Bloomfield, N.J. 07003.


Young, energetic personality desired! Music/production background. I love radio, help me get started. Chicago or Progressive station. Strong new wave rock background, major market experience, Emerson College BS Sp, and blessings of Boston rock press. Sound good? Call or write now. Ed Sota, 10 White Acorn Circle, Warwick, RI 02886. 401-739-2491.

Cookin Top 40 personality. Creative, dependable, hardworking afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now: 412-351-2941. Jon Conlon, 284 Shaw Dr, Ber- linington, N.J. 08030.

Mature, creative, dedicated, personality. 3rd, Sports Doctor in major market. 4 1/2 yrs. experience. Western states. After 3:30, Edy Good — 836-9868.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box G-184.

Sports Director in Chicago area looking for any type of sports work. Can do P-B-R color, daily sportscasts, sports talk, even comics. Have job, will travel. Doug Strickland. 208 North Loomis, Naperville, IL 60563. 312-636-9250.

Ann./D.J. Good production third FCC AFTRA member. Will relocate. Ronnie Simmons 212-735-7805.

For Rent. Penthouse-quality voice. High-rise number. Adults neighborhood only. $1600 month. Only qualified lessors need apply to Box G-212.

Reliable young chick ready to kick! Prefer Top 40's format. Tape, resume available. Diana Marzano, 10312 St. LaPorte, Oak Lawn, IL 60453, 312-836-4530 or 312-636-9925.

I'm a good announcer, let me prove it to you. Beginning DJ seeks first break in radio. College and closed circuit experience. Third ticket. Any format. Will relocate 300 miles of Buffalo, N.Y. Tim Evans, 716-836-2419. Includes tape.

38 year old greenhorn is seeking his first station. Have 3rd class. Bruce Langdon, 590 3rd St, No. 4, Chula Vista, CA 92011.

Art Murphy is red hot—37 years old talk show host with 12 years experience, proven success record, able to handle any talk format or time slot. Looking for major market that desires something new to offer your audience. Current position via contact. Phone. 305-725-1743. 482 S.W. Hooper Ave., Palm Bay, FL 32905.

Great Adult communicator with stable background in all facets of radio. Seeks move to solid major market operation. Box G-221.

SITUATIONS WANTED TECHNICAL

Heavy Construction and Chief experience in AM-FM Studio-Microwave-Transmitter and some TV, with over ten years in broadcasting. Looking for a permanent position. Resume on request. For Greg 305-745-3785.

Experienced Chief Engineer/Technician with directional AM/FM & two way radio experience, seeks position in north east or north central states. Box G-216.

Experienced production engineer and board op, in noncommercial radio, 12 years experience, looking for similar position in commercial radio. Will relocate anywhere. Call 212-762-8195 or write Peter R. Shamin, 61-33-166 St., Flushing, N.Y. 11365.

SITUATED WANTED NEWS

Experienced newscaster, currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-292-5058 afternoons.


Sportscaster, 6 years, Network exp football, basketball, baseball, Dan Lee, 316-231-6205.

Sportscaster—Top 10 midwest market experience. I write, report, produce and handle daily sportscasts and play-by-play. Looking for increased responsibility and opportunity in large or medium market. Let's talk now for fall start. 517-546-7765 mornings.

News director with six years experience in small and medium markets seeks medium market position or major market reporter position. Minimum salary $15,000. Call 217-243-6675.

Experienced pbp man available, solid production sales jock background will relocate Milwaukee 212-376-4684.

200% GM backup—Accomplished Anchor-Reporter (Professional approach)-R-TV News/Sports, Degree-Journalism. Hank Holmes 617-879-6957 after 2 p.m. evenings.

Professional newspaperman with strong management background, good voice and awareness, several years broadcast experience, seeks good spot. Strong writer, 41, active, great health, good personality Finest references. Bruce Morrison, 119 Greenbrier St., Selma, AL 36701. Telephone 1-205-872-9797.

Sports Director/News Anchor, seven years experience in Detroit. Excellent writing, reporting and production skills, PBP/Talk show. Call Don Lessnau, evenings, 1-313-685-2347.

Working part-time, want full time work. Will relocate call Don Quinn 312-623-9862.

NHL Hockey voice seeks radio or television PBP job. Squeezed out by NHL-WHA merger. Four years big league experience on 50,000 watt radio and major market TV. Currently doing sportscast on clear channel station. Box G-120.

Experienced Anchor/Reporter. Five years radio news experience. Presently afternoon drive in top 75 market, seeking to move up in market size. Have college degree, Prefer Northeast, and will relocate. Call 617-822-6480 evenings.

College grad—10 months experience—looking for small market news or sports position. I've also done board shift. Bob 703-567-0791.

Are you a Washington, D.C. or suburban area news director or manager? 9 years newspaper writing, Political Science background at one of the country's top universities. I've worked in print (currently employed in news-active Northeast market) and have 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-192.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director. Station sales makes available PD/O. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box F-145.

Experienced audi with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

Small market personality desires on-air PD/MM opportunity. Prefer building or rebuilding a contempo or top 40 operation in small market, utilizing professional concepts and human, take-charge manner. Seeking position of total responsibility of programming, staff supervision, music research and engineering. Area female wanting to send station to the top. Hard worker: Stable operation with a positive & professional attitude only! Prefer Midwest, west or southwest. In no hurry, will wait for right opportunity! Box G-184.

Looking for an organization that rewards performance with cash. Excellent numbers! Superior work history! Box G-219.

Major market ratings getter available to get your's to number one! Unbeatable PD experience. Failure is not in my vocabulary Box G-211.


Music Director, air personality with experience and love for Modern Country format, looking for MD, on air personality position. Prefer Northwest, all considered. Whip Sharp 806-829-5248 after 6 pm.

Tenennse or surrounding states. 15 years programming country plus sales & promotion. Box G-227.


8 years experience as program/music director/announcer including staff and copywriting supervision, sales, on-air promotion, budgeting. Computer and research-logo artwork experience. No. 1 Arbitron success record. Bill McCown 803-229-1408.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager for fast-growing, well-equipped multi-market television station. We currently have the best local programming, production expertise and promotion in our market. You'll be a vital part of our talented, driven and good-sized budget and plenty of encouragement. Send resume to Ken Geres, General Manager, WAFF-TV, PO Box 2116, Huntsville, AL 35804, (EOE).

Staff Analyst: Assists GM in performing institutional research, preparing and coordinating requests for financial assistance, evaluation of management systems. $1439/month. Application deadline: 8/15/80. Contact Larry Condit, KTEH, 100 Skyport Drive, San Jose, CA 95110.

Development Manager — Duties: plan and direct all fund-raising activities for southern ETV network. Activities include: membership drives, on-air fund-raising campaign, corporate underwriting, planning direct mail campaigns and work with volunteers on local and state level. Requires BA in Communications or related field. Experience in public TV, fund-raising. Salary: negotiable. Resumes: To: AFTN, 2101 Magnolia Avenue, Birmingham, AL 35205.

Broadcasting Jul 26 1980 104
HELP WANTED NEWS

National Sales Manager job opportunity for a 4-sta-
tion cluster in major ADI. Must have experi-
ence in working with national rep and agencies.
Sales development experience desirable. Send
resume to Al Bender, Sales Manager,REFERRED
TV, Box 1738, Bismarck, ND 58501. Equal Opportunity
Employer.

Membership Director: Direct and coordinate mem-
bership efforts for major NE-medium market station.
Staff of 4+; Involves responsibility for member-
ships, renewal efforts, direct mail, on-air pledge
appeals and automated record-keeping. Requires:
experience in membership or similar function at
major institutions, demonstrated ability to moti-
vate and supervise staff and volunteers. Salary: $20,000
plus strong benefit package. Send resume to Robert J.
Parkhurst, Chief Engineer, WSTM-
TV, 1030 James Street, Syracuse, NY 13203. WSTM-
TV is an equal opportunity employer. Send
resume. Staff of

Production Manager: Major market opportunity to man-
age expanding, active production department. Seek-
ing substantial commercial television produc-
tion and operations experience, strong leadership
and communications skills. Creativity and high
quality standards a must. Good technical back-
ground important. Be sure you have a terrific tape
to send us later. EEO Employer. Send resume to Box
G-16.

Production Manager. Job opportunity in Top 50
market for aggressive individual with creative, tech-
nical and supervisory experience. Excellent
opportunities for growth and advancement. Send
resume to Bill Wilcox, KAUZ-TV Box 2150, Wichita Falls,
TX 76307. EOE.

Sales Manager: Local-Regional TV Sales ex-
perience and Management required to aggressively lead
sales team. Excellent opportunity, present
and future with Ziff-Davis Station. Bob Craig-GSM
WJKS-TV PO Box 17000, Jacksonville, FL 32216-
EOE.

HELP WANTED TECHNICAL

Looking for good Asst. Chief Engineer, familiar
with 1st class license preferred. WSTM-TV,
Phillis Engineer. Contact: Jim Robbinton-WECA-TV
904-893-3127.

West Coast ABC Affiliate seeks qualified chief
engineer with minimum five years administrative
experience and hands on experience in broadcast
background. EOE/SEND
resume/references to Box G-7.

PM Magazine/Detroit seeking camera/producer
with minicom and 3/4" editing experience. Send
resume and tapes to Helen Love, WJJK-TV 2, Box
2000, Southfield, MI 48037.

Chief Engineer (Lansing/Jackson, MI) Minimum five
years engineering experience; good management
abilities. Necessary to maintain ENG equipment, RCA
VCRS and 2" VTR, plus Phillips color camera. Salary
negotiable. Write...Personnel, WILX-TV, PO Box
30380, Lansing, MI 48909, Equal Opportunity Employer.

Wanted: broadcast chief engineer: to be respon-
sible for all transmission and operation of a public
broadcasting television and radio system in Southern
Minnesota. Station just received new grant to con-
struct total new TV and radio operations that will serve
some 240,000 persons in Southern Minnesota, must
have minimum of two years of formal schooling in electrical
engineering or related discipline in digital electronics,
five years maintenance experience in broadcast
systems, must be able to grasp and apply good
practices of basic FCC regulations and FCC con-
esential. Experience in building new broadcast
facilities helpful. Will manage staff of four full-
time engineers and two part-time operators. Salary
$20,000 plus strong benefit package. Send resume
to and references to Barry G. Baker, General Manager,
KAVT-TV, PO Box 221, Rush City, MN 55069. Equal
Opportunity Employer. Inquiries by I.S.D. No. 482, is an equal
opportunity employer.

Master Control Operating Engineer—appli-
cations being accepted for the position of master control
operating engineer. The applicant should have knowl-
dedge of UHF, Microwave, audio, and mixing. FCC first or second
class license preferred. Good people skills. Resume and refer-
cences to Robert J. Parkhurst, Chief Engineer, WSTM-
TV, 1030 James Street, Syracuse, NY 13203. WSTM-
TV is an equal opportunity employer. 

Maintenance Engineer: With strong background in
television maintenance and operation and first-class
license needed for 50-60 size Midwestern market. An
EOE. Send resume and salary requirements to Box
G-168.

Transmitter Engineering Supervisor for UHF
television station. Salary open. Contact Mike Nebaue.
Chief Engineer, KEDT-TV, PO Box 416, Corpus Christi,
TX 78403 or call 2130-2231. EOE.

Maintenance Engineer—Florida suncoast TV sta-
tion, minimum 3-5 years experience in television or
production house; for details, call Peter J. Ford, WSTP-
TV, 615-777-1010, or send resume to PO Box 10-
200, St. Petersburg, FL 33733. An Equal Opportunity
Employer.

TV Maintenance engineer for west coast network
affiliate. Must be experienced with maintenance and
repair of all TV studio and transmitter equipment. Possible
future promotion to assistant chief engineer or
EOE. Send detailed resume to Box G-207.

Maintenance Engineer for broadcast equip., quad,
1st, VTR, new EFP mobile unit, etc., for public TV
and programming. Excellent opportunities to work in
campus environment. 1st Class Lic., 3 yrs. mainte-
ance exp., 2 yrs. tech. Exp. Apply to Donald Lehlmer,
The University of Minnesota, St. Paul, MN 55105.
EOE. Equal Opportunity Employer.

Chief Engineer for rapidly growing sports pro-
gramming company in Northeast currently building
most advanced remote vehicle in the country. New studios
and production facilities. Must have 1st Class
license, minimum five years experience, must wear
several hats, must have worked with and be ex-
perienced in video production engineering, First Class
license required or do not apply—we need a take charge pro.
Reply Box G-222.

Progressive Public Television station needs
broadcast maintenance technician. Position requires
experience with modern broadcast equipment includ-
ing digital technology, installation and repair of
radio and television equipment. Send resume to:
Personnel, WITF Box 2, Hershey, PA 17033.

Chief Engineer with technical skills in TV studio,
transmitter, master control and truck building, plus:
1st Class FCC, 1st Class License, 3 years maintaining,
and if possible—degrees in engineering. Send resume
to Bob McCollum, WAVE-TV, 620 W. 200 South,
Salt Lake City, UT 84111. EOE.

Fast growing production company in South
Florida, needs engineers to install, maintain and
inter-
face latest state of the art equipment: Both Vital's
Squaw Valley and Delco-Coral Effects, Datatron
Vanguard Editors. Ampex VPR-29B's, RCA-TK
cameras. The positions are heavy technical, no
operational experience necessary. Send resume
to W. W. McCullough, Director of Engineering
305—587-4977 or send resume and sal-
ary requirements to: Video Tape Associates, 2351 SW
34th Street, Ft. Lauderdale, FL 33312.

Television/ Radio Tech II—Under supervision,
operates master control board, audio control board,
projector, monitors, and monitors studio and color
cameras along with maintenance repairs on
television equipment. Must have high school diploma
and FCC Class A License. Experience in 5-10
years technical training in related electronics or
three years broadcasting and/or television experience,
includ-
ing thorough knowledge FCC rules/regulations.
Apply to Delco-Radio, 3620 NW 3rd St.
Des Moines, IA 50313.

TV News Producer. Two year experience required
in similar job in commercial TV. Strong writer, able
to produce fast-paced shows with extensive live ENG.
Send resume and rate to: News Director, KOTV Box
8, Tulsa, OK 74134.

Wanted—TV Reporter, New TV Network. Some TV
experience required. Salary low to mid twenties. Box
G-200.
HELP WANTED NEWS CONTINUED

Reporter: Aggressive, experienced, solid news background. Must have ENG and writing skills. Requires: Top-rated news in 3 station market. Salary negotiable depending on experience. E.O.E. Send resume to: Box 149-A, News Director, PO Box 659, Pittsburg KS 66762. 316-231-0400 (no collect calls)

Journalist/Pilot: Leading Southwestern television station looking for an experienced Cessna Citation pilot with excellent flying skills. Must have at least 1,000 hours flying time and 250 hours cross-country. Must be willing to relocate to the major Eastern market. Major Eastern market. Producer experience, seeks production opening in Columbus, OH 614-339-01. EOE. Send your resume, in detail to Box G-233.

Midwest market looking for aggressive, knowledgeable and credible anchor with strong on-air presence. Must have some experience in a major market. Needs to relocate to this Midwest location. Competitive salary and benefits in one of the most beautiful parts of the country. Send tape and resume to Dick Hoffman, WXOW-TV, PO Box 129, La Crosse, WI 54601.

Reporter/Photographer wanted for one of our news bureaus. We need a self-starter who can put together a polished package from both ends of a film camera. Large aggressive organization. Send resume and tape to Jim Cairo, News Director, WBBH TV, 3719 Central Avenue, fort Myers, FL 33901.

HELP WANTED PROGRAPHING, PRODUCTION & OTHERS

Top 10 Market seeking qualified Documentary Producer and on-air personality Knowledge or experience of Pittsburgh area preferred. Group owned station. EOE. Send resume to Box G-44.

Assistant Production Manager —must be capable of running production manager in all phases of television production supervision. Must be knowledgeable of in-studio location ENG, chyron, special effects, audio recording, Hinckley, and other equipment. Must be familiar with scheduling and time allocation procedures. Must be pleasant and personable. Please send resume and salary requirements to Don Edwards, Program Director, WSTM-TV, 1303 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

KAKE-TV needs someone with strong photographic and production credentials, plus an ability to field produce, to round out our PM Magazine unit. Send tape and resume to Alan Schoedter, Box 10, Wichita, KS 67201, an EOE.

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

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


Producer-Director for Midwest Public Television. Top 10 market seeks creative, mature, PO with remote and studio experience. Invites commercial background. Five to seven years experience. Full details, call Letter to Box G-99.

PFM Field Producer: shooting/editing, some producing. Closes, looking for highly creative energetic videographer with at least two years medium or major market experience to join one of the best PFM crews in the country. Send tape and resume to: TV Stations Relations Director, WISN-TV, PO Box 402, Milwaukee 53201, EEO/CF.

Production Manager —Midwest market seeks experienced and capable television production and directing experience. Box G-224.

Commercial Producer to write and produce local TV commercials for a national award winning commercial station. Prefer minimum of 2 years writing and producing commercials. Send tape and resume to Peterson, WRLA-TV, PO Box 12000, Raleigh, NC 27605. EOE/M/F.

Research Director —South Florida TV station seeks creative research director. Rep or station experience necessary. Should be a starter and familiar with all phases of media research. An equal opportunity employer. Send resume and salary requirements to Box G-228.

Writer/Producer of radio and TV newscasts, program inserts, public service documents, and other material for major land-grant university College degree plus three years experience required. On-air /in-studio experience at least 1,670. Contact Leonard Harrison, Employee Relations Office, Virginia Tech, Blacksburg, VA 24061, by August 15, 1980. EOE. Equal Opportunity and Affirmative Action Employer.

Television Production Assistant. For Public TV station, under the supervision of the Senior Production to aid in planning production, research and evaluation of TV programs. Requires 2 to 5 years post college school training, with some coursework in creative writing and public relations, speech, journalism, television or film related to television in production or related field. Salary is $10,542 to $12,240, plus an excellent, fully paid benefit package. Send resume to: Milwaukee Area Technical College, 1015 North 6th Street, Milwaukee, WI 53203.

Top leading California independent station is seeking full-time promotion assistant in an expanding department. Position involves heavy emphasis of on-air production work. Good writing skills essential. EOE/M/F. Send resume to Box G-186.

Promotion Manager (Information Specialist III) for KWSU-TV. Requires B.A. in Communications, English, Journalism or related field and two years writing/editing experience. Some filming/writing experience may be substituted, year-for-year, for educational requirements. Significant experience with promotion techniques and experience in on-air fund raising highly desirable. Writing portfolio required of all finalists. Will be required to submit one projected salary $1,289-$1,625 per month effective October 1, 1980; current salary $1,719-$1,533. Apply by August 14, 1980, to Staff Personnel Director, WADE, 1825 11th Ave, Suite 310, San Francisco, CA 94103. Salary range starts $19,614. 509-335-4521. Equal Opportunity Employer.

Assistant Director for TV Services, Ohio State University. Creative, innovative individual to write, produce, shoot and edit video tape/news stories about OSU for monthly service to 60-station nationwide network and to produce tape. Requires bachelor's degree in broadcast journalism, 5 years experience in TV news, familiarity with ENG camera and editing equipment. Good salary and benefits. Send resume, sample tape and salary requirements by August 8 to Scott Mueller, Director, Communications Services, Ohio State University Administration Building, Columbus, OH 43210.

TV Production Manager for Trinity University, B.A. with several years professional experience, ability to assist academic program, direct commercial quality in studio and field situations. Salary negotiable depending on experience. Send resumes to: Sally Techuk, Trinity University 715 Sirdom Drive, San Antonio, TX 78284. An equal opportunity employer.

Field Producer —For top ten market prime time magazine show. Our ratings have been going up for the last three years. I'm interested at telling great stories and can keep everything moving. Send resume to see if we can get together. We'll pay you generously. Send resume to: Box E-502.

TV Art Director: Must show ability to design and execute on-air graphics, print and sets. Shop working familiarity with electronic production equipment and budget preparation. Have demonstrated managerial skills. Must have minimum 5 years experience. Equal Opportunity Employer. Send resume to: Dept. AD, KCOP, PO Box 98288, Tacoma, WA 98499.

Grants Support Manager for KETC-TV, St. Louis, Mo. Major responsibility is to increase operating income through establishment, implementation & evaluation of development program. Requires superior communication skills with BA or BS equivalent required. Experience in grant writing or similar experience. Prefer one year. This position is funded by a two year Corporation for Public Broadcasting training grant. Send resume to: Grants Support Manager, KETC-TV, Box 2410, St. Louis, MO 63110. By: August 11, 1980. Equal Opportunity Employer M/F.

SITUATION WANTED TECHNICAL


SITUATION WANTED TECHNICAL


9 Years Experience TV-FM-AM operations/maintenance, remote and on-location studio operations, etc. Prefer Midwest, west coast, but consider others. Full time position only. Married. Bill Cole, 114 Circle Circle, East Mount, NC 27801 919-443-7282 best after 5 pm.

SITUATIONS WANTED NEWS

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 ENG news photographer and editor in midwestern market desires move to southeast. Box G-154.

Satisfaction guaranteed in reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery Will relocate. For video tape contact Charles Frieman 1415 2nd Street, Court, Wichita, KS 67210. 704-552-2473.


Selden, experienced professional looking to help your sports department. Major market experience. Outstanding references, Box G-197.

Two year sports anchor experience in top 30 market, and I just graduated. Experience includes filming, editing, PBP. Looking for full time sports anchor/reporting position. Any market, anywhere Gary Cohn, 280 Indiana Creek Ck., Fox Point, WI 53217. 414-352-6777.

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery Experience in radio and television. Have presented many weather-related PR talks. Box G-183.

I’m a 31 year old former reporter looking to get back into the business. If you have an entry level position open, why not consider someone who can give you quality work from day one with minimal supervision. I’m experienced in all phases of a news operation with a double BA Journalist. Also FCC First Phone. Please call Craig, Ceston 213-992-5285.

Anchor-reporter-news director-producer, with small and medium market experience, looking for career move. Good track record. Call 609-561-0619.

A qualified creative sports director/reporter with PBS directing, editing, and ENG experience, is ready to relocate to a sports crazy market. Box G-298.
CABLE
SITUATIONS WANTED PROGRAMMING, PRODUCERS, DIRECTORS, ETC.

Videoproducer and director wants to work for cable TV or production company. Good experience. Sales-minded. Call 212-661-4535.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS
HELP WANTED MANAGEMENT

Director, Department of Telecommunications, Commonwealth of Virginia. This recently established position requires the effective management of the organization and resources of the Telecommunications Department to provide the Commonwealth and its agencies and institutions with an efficient telecommunications services system and also to facilitate the use of public radio and television for educational and other services. Major areas of responsibility include the development and administration of policies, forecasting of needs, designating of equipment specifications for new or replacement systems, administration of grants, operating an effective statewide telecommunications system, promoting public radio and television, advertising and maintaining the Master Plan for public telecommunications in cooperation with the Virginia Public Telecommunications Board. Qualifications include progressively responsible experience in the management and development of large public or private telecommunications systems and services, extensive knowledge of and experience in the administration of grants, and essential attributes are: drive, decisiveness, competence, and ability to work well with people. Salary range is $28,050 to $39,600 per year. Please submit letters of interest and resumes by August 22, 1980 to: The Department of Personnel & Training, 304 State Finance Building, Richmond, VA 23219. Attention: Mr. RR. Thompson. An Equal Opportunity Employer.

HELP WANTED SALES

Broadcast Equipment Sales, Large Midwestern high technology dealer is seeking an experienced individual to handle the company's regional broadcast sales. The position offers marketing responsibilities for an extensive line of video and audio equipment as well as complete systems. Compensation of salary and commission is negotiable. Replies are handled confidentially. Send resume to Box G-86.

Salesperson Wanted: Outstanding opportunity to join the world's largest supplier to the broadcast industry. Travel a must. Please call David Tyler, William B. Tannor Company, at 901-320-4340.

Northwest Location. Business oriented, successful salesperson with good credit and character. This is a straight commission position, currently involving substantial dollar amounts. We'll train in business brokerage. Paul Chapman, Chapman Companies, Inc. 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Video Engineer-Operator: Job emphasis on maintenance of professional video studio equipment. Some operational and troubleshooting experience required. Resume to Byron Motion Pictures, Inc., 65 K St. N.E., Washington, DC 20002, Attn: Video Mgr. EEO.

HELP WANTED NEWS

A major national trade association located in Washington, D.C. has immediate need for a nationwide specialist. He will work on major issues. Responsibilities include: active participation in media interviews, addresses to live audience and appearances in radio, "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-television publishing and列入 presentations and demonstrable speaking ability. Willingness to travel extensively in the United States is a plus. Salary commensurate with experience. Please reply in confidence to Box F-204.

Pol. Campaign needs experienced radio news person and recent college graduate for a national radio news effort. Resumes to Box G-190.

HELP WANTED INSTRUCTION

Broadcasting Faculty Position. Instructor or Assistant Professor of Speech Communication to teach undergraduate and graduate classes focusing on audio-visual media degree (2-year) program at Penn State-Wilkes-Barre. Ph.D. preferred. Masters and broadcasting experience required. Duties include teaching, advising B.A. program, managing FM station and color TV facility on local cable. Send resume to: Nits Pit, PO Box 1830, Penn State/Wilkes-Barre, PA 18708. An Equal Opportunity/Affirmative Action Employer.


Radio/Television Coordinator: Instructor/Assistant Professor (tenure track). Begins Sep/Oct. Salary: $20,000-14,539. Masters in R-TV, teaching and professional broadcast experience required. Graduate strength in journalism/communications preferred. Oversees departmental matters, including supervision of facilities, part-time faculty, radio studio, advise students, select grants, assist in recruiting, placement and maintenance of R-TV. Production, teaching and survey courses: coordinate curricular matters with main campus and assist students in services to local community. Send credentials (if available), vita, copies of college transcripts, names, addresses and phone numbers of recommenders, and letter of application to Ms. Melissa W. Bixler, RTV Search Committee, Ohio University-Zanesville, Zanesville, OH 43701. Material must be received by Aug. 20, 1980. An Affirmative Action, Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

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


Tower wanted: 60 ft. guyed tower, standing or dismantled, Bill Angler, Jr., Angle Tower Erectors, PO Box 55, Greenville, SC 29634 919-752-7332.

FOR SALE EQUIPMENT


Equipment for Sale: Units sold—complete and often involving substantial dollar amounts. Will train in business brokerage. Paul Chapman, Chapman Companies, Inc. 1835 Savoy Drive, Atlanta, GA 30341.


RCA TT-10AL VHF Transmitter—Working condition, Channel 6. Why not a market worth $5,000. RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10 $20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Channel 11 $12,000.

Sony 2800 3/4" Video Recorders—Excellent condition, $2,500 ea.

Spectavision 3/4" Editor—works with 2850 or 2860, $3,000 ea.

Complete film island—PE 240, Eastman 265's, TP, Eastman microlite, $20,000.

IVC 500A Color Cameras—complete, beautiful pictures, $7,500.

GE PE-350 Color Cameras—All accessories, good condition, $4,000.

GE PE-240 Film Camera—Automatic gain & blanking, $4,500.

CDL VSE-741 Switcher—12 input, chroma key, $400.

RCA TK-27A Film Camera—Good condition, TP 15 available, $1,250.

RCA TP-6 Projectors—Reverse, good condition, ea. $1,000.

Amplex 1200 A VTR'S—Amloc, Colorloc, one with edit box ea. $22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, previously, monitor, 2 available, new, low price. ea. $1,400.

New Edetron CCD-2H Time Base Corrector—Broadcast spec, $1,000.

VHF Antenna—RCA Batwing. Available soon, $5,000.

UKH Antennas—Various Models and Prices

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7876. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 700B, Columbus, GA 31908.

RCA-TK-76 Mini/Cam $25,000 415-676-7268.

5.5 MW, Gates BC-SP-2, recently passed FCC on condition, plenty of spares. Other 5kW, 10kW and 20kW AM and FM units in stock. Besco International, 5946 Club Oaks Drive, Dallas, TX 75248. 214-830-3600.


Model 147A Tetrokon—NTSC Test Signal Generator—Model 1440 Tetrokon—Automatic Video Corrector—Model 1441 Tetrokon—VR Signal Deletete/Inverter—Tetrokon 9500. GL Telecommunication-Broadcast Synching Generator: Frequency Modulation System; Sequential Switcher: Ampex-Editec, Amloc & Colorloc; 400 Foot Novacine Camera Cable; 800 Feet Grass Valley Switcher Cable; Fujion TV Lens 1/2 F-1180 MM Model: K7 x 11 MM2; Best offer. Call: Jim Nelson 312-236-5555.


COMEDY

Free sample of radio's most popular humor service: OLINERS, 1448-C West San Bruno, Fresno, CA 93727.

Guaranteed 100% delivered! Freebie! Contemporary Comedy, 5864-B Twinleaves, Dallas, TX 75227.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA Air Force.

"Comic Relief! Just for laughs! Bi-weekly Free sample of Creative Services, 2001 Elkhart, Detroit, MI 48225.

Funny, Satirical, bogus dubic service announcements will live up your station. Live or pre-taped for specific regional slants. Send $1.00 postage for free tape, current air performances. Tennantелases, 3385 Cerritos, Long Beach, CA 90807.
**EXPERIENCED TALK PERSONALITY**

Prestigious major station in top five eastern market looking for versatile, creative personality for late morning talk program appealing to 25-54 women. Must be caring as well as assertive. Comfortable with phones as well as interviews; humor as well as issues. Years of experience is not as important as demonstrated success. Excellent compensation for the right individual. Men and women of all races desired. Send descriptive material to:

Box G-122

**Situations Wanted Management**

**BOB BOLTON**

20 year broadcasting veteran seeks immediate position as small to medium market G.M. or major market operations manager with company offering exciting future. Call 919-467-7851.

**Broadcasting-Lawyer**

seeks management opportunity with broadcast corporation or group. Strong background in communications management and corporate law. Served in state legislature for 8 years. Worked for large New York law firm. Member of Federal Communications Bar Association. Ten years' experience in Communications Management. Willing to re-locate. Please write Box G-226.

**Situations Wanted Announcers**

**Young Pop/Adult Personality**

with No. 1 ratings in both AM & PM drive in two top twenty markets is looking for "the job of a lifetime" with one of America's great major market radio stations. I'm stable and currently working, but have accomplished my goals after five years here. Tape, resume, references on request. Box G-214.
Situations Wanted Announcers

Help Wanted News

SPORTSCASTER FOR SALE
wants to join existing major-medium market staff or build new department. 9 years news, sports and talk experience. Currently employed in Detroit. (313) 534-0251 after 1 PM, Eastern time.

Situations Wanted News

Don't Settle For Second Best!
Heavyweight award-winning talk show host/newscaster seeks radio and/or TV slot in top 5 markets! Offers 10 years solid news/talk experience, plus background as creator of syndicated cable TV program, writer-editor-lecturer, and contributor to 2 best-selling books!
If you seek excellence and a proven ratings record, call:
Gene Steinberg, (212) 631-9290

Situations Wanted Programing, Production, Others

Production and Automation Pro
in Central Pennsylvania seeks Production Director and/or first Operations Manager position. Write Rob Sprankle, R.D. 1, Alexandria, Pennsylvania 16611.

TELEVISION
Help Wanted Management

PROMOTION MANAGER
WWVE-TV
THE GAYLORD STATION IN NEW ORLEANS

We are looking for a professional, experienced in all phases of TV promotion: on-air, print, media buying, publicity, production, budgeting. An unusual opportunity in one of America's great markets. Send resume, tape, ad samples, copy to: Don Wilburn, WWVE-TV, 1025 So. Jefferson Davis Parkway, New Orleans, La. 70125. An Equal Opportunity Employer.

Help Wanted Sales

TV ACCOUNT EXECUTIVE
Self-starter. Minimum two years TV Sales experience successful track record which can be verified. Send resume to: Dave Tolty, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

TELECOMMUNICATIONS ASSISTANT
Needed immediately to supervise students during production work. Duties include scheduling academic area radio production studio, maintaining audio and production files and inventory and assisting with radio, TV and audio visual production. Requires AA and minimum 2 years radio/TV college experience. Commercial experience preferred. Minimum salary $8,900. Respond in writing by August 4th to: Mercer County Community College, Personnel Services, Dept RZ, PO Box B, Trenton, N.J. 08690.
Equal Opportunity/ Affirmative Action Employer
Help Wanted Programming, Production, Others
Continued

PRODUCER/DIRECTOR
CREATIVE UNIT
Writing, producing, and hands-on ENG shooting of spots, plus directing edits and mixes of final products. Some documentary and syndicated program shooting. Three years commercial experience and working knowledge of ENG equipment and editing preferred. Still photography experience desired. Send resume to: John Stoddard, Office/Personnel Manager, RO. Box 741, Dayton, Ohio 45401.
An equal opportunity employer M/F/H

TALK SHOW PRODUCER
WDIV-TV Fox 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 staff from the ground up.
Major market experience is a requirement for this position. If qualified, please send your resume and tapes to Bill Price, Executive Producer, WDIV-TV 622 W. Lafayette, Detroit, MI 48231.
An equal opportunity employer

SENIOR STAFF SPECIALIST
NEW HEALTH EDUCATION TV NETWORK
PLANNING AND PROGRAM DEVELOPMENT
The American Hospital Association has just created a new Senior Staff Specialist position in its Media Center for an individual who will assume a major role in the development of the programming for a new national health care television network broadcast directly to hospitals.
Specific duties include:
—developing a first year program schedule for a network
—developing a set of standards and guidelines for network program producers
—determining the most effective ways to use television for health care education and information via direct broadcast network
Our preference is an individual with a graduate degree in business, marketing, or educational/instructional design. Further, a minimum of 2 to 3 years management or research experience in a broadcast or educational network environment is most desirable. Good planning, research, communications and negotiation skills are essential.
We can offer you an excellent salary coupled with attractive fringe benefits. For immediate consideration, please send your resume, complete with salary history and requirements in confidence to:
Mrs. Narin B. Trent
Employment Specialist
American Hospital Association
840 N. Lake Shore Drive
Chicago, IL 60611
An Affirmative Action Equal Opportunity Employer M/F/H

ALLIED FIELDS
Help Wanted Sales

A UNIQUE OPPORTUNITY IN SALES!
We are seeking a highly motivated individual to work with television and radio stations throughout the country in the field of broadcast computerization.
Knowledge of computerization is less important than "hands-on" experience with the management/sales of station inventory.
Professional selling skills are required since the position calls for dealing with top executives of the broadcast industry. Heavy travel is involved.
Compensation includes base salary, commission, and expenses, as well as excellent company benefits.
Along with your résumé, include a short letter telling us why you are the individual we seek for this career opportunity. Send replies to: Department MS, Broadcast Division, Data Communications Corporation, 3000 Directors Row, Memphis, TN 38131. Please do not call.
An equal opportunity employer.

DIR ECTOR
OF CHILDREN'S PROGRAMMING
Field Communications is seeking a Director of Children's Programming who will be responsible for the development of Field-produced children's programs.
The candidate should have experience in broadcast production and programming with an emphasis in children's projects.
This challenging position is based at corporate headquarters in San Francisco.
Send resumes to: Barry Thurston
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Field Communications
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San Francisco, CA 94111

FIELD COMMUNICATIONS
An Equal Opportunity Employer M/F

BIAW
BROADCAST DIVISION OF DATA COMMUNICATIONS CORPORATION

Broadcasting Jul 28 1980
110
BROADCAST EQUIPMENT SALES

If you enjoy solving technical problems in video operations; if working with Chief Engineers and News Directors appeals to you; if you think representing a top company with top lines like Ikegami, Sony, ADDA, and Conrac can make you a lot of money, we want to talk to you. We’re looking for an ambitious person to take over a profitable mid-Atlantic territory calling on broadcasters and production houses. Very little overnight travel is required.

Our company provides an excellent salary and company paid benefits. We can use your talents now. Call collect, or write to: PHIL GANTT (215) 879-7171.

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MARKET RESEARCH Project Leader

Our Growth Is on Your Side

We’re Arbitron, one of the nation’s leading radio and television audience measurement firms. Expanding activities have created opportunities for an experienced researcher to design, test, and analyze experimental survey methodology.

Candidates should have at least three years experience in all phases of survey research with a research supplier. A degree in the social or management sciences is required.

We offer excellent benefits and a convenient suburban location. Our continuing leadership in the field provides your key to professional growth. Send resume, indicating salary requirements, in confidence to: C. M. Poske, Personnel Administrator.

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MCI/Quantel, a leading edge organization serving the television industry through the development of digital video products, has an outstanding opportunity for an ambitious technical services engineer.

Responsible for the installation and field service of MCI/Quantel synchronizers, digital effects generators, and other digital video equipment, you must be conversant with state-of-the-art analog and digital circuitry. Requires at least 3 years experience in the maintenance of complex electronic equipment. Present employment in the television industry is preferable. Product training will be provided. Some travel. Salary negotiable. East Coast location.

Write Micro Consultants, Inc., Personnel Dept., P.O. Box 50810, Palo Alto, CA 94303; or call (415) 856-6226. EOE M/F

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617-426-3421

Broadcasting Jul 28 1980 111
CATV PROGRAMMING

American Television & Communications Corporation, serving over 1 million subscribers in 32 states, has established a reputation as one of the most successfully managed multiple system cable television operators in the industry. Our unparalleled growth has created the need for experienced individuals in our Cable Programming Department. Two of these opportunities include:

MANAGER COMMUNITY PROGRAMMING OPERATIONS

The selected candidate will serve as a liaison between ATC corporate and operating systems, and will be responsible for the daily logistical coordination and monitoring of over 30 ATC Local Origination operations, field training, community involvement and studio operations. This position requires an individual with a degree in Mass Communications or 5 years experience as a Producer/Director, writing ability and strong organizational skills. Extensive cable system Local Origination and budget control experience is desirable.

PROJECT MANAGER—PROGRAM DEVELOPMENT

Responsibilities of this position include preparation of program elements of franchise proposals, and involvement in numerous developmental programming projects with operating ATC Systems such as channel leasing, and educational, community and medical uses. Candidates must possess a college degree and related experience, the ability to speak and write effectively, good organizational skills and the ability to work independently.

Our company offers a competitive salary and benefits package, in addition to excellent opportunities for rapid career development. For confidential consideration, please forward your resume and salary requirements to:

Mr. Chip Crawford
Employment Manager

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
20 INVERNESS PLACE EAST
ENGLEWOOD, COLORADO 80112
An Equal Opportunity Employer MF/HV

Help Wanted Technical
Public Notice
Wanted To Buy Stations

DIRECTOR OF ENGINEERING

Major organization in a metropolitan area invites nominations, and applications for the position of Director of Engineering. We are seeking an experienced CATV engineer with administrative capabilities as well as knowledge of all aspects of cable engineering including analysis, design, and system theory. This is a great opportunity for a qualified professional to meet the challenge of technical problems facing the cable industry today. Submit resume, letter of interest with salary requirements and references, in confidence to Box G-198.

Public Broadcasting Service Executive Committee meeting, 10:00 a.m. Monday July 28, 1980, O'Hare Hilton Hotel, Chicago, IL. Organization of the business of the Board, operation of program service committees and role of committees in board management—meeting schedule. Reports on proposed agenda for Task Force on Technology; status of CPB funding for interconnection and programming; PBC Reform: financial matters, including FY 80 outlay, policy on services to members and nonmembers.

WANT TO BUY FM CP's

Other underdeveloped radio properties are also sought, esp. Western. Qualified buyer will hold all replies in strictest confidence.

Box G-182.
WE ARE BUYING

A large financial firm with experience in media financing has asked us to assist them in acquiring multiple radio/TV properties. All markets and formats will be considered. Requests for financing also invited. Ready to move now. Contact Jerry Norman.

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Midwest Radio

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$20,000 down payment, 1 kw South Carolina. Asking $125,000.
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EXCELLENT OPPORTUNITY FOR YOUNG, INDUSTRIOUS PERSON WITH LITTLE CAPITAL
Georgia AM Station for sale. Only $25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181.

INSPIRATIONAL RADIO STATION
Class C FM exclusive in a large market—profitable.
Box G-202

ONE OF THE LEADING RADIO STATIONS IN THE SW!

- Medium To Large Growth Market
- Full Time AM
- Low Dial Position
- Broad Coverage
- Substantial Cash Flow
- Valuable Real Estate Included
- Terms To Qualified Buyer
- $2,500,000

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In Complete Confidence!

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& ASSOCIATES
MEDIA BROKERS/APPRaisERS

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EXCELLENT OPPORTUNITY FOR YOUNG, INDUSTRIOUS PERSON WITH LITTLE CAPITAL
Georgia AM Station for sale. Only $25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181.

INSPIRATIONAL RADIO STATION
Class C FM exclusive in a large market—profitable.
Box G-202

For Sale Stations Continued

- Fulltimer, Major market ID. $900,000 terms.
- AM/FM in Alaska. $1,425,000.
- Daytimer. NC. About 50 miles from coast. $240,000. Terms.
- Chattanoog area daytimer. Good real estate with living accommodations at studio. $350,000. No down payment. $5,225.00/month for 10 years.
- Two AM's. CA. fulltimer and daytimer. Class C plus powerful daytimer. S.E $4 million.
- S.E $50,000 watt AM. $3.6 million. Fulltimer. City in Iowa. $860,000. Terms.
- AM/FM in No. Mich. $190,000.
- Louisville area daytimer. $450,000.
- Fulltimer W. Va. city. $420,000.
- Eastern Kentucky AM/FM. Bargain. $990,000. Terms.
- VA. Coastal. Attractive, $800,000.
- Powerful daytimer in Atlanta area. $980,000. Terms.
- Powerful daytimer in Northern Michigan. $430,000. Terms.
- Fulltimer. Wyoming. $280,000. Terms.
- Dynamic Fulltimer covering half of Alaska population. $1,000,000.
- Fulltimer. Coastal city in Southeast. $500,000.
- Daytimer. Northeast Texas. $660,000.
- Ethnic station in large Northern city. $1,900,000.
- South Alaska. Includes Real Estate. $200,000. Terms.
- Indiana. Large metro. $200,000 down. Good coverage.
- Fulltimer. Dominant. Metro. TX. $1,200,000.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-758-7935 24 HOURS

Drop by our Hospitality Suite at the NAB Radio Programming Conference, Hyatt Regency, New Orleans

CLASS C FM
for sale to ethnic minority under FCC distress sale policy. Will appraise in excess of $390K. Will sell for less than $290K terms, or less than $260K cash. Contact Steve Pasquini, KLBN, 2406 Coggin Ave., Brownwood, TX 76801.

AAA RADIO STATION AVAILABLE
Honolulu, Hawaii. High power, Clear Channel. Seller will finance with 25% down, balance over 7 years. With NO interest. This is a great opportunity. Call Dave Wagenvoord, Media Broker (808) 949-8648.

Broadcasting Jul 28 1980
For Sale Stations Continued

CHAPMAN ASSOCIATES®
nationwide service

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<th>STATION</th>
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<tr>
<td>MW Small</td>
<td>AM $300K Terms Paul Crowder (615) 298-4986</td>
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<tr>
<td>SW Small</td>
<td>AM/FM $395K $114K Bill Whitley (214) 387-2303</td>
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<td>S Small</td>
<td>AM $350K $75K Bill Cate (904) 693-6471</td>
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<td>MW Small</td>
<td>FM $425K $123K Jim Mackin (312) 233-1545</td>
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<td>MW Small</td>
<td>AM/FM $500K Peter Stromquist (216) 728-3003</td>
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<tr>
<td>MW Small</td>
<td>Fulltime $700K 29% Ray Stanfield (213) 383-5764</td>
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To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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UNDERDEVELOPED CLASS "C" FM
Iowa. Single station market adjacent to meter. Real estate in excess of $200,000. Excellent retail trade area. $600,000, liberal terms. 912-883-4917.

STEREO FM IN IL
2 1/2 times gross which equals over $500,000. 12% interest. $150,000 down. Real estate included. 10 year contract to qualified buyers. All information first letter. Box G-117.

TOP 50 MIDWEST CLASS C FM
Consider Trade-Merge-Stock-Terms-Cash
Principals Only—No Brokers
Box G-241

BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only (Billing charge to stations and terms $2.00)

When placing an ad, indicate the EXACT category desired. Television, Radio, Cable or Allied Fields. Help Wanted or Situations Wanted. Management. Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. All telephone orders and/or cancellations will be accepted.

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St N.W., Washington DC 20036

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

Rates. Classified listings (non-display) Help Wanted $0.40 per word $1000 weekly minimum. Situations Wanted $0.40 per word $500 weekly minimum. All other classifications $0.40 per word $1000 weekly minimum Blind Box numbers $0.20 per issue.

Rates. Classified display. Situations Wanted $0.30 per inch. All other classifications $0.60 per inch. For sale stations. WANTED TO BUYシン, Employment Services, Business Opportunities, and Public Notice advertising require display space Agency Commission only on display space.

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

Word count include name and address. Name of city (Des Moines) or state (Iowa) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as '35mm' COD, PD etc count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting Jul 28 1980
Changes at CBS-owned television stations: Edward M. Joyce, VP-general manager of WBBM-TV Chicago, named VP-general manager of KNTV Los Angeles, succeeding Van Gordon Sauter, who has been appointed president of CBS Sports (Broadcasting, July 14). Peter A. Lund, VP-station services, CBS Television Stations Division, replaces Joyce as VP and general manager, WBBM-TV. Allan R. Cohen, VP, personnel, CBS/Broadcast Group, named VP and general manager of KMOX-TV St. Louis, replacing John McKay, (see below).

John McKay, VP-general manager of CBS-owned KMOX-TV St. Louis, named VP-general manager of Times Mirror Broadcasting's KDFW-TV Dallas. He succeeds John J. McCrory, who was named president of Times Mirror Broadcasting earlier this year. McKay has held position with KMOX-TV since 1976, and earlier was VP-marketing for CBS Television Stations division.

Mark J. Meagher, president and chief operating officer of The Washington Post Co., which owns Washington Post, Newsweek, and Post-Newsweek station group, has announced resignation, effective at end of year.

Bill Dallmann, general sales manager of Metromedia's WIP(AM) Philadelphia, named VP-general manager. Gene Ashcraft, VP-general manager, KJIM(AM) Fort Worth, named general manager of Texas State Network, recently purchased by Metromedia. Ashcraft will be based in Dallas.


Carlos Barba, VP-general manager, WNJU-TV Newark, N.J., named president of WNJU-TV Broadcasting Corp., station licensee, under new controlling ownership of Perenchio Inc. and Tandem Productions.

Patrick Gmitter, VP-broadcast sales, Cox Broadcasting Corp., Atlanta, named station manager of Cox's WGCY-TV Pittsburgh, and VP of licensee, WGCY-TV Corp. He succeeds Merritt Rose Jr., who has been named director of marketing projects for Cox Broadcasting. Earlier, it had been announced that Jack McCarthy would succeed Leonard Swanson as general manager of WGCY-TV (Broadcasting, July 14).

Stuart Swartz, general sales manager, KMPV-TV Minneapolis, named station manager. As part of realignment of its cable system operations, Warner Amex Cable Communications Inc. has formed two new divisions—Western division covering Western and central areas, and Eastern division embracing New England and South. James L. Gray, VP and central B area director of Warner Amex, has been named senior VP, of Western division, and Frank H. Nowaczek, VP and central area director, named VP, Eastern division.

Stephen Rogers, VP-operations and engineering, noncommercial WPBT(AM) Miami, named senior VP-general manager.

Bruce Cummings, general manager, KCXK-AM Salt Lake City, named VP.

William Powell, general manager, KBEZ(FM) Tulsa, Okla., named VP Michael Moore, chief engineer, named director of operations.


Jennifer Lear, responsible for operations and community relations, WZZD(AM) Philadelphia, named station manager.

Dennis Grayson, former production manager, WLOL-TV Columbia, S.C., joins WPDE-TV Florence, S.C., as operations manager. Station is scheduled to go on air Oct. 1.

Jay Larry James, program director, KHUT(AM) Hutchinson, Kan., named station manager.

Tony Bonvini, operations manager, WNNI(AM)-woods-FM Canton, Ohio, named operations manager, WOL(AM)-WUS(AM) Lynchburg, Va.

Ernie Jenkins, morning air personality, WOTW-FM Nashua, N.H., named operations manager for co-owned WOTW(AM) there.

Stanley Simon, VP research and marketing, HR Television, New York, named director of audience research, CBS Television Stations, CBS/Broadcast Group.

Mark Tomizawa, promotion assistant, KTV(AM) Philadelphia, named manager of research.

Milton Tenzer, with General Cable Co., Greenwich, Conn., named staff VP-director of research, based in Edison, N.J. research center.

Brenda Brunk, general manager of Thomasville-Lexington, N.C., system of Summit Cable Services, named general manager of Summit Cable Services of Winston-Salem and Forsyth county, N.C. Joseph Part, regional marketing manager, American Telecommunications Corp., joins Summit Cable Services as marketing manager.

Lawrence Samuels, associate director, corporate planning, ABC Inc., appointed director of capital planning.

Dennis Ellis, responsible for federal and foreign taxes, Viacom International, New York, named director of taxes.

Roger Wilson, director of planning and administration, KCBS-AM-FM San Francisco, joins Golden West Broadcasters radio division, Los Angeles, as director of finance and planning.

Alfred Jackson, director of organization development, NBC, New York, named director of employee counseling and development.


New officers, Florida Association of Broadcasters: Ted Ewing, WENG(AM) Englewood, president; Walter Windsor, WPTV(AM) Orlando, president-elect; Ray Holloway, WJHG-TV.

"The person you describe is the person we'll deliver"
Panama City, and Norman Protsman, WHM (AM) Live Oak, VP's, and Diane Buerger, WNGB (AM) Winter Haven, secretary-treasurer. Kenneth Small of Gainesville was re-elected executive VP.

Advising

Andrew Langer, executive VP and co-creative director, Marshalk Co., New York, elected president. He succeeds Michael Lesser, who was elected chairman of board and remains chief executive officer.

Al Hampel, former executive VP, director of creative services worldwide, Benton & Bowles, New York, named president of Wells, Rich, Greene/Chicago, effective Sept. 1. WRG opened Chicago office last February.

Robert Hurley, management supervisor on Procter & Gamble accounts in western Europe, and David Warden, management supervisor on Ivory Liquid, High Point, Crisco Oil, Comet, Top Job and Duffy-Mott Co. accounts, Compton Advertising, New York, elected senior VP's.

James B. Patterson, VP and creative director, J. Walter Thompson U.S.A., New York, and Harold Lee Friedman, VP and associate creative director, named senior VP's of JWT.

Barry Greenspon, senior VP-associate creative director, DKG Advertising, New York, joins Doyle Dane Bernbach there as senior VP-creative manager on American Airlines account.

Robert Minicus, executive VP-director of creative services, Cunningham & Walsh, New York, named executive VP-creative director of Creamer/New York.

Robert G. Watson, VP-director of creative services, Needham, Harper & Steers, Washington, elected senior VP.


Henry Strock, controller for domestic operations, and Enrique Tejelma, controller for international operations, Interpublic Group of Companies, New York, elected senior VP's.

Elected VP’s at McCann-Erickson, New York: Akira Miyazawa, Robert Polansky and Gaynor Williams, media planning group head.

Lyne Feinman, account group supervisor, Trout & Ries Advertising, New York, elected VP.

George Mahrig, VP-associate media director, Keichum MacLeod & Grove, Pittsburgh, named director of media planning.

Rick Dorsey, with Weekley & Penny, Houston, named VP-account supervisor.

Barry Shadorf, head of his own marketing communications company in San Francisco, Barry Shadorf & Associates, named group head art director, Kenyon & Eckhardt Advertising, New York.


Paddy Ramsay, VP and West Coast manager, Christian Co., based in Los Angeles, named senior VP.

Mark Shottland, account executive, Kais American Television’s red team, New York, named national sales manager for red team.

Dennis Christine, account executive, Metromedia's WXIX-TV Cincinnati, named manager of co-owned Metro TV Sales office in Atlanta.

Arleen Friedlander Geller, account executive, H.R. Stone, New York, joins McGavren Guild there as account executive.

Nick Marnell, sales manager of Group W's KYW (AM) Philadelphia, named general sales manager, succeeding Charles Heiser (see page 115).

Donald Kemper Jr., local sales manager, Cox Broadcasting's WHIO-TV Dayton, Ohio, named general sales manager.

Paul Levesque, former VP-general manager of WNBH (AM)-WMSY (FM) New Bedford, Mass., joins WJAI (AM) Providence, R.I., as general sales manager.

John Richard Cottington, local and regional sales manager, WKEF-TV Charlotte, N.C., named sales manager.

Paul Brewer, account executive, WKEF-TV Petersburg, Va., joins WPOG-TV Florence, S.C., as general sales manager. Station is scheduled to go on air Oct. 1.

Jim Shearin, real estate broker from Rogers, Ark., joins Arkansas Radio Network, Little Rock, as general sales manager.

Programing

Ken Page, executive VP, Columbia Pictures Television Distribution, Los Angeles, named president of Lorimar Syndication, effective today.


Sid Cohen, manager of Western division, Paramount Television Domestic Syndication, Los Angeles, named VP-feature planning and Western division manager.

Arvin Kaufman, VP-program development, Metromedia Producers Corp., Los Angeles, joins 20th Century-Fox Television there as director of program development. Guy Myers, associate director of business affairs, syndication, named director of business affairs. Michael Shapiro, associate director of business affairs, 20th Century-Fox Sports, named associate director of business affairs for TV.

Henry McGee, manager of film acquisition for Time Inc.'s Home Box Office subsidiary, named director, program acquisition for Time-Life Films.

Ron St. Charles, program director, WUAB (TV) Lorain (Cleveland), Ohio, named director of programming and operations.

Stan Miller, sports reporter and news photographer, KOKO-TV Oklahoma City, and former news director, KLKR (FM) Edmond, Okla., and Karen Carney, producer, writer and on-air talent, KCRG-TV Cedar Rapids, Iowa, join KTGY (TV) Oklahoma City as co-hosts of PM Magazine, to premiere in September. Denise York, news photographer, KWTV (TV) Oklahoma City, joins KTGY as associate producer. Rick (Buck) Buchanan, former news photographer, editor and feature reporter, KOKO-TV, and Rick Savino, from engineering department of KTGY, named field producers for PM Magazine on KTGY.

Broadcasting Jul 28 1980 118
News and Public Affairs


Jim Frandin, assistant news director, KMOR-TV Denver, named news director.


Robert G. Allen, consultant and executive producer in news, WNTN(TV) Dayton, Ohio, joins KOTV(TV) Tulsa, Okla., as news director.

Neil Carmean, from WSPD(AM) Toledo, Ohio, joins WTVY(TV) there as news director.

Leigh Anne Volas, managing news editor, KSFK(TV) St. Louis, named assistant news director.

Emily Rooney, supervisor of news gathering operations, WCBV-TV Boston, named assistant news director.

Sue Kawaleri, news producer, WCKT(TV) Miami, joins WOR-TV Buffalo, N.Y., as assistant news director. Tony Farina, investigative reporter, Buffalo Courier-Express, joins WGR-TV as investigative reporter. L.B. Lyon, former executive producer, WKBV-TV Buffalo, and Phil Kavits, weekend producer and reporter three days a week, WGR-TV, named reporters for WGR-TV. Susan Candletti, from WBNG-TV Binghamton, N.Y., joins WGR-TV as weekend producer and weekday producer. Rose St. Aubin, news producer, WGR-TV, named Nightside reporter.

Barb Stumacher, news writer, WGR-TV, named associate producer of station's hour-long newscast. John McGregor, photographer, WLUK-TV Green Bay, Wis., joins WGR-TV in same capacity.

Bob Richards, reporter, WMTV(TV) Madison, Wis., named assistant news director.

Eric Seidel, news director, WGST(AM) Atlanta, joins WIL-TV Washington as news assignment manager.

G. Robson Pattullo, program assistant with ABC News special events unit, named associate director, ABC News broadcasts.

Mark Mayhew, general assignment reporter and producer, WREG-TV Memphis, joins WPDE-TV Florence, S.C., as news manager. Station is scheduled to go on air Oct. 1.

Deborah Knapp, noon and 5 p.m. anchor, KENS-TV San Antonio, Tex., joins WCAC-TV Philadelphia as weekend co-anchor and reporter.

Donna Hanover, co-anchor and field producer, KDKA-TV Pittsburgh, joins WCKT(TV) Miami as 6 p.m. and 11 p.m. co-anchor.

Susan Blake, reporter-anchor, WNEP-TV Scranton, Penn., joins KOVR-TV Sacramento, Calif., as anchor.

Bill Shields, reporter, KENS-TV San Antonio, Tex., joins WSB-TV Boston as general assignment reporter.

Miranda Dunne, general assignment reporter, KPIX(TV) San Francisco, named investigative reporter.

Forrest Sawyer, anchor of Midday, newsmagazine program on WCTI(AM) Atlanta, joins WAGA-TV there as correspondent.


Bernie Tafoya, weekday evening broadcast supervisor, WCFL(AM) Chicago, named reporter and weekend broadcast supervisor. Gil Peters, weekend broadcast supervisor, named reporter.

Richard Maloney, who has been on 11-month assignment as reporter for KYW-TV Philadelphia, named energy reporter for co-owned KYW(AM) there. Ed Abram, reporter, KYW(AM), named medical and science news reporter.

John McKean, managing editor and assignment editor, WMJ-TV Milwaukee, joins KGUN-TV Tucson, Ariz., as 10 p.m. news producer.

Sherri Heffernan, weekend air personality and also in news department, KSKY(AM) St. Louis, named public affairs director.

Darla Doshiel, office services coordinator, noncommercial KFSTV(W) Wichita, Kan., named community relations coordinator.

Robert E. Page, VP-general manager of UPI, resigns to become assistant publisher and editor of San Antonio (Tex.) Light.

Jesse Grimes, KNFM(AM) Midland, Tex., elected president of UPI Broadcasters Association of Texas, succeeding Anthony Hennes of Kecn-TV Temple, Tex.

Promotion and PR


Gail Tonnesen, advertising and promotion administrator, W:, New York, joins WABC-TV as advertising and promotion manager.

John Fredericks, air personality and music director, WTTW-FM News, adds additional duties as promotion director.

Stanley Harrison, acting director of office of public affairs, Corporation for Public Broadcasting, Washington, named director.

Alan Fromm, media resources manager, Queens (N.Y.) Hospital Community Health Center, joins Arbitron there as promotion specialist.

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RADIO STATIONS CAN MAKE MORE MONEY.

Did you know the William B. Tanner Company offers the broadcaster complete music programming and formatting for any station in any market? It is the Tanner Musical Spectrum. Name your need—Middle of the Road, Contemporary Rock for the 16 to 34 demographic, and Contemporary Country with the greatest hits of all time. Tanner computers match our music with your audience. Every service is tailored for your needs, and day-parted for your convenience. Announced or Unannounced...for automated or live-assist operations. The Tanner Musical Spectrum can be profitable for your station. Write for a free demonstration of the Tanner Musical Spectrum. Or call Dick Donham collect. (901) 320-4342. Tell him you want the very best for your station...Today!

The William B. Tanner Co., Inc. 2714 Union Extended, Memphis, TN 38112

Name ___________________________ Title ___________________________

Station ___________________________ Format ___________________________

Address ___________________________ ___________________________

City ___________________________ State ___________________________ Zip ___________________________

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Broadcasting Jul 28 1980 117
Kimiyaus Kobayashi, manager of consumer products operations for U.S. and Canada, Toshiba, Tokyo, named president of Toshiba America Inc., Wayne, N.J. He succeeds Motoo Shinjo, who returned to Toshiba in Japan.

William M. Lynch, executive VP and chief operating officer, Times Fiber Communications. Wallingford, Conn., elected president and will continue as chief operating officer.

Allen Dawson, executive VP and director of Corning Glass Works, Corning, N.Y., joins Sisco Optical Cables and Superior Cable Corp., Horseheads, N.Y., as chairman and chief executive officer.

Ken Cameron, director of engineering, Amaturo Group, Fort Lauderdale, Fla., joins Broadcast International Inc. there as VP-general manager. Company is domestic and international broadcast equipment sales firm. James Pinkham, chief engineer, RF products of RF Technology. Westport, Conn., joins Broadcast International as chief engineer.

John Bowker, manager, RCA Frequency Bureau, Princeton, N.J., named director.

Reginald Thomas, former director of technical facilities, NBC, New York, named director of engineering and technical operations for Entertainment and Sports Programming Network, Bristol, Conn.

Frank J. Maynard, former VP, Broadcast Technical Services, Lansing, Mich., forms new firm, Maynard & Associates, East Lansing, to provide technical services to broadcasters.

Herb Squire, engineering supervisor, WOR(AM) New York, joins WHN(AM) there as chief engineer.

Gerald Land, assistant chief engineer, KOA(AM)-WOF-FM Pittsburgh, named chief engineer.

Gene Black, studio supervisor, WGN-TV High Point, N.C., joins WDRE-TV Florence, S.C., as engineering manager. Station is scheduled to go on air Oct. 1.

Tom Hatcher, general manager of Sierra Video, Tulare county, Calif., subsidiary of Falcon Communications, cable operator based in Los Angeles, named VP-construction for Falcon.

Randy Midkiff, chief technician, south Dayton, Ohio, system of Continental Cablevision, named field engineer for company's Miami Valley region in southwestern Ohio.

David Clever, former general manager of Communications & Electronics, Chattanooga, named installation manager for Chattanooga Cable TV Co.

Edward Henkel, general manager, noncommercial WGBS-FM Tacoma Park, Md., joins Parkway Productions, Washington, radio fine arts program syndicator, as chief engineer.

Allied Fields

Herbert G. Klein, director of communications for White House during Nixon administration and former VP of Metromedia Inc., named editor-in-chief of Copley Newspapers. He left White House in 1973 to join Metromedia in Los Angeles, and in 1977 formed his own media consulting company. Copley operates 29 newspapers.

Bruce Smithwick, account executive and member of Nielsen Station Index marketing staff. New York, elected VP.


Karl Brimmer, with planning and policy coordination staff of National Telecommunications and Information Administration, Washington, named acting special assistant to deputy assistant secretary for communications and information.

Martin J. Healy, director of public relations, St. John's university, New York, named VP-communications and public affairs. Healy is member of board of governors of International Radio and Television Society.

Deaths

Eliot Hyman, 75, veteran television and motion picture executive and former board chairman of Warner Bros.-Seven Arts, died at his home in Westport, Conn., July 23. He was active in television production and distribution as early as 1948 as partner in Associated Artists Productions and later held interests in Motion Pictures for Television and Moulin Productions before forming Seven Arts Associated Corp. in 1969. That firm acquired Warner Bros. in 1967, and in 1969 Hyman sold company to National Kinney Corp. Survivors include his wife, Betty, and three sons.

Leroy Garrett, 66, regarded as one of first blacks to own and operate radio station, died of heart attack July 21 in Huntsville, Ala., hospital. Garrett put WEFM(A) Huntsville on air in 1958 in converted house trailer; station now occupies more than 11 acres. Garrett gave name to benchmark case in 1975 in which federal appellate court held that FCC must give merit to minority ownership not only in comparative cases but also in such matters as facilities changes. Survivors include his wife, Viola, son, Arnold, and two nephews. Bruce Garrett, nephew, now operates WEFM.

Bernard Kahn, 58, executive VP and creative director of Grey Advertising until 1968, died of heart attack in his home in New York July 22. After Grey, he founded his own firm, Bernard D. Kahn Associates, which specialized in moving clients into new businesses. He is survived by his wife, Helen, and three children by his first marriage.

Robert Garnett, 49, executive VP of Grey Advertising, New York, died July 21 at his home in Chappaqua, N.Y. He began his advertising career in 1957 as account executive for McCann-Erickson, and later worked for Foote, Cone & Belding as VP-management supervisor. He joined Grey in 1972. Survivors include his wife, Joyce, son and daughter.


Nina D. Phillips, 62, director of volunteer center for noncommercial WNET-TV New York, died July 19 at her home in New York after long illness. She was named coordinator of station's fund-raising volunteers in 1977, and in 1978 she established volunteer center. Survivors include daughter and three sons.
**Exchange and Company** | Closing Wd. July 23 | Closing Wd. July 16 | Net Change in Week | Percent Change in Week | Price-Earnings Ratio (0,000,000) | Market Capitalization (0,000,000)
---|---|---|---|---|---|---
N ABC 28 7/8 | 29 1/2 | + 3/8 | + 1.27 | 5 | 842
N Capital Cities 55 1/4 | 55 | + 3/8 | + 1.07 | 11 | 740
N CBS 50 3/4 | 50 3/4 | + 3/8 | + 0.67 | 14 | 1,471
N Cox 82 1/2 | 82 | - 3/8 | - 0.92 | 19 | 1,105
O Gross Telecasting 25 1/2 | 25 1/2 | + 3/8 | + 1.2 | 14 | 1,105
O LIN 50 3/4 | 50 3/4 | + 3/8 | + 1.07 | 14 | 1,105
O Metropolitan 76 7/8 | 76 7/8 | + 3/8 | + 1.23 | 82 | 1,334
O Medley 9 | 9 | | | | 12
O Scripps-Howard 53 1/2 | 53 1/2 | | | | 12
O Thomson 28 7/8 | 28 7/8 | - 3/8 | - 1.23 | 21 | 229
O Taft 27 3/8 | 27 8/8 | - 1/2 | - 5.18 | 239

**Broadcasting with Other Major Interests**

- Adams-Russell 20 3/8
- Affiliated Pub. 19 3/4
- American Family 8 1/4
- John Blair 21
- Charter Co. 19 5/8
- Chris-Craft 25 3/4
- Coca-Cola New York 5 1/4
- Cowles 24 1/2
- Dun & Bradstreet 48 3/8
- Fairchild Ind. 16 3/4
- Gannett Co. 50 5/8
- General Tire 17 5/8
- Grey Comm. 34 1/2
- Hilles-Hanks 30 1/4
- Heritage Comm. 16
- Inland Co. 15 1/8
- Jefferson-Pilot 28 3/4
- Marvin Telecasting 14 3/4
- Kansas State Net 28 3/4
- Knight-Ridder 27 1/4
- Lee Enterprises 20 7/8
- Liberty 13 1/8
- McGraw-Hill 32 3/4
- Media General 29 7/8
- Meredith 38 3/8
- Multimedia 28 1/4
- New York Times Co. 23 3/8
- Outlet Co. 24 3/8
- Post Corp. 17 1/4
- San Juan Racing 27 3/4
- Schering-Plough 41
- Southwestern Con. 17 1/4
- Tech Operations 11 5/8
- Times Mirror Co. 34 3/8
- Turner Broadcasting* 13 1/2
- Washington Post 18 3/4
- Wometco 19 5/8

**Exchange and Company** | Closing Wd. July 23 | Closing Wd. July 16 | Net Change in Week | Percent Change in Week | Price-Earnings Ratio (0,000,000) | Market Capitalization (0,000,000)
---|---|---|---|---|---|---
O Chuck Barris Prods. 3 1/2 | 3 1/2 | + 1/8 | + 4.37 | 10 | 117
O Columbia Pictures 30 3/4 | 30 3/4 | | | | 9
O Disney 47 7/8 | 49 5/8 | + 1/4 | + 0.5 | 12 | 1,620
O Filmways 8 7/8 | 8 7/8 | + 3/4 | + 9.23 | 59
O Four Star 1 1/2 | 1 1/2 | | | | 16
O Getty Oil Corp. 86 | 81 1/2 | - 6 1/2 | - 7.97 | 10 | 7,229
O Gulf & Western 17 1/2 | 17 1/2 | - 1/8 | - 0.74 | 16 | 978
O MCA 46 7/8 | 46 5/8 | + 1/4 | + 0.5 | 80 | 1,101
O Medcom 5 9/8 | 5 9/8 | + 3/4 | + 5.74 | 20 | 1,433
O MGM Filmways 80 6/8 | 80 3/8 | + 2 1/2 | + 2.73 | 42 | 2,653
O Reeves Comm. 21 3/4 | 21 3/4 | + 3/8 | + 1.43 | 56
O Telepictures 4 1/8 | 4 1/8 | - 1/8 | - 2.49 | 20 | 79
O Transamerica 17 7/8 | 17 7/8 | - 3/4 | - 1.43 | 10 | 1,168
O 20th Century-Fox 47 1/2 | 47 1/2 | | | | 8
O Video Corp. of Amer. 9 5/8 | 9 5/8 | + 1/8 | + 1.23 | 20 | 9
O Warner 44 3/8 | 43 3/8 | + 1/8 | + 2.59 | 12 | 1,266
O Weather 18 1/2 | 18 1/8 | + 3/8 | + 2.06 | 42

**Broadcasting with Other Major Interests**

- BBO Inc. 39 3/4
- Compact Video 37 3/8
- Crandall Communications 37 3/8
- Doyle Dane Bernbach 31
- Foote Cone & Belding 28
- Grey Advertising 16
- Lycos Print Group. 33
- MCI Communications 9 3/4
- Movieland 7 1/4
- PanAm Television 3 1/2
- P.C. Kent 30 1/8
- Ogilvy & Mather 25
- Telemedia 1 1/2
- TPC Communications 9 3/8
- W. Walter Thompson 34 1/2
- Western Union 22 7/8

**Electronic Components Manufacturing**

- AEL Industries 6 3/8
- AMP 24 1/2
- Arvin Industries 12 3/4
- CCA Electronics* 1 1/2
- Central 6 1/2
- Cohu 5 1/8
- Conrac 17 1/8
- Eastman Kodak 60 1/4
- Fairchild & Co. 16 1/2
- General Electric 54 5/8
- Harris Corp. 40 5/8
- Harvel Industries 6 1/2
- Hamilton 18 3/8
- Microdyne 19 3/8
- M/A Com, Inc. 37 3/8
- 3M 56 1/8
- National Cash Register 53 3/8
- Nippon Electric 45 1/2
- N. American Phillips 45 1/4
- Oak Industries 30 7/8
- Orion Corp. 5 1/4
- RCA 24 3/4
- Rockwell Int** 30
- RSC Industries 4 1/8
- Scientific-Atlanta 34 3/8
- Sony Corp. 9 7/8
- Tektronix 57 9/8
- Textron 12 1/2
- Valves 36 1/8
- Varian Associates 25 1/2
- Westinghouse 25
- Zenith 12 1/4

**Standard & Poor's 400 Industrial Average**

- AEL Industries 137.93
- Standard & Poor's 400 Industrial Average 134.83

Notes: A-American Stock Exchange; B-Boston, M-Midwest, N-New York, P-Pacific. 0-pyt. resale (bid price, price on given date, supported by Shearson, Hayden Stone, Warburg, etc.). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given date, price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Rockwell stock split two for one. +Stock traded at less than 25 cents.
BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Aug 11 The superagents of television. Who's who in the business society of above-the-line Hollywood — the men and women who cut the deals and package the talent, and how they're trying to stay ahead of the escalating media revolution.

Aug 25 Radio 1980. This year's definitive report on the state of the art on the audio side. Among the parts making up the whole: an overview identifying the latest trends, a report on billings and business, the annual listing of the First 500 stations (the top 10 in the first 50 markets), a story on formats and syndication, where things stand in equipment innovation, the latest look in radio journalism. Upwards of 20 pages on the oldest of broadcasting's family of Fifth Estate media, at the beginning of its latest and most competitive decade.

Oct 13 The beginning of BROADCASTING magazine's celebration of its own first 50 years — with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in BROADCASTING'S 50th Anniversary Issue on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Shaun Sheehan of NAB: PR with a grain of salt

Shaun Sheehan, as the chief image-maker for the broadcasting industry's trade association, believes in maintaining a "healthy skepticism" on the job. Perhaps, Sheehan says, this attitude is the result of a year's active duty in Vietnam, where "with all those bullets going off around you, you don't know if you'll be here the next day or not."

Sheehan, at 36, has headed the National Association of Broadcasters' public relations efforts for the past two-and-a-half years, and his policy, he says, is to be "as highly skeptical as I can." He sees his job not only as an interface between NAB and the public, but also as a "sounding board," a sort of devil's advocate, within the association.

And in this role, he believes in "talking issues," not advocating them per se, to get the best feedback from all sides of any issue. To rise above the level of a "hack," he says, a public relations person has to "stay on top of the state of the art." His willingness and facility to explain any aspect of his organization's position on a number of legislative, technical and regulatory issues prove him a polished PR executive. But at the same time, he has had to dispel within the NAB what he calls a "lawyer-shrouded hesitancy to talk to the media." This effort is somewhat complicated by a board that often cannot reach a consensus on certain issues, partly, he says, because it is made up of highly successful people "used to giving orders" and there's a difficulty in "sometimes getting them to understand how the [public relations] process evolves."

However, Sheehan, an NAB senior vice president, believes his job is made easier by insuring that his staff is aware of, studies and understands all the issues, and can discuss them with versatility with offices throughout NAB as well as with the press.

Sheehan, as a native Washingtonian, is unawed by the "drama" of the city. And this attitude has helped to create a pragmatic approach. "My board of directors in many ways is really no different from any other industry," Sheehan states. "When they get in one room and shut the door, they start wringing their hands and can't understand why everyone doesn't love them in the way they think they ought to be loved. But the fact is, they're doing pretty well—in an age of tremendous skepticism."

Sheehan believes that the intense scrutiny and pressure to which broadcasters are subject make for a "healthy creative tension." He warns broadcasters that what they "better fear is when that intense scrutiny and pressure goes away, because that means you're no longer as popular as you were. And that's a tough concept. Many broadcasters think the whole world ought to lie down and love them, but I would think that a real American healthy skepticism should apply whenever anything is as universal as broadcasting is."

And there are, Sheehan believes, "across-the-board" principles that transcend either radio or television policy issues. Those principles, he says, are "preventing as much intrusion as possible and gaining as many First Amendment freedoms as possible."

He believes this is best done by getting the emotionalism out of issues and dealing with the basics. Sheehan uses children's television as an example of the industry grappling with emotional criticism from both the government and private sectors. "Liberal critics take on advertising without question," he says. "They think there's some kind of subliminal sell message, and you're doing everything to manipulate the listener or viewer. Liberals will never touch programing; however, they believe in First Amendment rights."

"On the flip side, conservatives believe you can sell snake oil to people, and it's the buyer beware." But when it comes to programing, they're for censorship down the line. So you can't win for trying."

Nevertheless, it's his job, he says, to express to the public "what we know, what can be done about it and what are the facts as they exist."

"I feel it's vital for the NAB to gear its public relations efforts almost 100% to its Washington posture," Sheehan states. "A key way of doing that is to get the guy on the local level to talk the national issues as they pertain to him at the local level and develop a community awareness of what they're about."

He realizes that broadcasters often are at a disadvantage with their critics. "Public interest types can get up and say anything they want and get tremendous coverage and get instant credibility because they don't represent anything except conscience," Sheehan says. "But broadcasters are representing their piece of the pie."

Broadcasters face further difficulty in getting their points across, he said, because few of their problems are "basket issues" to the public. "The Communications Act rewrite does not stack up to the 24-minute newscast in this economic climate."

His advice to broadcasters: "We're never going to get anywhere by attempting to be obstructionists, and by being anti-competitive and antitechnology. What we are looking for is a growing marketplace, and one thing we don't want to be is precluded by government fiat from being able to evolve as the news, information, entertainment and electronic industry. We shouldn't be hamstrung."

As the industry evolves, however, Sheehan recognizes that NAB may no longer be the pre-eminent telecommunications trade association, but one of many working in concert with others for common goals. He feels that for now, the real measure of a successful national public relations program for the NAB is "when things get hot, the media start calling us as a reliable source."

Sheehan runs his shop with what he calls this basic "nuts-and-bolts approach—be creative, keep it short and simple—and attention-getting at the same time." And he believes that this technique, along with using the "diverse talents of the rest of the NAB's staff" helps in maintaining NAB's sharp profile.

After moving from an international public relations firm, Daniel J. Edelman Inc., where he handled accounts as diverse as the Concorde and Clorox, he doesn't get bored with communications issues. Maybe it's because he holds as one of his tenets—and one that adorns a wall of his office—an anonymous quote: "What matters today is not what people believe or don't believe, but whether they care or don't care."
Debriefing

The not-so-subtle advertisements placed last week by NBC News and CBS News to acclaim the professionalism of each in covering the Republican national convention reflect a lingering dispute. Was Walter Cronkite used by Gerald Ford in an attempt by the latter to elevate the Vice Presidency to co-Presidency? Did NBC exert remarkable editorial self-control while others let rumors get out of hand? Was the television audience served or disserved by the network coverage?

The article appearing elsewhere in this issue may not dissipate the dispute. It ought, however, to put into perspective the risks that broadcast journalists run when they go live for extended periods to events as disputatious as national political conventions occasionally turn out to be.

The opinion here is that no examples of irresponsibility can be found in the transcripts of any of the network programming. Neither are there textbook candidates for journalistic discretion or sagacious editing. There is no doubt whatever that Ford was importuned to accept the vice presidential nomination but rejected at the last minute for demanding unacceptable terms. That is precisely the story that unfolded on television on Wednesday, July 23. The only question is whether one network or more mistakenly reported before negotiations ended that a firm deal had been made.

The hazards of live journalism in volatile conditions were implied last week by Dick Wald of ABC News, who used to be a newspaperman himself (and a good one). Television, said Wald, "puts notes on the air," not carefully crafted stories that have gone through the distillation of rewrite and editing. As long as that is true, the television reporter bears an infinitely heavier responsibility for his finished product than is carried by his counterpart in print.

Wald's explanation may not eliminate the questions that have since been asked about Walter Cronkite's unqualified assertion at a little after 10 o'clock Wednesday night that Ford and Ronald Reagan would appear together on the platform that night as the Republican ticket. Cronkite, after all, is not only a reporter but also managing editor of the evening news. Still, he had reputable company in the Chicago Sun-Times and several other major-market dailies that went to press with Ford and Reagan installed.

The bottom line is that the public was served handsomely by television coverage of the Republican convention, as it will undoubtedly be served when the Democrats appear on camera in two weeks.

Winners and losers

The FCC's repeal last week of its distant-signal and syndicated-exclusivity rules was probably inevitable, even though three of the seven commissioners remained opposed to action on such a sweeping scale. The now-discarded rules were almost the last vestiges of a regulatory and legislative compromise that was fashioned a decade ago in an economic and technological environment that bears no resemblance to conditions of today.

It may be useful to recall that nobody was very warm to the compromise to begin with. Cable operators and broadcasters reluctantly accepted it under intense pressure from Clay T. Whitehead, director of what was then the Office of Telecommunications Policy in the Nixon administration, and FCC Chairman Dean Burch. The compromise entailed an intricate package of FCC rules to be adopted and copyright provisions to be written into law—and was reached while the question of cable liability under existing copyright law was still at issue in the courts.

The FCC rules, varying in significant details from the draft, emerged first—to mixed reviews. Most cable leaders commented favorably. Broadcasters were more reserved. They regarded the adoption of copyright liability, in the form proposed by the compromise, as an essential part of the regulation they had counted on.

That was in 1972. Broadcasters were to wait four years for copyright legislation, which turned out to disappoint them. In the meantime, their bargaining for copyright protection was all but fatally enfeebled when the Supreme Court ruled that cable systems had no copyright liability under existing law for any broadcast services they carried. That meant that broadcasting had to start from scratch to attain some measure of protection in the new act that was slowly emerging from the Congress.

By the time the copyright act of 1976 became law, whatever accommodation between cable operators and broadcasters had been attained in the 1971 compromise had long since evaporated. Nobody could blame the cable operators for being pleased and the broadcasters resentful when the copyright liabilities created by the act turned out to be closer to proposals of the National Cable Television Association than those of the National Association of Broadcasters.

Nor should anyone be surprised that cable operators would welcome and broadcasters deplore the FCC's actions of last week, sequels to other FCC deregulation of recent years. At this point cable is free of all but faint traces of FCC regulation, and it can easily afford the copyright payments prescribed by the 1976 copyright act. Broadcasters look back on a series of defeats.

It remains to be seen whether the public will be served by present arrangements. If it is not, Congress is there to protect the public interest, which the 4-to-3 FCC may or may not have protected last week.

From the yardarm

Nobody has paid much attention to a bill introduced by Representative Richardson Preyer (D-N.C.) to prohibit unauthorized reception of subscription telecommunications, however delivered (Broadcasting July 21). The piracy that the bill is intended to prevent has already begun. Los Angeles ventures are doing a lively business in bootleg decoders that unscramble on-air subscription television signals.

It may be too late for action in this Congress, but the Preyer bill ought to be marked for early attention next year.
Channel 2’s “Death Row” documentary earned one of 12 Emmys that made WSB-TV the top award winner in Atlanta this year. Top-rated Action News was judged first in Television News Excellence, and the station was recognized for Outstanding Achievement in Commentary, News Performer, Feature Reporting, Sports Reporting, Public Affairs Program, Scenic Design, Community Affairs Program, Live Events, Film/Tape Cameraperson and Children’s Program. 12 reasons why Channel 2 is #1 in Atlanta.

*Total day, share, ADI, May 1980 Arbitron
Every sign on, we figure we have the chance to make some fine communities even better.

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It's another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve.

The Fetzer Stations

WKZO Kalamazoo
WKZO-TV Kalamazoo
KOLN-TV Lincoln
KGIN-TV Grand Island

WJFM Grand Rapids
WKJF(FM) Cadillal
WWAM Cadillal
KMEG-TV Sioux City