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

### Arbitron Television Top 25 Programs

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<th>Rank</th>
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<tr>
<td>1</td>
<td>Eyewitness News (Mon. 10 PM)</td>
<td>27</td>
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<td>2</td>
<td>Eyewitness News (Wed. 10 PM)</td>
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<td>Eyewitness News (Sun. 10 PM)</td>
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<td>5</td>
<td>Eyewitness News (Tues. 10 PM)</td>
<td>24</td>
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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.

#1 Eyewitness News
Down to earth. Up to the minute.

For more information, call KSTP-TV at 612-646-5555 or your nearest Petry office.
A twelve year success story on all three networks. Danny Thomas' **Make Room For Daddy** featured such guests as Bob Hope, Lucille Ball, Jack Benny, Tony Bennett, Jimmy Durante, Art Linkletter, Dinah Shore, Buddy Hackett, Andy Griffith, Zsa Zsa Gabor and Milton Berle.

On KTVT Dallas-Ft. Worth Saturday 6:30 PM-7:00 PM, **Make Room For Daddy** proves it has key viewer appeal by delivering young family audiences and by beating all the competition in the above categories including: “Hee Haw”, “Big Valley”, and “News”. **Achieve maximum impact in your market. Make room for a winner!**
The 4000 Series.
Creative Results Made Simple.

We call it human engineering. You'll call it terrific. The 4000 Series Switcher from Ampex is powerful enough to get almost any effect, yet so simple to use that your production is right the first time every time.

We Started Logically.
Most good ideas are basically simple. In essence that was our approach to the design of the 4000 Series Switcher.

For instance, take upstream keying and multi-level video processing. Signal flow is both obvious and logical for the operator. Processing takes place left to right and top to bottom.

And with one M/E and the 4000's dual bus keyer, you control five levels of video. This means tremendous power when you need it. One 4000 Series M/E is the equivalent of a conventional switcher's two or three M/Es.

This logical technology will not only give you unlimited creative freedom, but also this simple assurance: the 4000 Series Switcher will never be the weak link in your production chain.

Simplicity is as Close as Your Fingertips.
What could be more logical than to control all vital functions from one, easy to use keypad. Nothing, of course, unless climbing all over a switcher is simplicity. The 4000 Series keypad control is both logical and extremely fast! Setting-up or changing set-ups can be done quickly and with confidence. You'll have fingertip control of 100 different patterns, 99 transition rates, and ten key sources.

The 4000 Series Switcher.
It's From Ampex!
That means Ampex stands behind it. We built the 4000 to be rugged. And because it's built by Ampex, you can count on service when you need it.

The 4000 Series from Ampex. Its creative results and simple operation make it the logical choice for all productions.

Get the 4000 Series edge. Call your Ampex representative today!

Get The Ampex Edge.
In order to help form a more perfect union, radio stations must participate in communities as a conscience...a leader...a student...a parent...a friend...To inform...help...and entertain.

RKO Radio stations are just good neighbors: We belong to the Boy Scouts...the Girl Scouts...the Hospital Board...the March of Dimes...the P.T.A. ...the Symphony Guild...the Chamber of Commerce.

We pay dues to and work in service clubs...state organizations...industry groups...colleges and universities.

We ourselves go to school to become better citizens and better broadcasters. We are believers. And over the next few weeks we will be telling you about the RKO Radio station activities which bear out this belief.

The RKO STATIONS
We care. And it shows.

WNAC-TV • WRKO • WORR Boston/WFYR Chicago/WAXY Fort Lauderdale-Miami/KHJ • KHJ-TV/KRTH Los Angeles/WHBQ • WHBQ-TV Memphis/WOR • WOR-TV • WXLON New York/KFRC San Francisco/WGMS AM-FM Washington, D.C.
The Week in Brief

DEMOCRATS' TURN  □  Broadcasters have moved massive amounts of manpower and equipment to Madison Square Garden for the main bout at the political convention already marked by preliminary party in-fighting. PAGE 19.

ROAD BLOCK FOR PREMIERE  □  Justice files that expected antitrust suit against the pay cable venture of Getty Oil and its partners. An injunction to stop the start of the service is sought. PAGE 20.

MORE COURTHOUSE ENCOUNTERS  □  Latest incidents involve an outraged district attorney in Atlanta, a contempt fine for refusal to release a videotape in Columbus, Ohio, and another episode in the Boise, Idaho, dust-up. PAGE 24.

NEW SEASON WORRIES  □  With no immediate resolution of the performers' strike in sight, contingency planning becomes a growing concern for networks, advertisers and agencies. PAGE 25.

TEMPEST OVER TELETEXT  □  How far apart the engineers were on agreement over system choice is disclosed after vote of 23-person committee leaks from EIA. Consensus may come easier at the FCC. PAGE 26.

THE GREENBACKING OF CABLE  □  Madison Avenue moves closer to cable at CTAM sessions in San Francisco. With the formation of the Cable Television Advertising Bureau, top agency executives spell out their needs. PAGE 28. Warner's Schneider says cable advertising should follow the examples of radio and magazines. PAGE 30. Former NCTA President Schmidt accuses many cable operators of not exercising leadership. PAGE 30. Current NCTA President Wheeler warns CTAM delegates against complacency. PAGE 32. A CTAM management session analyzes the growing problem of recruiting cable manpower. PAGE 32. There is tiering in the eyes at CTAM's finale. PAGE 34.

AFTER THE SHOCKS  □  The NAB executive committee assesses its next moves following broadcasting's setback at the hands of the Copyright Royalty Tribunal and the FCC's decision to lift cable restrictions. NAB's radio task force also gets busy. PAGE 38.

NEWSROOM SEARCH RELIEF  □  The Senate approves legislation that would limit Stanford Daily-type invasions. The House has an even stronger version in the works. PAGE 40.

FCC MONEY MATTERS  □  Nearly $2 million is being spent by the commission for outside consultants and contractors in the current year. PAGE 40. Goldwater gets a breakdown of FCC travel expenses. PAGE 44. Commissioner Lee questions items in the increased budget that's being sought. PAGE 44.

AHEAD OF THE GAME  □  Despite the softening economy, stocks of publicly owned broadcasters held up reasonably well in the second quarter. PAGE 45.

BRINKLEY WAVED IN  □  NBC-TV calls on its veteran anchorman to add more hard-news emphasis to the network's reconstituted prime-time magazine series next fall. PAGE 47.

'TODAY' RESTRUCTURED  □  The long-running NBC morning show undergoes changes in an endeavor to recapture the top spot in the a.m. ratings. PAGE 48.

FCC TRIMS EXPECTATIONS  □  Under the current plan for reduced channel spacing, the commission envisions the addition of only 300 AM outlets and not many of them in major markets. PAGE 51.

STAND PAT  □  U.S. leaders to WARC tell a Hill subcommittee that policy operations in the international area functioned well last fall in Geneva. PAGE 52.

CANADIAN CABLE GIANT  □  The dominion approves Canadian Cablesystems Inc.'s 85% purchase of Premiere Cablevision Inc., clearing the way for the creation of the world's largest MSO. The price is $88 million. PAGE 53.

GROUP W THERAPY  □  Ed Vane is happy about the challenges he has met in the past year as president and chief executive officer of Group W Productions. But these successes have only served to stimulate his desire to get the company involved in more areas of TV programing. PAGE 81.
We're well into production... and Toni's an absolute smash!

BUT DON'T TAKE OUR WORD. SEE FOR YOURSELF!

THE TONI TENNILLE SHOW
A great daily hour premiering September 15th in markets across the country.

Back at NATPE, when we started selling THE TONI TENNILLE SHOW, we promised it would be different from the pack. And it sure is!

Whether Toni's talking to
— Barbara Eden about her two-city marriage (he's in Chicago... she's in Los Angeles)
— Harvey Korman about a devastating crisis in his life
— Jane Fonda on the sexual harassment of working women
— Cathy Lee Crosby on the fears of women travelling alone...

Whether Toni's leading her audience in
—a heated discussion on women and alimony
— participating in a mini group therapy session...

Whether Toni's singing
— center stage or at the piano
— joining Rita Coolidge, Smokey Robinson or The Temptations
— highlighting Stephanie Mills, Shields & Yarnell or Peaches & Herb...
THE TONI TENNILLE SHOW is a special event every day!

To see one of her new shows for yourself—call us, today!
Two go, all go

It hasn't said so publicly, but ABC-TV has decided to postpone premiere of fall schedule from Sept. 8 to Sept. 15 because of performers' strike that has halted new production (see page 21). Some new ABC-TV shows may be introduced in week starting Sept. 8 (if they become available), but network will join others in official recognition of Sept. 15 as beginning of season.

(Last year, ABC-TV started week ahead of others and lost prime-time season by 10th of rating point, in part because comparisons were based on week-later start of three-network race.)

Timetable

With time in this session of Congress running out, staff of House Communications Subcommittee was working hard last week to draft report language for telecommunications amendments to Communications Act reported from Full Commerce Committee. Members of committee have been promised three legislative days to file dissent; after that, bill, report and dissent go to House Speaker Thomas O'Neill (D-Mass.), who will decide whether legislation should be referred to Judiciary Committee, as requested by Chairman Peter Rodino (D-N.J.).

Judiciary can't amend bill, but O'Neill can give committee as much time as he decides is necessary to review measure. If bill does go to that committee, then, with Rules Committee subsequently having to decide on when to send bill to House floor, O'Neill's decision on length of time Rodino may take could be key factor as to whether legislation will have chance of passage this term.

Strategy on Arbitron

Arbitron Radio Advisory Council will meet first week in September and, leaders say, at first order of business will vote on how to proceed in its bid to free stations from what it considers unfair domination by Arbitron. Council's attorney, Jason Shrinsky of Washington, has recommended either antitrust suit against Arbitron or approach to Justice Department about formation of industrywide negotiating committee (Broadcasting. Aug. 4), on theory that without court action or Justice Department backing, committee would be ignored by Arbitron.

Shrinsky says he's had expression of support from many broadcasters, thinks they—and others—will back action with necessary funding. "We're committed to going forward," he said. Arbitron Advisory Council member Don Nelson, formerly of WIRE(AM)-WXTZ(FM) Indianapolis, now consultant in San Diego, may head council project full time.

Bilingual or stereo TV

While the Electronic Industries Association committee on teletext tries to pull itself back together after CBS pulled out (Broadcasting. Aug. 4; see also page 26), another EIA committee on multichannel sound for television is moving ahead. It will soon begin testing three systems developed by Zenith, Telesonics and NHK. NHK's has been in operation in Japan since October 1978 and is being sponsored by Japanese industry group. First set of tests will be conducted over closed circuit television in Franklin Park, Ill., later over WTTW(TV) Chicago.

Committee is also looking at three signal-processing systems designed to improve signal-to-noise ratios and dynamic range of multichannel television sound. Those systems were proposed by CBS, dbx and Dolby.

Super Import

CFMT(TV ch. 47) Toronto is developing its own version of superstation to serve U.S. cable systems. It is now negotiating for transponder time on U.S. satellite to transmit 60 hours (about 50%) of its weekly programing, in which it would sell time to U.S. advertisers. But CFMT's special twist would protect station from legislation Carter administration will seek to deny tax break to American advertising on Canadian stations that is aimed at U.S. audience (Broadcasting. Aug. 4). Legislation would be retaliation for similar legislation Canada aimed at American stations. CFMT programing involved would not be beamed to satellite from that station but from uplink in Buffalo, N.Y., now used by program networks serving pay cable systems.

Search near end

Probable successor to George Bartlett who will retire as senior vice president, engineering at National Association of Broadcasters is Lewis Wetzel, veteran broadcast engineer, now manager of communications sales for Flash Technology Corp. of America, Nashua, N.H. Flash manufactures high-intensity warning lights. Wetzel is to say yes or no this week.

Wetzel was engineer with Triangle station group for 11 years before it was sold off to various buyers including Capital Cities Communications decade ago. Before that he was with Kear & Kennedy, consulting engineers. Washington. Bartlett will become consultant to association.

Indies lead

New report based on station data indicates national and regional spot TV billings in first quarter of 1980 were up 14% from year ago and in second quarter were up 16%. Local sales rose 15% and 6%, respectively, in same periods.

Independent stations, working from much lower revenue base, showed much larger percentage gains than network affiliates. In second quarter, for instance, independents were up 24% above year-ago level, while affiliates rose 13%. In local, it was 11% gain for independents, 5% gain for affiliates.

Missing persons

There is some unhappiness within FCC staff over departure of commissioners on August break, leaving AM stereo matter hanging. At meeting where they adopted further notice of proposed rulemaking (Broadcasting. Aug. 4), commissioners scolded staff about delay notice would cause. But after ordering changes and additions to notice, commissioners are unavailable to approve revised version. Notice, anxiously awaited by five system competitors, won't come out for another three weeks.

Comp in cable?

Indications at Cable TV Administration and Marketing Society meeting in San Francisco last week were that cable is about to embark on major move into advertising-supported program services and partial revision of its current economic structure. Programers want slots on basic-cable channels, offered to subscribers at lowest possible subscription rates. Some operators are resisting, putting services such as ESPN and Cable News Network on pay tiers.

Up to now, cable operators have paid programers for basic-cable services such as WTBS(TV) Atlanta (through carrier Southern Satellite Systems) or Calliope, usually at rate of few pennies per subscriber. That system worked as long as operators needed programs to fill empty channels. Now cables are filling up, and there is ever more intense competition for, as one operator put it, "our precious channels." Some see natural evolution toward basic-cable system with compensation from programer to cable system similar to that of commercial network to station in broadcasting.
**Business Briefly**


**Knomark** Ty-D-Bol disinfectant.

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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 18 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 Un-announced, 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 Denham collect (901) 320-4342. Tell him you want the very best for your station... Today!

**The William B. Tanner Co., Inc.**

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**Business Briefly**

**Another for Eastman**

Eastman Cable Rep., New York, which began operations recently with Gill Cable as its first major client, has landed second large CATV firm—Satellite Program Network. Tulsa, Okla. SPN serves more than three million homes in 49 states (not including Alaska) with 22 hours daily of special-interest programming, including health, medicine, financial, cooking, exercise and entertainment segments, as well as feature films. One programming highlight of SPN is half-hour daily slow-scan service directed to women. Called the Women's Channel. SPN is owned by Southern Satellite System and will be first full-time service to go on Westar III, according to Eastman Cable Rep.

**Woodruff Pacific Network**

To Buckley Radio Sales (no previous rep.)

**Whiz TV**

Zanesville, Ohio: To Avery-Knodel Television from Spot Time Ltd.

**WRWW**

Tampa, Fla.: To Solcom from Buckley Radio Sales.


**Armour Dial**


**American Can Co.**


**Clinton Nurseries**


**Herco Inc.**

Hershey Park. Begins this


August 21 – Radio Advertising Bureau Idearamas for radio salespeople, Sheraton Airport Inn, Philadelphia; Arlington Park Hilton, Arlington Heights, Ill.; Hyatt Pittsburgh; Stouffer's Denver Inn, Denver.

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


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


September

September 1 – Deadline for entries for 15th Annual Gabriel Awards, presented by Unda-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla (317) 635-3586.


September 5-6 – Radio Television News Directors Association board meeting, New York Hilton.

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

September 7-11 – International Institute of Communications 11th annual conference, Ottawa. Information: Robert Tritt, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG. (01) 388-0671.

September 8-9 – Society of Cable Television Engineers technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Princess Kbaliki hotel, Honolulu.


September 10-12 – Minnesota Broadcasters Association fall convention. Norman Inn, Duluth.


September 12-14 – Maine Association of Broadcasters annual meeting. Keynote speaker: Robert Mulholland, president, NBC-TV. Samoset-Treadway, Rockport.

September 13-14 – Pacifica Foundation board of directors meeting. Miramar hotel, Santa Monica, Calif.


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


September 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 nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014: (301) 654-9260.


September 18-19 – 30th annual Broadcast Symposium, Institute of Electrical and Electronics Engineers, Broadcast Cable and Consumer Electronics Society, Hotel Washington, Washington.

September 20 – Deadline for entries in annual U.S. Television Commercials Festival. For first year; competition is open to spots from Australia, Ireland and the United Kingdom in addition to U.S. and Canada. Information: U.S. Television Commercials Festival 841 North Addison Avenue, Elmhurst, Ill. 60126; (312) 834-7777.


September 21-23 – Nebraska Broadcasters Association annual convention, Midtown Hilton, Arlington Heights. Former FCC Chairman Richard Wiley now with Washington law office of Kirkland & Ellis, will receive Nebraska Broadcasting Award.

September 21-24 – Texas Association of Broadcasters annual meeting. San Antonio Marriott hotel.
NOW.
SOUND QUALITY MOVES WAY UP ON AP RADIO NETWORK.

AP Radio Network goes satellite. And that means you just can't get higher-quality, better-sounding news and information programming.

The AP Radio Network is in the forefront of the movement to satellite transmission.

The benefit to you: an unexcelled new high in sound quality (8 kHz).

We've already begun transmitting via satellite in many markets. And by year's end, several hundred more stations will be receiving the new AP Radio Network ultra high-quality sound via satellite.

Take a new look at the profit potential in AP Radio Network—the news programming service that brings the voices and sounds of the world to your station.

We're sounding better all the time.

Associated Press Broadcast Services,
50 Rockefeller Plaza,
New York, N.Y. 10020
(212) 262-4011.

AP Broadcast Services
INNOVATION for better news programming
#1 RATED
NOW SOLD IN
100 MARKETS!
PM Magazine is No. 1, the highest rated syndicated show in all three sweeps during the 1979-80 season. With a 14.4 rating and a 30 share, PM Magazine ranks No. 1 for May.

No. 1 with Women. No. 1 with Men.

A remarkable achievement for an innovative idea that made its debut four years ago this August on a single station, Group W's KPIX, San Francisco, where it continues to be a solid No. 1 access success.

We thank the hundreds of people at the PM Magazine co-op stations around the country who have helped prove that there is room at the top for imaginative, responsive, entertaining programming in access, or anywhere.

We know of no better way to celebrate than with the news that the PM Magazine programming service has now been sold in 100 markets.
October

Oct. 1—New deadline for comments in FCC rulemaking proceeding to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 59-130). Replies are due Dec. 1. FCC, Washington.

Oct. 1-2—National Association of Broadcasters directional antenna seminar, Cleveland Marriott Airport hotel, Cleveland.

Oct. 1-5—Women in Communications Inc. 48th annual meeting, San Diego.

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


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


Oct. 5-8—National Radio Broadcasters Association annual convention, Montreal Interconvention Hotel, Los Angeles.

Oct. 5-8—Electronic Industries Association 56th annual fall conference, Century Plaza hotel, Los Angeles.

Oct. 6-9—National Association of Broadcasters television conference, Hyatt on Union Square, San Francisco.


Oct. 9-10—National Association of Broadcasters seventh regional convention and equipment show, Hyatt Regency, San Diego.

Oct. 9-12—Florida Association of Broadcasters meeting, South Seas Plantation, Captiva Island, Fort Myers.


Oct. 14-15—Advertising Research Foundation's second conference on business advertising research and research fair, Stouffer's Inn on the Square, Cleveland.


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


Oct. 16-18—American Women in Radio and Television midwest area conference, Broad Court House, Cleveland, Ohio.

Oct. 18-19—American Women in Radio and Television southeast area conference, Airport Marina, Albuquer- quue, N.M.


Oct. 28-29—Cities and Cable TV; Local Regulation and Municipal Use seminar, sponsored by National Federation of Local Cable Programmers and University of Wisconsin Extension. Concource hotel, Madison, Wis. Information: Dr. Barry Orion, U of W, 810 Langdon Street, Madison 53706; (608) 262-3566.

Oct. 28-30—National Association of Broadcasters 56th annual convention, Las Vegas.

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


Oct. 28-29—Ohio Association of Broadcasters fall convention, Carrousel Inn, Columbus.


Oct. 31-Nov. 1—National Translator Association annual fall meeting, Holiday Inn, Las Vegas.

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

Nov. 9-14—Society of Motion Picture and Television Engineers, 172nd technical conference and equipment exhibit, Hilton hotel, New York.

Nov. 9-11—Television Bureau of Advertising's annual meeting, Hilton hotel, Las Vegas.


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


Nov. 12-14—Oregon Association of Broadcasters 40th annual convention, Marriott hotel, Portland.


February 1981

March 1981

March 1981

April 1981

May 1981

January 1981

December

January 1981

industry we must speak up.—Stephen M. Wyman, executive search, media broker, Atlanta.

Counter to Cuellar

EDITOR: Re Oscar Cuellar letter criticizing the National Association of Broadcasters for urging the Region 2 conference to delay a decision to reduce AM spacing from 10 kHz to 9, "Open Mike," Jan. 21):

The NAB is not in any way fighting 9 kHz. This is too great an undertaking to rush into without the proper answers.

Will 9 kHz be totally beneficial for the general public, minorities, daytimers or public broadcasters? You and I don’t know. Neither does Cuellar. One thing I do know is that 9 kHz will be very beneficial for consulting engineers.—Roy A. Mapel, general manager, KIML(AM) Gillette, Wyo.

Editor’s note: Cuellar is a consulting engineer in Denver.
The staying power of the television networks

Pay television represents a significant challenge to the major networks. It now accounts for 8% of all TV homes in the country, and Nielsen's pay cable report indicates prime-time network ratings are 15% lower in pay TV homes than nationally.

That would represent a 1.2% drop in the national ratings of the three networks, or about seven-tenths of a rating point. Not much, you may think. But what will happen in 1984, when we anticipate about 20% of U.S. homes will be pay-TV equipped? Now we are talking about a decline of 1.7 national network rating points per minute, throughout the year as a result of pay television, not to mention the potential loss to other cable services and to distant independents received by ordinary cable systems.

Over all, this could mean a loss of about 2.5 national rating points in prime-time viewership to the networks, or 2.1 million homes a minute, and the homes would be of the larger, younger, more affluent variety with a heavier incidence of young adults, if experience is an indicator.

Now the question arises: How do we advertisers replace the lost audience?

First, since pay is drawing off network viewers, we ought to determine the homes that carry the primary pay services (HBO and Showtime), which are now represented in over 85% of pay cable homes, and determine what services that carry advertising are also delivered to these homes—Cable News Network, WTBS-TV Atlanta or ESPN. We ought to buy into those services. Nielsen is capable at this time of telling us which services are carried by which cable systems.

Second, we should support those pay services that carry advertising. ESPN offers advertising surrounding the Home Theater Network, its tier of pay services from 8 to 10 p.m.

Third, we should attempt to buy advertising on local systems, particularly those that carry the major pay services. In some cases, local systems are planning advertising on the pay channel in or around the pay service.

For the intermediate future, we anticipate a typical cable service will offer about 36 channels, with information about stocks, weather, racing results, hog futures. In terms of entertainment viewing, there will be 13 to 16 channels available. In prime time in cable homes, these channels will garner 17% of viewers' share while the networks will capture an estimated 70%.

Therefore, during prime time, despite a significant loss of audience, the three broadcast networks will continue to dominate in pay cable homes. Pay will be the second most powerful force, operating on an average of two channels. In other words, we see many pay cable owners subscribing to two or more channels of pay service. In far third place are the independents, which include local market stations, distant stations and superstations brought in by satellite. Then, just behind, we have the free cable networks, ESPN, CNN and so on, with about 5% of the audience.

Let me advise you that within a few years, we expect the mix of free cable networks to change radically from what it is today. The president of one of the major broadcast companies, and I am talking about one that owns a major television network, has indicated to me that he plans to provide four or five satellite feeds to cable systems in the years to come. That kind of competition and the program source it represents in terms of news, sports and even entertainment can easily crush some of the satellite networks available today and some that haven't even started yet. The point is that ABC, CBS and NBC don't plan to be caught flat-footed by potential competition.

As we see it, in the years to come, the hours of viewing by cable households will increase, but that is simply because cable homes are larger and have more viewers than noncable homes. In many homes more than one set will be hooked to cable, increasing the number of channels viewed, but reducing the number of viewers per channel. This is the pattern along which ordinary broadcast TV developed. Currently half the total television homes in the country have more than one set.

But all the choices will put an incredible demand on programing sources. In order to fragment the television audience on a regular basis, the new technologies will have to offer different programing from ordinary broadcast television on a regular basis. As Gene Jankowski of CBS has said, "The viewer won't care how a signal gets to his set but what the signal brings to his set." In order to provide programing other than movies or sports or repeats of network series, the new services will have to appeal to special audience segments with highly specialized material like that provided by special interest magazines.

Broadcasting will be supplemented by narrowcasting. This will represent interesting opportunities for advertisers desiring to reach specific groups in the market and willing to be satisfied with smaller audiences. For example: Burpee seeds can provide a garden show to people interested in gardening. There is already a black satellite network and one designed to reach older people exclusively.

I haven't discussed disks or videotape recorders or direct satellite-to-home telecasts because I think that is beyond the scope of this analysis. That is not to say that all of them won't have a certain significance. Toward the end of the decade, for example, videodisks providing how-to advice on decorating and carrying five-minute advertisements by retailers like Sears Roebuck may be offered free to owners of disk players. But that is farther in the future than we want to get at this time. Mentioning it does serve two purposes, however. It focuses on the trend toward fragmentation of viewership, particularly in prime time, and the improvements in the state of the art that have already exceeded most of our expectations.

To sum up, cable-originated programing will offer a depth in current broadcast audiences, but the biggest pressure will come from pay cable—particularly R-rated movies on pay. There are a number of ways for advertisers to make up for these losses, and most involve finding a way to associate with a pay channel in one form or another. The clear message is that the ancillary programs provided by cable networks are not likely to keep pace with developments in technology, so while we see small but demographically significant losses by the networks to pay cable in particular, we are, confident that ABC, CBS and NBC will be the overwhelmingly dominant video force for years to come.
"Rock!"... TM Productions' boldest commitment to Rock/Top 40 stations. The most complete total image building experience ever developed to reach your 18-34 audience, incorporating promotional tools like a memorable TV spot, logo art for all collateral print, salable and exciting contest ideas, plus 25 ID's from full-length image songs to the most functional image statements radio has ever heard.

"Rock"... Be the first to hear TM's new era of sound for the 80's.

"Sounds Like"... The solution for Adult Contemporary radio stations programming to adults 25-54. Without a doubt, TM Productions' most extensive commitment to Adult Contemporary stations.

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When you're watching an RKO Television station it's never a question of what's on TV. But who's on TV.
Live and lively

Television is set—as well as can be expected—to cover the Democrats in New York

As commanders of the network troops were moving them into place last week for the start of the Democratic national convention today (Aug. 11), the word from each of the headquarters was “flexibility.” It was code for “we don’t know what’s likely to happen in terms of the convention’s schedule, let alone its politics.” What was certain was that things would be difficult. Madison Square Garden, where the convention was to be held, would be crowded; there would be more delegates in less space than at the Republican convention in Detroit. And then there was the threat of a telephone-worker strike beginning on Saturday. Other than that, as a harried-sounding Jeff Grahnick, ABC’s vice president and executive producer of special events, said, “everything’s fine.”

For all of the talk of weariness on the part of the public with media coverage of conventions, the number of reporters, editors and technicians who have assembled in New York at least matches the number of those present in Detroit—more than 11,000, according to estimates of convention officials. Actually, the number may be larger; there are substantially more representatives of individual broadcast stations in New York than there were in Detroit—3,000 as compared to 2,300, according to Mike Michælson, superintendent of the House radio and television gallery. (As in Detroit, the networks will have about 600 people each.)

And the reason for the greater interest on the part of local stations is the same as the reason network news executives see the possibility of the kind of conflict and emotion in New York that make for interesting television. Doomed as Teddy Kennedy’s effort to take the presidential nomination away from President Carter seems to be, it is a legitimate issue, one that is causing delegates to take sides. And covering home state delegations is what local stations—a number of which, as in Detroit, will be providing live coverage from the convention—do best.

For all of the journalists in New York, the critical story unfolds this evening, beginning, if the schedule is to be believed, at 6:30, when debate is to get under way on the proposed rule requiring delegates to vote for the candidate in whose name they were elected. If Carter forces win that vote, as expected, the President’s renomination is assured. Still, there is a degree of uncertainty, and the network floor reporters can be expected to be all over the story in the hours leading up to the vote at or after 7:30 p.m.

Will the floor reporters go after the story with the same vigor they went after the story in Detroit of whether Gerald Ford would be the Republican vice presidential nominee? By all accounts, absolutely. Weren’t the network news departments chastened by criticism of the allegedly too flat statements made during that hectic Wednesday night regarding Ford? Not at all. Ernest Leiser, CBS’s vice president for special events and political coverage, said most of that criticism was directed at CBS and mainly by the printed press. But, he said, “We were quite proud of that [Ford story] coverage.”

Another major story from the floor is scheduled to shape up on Tuesday, between 7 and 7:30 p.m., when the convention will begin a two-hour debate on economic planks in the platform. Kennedy is scheduled to participate in the debate. And, who knows? As Leiser said, “he could set the convention afire.” The floor reporters will be there to take the delegate’s temperature, in any case.

Scheduling of those events was the result of a compromise Kennedy and Carter representatives worked out. However, the two sides were still negotiating
"I hate to leave it; I really do. I'll be envious in four years, watching Dan Rather doing this job." CBS's Walter Cronkite offered the observation last week as he prepared to anchor what is to be his 15th and last convention. Cronkite, who will retire early next year, has been in the booth at Republican and Democratic conventions since 1952 (he missed only the Democratic gathering in 1964), and it's the kind of journalism he particularly enjoys—"extemporaneous broadcasting; special events, space shots and this . . . I'm sorry it can't go on forever."

Justice Dept. fulfills prophecy on Premiere

Antitrust suit is filed as had been expected; injunction sought to block start-up

Premiere, the joint venture of four motion picture companies and the Getty Oil Co., which announced its entry into pay cable with expensive fanfare at the National Cable Television Association convention in May, is, as some expected and others hoped, going to have to fight its way into business through the courts. The Department of Justice last week filed a civil antitrust suit in New York to block implementation of the plan.

The action was greeted with outrage by some of the joint venturers and with joy and relief by the companies with which Premiere wants to compete—Home Box Office, Showtime and The Movie Channel. The unusual speed with which the department acted—it began looking into the matter only in May—reflected the view of the Justice Department official in charge of the case that the "problems" the Premiere concept raises "are obvious."

The defendants—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp., and Getty—have announced plans to begin providing programing for pay cable systems in January. But the suit alleges that the proposed service would violate the Sherman Antitrust Act, and it seeks a preliminary injunction to prevent Premiere from beginning operations until the antitrust suit is resolved.

Under the agreement of the five defendants, the motion picture companies would license their new films only to Pre-

FCC will hold two panel discussions on radio deregulation on Sept. 15 and 16. Each participant—nine groups have been invited first day, eight on second—will have three minutes to explain basic perspective on and interest in deregulation. They will then be questioned by commissioners; group discussions will follow.

CBS-TV's Lou Grant and M*A*S*H series and NBC-TV's miniseries, Moviola, walked with most prime-time Emmy award nominations, 15, 11 and 13, respectively. Network breakdowns were: ABC-TV, 77; CBS, 99; NBC, 68; PBS, 19, and 12 for syndicated shows. Annual awards presented by Hollywood's Academy of Television Arts and Sciences will be presented Sept. 7 on NBC telecast. Striking actors have approved this year's ceremony, quashing earlier speculation that telecast might become victim of strike.

UA-Columbia Cablevision's announcement that Morgan Stanley has been retained to evaluate company with eye to its "future financial alternatives" sparked speculation company is for sale and led to dramatic price surge from near $51 per share to $84. Looked-for price is said to be $75 to $90 per share, although some on Wall Street suggest it should be no more than $65. Suits are reportedly to include "nearly every big newspaper chain."

Over-air TV Industry, not yet reconciled to idea that cable systems can lift its signals with impunity, got further shock last week when L.A. federal district judge ruled it was OK for merchants to sell, and public to use without payment to stations, decoders that could pick up pay TV signals. Suit had been brought by National Subscription Television and Oak Broadcasting Systems against number of area electronics firms marketing such decoders. Said Judge Lawrence T. Lydick: "Broadcasting remains broadcasting even though a segment of those capable of receiving the broadcast signal are equipped to ... decode it"NST attorney called decision "temporary and insignificant setback," and said company would appeal. It won similar suits in Detroit and Phoenix.

Report by Public Broadcasting Service says new techniques of UHF transmission can cut power usage by half or, conversely, increase coverage area without increasing power input. Part of ongoing effort to achieve UHF comparability with VHF. It said 129 UHF's now affiliated with PBS (and broadcasting at 30 kw and above) could be outfitted with new technology for $10 million, resulting in annual power cost savings of $5 million. Technology combines BBC tuning system with anode pulsar.

"I hate to leave it; I really do. I'll be envious in four years, watching Dan Rather doing this job." CBS's Walter Cronkite offered the observation last week as he prepared to anchor what is to be his 15th and last convention. Cronkite, who will retire early next year, has been in the booth at Republican and Democratic conventions since 1952 (he missed only the Democratic gathering in 1964), and it's the kind of journalism he particularly enjoys—"extemporaneous broadcasting; special events, space shots and this . . . I'm sorry it can't go on forever."
National Radio Broadcasters Association has appointed A.D. Ring & Associates as engineering counsel. A.D. Ring partner Harold Kassens has been assigned to handle association technical matters.

National Association of Black-Owned Broadcasters has Invited President Carter to conference, jointly sponsored with National Association of Broadcasters, on Sept. 29 and 30. No word yet from White House.

It's official: George Watson and David Newman, vice president/managing editor and executive producer of Cable News Network, respectively, have resigned. Reese Schonfeld, president of CNN said Washington bureau chief Pete Vesey will assume Watson's administrative duties permanently and that Watson's replacement will assume on-air and editorial functions only. As for Newman's replacement, Schonfeld said decision has not yet been made and that "the question is whether he will be replaced from within or outside."

Shortly to be announced: election of former FCC Commissioner Margie White to board of ITT. White, who left commission in 1979, had served on agency for more than two years following service at White House during Nixon-Ford administrations and as deputy director of USIA. Currently, she is on board of Taft Broadcasting and Radio Free Europe/Radio Liberty. She is first female and 18th member of ITT board.


Wanda Townsend, coordinator of National Association of Broadcasters' employment clearinghouse, has joined National Cable Television Association as assistant director of government relations. She is second in year to make jump from NCTA to NAB. Brenda Fox, now NCTA's chief counsel, made move earlier this year.

Deaf man last week filed class-action suit that would prevent Democrats from holding national convention, scheduled to begin in New York today, unless Democrats and three major television networks provide interpreters or captions for hearing-impaired. Suit was filed in U.S. District Court in Washington.
There's nothing like getting involved

We made Jerry Lewis cry.

The tragedy that had a happy ending.

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

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

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

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

The story is similar at all Storer stations, because community programs like these rate very highly with us. The way we see it, the more involved we are in our communities, the more effective we can be for advertisers, and the more effective we can be for ourselves.
business because they supply the product. Without the movies, there is no pay TV business.’”

The companies that had protested the formation of Premiere expressed pleasure that the department had reached a conclusion similar to theirs. The department’s action “confirms our confidence from the beginning that the government would act to prevent the participants in Premiere from effecting their patently illegal scheme,” said HBO. The suit “further strengthens our conviction that this blatantly illegal venture will never materialize and that the . . . request for an injunction will be granted,” said Showtime. Warner-Axem contained itself with the brief observation that Justice apparently agrees with its conclusion that “the Premiere consortium is illegal.”

The department’s action was also endorsed by the National Cable Television Association, which had questioned the structure and proposed practices of Premiere at the NCTA convention. And last week, NCTA President Thomas Wheeler said the department’s suit “reinforces NCTA’s concerns.” He said NCTA applauds the speed with which the department has moved and urges the court to act with similar expedition to resolve these allegations of antitrust violations.” Wheeler, at the Cable Television Administration and Marketing Society meeting in San Francisco, said he does not oppose the entry of new program services, “as long as they compete just like any others.”

As the statements indicate, the antitrust question has loomed large in any discussion of Premiere. The Premiere partners have said from the beginning that their lawyers have assured them the concept is legal. Indeed, some lawyers are said to have argued—as Premiere does—that the new company would introduce much needed competition in the pay cable programming market. HBO and Showtime, Harris noted, have an estimated 85% share of the cable market.

But the Justice Department official in charge of the case, Richard J. Favretto, a deputy assistant attorney general, last week questioned whether any knowable antitrust lawyers were “surprised.” “Any antitrust lawyer off the street will tell you Premiere raises substantial problems,” he said. “The problems it presents are obvious. He expects Premiere to rely heavily in court on the argument that the entry of the new company would be pro-competitive.

As for the HBO investigation, that involves “a separate inquiry into the area” and is continuing, Favretto said. “I don’t think the action on Premiere is significant one way or the other on that other front. We are pressing forward on it.”

The assistant attorney general in charge of the antitrust division, Sanford Litvak, would be the principal officer on the case. But Favretto said Litvak also had practiced antitrust law in New York and took himself out of the proceeding because of an involvement “with a related matter” when in private practice.

**TV journalists win showdown with judge in Atlanta over political story**

**WAGA-TV is ordered to carry unedited response by candidate who was critically examined in news series; state supreme court steps in at last minute with stay**

At 2:30 a.m. last Tuesday, a lawyer for Storer Broadcasting’s WAGA-TV Atlanta was awakened by a telephone call directing her and station officials to be present in the Dekalb county superior court in half an hour. There was to be a hearing on the local district attorney’s petition for an order directing the station to broadcast a statement of his that the station had taped the previous afternoon. But that was not the most bizarre twist in the saga of Randall Peek, district attorney, vs. WAGA-TV. That came later in the morning, when the judge ordered the station to air the tape, then threatened station officials with jail for refusing to comply with the order. The good guys won, however, when the state supreme court, in the nick of time, stayed the extraordinary order.

WAGA-TV was not the only flashpoint last week in the continuing struggle between the broadcast press and the courts, and those who would use them for purposes that journalists feel would violate their First Amendment rights. In Columbus, Ohio, on Friday, a county judge fined Taft’s WTVN-TV $200 a day for contempt of court for refusing to surrender videotapes sought by two lawyers defending clients on drug charges. But the fine was stayed pending an appeal to a higher court to resolve a question regarding the state’s shield law. And in Boise, Idaho, the prosecuting attorney of Ada county has decided to take advantage of the suit KBCI-TV has filed against him for seizing copies of videotapes the station made inside the walls of the state penitentiary during a prisoner riot (BROADCASTING, Aug. 4). Prosecutor Jim Harris will seek the original—which he has wanted—through the discovery process in preparing his defense.

But it was the Atlanta case that broadcast journalists and lawyers felt set a new standard for outrageousness.

It grew out of a series of investigative pieces on Peek that had run on the station in the evening news on the Wednesday, Thursday and Friday preceding last Tuesday. Peek’s lawyers had informed the station officials to take court action if they were about to air the tapes, and the station officials decided to air the tapes. On Friday they had a hearing at which they prevailed but were ordered to air the tape.

The station’s attorneys immediately prepared and filed with the state supreme court a petition to stay the order. But station officials faced a dilemma. If the stay could be obtained at all, it might not be obtained in time to save station officials from jail if they did not air the tape on the 12 o’clock news.

We talked to Lee Storer [president] in Atlanta,” Raymon said. “He gave me an option. If I decided to disobey the order, he’d back me 100%, but he told me I should realize I was going to jail, not him. He also said there is nothing wrong in obeying an order, and then appealing.”

Raymon and other marked officials—Marc Doyle, director of program opera-
Nail-biting time over new season

As performers’ strike begins to look long-range, networks and advertising world begin to make contingent plans

Networks, advertisers and agencies were grappling last week with the question of what would happen if—as seemed a distinctly growing possibility—the performers’ strike dragged on and forced a delay in the scheduled September opening of the new prime-time television season.

Would the networks start on schedule with whatever new material they have on hand, using repeats, movies and specials to fill in for the much that would be missing? Or would they hold out their new shows to make full-scale, September-type premieres later on, whenever a break in the strike—and subsequent catch-up production—would permit? What would be the effect on advertisers? On viewing?

Nobody knew the answers for sure. “The situation can change from week to week,” one executive said. “We’ll just have to go along.”

All three networks have several weekly hours of new inventory available—news, game shows, filmed shows, syndication programs produced under contracts not affected by the strike. ABC has four movie hours, 20/20, Amazing Animals and That’s Incredible, plus two hours of Monday Night Football. CBS has two movie hours, 60 Minutes and Tim Conway Show. NBC has four movie hours, NBC Magazine, Games People Play, Saturday Night Movie, Real People and Big Event, plus some prime-time World Series games in October.

Network sources appeared divided on whether these new entries should be started in September or held for whenever the rest of the new material became available. Most seemed to favor September use, “But what if it’s a really long strike,” asked a skeptic, “and we use up our new movies, say, and then have to go back to repeats?”

One frequently asked question was whether NBC would proceed with its high-priced and highly touted six-part Shogun miniseries in September as scheduled or delay it for the November local sweep period. An NBC source said last week he thought “as of right now,” that it would start on the scheduled date, Sept. 14, which was also to be the start of NBC’s season. CBS’s had been scheduled to start Sept. 15, ABC’s Sept. 8.

Network sources said they saw no serious financial problems for them if the opening is delayed. They would be getting less money from advertisers but would be saving money on repeat programming.

One unanswered question was whether,
if the season is delayed, the networks would order the usual complement of new episodes, or only enough to carry them to the customary start of the rerun season in April and May. "It's probably a matter for negotiation," one network executive said, "and probably would depend on how late the full season finally starts. If we didn't get new product until December, the usual number of runs would carry us well into hot weather."

There was no inklng last week of an early break in the strike. Negotiations between representatives of the Screen Actors Guild and the American Federation of Television and Radio Artists and those of the TV and motion picture producers were broken off again last Tuesday, at which time no further sessions were scheduled. While the prospect of a long strike gave network officials headaches, advertising agencies with millions of clients' dollars at stake were suffering nervous tremors at least.

Network program chiefs at several agencies were concerned that a long strike, in delaying original programming and necessitating repeats, could lower network ratings which, they say, already have suffered some erosion in recent years. They are not overly concerned about their up-front purchases, which are guaranteed to reach certain rating levels, but are apprehensive about scatter buys, many of which have not been completed and carry no similar guarantee.

William H. Lynn, senior vice president and director of motion picture programming for KM&G International, said short-term buyers are in trouble—"they don't know what they're buying." He predicted that those advertisers, some of which may be pushed to buy network TV for marketing reasons, are likely to get hurt.

"If this strike continues, the network that is the first to stand up and carry may have an advantage," Lynn said. "Another fact is that networks have been doing so much juggling in recent years as a matter of practice, it's possible that independent stations may pick up more of the audience if the strike continues."

Rick Busciglio, senior vice president and director of network programming for McCann-Erickson, reported that one TV network official told him that next Friday (Aug. 15) is the day "the panic button will be pushed" if the strike is not settled.

Busciglio agreed that scatter-buys are causing advertisers and agencies considerable apprehension and said McCann is now in the process of reassessing those buys. He noted, for example, that certain types of advertisers, such as automobile, must advertise in the early part of the fourth quarter but others may delay until later in the quarter.

"Of course, nobody really knows what's going to happen to viewing," he said. "People watch repeats in May and may watch them in September. There may be only a mild decrease in network viewing and somewhere there may be some network fluctuations."

Charles Bachrach, senior vice president and associate broadcast director, Ogilvy & Mather, said his main concern is with the plans of advertisers coming in for special promotions during the early part of the new season coincident with their other marketing efforts. He feels the up-front buys can be easily re-negotiated. But his conversations with networks, he said, lead him to believe there will be no quick end to the strike, causing further complications.

Richard Welsh, vice president and general manager of network programming, N W Ayer ABH International, pointed out the strike has placed increased pressure on agencies to make "good buys" for their scatter-advertising clients.

"Some of us have tended to go slower in making commitments now," he said, "in the hope that circumstances will change. I guess we're all hoping that either this week or next week the whole thing goes away."

Stephen Lukasik, FCC's chief scientist, believes the FCC will move quickly on CBS's proposal. "We are certainly interested in teletext and interested in seeing that it moves." It has simplicity going for it, Lukasik said, adding that CBS proposes "fairly minimal standards and that's considered a plus in the ability of the staff to react to it."

But even with favorable attention from the FCC staff, proponents of the British system, developed by the BBC and the Independent Broadcasting Authority, and Telidon, developed by the Canadian Department of Communications, are sure to file standards at the FCC proposing their systems.

Progress is also expected to be slowed by groups, including ABC, which believe that moving to teletext now would be premature. Warner Wedam, a subcommittee member from RCA who abstained from the vote, said there are a number of questions, including whether the Antiope system is sufficiently "rugged" (able to withstand interference), that still have to be answered. And Wedam felt that there still is not enough known about how teletext will be used, a consideration he feels is not abstract from the choice of system to be picked.

If it's to be used for advertising, graphically sophisticated systems such as Antiope or Telidon are vital, Wedam said, but if it's to be used for simple textual public service announcements or news, a less sophisticated method like the British system may be better because of its ruggedness and lower cost.

CBS's vice president for engineering and development, Joseph A. Flaherty, responding to Wedam's point about ruggedness, said the network's testing at KMOV-TV St. Louis, and similar tests by the Swiss and Italian TV systems, indicated that both the fixed formats (Ceefax and Oracle) and the variable formats (Antiope and Telidon) come out the same: "When one fails, the other fails," he said. He agreed with Wedam that advertising-capable systems require a variable format—and said CBS felt such sophisticated capability was essential for any U.S. system.

Julius Barnathan, president, broadcast operations and engineering, ABC, said that his network voted for Telidon, but made it clear that it was not so much a vote for Telidon as it was a vote against teletext in general. He doesn't see how teletext can be profitable. He does, however, see it as being detrimental to commercial broadcasting. He's afraid television viewers will use teletext to pre-empt advertising.

The search for consensus on teletext: now it's up to FCC

Ceefax-Oracle got more votes in EIA subcommittee than petitioner CBS's favorite, Antiope, but group was still far from settling on any one system; commission may move quickly

Further evidence of why CBS abandoned an Electronic Industries Association subcommittee on teletext to submit a set of teletext standards to the FCC on its own (Broadcasting, Aug. 4) came out of the results of a vote of subcommittee members last week.

The vote showed that a plurality of the 23 members of a subcommittee task force, which is charged with selecting one of three competing teletext systems, favored the British Ceefax-Oracle system over the French Antiope system, the heart of the CBS proposal to the FCC. But, perhaps more important, it showed that the task force at least for the present is deadlocked.

EIA rules dictate that 18 votes are needed for the task force to recommend a particular system, but the most any of the systems could muster was nine. That was the British system. Antiope received five votes, the Canadian Telidon system, one; hybrids (various combinations of the three systems), four, and there were four abstentions.

The vote was taken by mail. Ballots were passed out at the same New York meeting in late July that CBS used to break the news of its independent course to the subcommittee.

In explaining two weeks ago why it jumped the gun, CBS said that the subcommittee was a year behind schedule and that it wasn't close to the consensus needed to petition the FCC for a rulemaking. Last week's results support that rationale.

And it also points up another good reason for CBS to go it alone. Since the most popular system is the British Ceefax-Oracle, it is highly unlikely that CBS would ever have been able to swing a simple majority, let alone 18 votes, to the Antiope system it favored. CBS believes Antiope is superior to the British system in terms of compatibility, expandability and creative flexibility.
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Formation of TVB/RAB-type bureau and several workshops indicate that the medium is becoming more attractive to merchandisers, especially to specialized audiences.

Something was apparent at CTAM last week—the cable television industry has discovered Madison Avenue.

"Cable television," said Katherine Connolly, publisher of the Television Advertising Guide and a founder of the nascent Cable Television Advertising Bureau (CTVB), "is the advertising medium of the future—and of today."

Last week's meeting saw the christening of CTVB, the appearance of some 45 representatives from New York advertising agencies among the registrants, speakers discussing the validity of various forms of demographic research and ratings, pitches by and for a plethora of research services, complaints from cable operators that the worst thing about some national program services was the lack of foreknowledge on local availabilities, presentations on how to attract more local and regional advertisers as well as co-op buys and a host of other subtle and not-so-subtle suggestions that the basic business of cable may be moving in the direction of commercial radio and television.

J. Leonard Reinsch, co-chairman of Warner-Amex Cable and the retired head of Cox Broadcasting Corp., said of the cable operators at one point: "These guys are where radio was in the thirties and where television was in the fifties."

And, in another way of echoing that sentiment, Bill Ryan of Palmer Cablevision, chairman of the CTAM advertising committee, said at the Monday afternoon meeting during which CTVB became a formal reality: "We're doing what RAB and TVB did before us. We're not trying to rewrite the book." (The Radio Advertising Bureau and Television Bureau of Advertising are the established arms of commercial broadcasters.)

Cable will maintain its differences from the advertising media of today, said a variety of speakers, but it will come to resemble radio and television in many ways. There will remain subscriber-supported program services and there will be advertiser-supported ones. But the advertising-supported programming will, largely, remain specialized, appealing to smaller audiences and more selective advertisers than does broadcast television. An oft-drawn analogy of last week was to publishing, where specialty magazines and neighborhood or suburban newspapers attract narrowly focused advertising while big-city dailies and large, mass-market magazines are the media of broader advertisers. Generally, the cable operators see themselves as the beneficiaries of the former group and broadcasting remaining the preferred media of the latter.

Significantly, many speakers also drew analogies between cable and radio, where the wide array of outlets has already led to the specialization of program services and the attraction of targeted advertising.

Among the most noteworthy events of last week's meeting was the organization of CTVB. At one point last Monday, the delegates cheered as pledges to the new bureau were announced from the floor. Total pledges for the New York-based office exceeded $400,000—$100,000 more than the organizers of the bureau said they needed to get the new organization off square one.

Charter memberships will be accepted until Labor Day, and any company joining before then will be assured of a permanent seat on CTVB's board of governors. Actual administration of the bureau will rest in a six-person executive committee selected from among the governors and a hired staff led by a paid president.

A formula for charter memberships was worked out: Cable networks and multiple system operators with 250,000 subscribers or more will be assessed at $15,000 a year. Systems with more than 100,000 subscribers but fewer than 250,000 will pay $10,000. And systems with fewer than 100,000 subscribers will pay at a rate of 10 cents per subscriber. Advertising representatives will pay $5,000 a year for their memberships.

At the organizing meeting, suggestions were made and rejected that advertising agencies and hardware manufacturers be allowed to join the membership. Another suggestion was made, however, that those groups be allowed to join as associate members, and there seemed to be some feeling that could come to pass. Many of the details of the new bureau have yet to be worked out, and the first priority is to get bylaws and articles of incorporation written. The Washington communications law firm of Dow, Lohnes & Albertson agreed to do that free of charge.

Companies pledging their support for the new bureau last week were: American Television & Communications, Broadband Communications, CBS Cable, Cable Networks Inc., Colony Communications, Cox
Into the big time with CTAM

The Cable Television Administration and Marketing Society came into its own last week in San Francisco. Its annual meeting, combining management and marketing for the first time, drew 677 delegates and took place among the important conferences on the cable side of the television industry.

The flowering of CTAM coincides with the transformation of the cable industry from one dominated by engineers and administrators to one now recognizing marketers, the group that forms the society's core.

If this year's meeting was any indication, those in the years ahead should be placed where cable managers and marketers and representatives of industries revolving about cable can go to prepare for the future and, at the same time, garner practical advice on how to cope with the present.

Few at the meeting were making any definitive predictions about cable's future, but there was growing acceptance of the idea that cable is a natural advertising medium and that the future of the industry is rooted as much in the provision of nonentertainment services as in entertainment services.

It was an upbeat and optimistic convention. The only sour notes heard were (a) that optimism would make the cable operators complacent and (b) that other industries attempting to offer services staked out by cable and (b) of a re-emergence of government regulation. Primarily it was a how-to meeting. Managers were told how to meet the challenges inherent in the rapid growth of a volatile business, and marketers were told how to package and sell their cable products.

To accommodate the program suppliers who were much in evidence but unable, by CTAM design to display their wares, a programing conference has been added to CTAM's calendar of mini-meetings in early December—just before and in conjunction with the Western Cable Show in Anaheim, Calif.

Later that day, a second session, "The Great Programming Debate...Separating Fact from Fiction," also dealt with questions of advertising, primarily its influence on time on networks and their relationship with the operators.

A thing cable needs if it is to become a viable advertising medium is quality audience research, and, in pursuit of that goal, it was announced last week that CTAM's ad hoc measurement committee is soliciting proposals from research firms. Gabe Samuels, vice president for media research of J. Walter Thompson, New York, is chairman of the committee. Proposals are currently being solicited and will be reviewed in September. The committee hopes to get a research contract by November.

Among the various advertising proposals discussed during the Monday morning session was the Gill Cable Bay Area interconnect. As its name suggests, over a dozen systems in the San Francisco area are interconnected to provide three specialty channels. More important, they have interconnected to provide advertisers with a potential cable audience approaching that of a relatively large broadcast station—some 500,000 subscribers.

The 100,000-subscriber Gill Cable system of San Jose, Calif., is the base and programer of the interconnected basic cable, it provides pro sports and movie channels, an all-sports channel and Ted Turner's Cable News Network. Local spots are sold on each channel at rates comparable to Bay Area radio rates. Bob Hafshol, executive vice president and general manager of the system, likened it to radio and magazines, describing the interconnected channels as "special interest" services. Under contract with the other cable systems in the area, Gill provides the programming free of charge and derives its revenues from advertising.

Another marketing concept was offered by Tom Sass, managing director of Cable Network Inc., a division of 3M Co. Taking the lead from its Media Networks Inc., which places advertising in local and demographic editions of leading magazines, 3M is now offering its targeted buying service for cable in the New York market—where there are 500,000 cable subscribers. Dividing the city into market areas according to zip codes, CNI is delivering small, specialized audiences to advertisers that might not otherwise be drawn to television advertising because of the high cost and the large percentage of broadcast audiences that are not likely to purchase high-ticket specialty products.

A second session on programming, reported by Thomas Del Piere, head of Ted Bates & Co.'s cable buying unit, Graham Moore, director of corporate marketing services, TCI, Jeanne O'Grady, director of programming, Daniels, and Gary Weik, vice president for marketing, Cox Cable. Consultant David Lewine served as moderator.

The panel was highlighted by the appearance of one representative for most of the national cable programers in what was called the "hot box." O'Grady, reviewing the performance of the various sports services offered, said that her biggest complaint with ESPN, the largest of the group, was it is "very difficult to determine the positions for local spots." She said that although local availabilities are offered during the ESPN feed, there is little advance notice given on them. ESPN provides 100 minutes a week for locally inserted commercials, and, according to O'Grady, local advertisers have shown considerable interest.

Moore reported on the carriage of independent stations and reported that the stations appear to be programming more and more with their cable audience in mind—even the so-called reluctant ones such as WGN (TV) Chicago and WOR-TV New York. WGN, he noted, now has approximately the same number of cable homes as broadcast homes, and on Sept. 5 is scheduled to begin broadcasting 24 hours a day. Despite the advertising discussion of the session, the subject was generally programming and it had the air of those regular sessions of the National Association of Television Program Executives conventions when the station representatives and the programers reveal their gripes with one another.

And that's just what Weik did during...
Radio, magazines are examples for cable advertising to follow, says Warner's Schneider

The future of advertising on cable television is already here to be seen—in the myriad of major market radio stations, each serving and satisfying 1% or 2% of its market and making for "happy and satisfied" advertisers, and in the library of special-interest, medium-circulation magazines with readers representing relatively homogeneous economic units that are "attractive to both the publisher and the advertiser."

That was the word to CTAM last Tuesday from John A. Schneider, president and chief executive officer of Warner Amex Satellite Entertainment Corp. and former president of the CBS/Broadcast Group.

Describing himself as a "born-again cable person," Schneider told his luncheon audience that cable television is an advertising medium that the advertiser will find "rewarding to increasingly support your expanding spectrum of basic special-interest channels."

And, he added, "both local and national advertising support will allow us all to increase our investment in these very special service programs."

Schneider said that cable will succeed as an advertising medium as a result of the tremendous appetite for television that has already been engendered by the commercial broadcasting system and because commercial broadcasting is so very successful that it will be unable to change to face the new competition.

"What we have here in the over-the-air broadcasting system is a big, successful, prosperous juggernaut, and it is not going to be brought to its knees. The networks are not going to be brought to their knees. While this concept might be dramatic or romantic, I don't think it is realistic.

Broadcast executives are neither fools nor knaves. They are able executives operating a successful business, and they are not going to change it. It is so successful, in fact, that they cannot change it—and that exactly where we fit in. We are the future. We are the television of tomorrow."

The advertising pie will expand, he suggested, as advertisers that do not now make use of mass-audience television move into a medium that can offer them "a wondrous spectrum of finely tuned cable services. Services that appeal to minority audiences. Specific audiences. Audiences that may amount to no more than 1% or 2% of your subscribers at any given time."

Schneider said that the radio and publishing worlds provided the ideal models of what television will come to look like. "In most major markets today," he said, "between the AM and the FM bands we have approximately 50 measurable stations. Each of these stations has chosen to do one format, and only one format. . . . They have all identified a special interest among their listeners and filled that program need."

"The general purpose magazine," he continued, "such as Life, Look and The Saturday Evening Post has given way to the special interest magazines that fill our newstands today. None of these special interest magazines has the boxcar circulation numbers of the old Life magazine, but they have small, enthusiastic and loyal subscribers, representing the economic unit that's attractive to both the publisher and the advertiser."

"So, now we have two models. Both models in the communications business. Both models that we have seen evolve in our business life time. Both models that are sensitive to the public's taste, the public's purse and the ratification of the properly demanding advertising community."

Schmidt: Cable isn't last word in communications

Former NCTA president tells CTAM that the medium must continue to advance; others on panel tell how far it's come

"Cable operators still think they are in the cable business when they should be in the communications business," the former president of the National Cable Television Association said last week in a fiery finale to the opening session of the CTAM meeting in San Francisco, "The Great Distribution and Marketing Debate . . . Or How to Get Your Share of the Pie." He warned cable operators to avoid being "greedy" and resting on their laurels for they, too, face an uncertain future in the new communications age.

Robert Schmidt, president of Communications Technology Management, a Washington consulting firm, accused many cable operators of failing to exercise leadership and of relying on program suppliers to provide the necessary innovation in the cable business. The latter, he said, are "constantly racking their brains to determine where they should be going" while many operators are "sitting back on their haunches" and waiting for their suppliers to provide the new services.

In his speech, he cited Allen Gilliland,
Introducing 4,551 reasons to buy the Panasonic AK-750B three-tube Plumbicon® camera.

The first 4,550 reasons to buy the Panasonic AK-750B are the 4,550 dollars we've shaved off the price of last year's comparably equipped model. The other big reason is 2-line enhancement—a $2,000 option last year, but included as standard equipment at this year's low $16,000* price. Other standard features include genlock, rechargeable battery and charger, microphone, and VTR cable.

At the heart of the AK-750B are three ½" Plumbicon tubes in parallel for great sensitivity over lighting extremes, superior static and dynamic resolution, and low burn-in.

Inside the AK-750B you'll find a durable aluminum die-cast chassis and an impressive list of features like a Y I/O encoder, color bar generator, and optical black and automatic white balance. There's also electronic color conversion, and a filter wheel behind the lens so you can make the most of both indoor and outdoor lighting. Plus adjustable horizontal and vertical blanking to fit a variety of recording requirements.

For the field, the AK-750B is a fully self-contained camera with timing and phase adjustments built in, but weighing in at only 16 lbs. (not including lens). And it's just as light on power, using only 23 watts. The camera comes with a C-mount adapter. And it can interface with an EFP system because it accepts single-cable external sync.

The AK-750B can also be used as a studio camera with our optional Remote Control Unit and 4.5" CRT viewfinder.

Camera shown with optional 12:1 zoom lens.

But whether you're indoors or out, the AK-750B performs superbly with a S/N ratio of 50dB, and horizontal resolution is 500 lines at center (recommended illumination of 200 footcandles at f/4). There's even a +6dB gain for minimum illumination of just 15 footcandles at f/1.8.

The AK-750B. Because only Panasonic gives you so many reasons to buy a three-tube Plumbicon camera.

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

Plumbicon is a registered trademark of N.V. Philips of Holland for TV camera tubes.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094.

In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

Panasonic® VIDEO SYSTEMS DIVISION
Talking about the growing problem of growing people for cable management

Airline, retail personnel experts offer words to the wise on recruiting, training techniques

Cable operators, pressed to fill management voids created by the rapid growth of the industry, were given some expert advice at a CTAM management session on how to find and train managers. Testifying: three personnel heads, each responsible for recruiting and training more employees than now work in the entire cable industry.

The cable operators were told how to develop talent within their own ranks, on the supposition that as the industry grows bigger and bigger raiding the competition will no longer be enough.

Samuel Phifer, executive training director, Allied Stores Corp., said that whether looking inside or outside the company, there are three qualities to look for in a manager: conceptual ability, technical ability and leadership. Conceptual ability, he said, is the ability to think in the abstract and to plan, and it becomes more valuable as one moves up the ladder. Technical ability, on the other hand, is also important but becomes less so as one moves up. "The man who knows, will always have a job," Phifer said, "but the man that knows why will be his boss."

Leadership is particularly important if the job in question "is performed through other people," he said. Other qualities such as values, motivation and drive can be gauged by looking at track records.

Although he thinks it’s better to develop managers from within his company Phifer is prepared to look for experienced managers from the outside. He said his company maintains extensive files on experienced department store executives. In addition, there are directories of key executives in retailing.

He also recruits heavily at colleges and universities and has established intern programs for college juniors and seniors so that they can learn the business through summer or part-time employment.

William N. Yeomans, manager of training and development, J.C. Penney Co., said there are "five giant blocks holding up the management development structure" of the retailing chain:

1. Management development must be made a part of every manager’s responsibility.

2. Standards must be set so that management trainees know exactly what to do and exactly what is expected of them.

3. Top management must delegate authority. Every manager is doing things that have become too easy or too routine. Yeomans suggested giving those kinds of jobs to lower level managers. The manager will free himself up for other jobs and will...
This fall, cable television becomes a lot more entertaining.

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help the other person grow.

4. Managers must get feedback on their performance. He said that at Penney, operating figures are a timely and powerful feedback to the various department heads. They tell exactly how well the manager is doing.

5. Top management must meet regularly to project the career moves of lower level management. When a job opens, it is filled from within the company, based on the projections.

Yeomans said that management development courses are fine but inadequate in and of themselves. "You can't develop managers like snapshots," he said. Carefully selected courses and workshops should supplement on-the-job training.

Bryon R. Boyles, senior director of organizational development, American Airlines, said the first concerted effort American made to develop managers from within its ranks was "a total flop." But the experience taught the company a valuable lesson. "If senior management is not completely involved in whatever form your management development takes, forget it. It won't go." American's chairman and president are now involved in management development and, he predicted, will become more involved in the future.

**Tiering the topic for CTAM's finale**

Delegates advised on how to beef up revenues by adding new services; review of new media study

Arbitron and Video Probe Index are expected to release their combined "1980 Electronic Media Study" today (Aug. 11), and Robert Schultz, president of VPI, gave a sample to the CTAM delegates last Wednesday.

The report, prepared for clients that include the three commercial networks, a number of cable operators and programmers, advertisers and agencies, will reveal that there is still a great demand for prime time and late night movies, that the "amount of sports on television now is close to digestible but the appetite for movies seems insatiable," that most people prefer seeing films at their convenience and not that of program suppliers, that a "menu of new movies, older movies and entertainment specials offers impetus for tiering" of pay cable services, that the "overwhelming majority" of pay television viewers prefer flat monthly charges to pay-per-play options and—perhaps most significantly—that there is a marked decline in "the resistance to commercials" on pay television channels.

Schultz presented the advance look at the report to CTAM's last session of the meeting—"How Tiering is Expanding Our Opportunities." Gregory Liptak, senior vice president of operations of Times Mirror Cable Television, was moderator. Others on the panel were Gerald Maglio, president of Rainbow Communications; Rod Warnier, vice president of marketing, Storer Cable Communications; Schultz; Don Mathison, director of marketing, Colony Communications; Paul M. Hancock, general partner in Houstonic Cable Vision, and Mark Van Loucks, vice president of marketing services and franchising, United Cable Television.

Mimicking a born-again evangelical minister, Warner described his method of selling multiple-tiered pay services: "package a single idea" and "follow it with the 'puppy-dog approach."' (Warner graphically illustrated his talk with a large gift-wrapped box and less-than-cooperative cocker spaniel).

Histrionics aside, Warner said he had found that the best way to sell tiered services was to offer "as many channels as technically possible" as pay options and then to give them to subscribers free for one month. It was, he said, a variation of the "negative-option sale" technique.

"Let the subscriber preview the service," Warner said, affectionately patting the dog. "And let him tell you he wants you to turn the channels off."

Equally demonstrative but less effervescent, Mark Van Loucks discussed the marketing of such "hard R" movie services as Bravo! His talk included references to "bare buns" (he held up two sourdough rolls) and "mejons" (two cantaloupes) and the presentation of a brief promotional film featuring the fare of filmmakers whose product include such memorable cinematic accomplishments as "Pom Pom Girls" and "Sensuous Nurse."

When United introduced the service in Hayward, Calif., it was a success—garnering over 3,000 orders in its first two months on a 32,000-subscriber system with 22,000 pay-cable subscribers. The Hayward system passes 72,000 homes, and marketing of the "R" channel was carried out through a special mailing to 22,000 subscribers of Playboy magazine living within the service area.

"Our highest complaint," Loucks said, "is that we don't have X-rated movies." Hancock offered a report on the introduction of pay services on his independently owned systems in Connecticut, reporting that in one instance, the introduction of the first tier of pay programing had achieved a penetration rate of 95% while a second tier had a 79% acceptance. Churn (subscribers turning off the tiers) was a reasonable 15% on the second tier, he said.

Mathison presented a detailed study of the effect of tiering in a number of his company's franchise areas. He said that the tight packaging of pay services "may help initially but cause subscribers to drop both services if one or the other is found uneargable."

"Be as mindful of retention and subscriber life as you are of subscription sales," he cautioned.

**CTAM panel people.** Two from among the many: At left, speakers who addressed the topic, "The Great Programing Debate ... Or Separating Fact from Fiction" (l-r): Gary Weik, vice president for marketing, Cox Cable; Thomas Del Priore, head of Ted Bates & Co's cable buying unit; Graham Moore, director of corporate marketing services, TeleCommunications Inc.; Jeanne O'Grady, director of programming, Daniels & Associates, and consultant David Lewine, who moderated. At right, management experts who coached CTAM delegates in "Filling the Cable Television Management Void in the 1980's" (l-r): Bryon R. Boyles, senior director of organizational development, American Airlines; William Yeomans, manager of training and development, J.C. Penney; Samuel Philer, executive training director, Allied Stores Corp., and Sheldon Satin, president of Sheldon Satin Associates, who moderated the Tuesday morning session.

Broadcasting Aug. 11, 1980

34
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By the bay: ideas by the score

CTAM delegates exchange their best ways to do business, from getting the customer to buy to helping him pay for it

The CTAM annual meeting is touted as an "idea exchange" by its organizers, and as if to prove their point they filled the grand ballroom of the St. Francis hotel in San Francisco last Tuesday morning with hundreds of delegates doing nothing but actively sharing ideas.

The delegates were free to participate in any of six workshops, each focusing on a particular concern of cable management or marketing. That afternoon the moderators of the various workshops presented to the assembled delegates impressions of the workshops and some ideas from them that they felt represented a consensus.

- Audience Research—Bob Seiber, Turner Broadcasting System, moderator: If nothing else, the members of his workshop "learned that they have a lot more to learn about audience research." Cable operators, he said, can go to the established syndicated research firms like A.C. Nielsen and Arbitron, but may be better off doing their own research. "For some it is possible to conduct relatively simple research to sell time at the local level." Seiber advised local operators to start simple: "Start with a Volkswagen, not with a Cadillac."

- Credit and Collection—Trea Smith, Mission Cable, moderator: Smith said that for the most part his group discussed standard methods of collection. Surprisingly, Smith's workshop concluded that zero bad debt shouldn't be the goal of a cable system. It usually means, he said, that the marketing department is not doing its job and that revenues are not what they should be.

Smith suspects that the old ways of collecting are going to be inadequate when the new services come on line. The industry, he said, is going to have to come up with some new and innovative services.

- New Build Marketing—Alan Mac-Donald, American Television and Communications Corp., moderator: Mac-Donald had a number of suggestions gleaned from the 32 pages of notes he took at the workshop. He said that programming tiers should be sold from the top down. "Smudge the identity" of the individual programmers and sell the full service package, he said. It is only after the customer refuses the full services that the salesman should start lopping off tiers. To help in selling the full service, MacDonald said that cable operators should advertise in the local media to improve the company's image, not to promote and identify specific types of service. MacDonald said it was even suggested that if a consumer calls the system, asking for less than full service, the order should be refused and a salesman should be sent out to persuade the consumer to take full service.

The workshop decided, MacDonald said, that it is a good idea to warm up prospective subscribers with "tease pieces" either mailed or delivered to the home by hand. The tease pieces, it was suggested, should have no reply card or rate schedule and, it was felt by some, no phone number.

- Recruiting and Training—Bob Ball, Nelson, Watson & Ball, an executive search firm, moderator: In discussing ways of hiring new personnel, Ball said his workshop came to no consensus on whether a job description was a necessity in advertising a job opening. Ball, however, felt that it is a necessity and that not only should it describe the job but also what is expected of the employee. He said job descriptions should be specific and that writing them "is not an easy task."

In advertising jobs, Ball suggested that cable operators not overlook the obvious; he said they should use their own cable channels as well as the local newspapers.

Once a new employee is hired, Ball said, it is important that someone in the company be given the responsibility to provide proper guidance and orientation. It is also important, he said, to provide continuing training to the employees.

- Program Guides—Barbara Kirbach, Times Mirror Cable Television, moderator: Kirbach said that within her workshop there was strong sentiment for a program guide to use as a tool for the acquisition of new subscribers and the retention of old ones. Monthly proved to be the most popular frequency of publication among the workshop participants. Kirbach said operators determined to produce a program guide must weigh the pluses and minuses of doing it in-house and out-of-house. Turning it over to a publishing company can result in the operator losing control over the publication and a decrease in reliability and quality.

Doing it in-house, on the other hand, presents its own set of problems. First, it means hiring a staff. Although the programming networks will provide all the information and art, Kirbach said, "You still have to put it together." Moreover, she said, there are the costs of printing, labeling and mailing.

Sounding the alarm, Chris Derick, president of Premiere, told a group of cable managers at a CTAM meeting last Monday to ready for taking on "one of the most powerful organizations in the world"—AT&T. Derick said the telephone company soon will be competing head-to-head with the cable industry to provide a wide range of nonentertainment services. "Are you going to be able to sell local loop distribution services?" he asked. "Do you have a plan? If you don't, you're going to be in trouble."

Larry Greiner, a professor of organizational behavior at the University of California at Los Angeles and like Derick, a member of a management session panel, said that indications are that "big bad Ma Bell" is going to be divided into a bunch of subsidiaries or profit centers. And if that happens—and he thinks it will—each of the profit centers "will be hungry and chasing you like mad."

Another panelist, Bruce Ellis, vice president and general manager of the Western division of Cox Cable Communications, said cable must brace for a tough battle. He said he was wagering that the telephone companies "will not fold their tents and steal away into the night just because we are competing with them."

Concentrating on togetherness in cable organization

Coordination is key to success, CTAM panelists affirm

A cable system's marketing effort is on only as good as the system's business and operations departments, the speakers at Wednesday morning's CTAM session told those delegates remaining for the final round of panels. The morning session, "Marketing, Business Office and Operations—How It All Must Fit Together," examined the relationship among the various elements of a cable system and how they can be brought together so that they're all going for the same objective. In addition to M. Christopher Derick, president of Premiere, and formerly of Viacom Communications.

Douglas Dittrick, president of Douglas Communications Corp. and chairman of the National Cable Television Association, served as moderator. On the panel were Derick; Bonnie LeFresne, business office manager for Manhattan Cable; Robert
"The DC-10. The answers have finally caught up with the questions."

Pete Conrad
Former Astronaut
Division Vice President, McDonnell Douglas

"A year ago, there were questions. Serious, even urgent, questions in the public's mind about the airworthiness of the McDonnell Douglas DC-10 jetliner.

"Inevitably, the answers were slow in coming. They had to await the results of complex and time-consuming studies. One such test, a relatively new and highly sophisticated structural examination called Damage Tolerance Analysis, was more intensive than any previously used in the commercial aviation industry.

"The answers finally caught up with the questions in December of 1979 with the final report of the National Transportation Safety Board; and with the January, 1980 final report of the Federal Aviation Administration.

"Those answers are clear and conclusive. Teams of experienced, respected, independent technical experts using rigorous, objective methods established that the DC-10 meets or exceeds every standard of aerospace technology; that the tragic Chicago accident did not result from any design deficiencies, and that steps taken shortly after the accident had eliminated any possibility of recurrence. The facts have proven, again, that the DC-10 is a totally airworthy aircraft.

"We want you, with responsibility for the dissemination of accurate information, to have all the facts about the DC-10. Our booklet, 'The DC-10, A Special Report,' puts those facts at your fingertips, and answers all of the relevant questions involved in the DC-10 investigation."

For your copy, write: "Special Report," McDonnell Douglas, Box 14526, St. Louis, MO 63178.
Hale, vice president for marketing, Mission Cable, and Edward Bennett, marketing vice president, Viacom.

Bennett’s message was simple: Marketing dollars will be wasted unless an operator combines any effort in that area with equal commitments to the business office (customer service) and operations (installation and maintenance). Simply put, as Bennett explained, a sales effort will not succeed without support from the people who actually take, handle and process service orders.

Illustrating his point, Bennett described an “aggressive marketing” effort his company began early this year. Starting with a 40% increase in the marketing budget, Viacom managed to increase its average monthly orders for basic cable 42% between February and July. Orders for pay cable services doubled. And the multiple system’s “combo rate” (basic subscribers with pay television) rose from 45% in January to 66% in July.

Viacom increased its circulation and revenues through a concerted campaign of advertisements, bill inserts, special promotions, a money-back guarantee offer for pay cable, improved training of company personnel and the replacement of “the real bottleneck” in its operations, “a clear-switchboard telephone operator,” with a sophisticated automatic telephone system. All of that was designed to complement the company’s relentless sales effort in the field.

“Hit them again and again and again,” Bennett told his audience. “Don’t let up.”

Hale had a similar success story. Mission Cable, he noted, will be adding its 200,000th San Diego-area subscriber next November or December, and he credited much of the system’s growth to the streamlined management structure the company instituted in 1978. Under the current system, the company’s management combine comprises three department heads reporting directly to the vice president-general manager. The heads are the vice presidents for operations, programming and marketing.

Speaking for the third of those areas, Hale described his unit as comprising the advertising, sales, audit, installation, customer service, general sales and collections departments. He said all of those functions were under one umbrella because they needed to support the marketing effort. Under previous management structures, he said, there was little coordination of efforts and there was considerable interoffice conflict.

LeFresne described a streamlining effort she instituted in her New York office to link the business office functions more closely with those of both the operations and the marketing departments. She called the business office “the communications link between the system and the customer and marketing and operations.”

Derick summed up the panel from top management’s point of view. He stressed the need for management to have the over-all picture, the company’s objectives and philosophy, in mind at all times. “You’ve got to manage.” Derick said, and to “keep defining and redefining what the business is.”

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**Law & Regulation**

**NAB will make its last stand on cable atop Capitol Hill**

'Equitable marketplace' is to be key strategy in attempting reversal of FCC, CRT setbacks; task force takes shape on AM allocation plans

The National Association of Broadcasters' executive committee met last week to plan how best to combat recent blows dealt the industry by the Copyright Royalty Tribunal and the FCC. One thing is certain: No matter what appeals are taken, and no matter how they are decided, NAB will seek legislation to establish what it regards as equitable marketplace regulation for the entire communications industry.

Within three weeks, broadcasters have had to face a decision by the CRT that allows commercial television stations only 3.25% of nearly $15 million in copyright royalties collected from the cable industry in 1978 (Broadcasting, Aug. 4) and an FCC decision to lift the last remaining rules restricting cable signal carriage and to reject retransmission consent (Broadcasting, July 28).

Erwin Krasnow, NAB's senior vice president and general counsel, said: "Broadcasters have faced outright defeats in the last few weeks, and I think it's 100% clear—that no one will doubt—that broadcasters are getting a bad shake." And he agreed with Ken Schanzel, senior vice president, government relations, that the FCC decision, especially, places the ball in Congress's lap.

"What is clear is that there ought to be a marketplace solution," Schanzel said. "And it's increasingly looked at as a copyright solution." Schanzel pointed out that even some members of the FCC—two who voted with the majority on the cable decision, Commissioners Anne Jones and Tyrone Brown—specifically said Congress should act in this area.

Schanzel said he doesn't expect Congress to begin any action this year. "But it is evident that there is movement on the Hill to look at the law," he said. Schanzel said Representative Robert Kastenmeier (D-Wis.), who heads the Judiciary subcommittee with copyright jurisdiction, has expressed his intentions to do so, especially when he asked the FCC, but was rebuffed, to hold off cable deregulation until copyright action was taken.

NAB Chairman Tom Bolger, the president of WMTV(TV) Madison, Wis., said a "mechanism" needs to be worked out to put all parties on an equitable competitive basis.

The executive committee has said it will appeal both decisions, but has not yet decided what form the appeals will take. It may ask the FCC to reconsider its decision, should NAB come up with new data it could enter into the record. And as for the CRT, NAB must wait until the entire proceeding is completed, probably in mid-September, before appealing.

On other fronts, the executive committee is arming itself with data for a number of radio allocations proceedings now before the FCC. The NAB's radio allocations task force asked for and received permission to engage Jules Cohen, a consulting engineer, to gather data and ongoing research in the various aural proceedings now before the commission ("Closed Circuit," July 21).

Cohen will begin by inviting other Washington consulting engineers to compare notes on what each is doing in the aural area; NAB wants to plug any holes it might find. Bolger said that NAB is "prepared to move at any time to provide money, when it becomes apparent what the needs are, when we need material to supplement what we feel is inadequate."

The radio task force met with two members of the State Department last Monday. Krasnow explained that there are a number of communications policy issues before the State Department that go beyond radio, and "they feel they would like to continue to work closely with the industry in terms of getting material."

Bolger said the government officials attending the meeting—William Jahn and Richard Shrum, both foreign affairs officers in the Office of International Communications Policy—"were receptive to our input, were very open and helpful."

This meeting was a follow-up to one NAB attended at State the previous week. There, NAB first expressed its desire to work more closely with the State Department on international communications policy.

Specifically, NAB wants additional data on the U.S. proposal to switch from 10 kHz to 9 kHz in the AM band. Although it has maintained that NAB's position is that it
SPORTS AFIELD TV brings first class ratings and shares

SPORTS AFIELD TV, in just two years, jumped to the Number One position in outdoor programming according to Arbitron and Nielsen, and has, in effect, proven to be a First Class rating grabber.

Syndication information for the top 31 NTI markets can be obtained from Rose Busalacki, Advanswers (314) 444-2219. For the remaining markets contact: Gene Dodge, Karol Media (201) 262-4170. For sales information call: Carl Sallach, Glen Lau Productions. (904) 237-2129

The SPORTS AFIELD trademark is used by the permission of The Hearst Corporation, publisher of Sports Afield magazine.
“has no position at this time,” NAB is wary of such a plan being adopted without the proper engineering and financial impact studies being performed.

Although the appeals and aural allocations issues took up much of the executive committee’s agenda, there was other business. NAB has engaged William Ray, former chief of the FCC’s Compliance and Compliance Division, to answer members’ questions on political broadcasting and the fairness doctrine. NAB is installing a toll-free line that will be operative from 10 a.m. to 7 p.m. every day from Oct. 1 through Nov. 4 solely for this purpose.

Senate votes out ‘Stanford Daily’ counterlegislation

Bill would require subpoenas for news material, prevent searches like one at KBCI-TV; House has its own, stronger version in works.

The Senate last week approved the Privacy Protection Act of 1980, S. 1790, which would require police to obtain subpoenas before searching newsrooms.

The bill is a reaction to the 1978 Supreme Court decision in the Stanford Daily case, which in effect ruled that police need only a court-issued warrant to search a newsroom for evidence, even if none of the journalists involved are suspected of a crime (BROADCASTING, June 5, 1978). A bill pending in the House, H.R. 3486, which is broader—it also protects nonsuspect third parties such as lawyers and doctors—has been cleared for floor action and is expected to soon come up for consideration, perhaps this week.

Senate consideration of the bill came on the heels of a search for videotapes by sheriff’s deputies and a county investigator, armed with a warrant, at KBCI-TV Boise, Idaho (BROADCASTING, Aug. 4). The search brought cries of outrage from journalists and media groups and pledges of support for the station.

The Senate bill would not only protect the news media, but authors and scholars as well. The legislation is in keeping with the intent of the Carter administration, which has offered strong support for it.

There was no debate over the bill on the Senate floor, but there were some statements on it inserted in the Congressional Record. Senator Strom Thurmond (R-S.C.) said he would vote for the legislation, although he had some reservations about it. “The extension of search protection to selected groups has the potential for creating sanctuaries for evidence necessary to the effective investigation and prosecution of crime, particularly in the case of lawyers whose clients will urge that they hold incriminating evidence,” Thurmond said.

Congress is getting on very thin ice, in my opinion, in trying to exempt material and persons across the board where there may be a legitimate law enforcement purpose involved,” he added. “The few opportunities for abuse do not seem to warrant the lengths to which S. 1790 goes in order to protect the press from warrantless searches and seizures.

In urging support for the measure, Senator Robert Dole (R-Kan.) said that the Stanford Daily decision overreached the permissible scope of an investigation. “This is not fully consistent with American ideals of justice,” Dole said. “Effective enforcement of the law requires that citizens respect those responsible for the safety of the community. That respect can only be established when citizens are certain that the law will also respect their rights.”

If the full House approves its version of the bill, the specifics of a compromise will have to be worked out in conference committee. What may finally emerge is uncertain, but Senator Birch Bayh (D-Ind.), sponsor of the Senate bill, said last week that he favors the broader House version.

The Senate bill received the support of the National Association of Broadcasters, which joined seven other media organizations, including the Radio-Television News Directors Association and CBS, in urging its passage. They said legislation was needed to prevent a repetition of the KBCI-TV incident.

Almost $2 million spent by FCC for outside help

Consultants and contractors paid for special services ranging from input on network inquiry to assistance in computer operations.

The FCC, like most other agencies of the federal government, is finding that much of the expertise it feels it needs is not on the payroll. And, like those other agencies, its solution is to go outside the government, to consultants. During fiscal year 1980, which ends on Sept. 30, the commission committed $341,850, out of a $72-million budget, to consultants’ services, according to figures available at the commission.

Nor is that all. The commission also spent about $1.6 million on contract services more than $10,000 each. Some of those appear not very different from the work a “consultant” might do.

The largest part of the funds spent on consultants—more than one-third the total, or $120,977—was spent in connection with the special network inquiry. Two of the larger fees for work—$9,800 and $22,275—went to Professor Thomas Schuessler, of the University of Arizona, an expert in communications law. Thomas Kratenfield, co-director of the network inquiry staff, said travel and secretarial expenses contributed to the size of the Schuessler contracts. The largest fee paid for help in the inquiry was $25,476, to the Rand Corp., for work done by Dr. R.E. Park.

Other major consulting contracts were awarded to Max D. Paglin, a former FCC general counsel and executive director, who is evaluating the commission’s discovery procedures in adjudicatory proceedings ($43,200); Dr. Lee L. Selwyn, for assistance to the Common Carrier Bureau’s separated trial staff in an examination of the rate structure of AT&T’s private bill tariff ($70,000, for work completed by Oct. 24; final invoice not received), and Julien J. Studley, for advising on office space availability in the Washington and Gettysburg, Pa., areas and for preparing solicitations for the space ($42,160).

A substantial amount of the contract funds was spent for computer services. For instance, $440,000 was paid to Vanguard Technologies Corp. for operating the agency’s computer, and $365,000 was paid to Honeywell for upgrading the computer equipment.

Among the services listed were a Lou Harris poll and an Arbitron study. Both
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Continental Colour, the country's largest video equipment rental company, has specially built trucks and trailer trucks that are virtually television stations on wheels. Two of these trucks are equipped with one-inch equipment, including a total of two BVH-1100 and four BVH-1000 one-inch high-band video recorders. Continental has also purchased additional Sony recorders for its brand-new post-production facility.

“Sony picture quality is excellent,” says McAndrew,
"375,000 MILES WITHOUT A BREAKDOWN."

Martin McAndrew, Continental Colour Recording

"much better than its main competitor. And the slow-motion capability of the BVH-1100's means that each can do the work of two separate machines, in less space, at less expense. No one else's equipment can match these 1100's.

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were done to assist the commission's UHF task force in its UHF-VHF comparability study, which is to be submitted to the commission in September—and to Congress at the end of that month.

Harris, for $170,582, surveyed UHF viewers for their impression of UHF service. "We expect a lot of very interesting results," said Douglas Webbink, deputy chief of the Office of Plans and Policy, last week. He said the findings "will be useful in explaining part of the reason for the UHF 'handicap.'"

The Arbitron study, which cost $90,000, focuses on the various types of television channel selections, and on what effect, if any, people have on viewers tuning in VHF or UHF. River at Sunrise, of Deerfield, Mass., the management consultant firm that over the past year has examined management procedures and has held a number of training sessions with commission staff and members, is recorded as having been paid $44,180.

**Totalling up the FCC's tab for travel**

Goldwater advised that domestic budget is down, international is up

The FCC has cut its domestic travel budget for fiscal 1980 by $154,059 from 1979's allotment (16.8%), while its budget for international travel during the same period was increased $48,360 (34.4%). (The FY '80 travel budgets: domestic $761,531 (international $189,128).

During the first eight months of FY '80 (which began Oct. 1, 1979), the offices of the seven commissioners spent $33,060 of the $77,894 they were allotted for the 12-month period (8.2% of the total FCC budget).

Data on FCC travel has been requested by Senator Barry Goldwater (R-Ariz.), who is scrutinizing expenditures to see whether money used for travel might possibly have been diverted for better use in the commission's bureaus ("Closed Circuit," Aug. 4). Goldwater also has requested data on the FCC's expenditures for consultants (see page 40).

Through May of this year, FCC Chairman Charles Ferris and Commissioner Robert E. Lee had spent a lot of money for international travel, both spending $8,229 for trips to Dublin, Tokyo/Peking and Buenos Aires. In addition, Ferris and Lee, along with Commissioner Anne Jones, were part of the FCC delegation to the North Atlantic Telecommunications Facilities Planning Meeting in Tours, France, last month. The total cost for the seven-person delegation was $10,650.

Commissioner Joseph Fogarty's tab for international travel during this period—trips to Dublin, London and Tokyo/Peking—was next highest, $4,317.

Commissioner Tyrone Brown had a total through May of $4,023, with trips to Geneva and Tokyo/Peking. Jones, during this period, had one trip to London, which totaled $1,357.

Ferris' office, for both domestic and international travel, recorded the highest total through May, although the chairman did not make the most trips. He was on the road 17 times, his staff 18 times, for a total expense of $14,711. Of the 35 total trips, five were for international travel.

Lee's office had the next highest total expenditure, $9,238. He made 20 trips, four of which were international, while his staff traveled three times, all domestically.

Fogarty's office (as distinct from the commissioner himself) recorded $8,398 in travel expenses, with the commissioner making 16 domestic and four international excursions, and his staff making three domestic trips. Brown was on the road 14 times during this period, while his staff took 13 trips, for a total of $6,649.

Quello's total was $5,595, for 17 trips, all of which were taken by the commissioner. The total for Jones, with six trips for her and two for her staff, was $4,927. Washburn's total was lowest with 14—split equally among himself and his staff—for $3,342.

Lee questions request for FCC budget increase

FCC Commissioner Robert E. Lee has offered a muted demurrer to the commission's decision to seek a $9-million increase in its 1982 budget (Broadcasting, July 28). Lee, in a memorandum to FCC Executive Director Richard D. Lichtwardt, noted that he had concurred on the budget issue because he didn't want to take up the commissioner's time with "minutiae." But he wasn't satisfied, and he wanted the commission as well as the Office of Management and Budget to know it.

First of all, he could not understand the request that each commissioner be assigned an additional professional assistant trained in economics (in addition to present assistants for engineering and law). He said he has used the commission's existing staff of professional economists when he needed help and "always found them most cooperative."

And although he supports finding other assignments for the members of the network inquiry staff and UHF task force when their terms go out of existence next fall, he does not support the plan to move the slots to other areas of the commission. That way, he said, lies an ever growing bureaucracy. "I recall," said the commissioner who has been a member of the agency since 1953, "that the network inquiry staff was originally started some 15 years ago as a one-shot special project."

He also expressed some puzzlement at the effort to enlarge the commission's staff while the agency is presumably pursuing a policy of deregulation.

The deregulatory thrust made it hard for him to understand the need for five new positions in the Common Carrier Bureau for a consumer outreach program, and particularly hard to understand the reason for increasing the Cable Television Bureau's staff. In the face of cable deregulation, he said, bureau's activities should be "folding up."

He found fault, too, with requests for funds for a proposed program ($613,000) to reimburse public interest groups participating in commission proceedings. He noted that since the proposal—a "particularly controversial item"—is still in the status of a rulemaking, the budgetary request "seems to be a judgment of that proceeding."

He thought the five planning conferences proposed by the Office of Science and Technology make sense. But he said the results of the conferences should be shared with the commissioners. The Office of Plans and Policy requests appear "very vague and generalized." And he wondered whether the commission's plans to assist minorities in filing for new stations will result in the commission "supplanting the need for outside counsel to help prepare [the] applications."
Second quarter not all that bad for broadcasters

Despite softening economy, basic business results hold up reasonably well; diversified operations suffer to greater degree

How did broadcasting fare in the second quarter? Net earnings figures indicate that the basic business remained reasonably healthy as the economy slipped into recession.

Consider the networks. ABC and CBS, as corporations, reported earnings down for the quarter—6% and 17%, respectively. RCA (primarily considered an electronics firm) said its NBC unit also had unspecified earnings declines. But the NBC downturn was a result of the extraordinary effect of Olympics-related losses; otherwise, its profits for the three months would have risen, according to the parent. At ABC, television network operations' profits were said to have been about the same as last year, while television stations profits were up slightly and radio was flat. CBS/Broadcast Group earnings climbed in the second quarter. The over-all ABC downturn was attributed to start-up costs of new businesses and the losses from its now disposed-of Travel Network; CBS's slippage was laid to recessionary impacts on its consumer businesses, and new business development costs.

Among the six principal group broadcasters, gainers outnumbered losers four to two. Only Storer and Taft noted net earnings slippage in the April-June period. Metromedia led the pack—even discounting the effect of the sale of its Metro-call division, which boosted net earnings to 63% improvement over the year earlier, earnings would have risen 22%. Broadcasting at Metromedia showed a 24% increase in operating income. "Strong advertising demand" and ratings improvement were cited by the company.

LIN, perhaps the "purest" broadcaster (with minimal diversification into other fields), showed a 13% earnings improvement. Cox was up 17%, with broadcasting profits in toto up 11%. Capital Cities reported 12% net earnings growth, saying the figure for broadcasting was similar.

On the losing side, even Taft, whose net was off 10%, said broadcasting profits were up 6.6%. National and regional advertising, according to the company, was "strong" over the period, gaining 25%, although local was up only 7%. Taft, however, did have a significant trimming of broadcasting margin—the 6.5% profits gain came on 24% revenue improvement.

That leaves Storer as the only major group to report an actual downturn in broadcasting profits. Net was off 3% for the quarter, and while some effect was due to the sale of radio properties to finance cable expansion and consequent revenue loss, the company mentioned that the 4% revenue increase at its television stations was insufficient to offset a 10% increase in costs.

The next-quarter picture remains another story. Taft's earnings announcement noted that broadcasting gains "softened as the [second] quarter progressed." Capcities said that, going into the third quarter, sales "are flat or only marginally up" in both publishing and broadcasting, and ABC indicated that, due principally to the impact of new costs for the political conventions, it expects third-quarter results for the full corporation to be even worse than the 6% drop of the second.

Annual report by satellite

Emhart Corp. isn't a familiar name in the communications business. The broadly diversified manufacturer's Mallory capacitors may be known to those who see the insides of studio equipment, as its Ruskwin locks or Molly fasteners may be to those conversant with hardware trade names. But the Farmington, Conn.-based Emhart is about to advance the video revolution. Last Saturday Emhart was to use Satcom 1 to transmit a 22-minute video version of its 1979 annual report to an ad hoc network of 25 cable systems. The program will also be available in cassette form to any of Emhart's shareholders who request it.

John F. Budd Jr., Emhart's vice president, public relations, thinks it's the first time any company has taken a video approach to what's become an annual rite at public corporations. Budd doesn't expect his tape to replace either the printed annual report or the yearly 10-K, but he believes the format is an excellent way to get the company's message out to shareholders, particularly in light of what he cites as the average eight to 10 minutes that are spent reading most annual reports.

Eight metropolitan areas were targeted for Emhart by the Center for Non-Broadcast Television, on the basis of shareholder density in the population. CNBTV then negotiated with individual cable systems to clear time. Cost for the transmission and networking was put by Budd at below $2,000, with the production
Week's worth of earnings reports from stocks on Broadcasting's index

<table>
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<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>% Change</th>
<th>Net Income</th>
<th>% Change</th>
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Help from Cosmos. Liberty Corp. profits slid in the first six months of 1980 (see Week's Worth above) but the break-out for its Cosmos Broadcasting Corp. was upbeat. Cosmos earnings, $3,700,000 for first half, 62% more than $2,392,000 in same period a year ago. Cosmos revenues were $12,931,000, this half, compared with $17,479,000 in first six months of 1979.

Trust loosens hold on Times. Total of 700,000 shares of class A common stock of New York Times Co. is being offered for sale by Ogilvy Trust (Adolph Ogilvy was publisher from 1866 to 1933). Sale will reduce trust's holding of class A common from 34.6% to 28.3%. Trust's holding of class B common, 72.6% will not be affected. (B shareholders elect 70% of directors, A 30%). Underwriting group is headed by First Boston Corp.

Eller goes underground. Charter Media, headed by Karl Eller, has purchased New York Subway Advertising Co. for $10 million cash. In addition to advertising on New York's rapid transit rail system, company also operates transit advertising in Boston, Detroit, Philadelphia and San Francisco. Eller reportedly plans expansion to reach up to 25-market total.

Ready to go. With FCC approval of proposed venture, Fairchild Industries and Continental Telephone have formed American Satellite Co., which will expand satellite communications business of Fairchild subsidiary, American Satellite Corp. (BROADCASTING, July 28). John Dealy, president of Fairchild, predicted that total market for domestic satellite service will grow to more than $1 billion annually by late 1980s. Figure now stands at $75 million to $100 million.

Cable ad info. National Cable Television Association has released 1980 Cable Advertising Directory, listing, by ADI, 609 cable systems that now take advertising. Eighty-page book lists systems, number of subscribers, types of service on which advertising time is available and, when available, 30-second advertising rates. According to directory, 37% of systems offer time on locally programmed channels; 33% on network programming delivered by microwave or satellite, and 31% on automated channels.

Getting there. NBC said last week that The Source, young adult radio network, will have major affiliates in 24 of top 25 ADIs by mid-September and will have coverage in markets representing more than 80% of U.S. 18-34 age population by that date. The Source is now carried in 131 markets and reaches average of 575,000 young adults and says it should reach 615,000 next month. Affiliates are predominantly FM stations.
Bringing in Brinkley

NBC revamps Snyder show, adds more emphasis to hard news

NBC News is turning to one of its durable stars, David Brinkley, to serve as anchor for a newly reconstituted weekly primetime magazine to debut next fall in the Friday 10-11 p.m. NYT spot on NBC-TV.

Titled NBC Magazine with David Brinkley, the program also will feature NBC News correspondents Betty Aaron, Douglas Kiker, Jack Perkins and Garrick Utley. Paul Friedman, who was producer of this past season's newsmagazine, Prime Time Saturday, will serve as executive producer of the new presentation.

NBC News is tapping Brinkley in an apparent move to shore up the ratings of its magazine entry. On a season-to-date basis, Prime Time Saturday has lagged considerably behind its competitors on ABC-TV and CBS-TV. Saturday has scored an 11.6 rating and a 21 share for the season through the week ended Aug. 3, as against 16.8/43 for ABC-TV's 20/20 and 17.8/43 for CBS-TV's 60 Minutes.

In taking over the magazine anchor post, Brinkley succeeds Tom Snyder, who will continue as host of the expanded Tomorrow, which adds a half hour to run from 12:30-2 a.m. next season.

A spokesman says NBC Magazine will differ from last year's version in that it will be more topical, reacting more quickly with segments tied to developing news events. He said there will be a de-emphasis of 'soft' news and an attempt, wherever feasible, to develop in-depth, reports of emerging news stories.

Brinkley is an NBC News veteran, having joined the organization in 1943. He gained prominence in 1956 when teamed with the late Chet Huntley as co-anchor of the 1956 political conventions. He solidified his reputation as co-anchor with Huntley of the highly regarded Huntley-Brinkley Report. Since last October he has been a commentator on the NBC Nightly News and this year is co-anchoring NBC News' national political coverage, the seventh time Brinkley has served in that capacity.

Granada TV refuses to point the finger

Granada Television has told the British Steel Corp. that it cannot comply with a court order to reveal the source of confidential British Steel memorandums used in a documentary.

Britain's House of Lords, the highest court of appeal in the nation, ruled July 30 that Granada must disclose the source of the material, believed to be a high official within the state-owned steel corporation.

The affidavit from Granada has not been made public, but according to news reports, it states the identity of the source is known only to one researcher under short-term contract to Granada. Therefore, Granada argues, it cannot give the name, and has no way to force the researcher to do so either.

Broadcasters and newspaper reporters in Britain normally have a privilege against disclosing a confidential source, but lower courts in this case ruled that Granada had been reckless in its use of the material. The reasons for the ruling of the lords have not been given, and are not expected until September or October.

The next move is up to British Steel, which can go back to court demanding more information by arguing that Granada did not comply with the court order, can seek to take action against the researcher, or drop the matter by accepting the affidavit from Granada as sufficient.

Kaiser criticism

Company's chairman blasts the networks for refusing to accept corporate ads and using news programs as 'judge and jury'

The chairman of Kaiser Aluminum and Chemical Corp. has directed some strong language at the nation's broadcasters. He accused those who run the major television networks of doing so with "arrogance and irresponsibility" and those who report television news of indulging in a "trial by television" process.

On the former note, Cornell C. Maier, chairman, president and chief executive officer of the Oakland, Calif.-based manufacturer, said, "I am frustrated, outraged, apprehensive, appalled and very much concerned" about the way television is used. The medium, he said, is "too frequently used to sensationalize and propagandize issues at the expense of substance and objectivity and to deny or to im-
have been a fair exchange of ideas or balanced presentation of facts to large segments of the American public." The public, he added, "is being short changed of facts, information and perspective."

The Kaiser chairman addressed the bulk of his comments to the conflict his company has had with the three commercial networks over running issue-oriented advertisements (Broadcasting, May 21, 1979 et seq). His audience was the California Broadcasters Association, which met July 28 in Monterey for its annual convention.

Unlike print, Maier said, where companies can buy space to give their side of a story or even print their own paper, broadcasting "is a government-licensed monopoly... Those are the peoples' airwaves being used by private businessmen for private gain."

And the people, he said, "are frustrated, angry and highly concerned about television."

Maier also let fly with his criticism of news producers who become "accuser, judge and jury" of people and institutions they prepare stories on.

He singled out an ABC-TV 20/20 story that included Kaiser in an investigation of faulty aluminum electrical wiring. His company, he said, has demanded a retraction by the network, and is investigating legal options.

"I think it's sad," he said, "that an institution so important and so powerful as television seems so consciously willing—even eager—to sacrifice its balance and objectivity on the altar of ratings."

"I don't think we're talking about journalism," he said. "I think we're talking about show business."

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**Programming**

**Back to the drawing board for 'Today'**

Overtaken by 'Good Morning, America' in the a.m. ratings, a long-running show hopes to rejuvenate its presentation and win back the top spot

More clearly identifiable segments, a stronger roster of regular contributors, greater use of remotes, a new set and, of course, more money. With them, NBC News hopes to take the Today show to the position of early-morning leadership it had held for years and now has lost to ABC-TV's Good Morning America.

Once the undisputed kingpin of news and information for the awakening audience, Today today is the underdog. Hertz has become Avis; now it's Today giving notice that it plans to try harder.

Steve Friedman, executive producer since May, claims that "with luck" Today will be back in first place by November and that "certainly by January, Good Morning America will be history." Friedman claims that "the first real salvo was the GOP convention" and that "we think that Today has turned the corner and will leave Good Morning America in the dust."

That remains to be seen, but certainly the leader and underdog are close enough in audience levels to make a turnaround possible. For the first six months of 1980, according to ABC research, Today had 4,650,000 viewers 18 years and older per average minute to GMA's 4,800,000.

Today's challenge will be to grow faster than GMA—one of television's major success stories in generating new audience for a daypart.

Over the past five years, both Today and GMA have gained viewers, according to ABC's reckoning. In the 18-plus category, Today has gained 24% as compared to the first six months of 1976. GMA, over the same period has raised its audience level by 174%, enough to overtake its veteran competitor. In effect that means that both have been healthy—NBC says it has added more than one million viewers over-all since 1976—but GMA has been able to carve out a stronger position from new viewers.

For its own part, GMA plans to hold to its format, according to executive producer George Merlin. David Hartman will remain host, and it is likely that Joan Lunden will take over the seat that had been occupied by Sandy Hill, now doing field work for the show. No major changes are envisioned, except to find a replacement for Rona Barrett, who will be defecting from GMA for Today with her new contract with NBC.

The Barrett move is indicative of the Today changes Friedman talks about—identifiable segments (viewers will know what time she'll be on); stronger geographic representation (Barrett will be the Hollywood correspondent) and consistent contributors (she'll appear either three or five times a week, depending on how negotiations work out).

In addition to Barrett in Hollywood, Today has added Richard Valeriani in Washington. The contributions of Phil Donahue, reporting from Chicago, have been increased from three to four times weekly.

The geographic mix also factors into the regular Today "Cross Country" feature which has Eric Burns (now in Chicago but moving to New York), Bob Dotson...
that competition wasn't the cause of the end of this month.

Horowitz (TV) explains that since Friedman has been at the top, he has relied on remotes. The studio is about $300,000. With bases established in Chicago, Hollywood and elsewhere, Friedman talks about Today moving away from its past look as a "New York/Washington show." And he also says to expect more use of remotes. The show traditionally has relied on "canned stuff," he says.

Furthermore, he adds, Today no longer is waiting for guests to appear in the studio. "Instead of people coming to us, we're going to the people."

All this takes money, and while accounting practices differ at ABC and NBC, the general figures talked about give Good Morning America a weekly budget of $400,000 and Today about $300,000. Today is believed to have a commitment for a budget comparable to GMA now.

Staff changes also have occurred on the top level. Friedman has been in his job since May; new producer Marty Ryan took that seat three months ago, and a new director, Julian Finkelstein (from NBC's Los Angeles and The David Horowitz Show) is to come aboard at the end of this month. Another producer also is being hired.

There are other changes at Today, but less tangible. Producer Ryan says "we have to be more aggressive" and that because the show has been on so long, "it wasn't doing '70's and '80's television," such as going live as much as it could. Ryan mentions the youthfulness of the staff now. He is 32; his boss, Friedman, is 34.

Friedman also talks about the GMA competition awakening NBC management that changes are necessary—moving it to a fighting posture.

Friedman and Ryan both say that Today will not be mimicking GMA but when asked they both admit that there are lessons to be learned from the competitors' success. Friedman, for example, says GMA has "taught me that people are interested in the people," preferring, say, a discussion with someone giving testimony before Congress rather than an interview with a congressman.

Ryan compliments GMA on the over-all packaging of the show. With the changes, both Ryan and Friedman stress that Today will be as substantive as it has been, with Friedman claiming, for example, that Barrett "doesn't do just gossip any more."

As Today seeks new viewers, competitor Merlis from GMA does offer a warning, however: "If they try to take ours, they will alienate their traditional audience; they have to build without turning off their regular viewers."

Sir Lew stays loose

British producer says his secret for success is to abide by his beliefs and to believe in his people

British communications mogul Lord Lew Grade thinks his efforts to televise Death of a Princess and Jesus of Nazareth prove his basic video premise: "You cannot yield to pressures. You must fight for what you believe in."

The 73-year-old head of the conglomerate Associated Communications told a New England Broadcasters Association meeting in Boston that after he resisted official urging to withdraw Death of a Princess the British ambassador is back in Saudi Arabia and England "has forgiven me for doing the right thing in the first place."

The incident illustrates Grade's philosophy: Give freedom to subordinates and stand by "anything you want to put on that small screen which you believe is fact."

That's an important difference, he believes, between British and American television. "In Great Britain, we pick talent and then leave them alone. In the U.S., the networks want to change this line or that, replace one minor actress with another. They don't realize that the producer wants a success more than they do."

"Leave competence alone. That's what we did with Long Day's Journey into Night and Edward the King."

Journey, starring Lawrence Olivier, was made possible on TV by another Grade trademark—personal contact. Grade had given his word to Britain's National Theater that he'd televise the Eugene O'Neill classic. But someone nobody had ever heard of held the TV rights. That difficulty was cleared up when that man recalled that Grade had helped him get a scarce hotel room a decade previously.

Grade's moral: "Do things for people because you want to," and it will eventually pay off.

"My philosophy is that there should be no bosses. The secret is to have people working with you, not for you. A producer, for example, should show enthusiasm. If he tells someone: 'That sounds great,' that person will break his neck to make the show better."

Grade, who says he's moved back his retirement date from 2000 to 2001 (when he'd be 94), says the exciting things about broadcasting is that "whenever you feel you've done all you can do, something new comes along."

Condemning what he sees as American television's tendency to stretch a three-hour show into a 10-hour miniseries, he resorted to some personal salesmanship to get Jesus of Nazareth on the air.

NBC was ready to back the show, Grade recalled, but General Motors wouldn't sponsor it. So he wrangled a 10-minute ap-

Standing pat. Having taken over the early-morning leadership from Today, ABC's Good Morning America team has no plans to change their hit. Among that show's stalwarts are host David Hartman (c) and correspondent Steve Bell, here shown interviewing Republican presidential candidate Ronald Reagan. GMA's executive producer is George Merlis (at left).

Broadcasting Aug 11 1980 49
Operation Prime Time will produce and schedule two two-hour specials and one four-hour miniseries during 1981.

The two specials will be *Show Biz This Year* (working title), aimed for release during February or March, and *The Way We Were*, scheduled for telecasting during May or June. *Show Biz* will be a two-hour retrospective highlighting 1980's outstanding performers from movies, television, stage and music. The second special will spotlight personalities who studied at the drama department of Northwestern university and achieved success in various entertainment forms. The roster includes Charlton Heston, Patricia Neal, Martha Hyer, Carol Lawrence and Tony Roberts.

The four-hour miniseries has the working title of *Golda*, recreating the life of the late Golda Meir, prime minister of Israel. The title role will be played by a screen actress still to be chosen. It will be telecast in October or November 1981.

The three specials for 1981 will be produced by Paramount Television, the company responsible for the three OPT specials in 1980—*Top of the Hill*, *Solid Gold* and *The Girl, The Gold Watch and Everything*. OPT's first regular weekly series, *Solid Gold*, will be carried on 155 TV stations, starting in September.

**Silverbach-Lazarus pacts with Metromedia Producers**

Metromedia Producers Corp., Los Angeles, has acquired Silverbach-Lazarus & Co., Los Angeles, TV program distributor and consultant, and has named Alan Silverbach executive vice president for worldwide distribution and Herb Lazarus senior vice president for worldwide distribution.

Silverbach-Lazarus has been the distributor of the *Carol Burnett and Friends* syndication series and consultant on worldwide distribution to Lorimar Productions, Canada's Glenn Warren Productions and CFTO-TV Toronto, part of the CTV Network of Canada. The company also is the worldwide distributor of the *New Dick Van Dyke Show* and represents several programs of Charles Fries Productions in overseas markets.

Silverbach was with 20th Century-Fox for 31 years, leaving in 1977 as senior vice president for worldwide distribution of Fox Television. Lazarus was vice president and general manager of worldwide distribution for Columbia Pictures Television for seven years. They will begin integrating their operation into MPC immediately and join MPC full-time on Sept. 15.
FCC trims expectations for 9 kHz

Under plan currently getting most attention, only 300 stations could be added, and not many of those in major markets

The U.S., FCC Chairman Charles D. Ferris reminded the world again two weeks ago, is committed to persuading the countries of Region 2 (the western hemisphere) to reduce AM channel spacing from 10 kHz to 9—a step that would make room for several hundred new stations in the U.S. (BROADCASTING, Aug. 4). But the question beginning to break through the surface is where the stations will, or can, be located.

One principal reason for the U.S.'s drive to reduce channel spacing is to open the door to station ownership for blacks and other minorities. During operators seeking full-time operations and noncommercial broadcasters interested in the AM band are also cited as intended beneficiaries. But members of those groups (and anyone else, for that matter) interested in establishing stations in the top markets—almost certainly the top 10, maybe the top 25—would probably be disappointed if the 9 kHz plan the U.S. is advocating were finally adopted. Broadcast engineers say it would make few if any stations available in heavily served markets. Other plans under consideration would provide greater flexibility in assigning stations; but they would be far more expensive for the existing stations that would have to modify their directional antennas.

The question, long discussed by engineers, was raised last week at a meeting of the government-industry advisory committee that is aiding the commission in its preparations for the second session of the Region 2 conference, which will resolve the 9 kHz issue. The session is scheduled to start in Rio de Janeiro in November 1981.

What, asked Wallace Johnson, the former FCC Broadcast Bureau chief who is now executive director of the Association of Broadcast Engineering Standards Inc., is the FCC trying to accomplish? "If it's to help minorities [in the big cities], the 4 kHz plan won't do it."

Johnson was referring to the U.S. plan to require stations to shift their directional antennas a maximum of 4 kHz. It would result in 12 new channels being spread evenly among the existing 107 channels. The cost for the 1,300 stations affected would be an average of $10,000, according to a study commissioned by the FCC but not yet released. Engineers say the cost for most nondirectionalized stations would vary from $250 to $1,100.

But, Johnson said, the plan—because of the need to protect co-channel and adjacent-channel stations—would not provide for stations in large markets, crowded as those markets are with AM outlets. He was not specific, but Harold Kassens, a former deputy chief of the Broadcast Bureau and now a consulting engineer, said, "It doesn't look like there would be new assignments in the top 25 markets." Commission officials present did not quarrel with those assessments.

And as that issue was being raised, the FCC, in a news release announcing the fourth notice of inquiry on the 9 kHz channel spacing plan, indicated it was thinking conservatively in terms of the number of stations the narrower channel spacing would make available. It talked of "about 300 stations" spread across the 12 new channels. The stations, which would operate with 1 kw power, would be able to serve "substantial cities and suburban areas or smaller cities and their surrounding rural areas," the release said. In the past, the commission has said 9 kHz spacing would permit the addition of between 200 and 1,400 stations.

Left open at the advisory committee meeting was the question of whether the U.S. would consider backing any of the four other 9 kHz plans that have been advanced. Because they call for grouping the new channels in various combinations—and thus eliminating the need for co- and
adjacent-channel protection—they would provide for openings, in varying degrees, for new stations in even the heaviest-served markets. But the costs for the existing stations in modifying directional antennas, engineers agree, would be far greater than that which the 4 khz plan would impose.

Two of the alternative proposals have been advanced by Canada, which had opposed the U.S. on the channel-spacing issue at the first session of the Region 2 conference in Buenos Aires in March. One would require a frequency shift of up to 9 khz, and the other of 22 khz. The other two emerged at a meeting of the International Telecommunication Union’s International Frequency Board in Geneva earlier in the summer. One calls for clustering all new channels at the top of the AM band; the other, involving a zero-based plan, would assign every station to a new frequency based on optimum service. The cost of the last two plans, a U.S. official said, would be “exorbitant.”

Wilson LaFollette, who is chief of the technical and international branch of the FCC’s Policy and Rules Division and who is deputy chairman of the U.S. delegation, said “costs and benefits” of the various proposals are being weighed. He did not rule any out, nor did he say any other than the 4 khz plan would have U.S. backing.

But he and other officials charged with preparing the U.S. position are running short of time on the issue. The IFRB was instructed by the first session of the conference to do comparative studies of the 9 khz and 10 khz channel spacing plans and to present the results at Rio de Janeiro. The IFRB is scheduled to meet in Rio on Sept. 15 with a panel of experts named by the conference to aid and advise it. And one of the items on the agenda for the meeting is the identification of the 9 khz plan (or plans) IFRB will use in its comparative study.

LaFollette, who is one of two U.S. representatives on the panel of experts, said after last week’s advisory committee meeting that if the U.S. determines that “more than one plan is desirable, we’ll argue that the IFRB should study more than one.” That might not be an easy task. He noted that IFRB contends it was instructed by the first session to compare only a “zero-based plan.” But he made it clear the U.S. would make every effort to disabuse the IFRB of that understanding.

“A zero-based plan might be appropriate in some areas, where there are not as many stations and their activities are not closely coordinated,” he said, “but it is not appropriate in North America, where stations are interlinked.”

Johnson and the technical subcommittee he heads will consider the matter at a meeting today (Aug. 11), and the full committee will take it up on Wednesday. Meanwhile, a draft proposal will be prepared and circulated within the interagency coordinating committee on the Region 2 conference. That committee is made up of representatives of the commission, the National Telecommunications and Information Administration, the State Department and the Department of Defense. LaFollette hopes the papers for the Sept. 15 meeting will be ready by the week of Aug. 18.

Whatever 9 khz proposal (or proposals) the U.S. asks IFRB to compare with the present 10 khz channel-spacing system, Johnson is likely to be frustrated by the approach the U.S. is taking. Like other broadcast engineers, he argues that the U.S. should decide precisely what it wants to accomplish through the 9 khz channel-spacing proposal—where it wants the additional stations located, for instance—and then develop an appropriate plan. Commission engineers insist that approach is not necessary. Gary Stanford, a member of the delegation and chairmanship of the advisory committee, noted that the commission employs a “demand system” of assignments. “We stay away from saying a station will go in a particular city,” he said.

“All will come up with a list of localities. We’ll have a broad range of needs.”

Nevertheless, Johnson and other broadcast engineers continue to press for the studies they say are essential to the development of a U.S. negotiating position on 9 khz. He said evaluations should be made of the various plans as to the comparative costs to the broadcast industry, the impact on service (lost or gained) to the public, and the number, location and operating parameters of potential new assignments. Johnson said the costs are so substantial, the government should undertake the project. However, the commission, which has financed one study, not yet released, for $230,000, has not indicated an interest in taking on any more.

Last week, it appeared that the National Association of Broadcasters might play a major role in developing the necessary research. The NAB executive committee hired Jules Cohen, a consulting engineer, to aid the association in dealing with the broad range of aural issues, including the channel-spacing issue, now pending ("Closed Circuit." July 21). Tom Bolger, NAB chairman, said the association is prepared to provide funds “when we need material to supplement what we feel is inadequate” (see page 38).

WARC leaders say present set-up for policy-making in international area shouldn’t be changed

At testimony in House, Robinson and vice chairman of U.S. delegation argue that present apparatus functioned well in Geneva and should continue in the future

The leaders of the U.S. delegation to the World Administrative Radio Conference in Geneva last year were in general agreement before a House foreign affairs subcommittee two weeks ago that the conference had been a success from the point of view of the U.S. and the world. And that assessment was cited by most of those testifying who said there is no need for a major overhaul of the nation's decision-making machinery in the field of international communications.

Glen O. Robinson, the former FCC commissioner who now teaches law at the University of Virginia and who served as chairman of the U.S. delegation, told the Subcommittee on International Operations that the conference's success "can not... be doubted." He said general U.S. objectives, such as maintaining International Telecommunication Union processes that provide "maximum flexibility and adaptability to changing needs" were achieved, as well as many of the major specific objectives.

As it preparing for future international conferences, on spectrum regulation—a
matter of major interest to the subcommittee chairman, Dante Fascell (D-Fla.), given the series of international conferences on different parts of the spectrum to be held in the next decade—Robinson said he was not proposing "any substantial changes in the basic approach taken in preparation for 1979."

Arguments have been made for centralizing responsibility for spectrum management policy in a single agency rather than dividing it between the FCC and the National Telecommunications and Information Administration. But Robinson said the arguments are "weak." For the present system represents the existing regulatory scheme, under which the FCC is responsible for nonfederal communications and the President, through NTIA, for federal agency communications.

The third major element in international telecommunications policy-making is the State Department. It has "ultimate responsibility" as it does in all foreign policy matters.

Robinson's remarks were generally echoed by five of the six vice chairmen of the delegation who accompanied him—Richard E. Shrum of the State Department, Wilson Dizard of the International Communication Agency, Francis S. Urbanby and Samuel E. Probst, both of NTIA, and William R. Torak of the FCC.

There was one maverick among the vice chairmen. Kalmann Schaefer, the foreign affairs advisor to the FCC, had no quarrel with the assessment of the outcome of WARC '79. But he thinks changes are needed in the policy-making machinery. Schaefer, who was expressing his "personal views," described policy-making as "fragmented among government agencies." And, he said, there is a need for a "broader perspective" than at present, as well as for "quick and efficient decision-making." He noted that there are 10 major international organizations dealing with communications matters.

But beyond stating what he said was needed, Schaefer was unable to fill in any details. "I don't know how we should organize ourselves," he said. "But something should be done about the structure."

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FCC unswayed by argument of 'UHF impact'

Commission grants move-in of Lynchburg V despite protests from Roanoke, AMST

In recent years the "UHF impact" argument has been losing ground at the FCC as a valid reason to deny low-power VHF drop-ins and modified facilities changes that cause service area overlaps. This shift in philosophy was further evidenced by the commission's approval—announced last week—of a request by WSET-TV Lynchburg Va. (VHF ch. 13), to move its transmitter farther from its city of license and closer to Roanoke, Va.

The commission concluded that by modifying its facilities WSET-TV would not only greatly increase its viewing population, but in so doing would provide many of those added viewers with ABC network programming for the first time. In support of the commission's decision to grant WSET-TV's request, Commissioner Joseph Fogarty reinforced the direction in which the commission has been heading on the UHF impact issue when he said: "I don't feel UHF impact is grounds for denial [of waivers] any more."

WSET-TV's request was opposed by Roanoke's WDBJ-TV (VHF ch. 7) and the Association of Maximum Service Telecasters. They contended that the relocation of WSET-TV's transmitter to the site proposed would overlap and harmfully interfere with the signal of WVRJ-TV Charlottesville, Va. (UHF ch. 29). They also argued that the modification would adversely affect any future reactivation of the new vacant UHF channel allocated to Roanoke, and claimed further that the modification would result in a short spacing of seven miles between WSET-TV and WOKR-TV (ch. 13) Huntington, W. Va. Finally, the opponents claimed WSET-TV's real motivation—one not made known to the commission—for the facilities change was to direct its broadcasts toward Roanoke in hopes of affecting a reallocation of its channel from Lynchburg to Roanoke.

In response to these arguments for denial of WSET-TV's request to move its transmitter, the commission concluded that the claimants failed to show the overlap with WVRJ-TV would significantly harm that station. The vacant UHF allocation at Roanoke had no bearing on the case, the commission said, because it was just that—vacant. Regarding the short spacing problem with WOKR-TV the commission again sided with WSET-TV, concluding that it had sufficiently shown that there was no other alternative site to improve its services to both Lynchburg and Roanoke.

The commission also found no evidence to substantiate the claim that WSET-TV had lacked candor in presenting its reasons for requesting the transmitter change. It said the station did not try to conceal the fact that it intended to provide the best possible service to Roanoke.

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Canadian MSO moves into million-plus subscriber league

Merger approval means two biggest owners there can get together; interests in U.S. are extensive

Regulatory hurdles were cleared last week for the creation of what is said to be the world's largest multiple systems operator. The Canadian Radio-Television and Telecommunications Commission has approved Canadian Cablesystems Ltd.'s agreement to purchase 85% of Premiere Cablevision Ltd. (including CBS's 18.5% stake) and to acquire each of the remaining shares for $25 (Canadian) or three shares of class B Canadian Cablesystems stock. The total value of the deal is expected to be about $88 million (Canadian).

The merger means the unification of Canada's two largest cable MSO's, and after some minor spin-offs promised the commission, a total subscriber count of 1,298,000.

On this side of the border, Teleprompter puts its subscriber total as of July 24 at 1,316,886, but the figure includes 157,817 subscribers in Los Angeles and New York systems that are joint ventures with Hughes Aircraft. Discounting for that share of interest would leave Canadian Cablesystems out in front, but not for long—company spokesman Graham Savage expects another American competitor, Time Inc.'s American Television & Communications, to pass both Canadian and Teleprompter shortly. ATC tallies its subscribers as 1.1 million as of June 30.

Neither Canadian Cablesystems, based in Toronto, nor Premiere, with headquarters in Vancouver, confined its activities to its homeland. Premiere holds 75% of two Irish systems and part interest in some MDS operations in the U.S. Pacific Northwest and California. Canadian Cablesystems holds 67% of the Syracuse, N.Y., system, is contesting in court the withdrawal of its franchise award in Minneapolis, has a controlling interest in an unbuilt franchise in Orange county, Calif., and is applying for franchises in Portland, Ore., Erie, Pa., and Clearwater, Fla., among others. As company chief executive Edward S. (Ted) Rogers told New York security analysts in June (Broadcasting, June 23) he wants to see the firm become "more of a North American company." Savage was in Erie last week for hearings on that application, and said that in Portland both a citizen task force and
the city's technical consultant studying the applications recommended Canadian's bid to the mayor and city council.

Dissenting voice

A broadcaster and church member has gone to the top of the United Church of Christ to protest the UCC Office of Communication's allocating $100,000 to evaluate the equal employment opportunity policies of the nation's TV and radio stations.

Charles E. Wright, general manager of WBYS-AM-FM Canton, Ill., sent a letter to Dr. Avery Post, UCC president, protesting that the money came from contributions that church members had "given for a much different purpose than this."

He was referring to the project in which the Office of Communication, the National Organization for Women and the New York-based Black Citizens for Fair Media propose to systematically check the EEO records of every TV and radio station in the country (Broadcasting, July 7).

The Office of Communication provided initial funding for the project with a $100,000 grant, and Wright wrote to the Rev. Everett C. Parker, director of the Office, and asked where the money came from. In Parker's absence, the Rev. Eugene A. Schneider, associate director, replied that the money had come from the church's Neighbors in Need offering.

"This is an annual offering received in the United Church of Christ," Schneider wrote, "and the terms of the offering are that it be used for non-UCC programs for the helping of neighbors who are in need. "Besides this," Schneider added, "the National Organization for Women is making a contribution to support the EEO project."

Wright—who also figured in a resolution passed by the UCC's South Central Conference openly criticizing the Office of Communication ("Closed Circuit," June 30)—wrote UCC President Post that he protested the grant "most vigorously."

"There is no question," Wright said, "that any individual or group who desires may have access to anything in the public file of a broadcasting station.

"The point contested here is that money contributed by the church members for the Neighbors in Need project was given for a much different purpose than this..."

PROPOSED

- WAVE(AM) Baltimore, Md.: Sold by Coastal Telecommunications Corp. to Mortenson Broadcasting Co. for $700,000. Seller is owned by Howard Cohen, who has no other broadcast interests. Buyer is owned by Jack Mortenson (president) and family. They also own WHK(FM) Erlanger and WJMM(FM) Versailles, both Kentucky; WTDF(FM) Canton and WSMMA(M) Parma, both Ohio, and WEMM(FM) Huntington, W.Va. WAVE is daytime on 860 kHz with 1 kw. Broker: Blackburn & Co.

- KLOQ(FM) Lyons, Kan.: Sold by Chief Productions Inc. to Thomas L. Raiden for $400,000. Seller is owned by C. Kay Hutchinson (51%) and wife, Elizabeth (49%). They have no other broadcast interests. Raiden is Hutchinson, Kan., broadcast consultant. He has no other broadcast interests. KLOQ is on 106.1 mhz with 62 kw and antenna 175 feet above average terrain. Broker: Richard A. Shaheen Inc.

- WCSS(AM) Portland, Me.: Sold by Maine Radio and Television Co. to Eastport Broadcasting for $375,000. Seller is owned principally by Mary R. Thompson, who is also principal owner of WCSS-TV Portland and WLBZ-TV Bangor, Me. She has sold, subject to FCC approval, WLBZ(AM) Bangor (Broadcasting, April 21). Buyer is owned by ERI Communications Group Inc. (80%) and E.C. Striker and wife, Deborah (20% jointly). ERI Communications is owned by Francis L. Boyle, chairman, and 45 others. It is parent company of Eastman Radio Inc., New York-based radio sales representative. Striker is president and general manager of KTXQ(FM) Fort Worth. ERI owns 50% of WIBX(AM)-WLBQ(FM) Utica, N.Y. Strikers have no other broadcast interests. WCSS is on 970 kHz with 5 kw full time.

- WTWF(FM) Moncks Corner, S.C.: Sold by Double R Broadcasting Inc. to Nuance Corp. for $325,000. Seller is owned by Betty Roper and Carl Roach (50% each). Roper owns WYMM(AM)-WTWE(FM) Manning, S.C. Roach has no other broadcast interests. Buyer is owned by J.S. Leevy Johnson (44.3%), J. Wade Degraffenreidt (29.1%) and Elliott E. Franks (26.6%). Johnson is member of South Carolina house of representatives and is Columbia S.C., attorney. Degraffenreidt owns and operates Carrboro, N.C., car wash. Franks is general manager of WOC(AM) Columbia, S.C., which buying group owns. Nuance is also applicant for new FM in Columbia. WTWF is on 105.5 mhz with 3 kw and antenna 265 feet above average terrain.

- KYL(AM)-KLD(FM) Lampasas, Tex.: Sold by Group VII Broadcasting Inc. to Tafoya Broadcasting Inc. for $257,000. Seller is owned by Ken Herschel and Dick
Fain, who have no other broadcast interests. Buyer is owned by Marcelle Tafaya (60%) and Drew Ballard (40%), who also own KLBK(AM) Lubbock and KRGV(FM) Harlingen, both Texas. Ballard also owns KTVI(AM) Columbia, Mo. KCVI is on 1450 kHz with 1 kw day and 250 w night. KLDT is on 99.3 mhz with 3 kw and antenna 188 feet above average terrain. Broker: Chapman & Associates.

- Other proposed station sales include:
  - WZEP(AM) DeFuniak Springs, Fla., and KBKDFM(AM) Wichita Falls, Tex. (see "For the Record," page 57).

- KLJZ(AM) Alameda, Calif. Sold by Patrick Henry to Lionel Wilson and Ronald Cowan for $1.4 million (distress sale). Station was designated for hearing in November 1978 after Committee for Open Media filed petition to deny renewal of license, questioning station's performance.

- KSHJ(AM) Portland, Ore. Sold by World Wide to John Hammer for $2 million. Buyer is owned by Business Communications Corp. (90%) and J. W. Barden (10%). Business Communications Corp. is owned by Brian B. Obie, president. Obie is vice president of Business Communications Corp., which is a subsidiary of KUON(AM) Eugene, Ore., and KAYO(AM) Seattle. KSHJ is on 1450 kHz with 1 kw and antenna 307 feet above average terrain.

- WOFL(AM) Miami, Fla. Sold by Sonerling Radio Corp. to Alimec Broadcasting for $950,000 (distress sale). Station was originally to have been part of Sonerling Broadcasting/Viacom merger approved by FCC last fall (BROADCASTING, Nov. 12, 1979). While merger was pending, station was designated for hearing on allegations that its employees had been involved in plugola and payola. To expedite approval of merger by FCC, Wol is segregated from deal, with then Sonerling president, Egmont Sonerling, and son, Roy, taking over ownership of station. They also retained control of WOFL(AM)-WBMX(FM) Oak Park, Ill. Buyer is group of blacks headed by Dewey Hughes, owner of Hughes Concepts, Washington, management consulting firm and production company. None of buyers has other broadcast interests. Wol is on 1450 kHz with 1 kw day and 250 w night.

- KLWV(AM) Cedar Rapids, Iowa. Sold by Black Hawk Broadcasting Co. to Cedar Rapids Broadcasting Co. for $760,000 as spin-off from Black Hawk Broadcasting-American Family Corp. merger, which is pending FCC approval (BROADCASTING, Oct. 1, 1979). Seller, group of three AM's and three TV's, is owned by 75 private investors. Largest block is held by R. J. McElroy Trust (25%). Robert Buckmaster is chairman and 8% stockholder. Harry Slife is president and 4% stockholder. Buyer is owned by Cowle Enterprises which is owned by G. Dale Cowle, who also owns KASH(AM)-KCCO(FM) Ames, Iowa; 85% of KOKX(AM)-KIMI(FM) Keokuk, Iowa; and 46.3% of KXDA(AM)-KSTP(FM) St. Joseph, Mo. KLWW is on 1450 kHz with 1 kw day and 250 w night.

- WSEN-AM-FM Baldwinville, N. Y. Sold by Sentry Communications to Buckley Broadcasting Corp. for $700,000. Seller is owned by Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others, none with other broadcast interests. Buyer is owned by Buckley Enterprises which is owned by estate of Richard D. Buckley. Son, Richard Jr., daughter, Martha Ann Buckley Fahnoe, and Bankers Trust Co. are executors. It owns WDRS-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHJ-AM-FM San Francisco. Buckley Jr. is president, Fahnoe is vice president. Buckley Jr. also owns 60% of KGIL-FM San Fernando and KKAV(AM) Monterey, both California. WSEN(AM) is 1 kw daytimer on 1050 kHz. WSEN-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

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As compiled by Broadcasting July 28 through Aug. 1 and based on filings, authorizations and other FCC actions.


**New Stations**

**FM applications**

| Reform, Ala. | REGO Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 308 Second Ave. N., Reform 3 5481. Estimated construction cost: $100,000; first quarter operating cost: $19,400; revenue: $22,700. Format: Variety; Principals: L.D. Wells and Austin D. Wells. | | |
| *Santa Barbara, Calif.—Univ. of Southern California seeks 88.7 mhz, 12 kw, HAAT: 883 ft. Address: University Park, Los Angeles 90007. Estimated construction cost: $56,000; first year operating cost: $7,400; revenue: $56,000. Format: Fine Arts; Principal: Private higher educational institution. It owns KUSC-FM Los Angeles. Address: Ann. June 12. | |
| Metropolis, Ill.—Metropolis Communications Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Rl. 3, Metropolis 62960. Estimated construction cost: $184,400; first quarter operating cost: $37,260; revenue: $21,000. Format: Beautiful. Principal: Samuel K. Strattemeyer (100%). He is employed at family farm service company in Metropolis and has no other broadcast interests. Ann. June 12. | |
| Goodland, Kan.—Goodland Broadcasting Corp. seeks 102.5 mhz, 100 kw, HAAT: 1,010 ft. Address: 60 W. 4th St., St. Paul, Minn. 55102. Estimated construction cost: $192,700; first quarter operating cost: $181,750; revenue: $35,000. Format: MOR; Principal: William J. O’Brien (100%). He is state writer who also is applying for new FM in Nevada, Mo. Ann. June 12. | |
| Scottville, Mich.—West Shore Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 958 N. Scottville Rd., Scottville 49454. Estimated construction cost: leased; first year operating cost: $13,500; revenue: $151,500. Format: CW; contemporary; Principal: Kathryn M. Ziehm (50%) and Elden Sielstra (50%). Ziehm is vice president of father’s gas company in Scottville. Sielstra is employed with Scottville chemical company. They have no other broadcast interests. Ann. June 12. | |
| Belpre, Ohio—Family Broadcasting Services Inc. seeks 107.1 mhz, 2.2 kw, HAAT: 346 ft. Address: 302 Fourth St., Belpre 45714. Estimated construction cost: $11,300 plus leasing costs; first quarter operating cost: $18,000; revenue: $19,040. Format: MOR; Principal: Martha D. Kent (96%) and two others. Kent is 50% owner of Chatanooga business furniture company. He has interest in applicant for new UHF at Lakeland, Fla. His wife, Morton J. Kent is 24% owner of applicant for new UHF at Tallahassee, Fla., and also has interest in applicant for new UHF at Murfreesboro, Tenn. Ann. June 12. | |
| West Point, Miss.—Venture Systems Inc. seeks ch. 27; ERP: 2020 kw vis., 202 kw cur., HAAT: 1,680 ft.; ant. height above ground: 1,593 ft. Address: Rl. 1, Box 150 Brandma, Miss. 39042. Estimated construction cost: $1,9 million; first year operating cost: $200,000; revenue: $600,000. Legal counsel: Seymour M. Chase, Washington; consulting engineer: Steel, Andrus & Assoc., Washington, Principal: John D. Dyer (50%). Lewis C. Hopper and wife, Barbara (10% each), their sons David (20%) and Richard (10%) are owners. It also operates WLPAT (AM) West Point; WLPAT (FM) Pontotoc, Miss. Rest have no other broadcast interests. Ann. July 8. | |

**AM actions**

- **McGrath, Alaska—Kuskokwim Public Broadcasting Corp. granted 870 kHz, 5 kw-D; 1 kw-N. Address: P.O. Box 197, McGrath 99557. Estimated construction cost: $106,000; first year operating cost $332,742; revenue $221,742. Principal: nonprofit CPB. Michael Harrington is president. (BP-790417A) Action July 17, 1980.**
- **Cabot, Ark.—Cabot Broadcasting granted 1350 kHz, 500 w-D. Address: P.O. Box 724, Cabot 72023. Estimated construction costs $4,975; first quarter operating cost: $2,300; revenue: $1,000. Format: Educational; Principal: Donald E. Torah (brothers), David E. Dosher and Ronoco E. Jefferson (25% each). J. Adams owns local insrance firm. D. Adams is attorney. Dosher is accountant. Jefferson is farmer. (BP-21, 137) Action July 10, 1980.**
- **Austin, Minn.—Independent School District No. 492 granted 91.3 mhz, 100 w. HAAT: 130 ft. Address: 1900 8th Avenue N.W., Austin 55912. Estimated construction cost: $11,688; first-year operating cost: $3,000. Principal: Applicant is school board that also owns KAVT-TV Austin (BP-79011AC). Action July 1.**
- **Abbeene, N.C.—Aberdeen Broadcasting Co. granted 1350 kHz, 2.5 kw-D. Address: P.O. Box 836 Dunn Road, Fayetteville, N.C. 28301. Estimated construction cost $121,000; first-year operating cost $70,000; revenue $100,000. Format: Educational; Principal: William E. Tarr (70%) and Gene Sheffield Wells (30%). Tarr is principal of WFLB (FM) Fayetteville. Wells owns electronics firm there. (BP-20, 836) Action July 17, 1980.**
- **Bismarck, N.D.—Prairie Public TV Inc. granted 90.5 mhz, 100 kw, HAAT: 1250 ft. Address: 4500 South Univ. Dr. Fargo, N.D. 58103. Estimated construction cost $257,301; first year operating cost $127,800; revenue $2,069,011. Format: Educational; Principal: Nonprofit organization. Dennis Falk is president. (BP-79044A) Action July 14, 1980.**
- **Frost, V.ta.—Pochomut Comm. Cooperative granted 1370 kHz, 1 kw-D. Address: Box 86 Marlinton, W. Va. 24954. Estimated construction cost $213,000; first year operating cost $30,000; revenue $121,000. Format: Educational; Principal: William D. Adams is president of this nonprofit organization devoted to educational purposes (BP-800108A) Action July 9, 1980.**

**FM actions**

- **Yankton, S.D.—Sorenton Broadcasting Corp. granted 100.3 mhz, 70 kw, HAAT: 260 ft. Address: Box...**
309, 106 W. Capitoli, S.D. 57051. Estimated con-
struction cost $65,051; first-year operating cost $12,-
000, revenue $84,000. Format: standards/contem-
porary; Principals: Dean P. Sorenson and Thomas J. Sim-
mons, who are also equity partners in KPCL-AM, Pierre.
KYNT(AM) Yankton and KWAT(AM) KIMX(FM) Watertown, all South Dakota, and KQCD(AM) Grand Rapids, Minn. (BPF-790518A).

7. Seymour, Tex.—Floyd Broadcasting Inc. Granted CP
for new TV station on 94.9 mhz, ch 213A ERP 3 kw (I AV),
height 110 ft. (H & V); conditions (BPF-790821A).

8. Cornell, Wis.—Stewards of Sound Radio
granted 680 kw, 2.5 kw-D, PO address: Box 141, Chippewa Falls, Wis. Estimated construction cost $50,000; first-year operating cost $12,000;
revenue $30,000. Format: MOR. Principals: Warren
and Mabel Steward own WWIB(AM) Ladysmith, Wis.

TV actions

1. West Palm Beach, Fla.—Wishire Corp. granted ch.
31 ERP 8 kw, 164 kw-D, HAAT 480 ft.; ant.
height above ground 499 ft. Address: PO Box 2291,
Palm Beach 33480. Estimated construction cost $715,-
000; first-year operating cost $250,000; revenue $965,-
000. Legal counsel: Milden & Reddy, Washington;
consulting engineer: E. Harold Munn Jr. Principals:
John B. Stietson Co. (50%), Bernard J. Harris and Stan-
ley Freedman (each 25%). Both are real estate
developers. Has owned, until 1967, WQXT(AM) Palm
Beach, Fla. None has current broadcast interests.

2. Garden City, Kans.—Budweiser Garden City
Comm. Jr. College granted ch. 9; ERP 316 kw, 31.6
kw-D, HAAT 270 ft.; ant. height above ground 1309
ft. Address: 401 Campus Dr. Suite 107 Garden City
76846. Estimated construction cost $2,152,600; first-
year operating cost $300,000, revenue $2,200,000.
Legal counsel: Thomas C. Nixon, Garden City con-
sulting engineer. They plan to use the broadcast
interests. Buyer: Larry L. Coates own KXAR(AM) In-
terstate Falls, Ariz. They have no other broadcast interests. (BPF-800018K). Action July 3.

31; ERP 1000 kw, 132.7 kw-D, HAAT 1360 ft.; ant.
height above ground 1321 ft. Address: 2001 Main St.,
Alexandria 71310. Estimated construction cost $1,992,000; first-year operating cost $634,430; revenue $1,862,700. Legal counsel: Sells and Gregory, Wash., D.C.; consulting engineer: Steel, Andrus, Wash., D.C. Principals: James C. Richards (22%) and seven others, none of whom have any other broadcast interests. Richards was vice president and
general manager of KWW(AM) Alexandria through

4. Albuquerque, N.M.—Galaxy-Southwest Television
granted CP for new TV station on 470-476 mhz, ERP:
490 kw, HAAT 480 ft.; ant. height 1490 ft.; condi-

5. Lima, Ohio—Greater Toledo Educational TV
Foundation granted 90.7 mhz, 30 kw, HAAT: 420 ft.
Address: 1630 N. International Dr., Lima 45801. Es-
imated construction cost $181,011; first year operating cost $22,500; revenue none. Format: Educational.
Principals: Group is nonprofit educational organization affiliated with Toledo Public School System. Dr. Donald Steele Jr. is superintendent. (BPEP-800109AF).

6. Richmond, Va.—Neighborhood Communications
Corp. Granted CP for new TV station on ch. 35; ERP:
2340 kw, max ERP: 3090 kw; ant. height: 740 ft. condi-
tions (BPSCT-5151).

Licenses

1. WIXV(AM) Front Royal, Va.

Summary of Broadcasting

FCC tabulations as of June 30, 1980

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<tr>
<th>License Type</th>
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<th>Commercial FM</th>
<th>Educational FM</th>
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</table>

*Special temporary authorization
**Includes off-air licenses

For more detailed information, please refer to the original document or the linked resources.
Facilities Changes

AM actions


KCMJ (AM) Palmer Springs, Calif. -- Granted to: change frequency to 1250 kHz, effective begin date 7/13/80. Action July 10.


KMXI (FM) Newport Beach, Calif. -- Granted to: change ERP to 91.9 kw, change antenna height to 470 ft., and new FM in Tijuana. Action June 20.


WWC (FM) Savannah, Ga. -- Granted to: increase ERP to 1.5 kw, and increase antenna height to 145 ft. -- change to 5170 Lane, next to water tower, Savannah (BPED-790821AJ). Action July 21.


WSBN-FM Balwinsville, N.Y. -- Granted to: use trans. as: au, to be located at main TL decrease ERP to 2.2 kw, ant. height 365 ft., and change TPO for existing trans. only: conditions (BP-800312AD). Action July 10.


WTTL-FM Utica, N.Y. -- Granted to: increase ERP to 50 kw (H), ant. height 500 ft. (H); and make changes in antenna: conditions (BP-791010AI). Action July 1.


WWMJ-FM Smithfield, R.I. -- Granted to: change ERP to 31.45 kw, ERP 224 W, ant. height 130 ft. (H); and change ERP to 130 kw, ant. height 62 ft. (H), and change ERP to 40 kw, and change TPO (BPMD-800321AF). Action July 16.

WFOR-FM Lebanon, Tenn. -- Granted to: increase ERP to 100 kw, ant. height 730 ft.; change TL to 4 miles of One Oak Rd., near NW corner Gradeville, Tenn.; and make changes in antenna: conditions (BP-800214AH). Action July 15.

KAZI (FM) Austin, Tex. -- Returned as requested improvements for a CBA, ant. height ERP to 92.72 ft., ant. height ERP and ERP (ARN-791217AT). Action July 18.


KWWC-FM Vernon, Tex. -- Granted to: change ERP to 730 kw (H), ant. height 140 ft. (H), and make changes in antenna: conditions (BP-8007109A9K). Action July 14.


TV actions

KCCB (TV) Salinas, Calif. -- Granted to: change CP to 1070 kw (V1), ant. height 320 ft.; change TL to Fremont Park, approximately 9 miles NE of city; conditions (BPMT-800144KE). Action July 28.

KRDO-TV Colorado Springs, Colo. -- Granted to: increase ERP to 91.9 kw, max ERP 282 kw, ant. height 2140 ft., install new trans. and utilize existing trans. for aux. purposes only: conditions (BPCT-800140KJ). Action July 22.


KOUS-TV Hurdin, Mont. -- Granted to: new CP of to change ERP to 91.2 kw, max ERP 91.2 kw, ant. height 1060 ft.; change SL to West Third Street, Hurdin: make changes in antenna: conditions (BPMT-800140KJ). Action July 28.


WHLA-TV La Crosse, Wis. -- Granted to: decrease Aural ERP to 1.5 kw. (BPML-800512KF). Action July 22.

WWMC-TV Montebello, Wis. -- Granted to: decrease ERP to 0.5 kw, (BPML-800512KF). Action July 22.

Broadcasting Aug 11 1980
reduce Aural ERP to 5.5 kw (BMLET-80051)  Action July 22.  
* WLEV-TV Park Falls, Wis. — Granted CP to reduce Aural ERP to 5.5 kw (BMLET-80041). Action July 22.

In Contest

FCC decisions

* FCC has denied Midwest St. Louis Inc.'s application for new television station on Ch. 24 St. Louis as well as its six other applications for the same city, to reargue its case. In denying Midwest's application, FCC pointed out that ALJ Joseph Stirmr had found that Midwest had been grossly amending in its application and had failed to make required threshold showing of good cause which is prerequisite for consideration of its engineering amendments. Therefore, it said, amendment were properly rejected. Action July 24.

* FCC has granted application of Lower Cape Communications Inc. for new educational FM station to operate on 91.9 mhz at Provincetown, Mass. It denied objections of Seashore Broadcasting Company Inc., licensee of WVL(C AM)-WLOM (FM), Orleans, Mass. Action July 23.

* FCC has renewed license of Educational Broadcasting Corp. (ESBC) for * WNETTV Newark, N.J. FCC said expected EBC to take steps to ensure prompt and complete implementation of its proposal to establish facilities in Newark to fulfill its obligations to its city of license, and extends license time for completion from Feb. 1 to June 1, 1981, expiration date of license. Action July 31.

* FCC has waived its interference rules to permit application of South County Community College District-Chabor College to construct new non-commercial educational FM station on 89.9 mhz at Hayward, Calif. Proposal to assign wavelength would interfere with first adjacent channel Class B station KFIC (FM) on 89.7 mhz at Los Altos, Calif. Action June 20.

Designated for hearing

* Broadcast Bureau designated for hearing competing applications of Everybody's Mood Inc. and Hilltop Radio Inc. for new FM station on 100.1 mhz West Salem, Wis. to determine whether Hilltop misrepresented availability of trans. site in its application and, if so, effect on applicant's qualifications; whether Hilltop is financially qualified; which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-413-14, BPH-789029AF, 790328AE). Action July 2.

* Broadcast Bureau designated for hearing competing applications of Grants Pass Broadcasting Co. and Lindofox for new FM station on 96.9 mhz at Grants Pass, Ore. To determine if Lindofox is financially qualified; which proposal would better serve public interests; and which, if either, application should be granted (BC Docket Nos. 80-352-53, BPH-10877, 789019A). Action June 20.

* Broadcast Bureau designated for hearing competing applications of Tampa Broadcasting Corp., Family Television Corp. and Suncoast Telechoice Inc. for new commercial FM station on Ch. 28 Tampa, Fla., to determine whether Tampa and Suncoast are financially qualified; Suncoast's ascertainment efforts; whether Tampa's proposed tower height and location would constitute hazard to air navigation; which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-352-1B, BPH-10877, 789019A). Action June 20.

* Broadcast Bureau designated for hearing competing applications of Tehachapi Broadcasting and Angiels Broadcasting for new FM station on 103.1 mhz. In determining whether Tampa's proposed SL will violate rules and, if so, if proposed location is in public interest; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-352-87, BPTC-5101, 5102, 1030A). Action June 27.

* Broadcast Bureau designated for hearing competing applications of Valley FM Radio and Mann Broadcasting for new FM station on 103.9 mhz at Tehachapi, Calif. To determine which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-352-54, BPH-790214AG, 790808A). Action June 25.

* Broadcast Bureau designated for hearing competing applications of Valley FM Radio and Mann Broadcasting for new FM station on 103.9 mhz at Tehachapi, Calif. To determine which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-379-80, BPH-790308AH, 790309A). Action June 26.

* Broadcast Bureau designated for hearing competing applications of Van Buren Community Service Broadcasters Inc. and Crawford County Communications Inc. for new FM station on 102.3 mhz Van Buren, Ark. To determine which proposal would better serve public interest; and which application, if either, should be granted (BC Docket Nos. 80-362-63, BPH-11100, 789098AB). Action June 9.


* Broadcast Bureau designated for hearing competing applications of Valcom Inc. and Fox Valley Broadcasting Corp. for new FM station on 106.3 mhz Fort Valley, Ga. To determine Valcom's ascertainment efforts; whether there is reasonable possibility that Valcom's proposed tower height and location would constitute hazard to air navigation; which proposal would better serve public interest; and which application, if any, should be granted (BC Docket Nos. 80-356-59, BPH-790129AE, 790252AC, 790529AB, 790303A). Action July 26.

* Broadcast Bureau designated for hearing competing applications of Muskingum Broadcasting Co. and Christian Voice of Central Ohio for new FM station on 92.7 mhz Zanesville, Ohio to determine whether Muskingum is financially qualified; which proposal would better serve public interest; and which, if either, proposal should be granted (BC Docket Nos. 80-347-48, BPH-10.747, 11,014). Action June 20.

* Broadcast Bureau designated for hearing competing applications of Visionary Radio Euphonics, Inc. and Voice of the Virgin Islands for new FM station on Ch. 95.3 Virgin Islands. To determine whether applicants are financially qualified; ascertainment efforts made by Hispanic, Jamaican and Virgin Island; whether Pan American's proposed tower height and location would constitute hazard to air navigation; which proposal would better serve public interest; and which application, if any, should be granted (BC Docket Nos. 80-349-51, BPH-781113AO, 790328AA, 790328BP). Action June 25.

* Broadcast Bureau designated for hearing competing applications of Southwest Television Ltd. and Frontier Media Inc. for new TV station on Ch. 22 Spokane. To determine which application would better serve public interest; and which should be granted (BC Docket Nos. 80-360-61, BPTC-790615KG, 791025KG). Action June 20.

Procedural rulings

* Carpenteria, Calif.—Carpinteria Broadcasting Co. and Wilson Communications Co.: FM proceeding: ALJ Edward Lutan granted petitions by Carpenteria and accepted amendments for filing and granted motion by Carpenteria for summary decision and rendered decision in its favor with respect to limited financial issue specified against it in designation order (BC Docket Nos. 79-294, 296). Action July 1.


* Muncie, Ind.—Muncie Broadcasting Corp.: FM proceeding: ALJ James F. Tierney granted motion by Muncie Broadcasting Corp. for rehearing and to reconsider issues to determine whether BenDel Broadcasting Corp. president Larry D. Benes misrepresented material facts and/or lacked candor with FCC in submitted affidavit (BC Docket Nos. 80-98-98). Action June 30.

Allocations

* Lake Havasu City, Ariz.—Broadcast Bureau, in response to petition by New Life Christian School, assigned 91.1 mhz to Lake Havasu City as its first non-commercial educational FM assignment, effective Sept. 8 (BC Docket No. 80-4, RM-3519). Action July 23.

* Marana, Ariz.—Broadcast Bureau, in response to petition by Steven Russell and Thomas Curley, assigned 98.3 mhz to Marana as its first FM assignment, effective Sept. 8. Mexican concurrence has been obtained (BC Docket No. 79-321, RM-3442). Action July 23.


* Rio Grande City and Roma-Los Sezen, both Texas—Broadcast Bureau in response to petition by Tele-View Inc., assigned 101.1 mhz to Rio Grande City and 97.7 mhz to Romo-Los Sezen as each community's first FM assignment, effective Sept. 8. Mexican concurrence has been obtained (BC Docket No. 78-358, RM-3155). Action July 23.

Translators

VHF action


VHF action

The weekly newsheet of broadcasting and allied arts

Name

Company

Business Address

Home Address

City

Zip

State

Type of Business

Title/Position

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Signature (required)

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to rebroadcast signal of KENI-TV, KAKM-TV, KTVA- TV, KIVO-TV, all Anchorage. KTOO-TV, Juneau. KYUK-TV, Bethel. KUAC-TV Fairbanks, all Alaska condition (BPFTV-791214C). Action May 12.

UHF actions

- K4RAL Poway and surrounding areas in San Diego, Calif.-Global Television Inc. granted CP for UHF translator station on ch. 48. to rebroadcast signal of KSCI-TV San Bernardino, Calif. (BPFTV-7791126A).

Satellites

Earth station applications

- Timmonsville, S.C.—Vision Cable of South Carolina Inc. (4.6m; S: E2435).
- Pleasantville, Pa.—Tele-Media Co. of Addi (4m; US Tower: E2436).
- Washingtonville, Ohio—Tele-Media Co. of Addi (5m; AFC: E2432).
- Chicago—Hi-Net Communications Inc. (5m; AFC: E2438).
- Hebron, Neb.—Hebron Cable TV Inc. (4.6m; S: E2439).
- Somerset, Pa.—Laurel Cablevision Inc. (5m; AFC: E2440).
- Wauwau, Wash.—Telpromter Corp. (4.5m; Andrews: E2441).
- Tuscalo, Va.—Telpromter Corp. (4.5m; Andrews: E2442).
- Honey Grove, Tex.—Telpromter Corp. (4.5m; Andrews: E2443).
- Houston, Miss.—Warner Amex Cable Communications Inc. (4.6m; S: E2444).

Earth station grants

- Charleston, W.Va.—West Virginia Educational Broadcasting Authority (E2026).
- Orange, Calif.—American Television and Communications Corp. (E2197).
- Fallon, Nev.—American Television and Communications Corp. (E2188).
- Lake Elsinore, Calif.—King Video Co. (E2189).
- Gastonia, N.C.—Cable Systems Inc. (E22310).

Cable

- The following cable service registrations have been received:
  - Storer Cable of Carolina Inc. for Walterboro, S.C. (SC0155) new system.
  - Delta Video Inc. for Holcomb, Me. (M00161) new system.
  - Cable TV of Harris County Inc. for Harris, Tex. (TX0636) new system.
  - Continental Cablevision for Willoughby, Ohio (OH0770) new system.
  - Action CATV Inc. for Sandy, Utah (UT0046) new system.
  - Com-Star Cablevision Inc. for Williamson, Mich. (MI0437) new system.
  - Beeline Cable Construction Corp. for Tia Baja and Catano, both Puerto Rico (PR0001) new system.
  - Community Cablevision Co. for Collinsville, Okla. (OK0200) new system.
  - Glen Lake Cable Co. for Empire, Glen Arbor and Kuson, all Michigan (MI0438, 9, 40, 1), 2 new system.
  - Cablevision of Chicago Inc. for Downers Grove, Ill. (IL0402) new system.
  - UA-Columbia Cablevision of Texas Inc. for Randolph AFB, Tex. (TX0637) new system.
  - Storer Cable of Carolina Inc. for Summerville and US Naval Weapons Station, both South Carolina (SC0154, 6) new system.
  - Liberty Cable Television for Washington, Ore. (OR0231) new system.
  - Robert W. Vierra for Cochiste, Ariz. (AZ0103) new system.
  - Continental Cablevision of Ohio Inc. for Shiloah, Ohio (OH0762) new system.
  - Six Star Cablevision of Los Angeles Inc. for Los Angeles (CA0808) new system.
  - Six Star Cablevision of Maywood Inc. for Maywood, Calif. (CA0809) new system.
  - Six Star Cablevision of Tustin County Inc. for Tustin, Calif. (CA0811) new system.
  - Cypress Station Cablevision Inc. for Cypress Station, Tex. (TX0635) new system.
  - Norwalk Cable TV Co. for Norwalk, Wis. (WI0223) new system.
  - Talcot Cable Television Inc. for Talcotquah, Okla. (OK0199) new system.
  - Futureview Cable Enterprises Inc. for Fair Haven, N.J. (NJ0403) new system.
  - South-Western Cable TV Inc. for Glen Carbon. Ill. (IL0401) new system.
  - City of Monroe for Monroe, Ga. (GA0129) new system.
  - Elmore Cable TV and Millbrook Cable TV for Millbrook, Ala. (AL0199) new system.
  - Warner Amex Cable Communications Inc. for Swampsco, Mass. (MA0134) new system.
  - Western Arizona CATV Corp. for Yuma and Colorado River Indian Tribe, both Arizona and San Bernadino, Calif. (AZ0101, 2, CA0803) new system.
  - City of Norway CATV for Norway, Mich. (MI0034) new system.
  - North Gibson CATV Assoc. Corp. for Bradford, Tenn. (TN0174) new system.
  - North Utah Community TV Inc. for Wellsville and Mendon, both Utah (UT0047, 8) new system.
  - Crest Communications Inc. for Mulvene, Kan. (KS0225) new system.
  - Cable Television Co. for Long Beach, Citlwell Beach and Brunswick. all North Carolina (NC0227, 8, 9) new system.
  - Warner Amex Cable Communications Corp. for Norion and Munroe Falls, both Ohio (OH0771, 2) new system.
  - Chesterfield Cablevision Inc. for Chesterfield, Va. (VA0240) new system.
  - Warner Amex Cable Communications Inc. for Mogadore and Lackemore, both Ohio (OH0773, 529) new system.

Applications

New FM

- KXNO Prairie Public Television Inc. Bismarck, N.D.

Existing AMs

- K5BQ KSEE Santa Maria, Calif.
- K5SK KEWI Topinka, Kan.
- W5MV WCSD Portland, Me.
- W5SL WCAM Camden, N.J.

Existing FMs

- WALT WSKL Siding, La.
- WJIT WJMI Red Bank, Tenn.
- K6MX KBK-FM Lubbock, Tex.
- WJCO WGBK Harrisonburg, Va.

Grants

- KUSK KNAX Prescott. Ariz.
- WPGC-TV WREX-TV Charleston. N.C.
- KAUT KFHC-TV Oklahoma City.

Call Letters

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<th>Call</th>
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<td>KXNO</td>
<td>Prairie Public Television Inc. Bismarck, N.D.</td>
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New AM

- K5BQ KSEE Santa Maria, Calif.

Existing AMs

- K5BQ KSEE Santa Maria, Calif.

New FM

- K5BQ KSEE Santa Maria, Calif.
Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5300 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

CARL T. JONES ASSOCs.
(formerly Gaultney & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 589-7704
AFCCE

COHEN and DIPPELL, PC.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE

ML T. LOHNS & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
Box 7004
DALLAS, TEXAS 75209
(214) 431-8380
Member AFCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave., #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 569-8288
THOMAS B. SILLIMAN, P.E.
(812) 893-9754
Member AFCCE

Moffat, Ritch & Larson, P.C.
(formerly Seaman Moffat & Kowalski, P.C.)
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

JULES COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 559-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-536-4386
Member APOE

STEEL, ANDRUS & ASSOCIATES
David L. Steel, Sr., P.E.
209 W. 2nd St., Stoneville, NC 27041
(301) 296-2722
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., #B006
(303) 332-5342
DENVER, COLORADO
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 265
816-444-7010
Kansas City, Missouri 64114

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
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Seattle, Washington 98103
(206) 633-2885
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MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS. ANTENNAS. STRUCTURES
Studies, Analysis, Design Modifications, Inspections, Supervision of Erection
7001 BURFORD DRIVE McLEAN, VA 22110
Phone: (703) 356-9504
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Field Engineering.
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Midwest Engineering Associates
Consulting Engineers
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Peoria, Illinois 61614
(309) 692-4233
Member AFCCE

MATTHEW B. CARR & ASSOCIATES, INC.
DALLAS/FORT WORTH
WILLIAM B. CARR, PE.
1805 Hardgrove Lane
Burleson, Texas 76028, 817-295-1181
Member AFCCE

RADIO ENGINEERING CO.
Box 4399 RR 1, Santa Ynez, CA 93460
CONSULTANTS
ALLOCATIONS, INSTALLATIONS, FIELD ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD & J. PATTERSON
(805) 888-2333
Serving Broadcasters over 35 years

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1805 Hardgrove Lane
Burleson, Texas 76028, 817-295-1181
Member APOE

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303 South Allen St.—Suite 301
State College, PA 16801-234-9090
Member AFCCE

Consulting Electrical Engineer to Education and Industry specializing in institutional and broadcast television, cable distribution, sound reinforcement, to meet short and long range needs of engineering and the objectives of management.

FIELD ENGINEERING SERVICES
Specializing in Small Mean AM/M TV Design-Installation Maintenance. Complete system overhaul, update checkout, proofs, DigiHammer, Instr. Book equipment inventory, HEAVY RATES AT A REGULAR OR ONE-TIME BASIS.
Tempe, California 92645 Phone 805-466-8392/24 hrs. MEMBER: SMPTE
HELP WANTED MANAGEMENT

New owners need new general manager for KNCR in great university community, Norman, Oklahoma. Tremendous opportunity for leader who can motivate and sell. Must operate strong news, sports, and special events programs. Experience and proven ability to generate and implement new incentives based on production. Know FCC rules, EEO. Send resume, references, and performance record to Monte Moore, PO Box 1450, Fortville, IN 46040.

Radio Manager: Implement PTP planning for WZKX, public radio station. Duties: Prepare applications for FCC CPPT construction grant; budget development; community liaison; other activities needed to get on the air. Qualifications: BA (prefer.); Five years radio experience including management (three in public radio); familiarity with FCC, CPB, NPR, PTP procedures. Staff position, salary competitive. Send resume, references, audition tape by August 25, to Chancellor Sam H. Frank, Louisiana State University at Alexandria, Alexandria, LA 71311. An Equal Opportunity/Affirmative Action Employer.

General Manager - WBSD-FM - a new 10 watt station located on 90.9 FM, owned by a college and university corporation. Send resume, references and salary history to University of Arkansas at Pine Bluff, 1100 University Drive, Pine Bluff, AR 71601. We are offering a 100,000 watt FM station with FCC approval pending. One year experience in radio is preferred. Salary is negotiable. A modest expense account will be furnished. Call Box 281107.

HELP WANTED SALES

Radio Sales - WZKX-FM - A new FM station in rural central Ohio looking for experienced sales people. Assistant to station manager with full time salary and benefits. Send resume to Box 9-223.

Southern Coastal Station seeking aggressive qualified individual from college trained in contemporary high power gospel format. Previous experience with gospel/religious format desired. Applicants must be self starter with good management capabilities and good air sound. Minority applicants encouraged. Send Box G-230.

Top rated Upstate NY. station has opening for morning drive personality. Must be witty, articulate and fine appearing. Good pay benefits. EOE. Taper resume, Telecommunications Inc, UPO Box 3858, Kingston, N.Y. 12401.

Production wizard to do morning 3 hour shift and create award winning commercials. Group owner, good advancement possibilities. 100,000+ watt market. loafed in heart of Rockies. Salary to Box 11-30, 1-18-34 and we plan to stay that way. Send T&R with at least 10 production samples to Steve Benedict, X93 Radio, PO Box 4106, Missoula, MT 59806. EOE.

100,000 watt contemporary top 40 FM station has opening for a full-time announcer. Must be a "personality"; have a good voice, sharp production skills, and enjoy working remotes. Only experienced persons should apply. Send tape, resume, and references to Hal Harrison, KROK Program Director, PO Box 31130, Shreveport, LA 71130. Salary commensurate with experience and ability. EOE. Equal Opportunity Employer.

Midwest medium market Modern Country looking for Music Director. Must be able to handle morning drive. Send inquiries to J.R. Gleeley, Box 4407, Toppeka, KS 66604.

Clean air... no traffic jams. No 1 rating. CBS Country outlet with emphasis on personality and information will have a rare daytime opening this fall. We pay market rate. Contact WBYC, 23 North Street, Drawer A, Buffalo, NY 14202. EOE.

Morning Personality needed for South Georgia's modern country giant. Production & sales experience preferred. Excellent pay plan. Tape, resume, to Jim Jenkins, General Manager, WQAF PO Box 100, Valdosta, GA 31601

Northeast Ohio beautiful music station may have opening for professional personality. Must have extensive background in news and production. Applicants should be ready to make long term commitment to station. Salary negotiable. An Equal Opportunity Employer. Send resume to Box H-113.

Coastal N.C. A/C seeks mature, stable pro. Tape and resume to Don Harrison, WNSO, Box 247, Havelock, NC 28532. EOE.

Announcers needed for Immediate and early Autumn openings for Contemporary MOR (mead) station; personality format; established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and newscast, salary requirements. WZNG Radio, 1525 Dundee Road, Winter Haven, FL 33880. EOE.

Major market AOR format station needs personality for morning drive position with proven track record. Send resumes to Box H-97.

Wanted: Experienced personalities for adult oriented format. Must be smooth with strong production abilities. Top pay for the right people with excellent fringe benefits. Tapes and resumes to Jim Curtis, KQCR, 500 Paramount Building, Cedar Rapids, IA 52401. EOE.

RADIO

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HELP WANTED ANNOUNCERS CONTINUED

DJ with production and/or sales/service ability Call Kevin Doran, Homell, NY 607-324-1480.

Wanted — entry level announcers for beautiful New England market AM/FM. Only college on-air experience needed. Send resumes Box H-91.

Tennessee Adult Contemporary seeks experienced announcer. Strong on commercial production and personality for morning drive time. Send tape and resume to, WETB, Box 1716, Johnson City, TN 37601; Attention: Arthur Kelsey An Equal Opportunity Employer.

Adult Contemporary station seeks qualified announcer who can help with news and production. Minorities encouraged. Send tape and resume to Manager, WNMB, 2195 Vine Street, North Myrtle Beach, SC 29582, Equal Opportunity Employer.

Afternoon personality needed for regional midwest AM. Must be strong on production, public service and community involvement with a minimum of three years experience. Send tape, resume and salary required to Rick Carson, WCMR Radio, PO Box 307, Elkhart, IN 46515.

HELP WANTED TECHNICAL

Chief Engineer: For leading AM/FM facility in one of the best recreational areas of the Ohio Valley Directional AM, Class C FM, group stations. Need permanent experienced engineer with good working knowledge of facilities. Applicant should be knowledgeable in studio and transmitter maintenance and directional operations. EOE. Send resume and salary requirements to Gaedelich Manager WKYK, PO Box 2397, Paducah KY 42001.

Top Notch Engineer required to build a new FM for this AM/FM combo to engineered to communicate excellence. Must be into state of the art, and strong on maintenance, especially FM and studio. Box G-195.

Growing Midwest Radio Group needs full time first shift Engineer to work in two stations and production facilities. Applicant must have experience in STL, stereo, transmitters, and studio design and operation. Must be knowledgeable in maintenance, ideal working conditions, benefits. Please submit resume, references, salary history and compensation requirements to Box H-44.

Chief Engineer: Immediate opening. Good facility, people and location. 1 KW500 DA, CP-5 KW. WTKO, Box 10, Ithaca, NY 14850 EOE.

Chief Engineer for group owner to manage AM/FM and supervise other AM/FM Stations in New York, New Jersey, Ohio. Must have at least 5 years experience, complete responsibility. Good equipment. Box H-18.

Chief Engineer for Milwaukee area AM-FM Excellent salary and benefits, long term experienced, is a strong engineering position available immediately at this group-owned station. Send resume to Box H-48.

State of the Art ability required to build new FM. Seeking chief engineer who demands the best signal in town from his equipment and gets it. Brand new studios just completed needing finishing touch. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can perform. Applicant must have ability and desire to advance to technical director. KDQS FM-AM, Box 6167, Duluth, MN 55806.

Kentucky — Looking for young engineer with basic knowledge. Will help train. Call 606-248-5642.

Experienced Chief Engineer. Take full charge of technical operations — Austin, Texas. KOKE AM (direct WIKOE FM (Class C fulltimer). A successful operation needing a lot of work to meet growing pains. New studios planned for 1982-83. If you have four years experience and like your work, call today. Mr. M. D. Green, PO Box 1208, Austin, TX 78787, 512—454-2561.

HELP WANTED NEWS

Strong radio news reporter wanted for mid-sized Southern market. One year experience or equivalent education required, Contact Wesley Usler, 803—279-2330, Monday-Friday, 9-4; or send resume and tape to: WZZW, Box 1584, Augusta, GA 30903, E.O.E.

Top rated Gulf Coast AM/FM station need afternoon reporter/announcer and talk show host. Solid news background a must. Five figure salary. Excellent benefits. Tape and resume to: Charles Moss, WKRG-AM, Box 2387, Mobile, AL 36682, E.O.E. 205—432-5501.

Excellent opportunity as News Director at one of Minnesota’s best stations. Strong commitment to news. Candidates must have superior reporting/gathering skills, and be able to administer 3 person department. Tape and resume to: Station Manager, WCCB, 43 SAGE Stations, Box 767, Winona, MN 55987 507—452-2867.


Person to handle news department at a small town AM/FM station in Western Pennsylvania. Must have news gathering and reporting ability and ability to handle live talk show. Send resume and salary requirements to PO Box 231, E.O.E. employee.

New York City’s Jazz FM seeks minimum 2 years experience. Must have strong writing & news-gathering talents and love new wave. Send tape, resume, to Barbara Miller, 41-30 58th Street, Woodside, NY 11377. No calls please.

Immediate opening for experienced reporters. Good on-air delivery and writing skills a must. Contact News Director, Radio Station WNYW-FM 609—348-4646. Minorities are encouraged to apply.

Radio — Experienced News Director. Immediate opening with Washington based group. This position must be able to maintain, supervise, and direct an award winning news staff. Applications should include resume & salary required. E.O.E. Please reply Box H-68.

Money is important — So is performance in south suburban market of 30,000 needing news director. Extra pay for sports and PBP EOE. Tape and resume to KARS, Box 880, Boling, NM 87002.

50,000 Watt FM in a beautiful northeastern coastal community looking for an experienced news & sports director. Must have strong delivery and writing skills. Salary is competitive. Living conditions fabulous. EEO. Resume to Box H-75.

Afternoon Drive Newsperson for Adult Contemporary suburban Washington, D.C. station. Tapes and resume to Journalist Long, WRWR, Box 1460, Manassas, VA 22110, EOE.

News Director for Toledo, Ohio's largest radio news staff. WSPD Radio is an adult contemporary station with a serious commitment to news and information. The applicant should be an aggressive broadcast journalist with experience as a News Director or Assistant. Qualified candidates send tape, resume and references to: WSPD Radio, 125 S. Superior, Toledo, OH 43602, Equal Opportunity Employer.

Highly respected midwest medium market station is looking for a news person to join our four man News Department. Group ownership, excellent salary and fringe benefits. EOE. MF. Resumes to Box H-105.

Eastern AM/FM Medium market seeks take charge news director to supervises news department and build news service for top 40 FM, country AM. Good salary. Minorities encouraged to apply. E.O.E. MF. Box H-22.

Music Director for 100,000 watt public station. Handle all classical programming and announcing including on-air shift. Good voice and strong background in music. Closing date: September 1, 1980. Send tape and resume to: David Horning, General Manager, KNOC, 1200 North Plumb, Hutchinson, KS 67501.

Music Programmer: For Top-rated and respected market market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer. Must understand and combine complex and current appendages with turns from both Adult-Contemporary and Adult-MOR categories. EOE Employer. Send resume with salary history to Box H-80.

Operations Manager of AM/FM Public Radio Station desires person with equipment and audio background. B.A. and at least 2 years experience in control room operations. Resume, audition tape, references and salary history to Box 83, WAFK. FM, Box 8116, Grand Forks, ND 58202 EOE.

Experienced Program Director to train and motivate air staff of 5 KW adult contemporary station located in the mountains of the Northwest. I need a person who knows production, music, promotion and can rule with an iron fist. Also must run a board shift. Don't apply if you're not willing to put the time into the job. I need a pro Great working conditions and benefits in a growingly operation. An equal opportunity employer. Send resume and references to Box H-28.

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.

Experienced commercial broadcaster with managerial background, ability to communicate with and direct people, and ability to find new people, seeking a change of direction to a college setting and management of a non-commercial facility. Prefer Northeast. Box H-6.

General Manager. Long experience with exceptional performance record in medium to large markets. AM & FM. Various formats. Excellent administrator, strong sales management, plus other qualifications for successful station management — with references to prove it. Carefully looking for long term association with quality organization. Box H-10.

General/Station Manager: 20 years experience all phases of station operation. Ambitious, responsible, professional and a leader. Currenty employed, but new owners have own manager. Must relocate soon. Box H-69.

General Manager: Good at stabilizing your organization, making it a leader and profitable. Over 13 years in medium market broadcasting, the last six years major market. Extensive experience in programming, community involvement and sales. Change in ownership and management structure promotes a move. Looking to lead your team. Box H-67.

Wanted: Quality operation. GM with 15 years experience offers track record of award winning news. No. 1 ratings, creative mass appeal programming, fun promotions, visible public service, strong community involvement, and a successful civic affairs approach, high cash flow good engineer practice, innovative internal systems management. Prefer medium market but will consider smaller market with equity possibilities. Box H-103.

Major Market: 8 years experience as General Manager in a highly competitive top 15 market. Extensive sales, programming and administrative skills all documented by a successful performance record. Your station needs an executive who can work with a diverse group of people, understands how to select and combine compelling current and traditional news and music formats, and can manage it all with the same enthusiasm and skill. Box G-148.

Co-op/Sales Training Specialist: Successful Radio/TV sales and sales management experience. Currently employed training local sales team. Co-op systems, able to add big bucks from co-op and retail. Strong leader and motivator looking for a permanent group situation in South Texas. Box H-28.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Miami market station needs copyproduction/chief engineer for minimum 3 weeks first 90 days. Send samples to WODI, Homestead, FL 33057—247-9444.
SITUATIONS WANTED MANAGEMENT
CONTINUED
Wisconsin Broadcasters, former broadcaster, now successful Advertising Director of award-winning newspaper group wants to return to first love...radio. Will consider all opportunities. 312-584-4460 after 4:30.
GM and/or GSM, strong on sales and motivation. Will personally sell, direct staff, recruit and train. Aggressive, experienced, professional, self-starter. Reply Box H-105.
General Manager. I am an innovator, creator and motivator who can make a radio station "hum". 20+ years experience in all phases of management including sales, promotions, news, traffic and network level. I rely on my own equity position and established market. Box H-50.
Experienced General Manager/Sales Manager looking to help your station grow in both sales and bottom line. Last year increased sales 32% and reduced costs 20%. Ownership change forces relocation...17 years radio experience, resume and references available. Box H-96.
SITUATIONS WANTED SALES
SITUATIONS WANTED ANNOUNCERS
Expert PB in hockey, football, basketball & baseball. I am willing to relocate immediately in Canada or U.S.A. and I also have PB tape and personal resume available. Ask for Joe 312-625-2452. Call after 5 p.m.
DJ/Sportscaster. 3 years experience. 3rd ticket. College grad. Relocate anywhere. Handle all formats, Specialty Oldies. Strong PB, news reporting of all sports. Tape, resume, references. photo. 201-335-4100. Leave message. or Jim Spino, 12 Cambridge Road, Bloomfield, NJ 07003.
Cookin Top 40 personality. Creative, dependable, hardworking afternoon or nighttime. Prefer Midwest or Sunbelt but will relocate anywhere immediately. Call now. 213-291-2921. Jon Conlon. 254 Sharon Dr, Barking, IL 60010.
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-F color, daily sportscasts, sports talk, even combo. Have job, will travel. Doug Stuckland, 228 North Loomis, IL 60540. 312-420-9585.
Reliable young chick ready to kick! Prefer Top 40's format. Tape, resume available. Diana Marzano, 10812 S. LaPorte, Oak Lawn, IL 60453. 312-636-4350 or 312-636-0925.
Good news for small stations! -Graduate from B.C. School of Journalism. From Michigan want to re-locate in Mid-West or elsewhere. Versatile expert for all formats—impressions—hard working and high energy. Third phone very strong in sales and production. Keith Packard 212-564-1927 work, 212-625-4774 home.
Rhythms and sounds in leaps and bounds. Scales and notes and endless quotes. If AOR is where you are, call Rod at 312-392-0865 or 312-394-3439.
Art Murphy is red hot!—37 year old talk show host with 12 years experience, proven success record, able to handle both talk format or time slot. Looking for major market that desires something new to offer your audience. Proven in previous interview, able to coordinate news blocks and traffic with talk show format. Call 305-725-1743, 482 S.W. Hooper Ave, Palm Bay, FL 32005.
Available First phone—DJ, production, news. C&W MOR formats. 4 years experience. Western states preferred. Tim 602—843-4179.
Sharp black morning man: experienced in programing and production. Masters, first phone. For tape and resume Box H-87.
Bright, eager and reliable black, male disc jockey is seeking entry-level shift. Location and hours are no problem. Good tape! Will work within your budget. Will travel. Call Charles Stephens 215-677-6782.
San Francisco Bay Area—Man and personality is ready to move up. Seven years commercial experience. Three years in news. First phone, Bachelor’s in Broadcast Journalism. Will consider leaving heart in San Francisco. Call Ron Miller at 408-275-0233.
Broadcaster hard working, no place to small willing to relocate. Spec’s Grad. Write or phone Robert Alexander, 1055 Philip Apt. No. 15, Detroit, MI 48215. 1-313-731-7699.
Put sizzle in competitive radio. Captivate your audience with Benny Shu. Trained experienced radio personality wishes relocation to eastern states. 304-235-2589.
John D'Angelo, WOAI FM Last 3 years PD, good communicator, 13 years experience. 512-349-3419.
30 year old talented communicator with 11 years experience, move to major market/Talk/MOR operation. Box H-94.
SITUATIONS WANTED TECHNICAL
9 years experience AM-FM-TV operations/maintenance, studio/transmitter Relocateable. Box H-51.
First phone looking for a technicians job. Can show success in past occupations but have got to work in radio. I am serious, good nature and will provide good service. Box H-9.
Is 100 hours a week enough? If that's what it takes to prove myself—you've got it! FCC First Phone with light experience and unquenchable energy. Carmine. 201-634-3297.
Aast, chief wants to be chief. Now in top station, top twenty market. Experienced AM, DA, STL, RPU, remote control, and PDM. 36, married. Box H-73.
SITUATIONS WANTED NEWS
200% GM backup—Accomplished Anchor/Reporter—(Professional approach)—R-TV News/Sports. Degree: Journalism. Hank Holmes 617-679-6957 after 2 p.m.eves.
Looking for small market sports break. Experience in BLP & sports reporting! Call for resume & tape. Phil Wald, 312—274-4947, 7503 N. Seeley, Chicago, IL 60645.
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, but will relocate. Call 617—822-6480 evenings.
Experienced pbp man available, solid production, sales jock background will relocate Milwaukee 212—376-4684.
NHL Hockey voice seeks radio or television PBP job. Squeezed out by NHL-WHA merger. Four years big league experience. Major eastern independent. Absolutely must have major market TV Currently doing sportstalk on clear channel station. Box G-125.
Play by play announcer now available veteran of southeast conference play-by-play. Excellent former breakfast. Football, basketball, baseball, Tape and resume available upon request. Box H-79.
Experienced news/sports reporter, BA in communications, excellent play-by-play, sports talk or game show. Prefer medium market position, call Jim 614—436-6133.
Veteran news director seeks long-term opportunity 30 years experience, including newsman KRMG Tulsa, KCMO, KMBC KC. Resume, tape. Box H-112.
SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS
Professional ... Experienced ... Motivator ... Leader ... Enthusiastic ... winner! That's me!!! If you're looking for a PD, with these qualifications—Look no further! Box H-72.
33 year old professional man wishes to return to broadcasting after 8 year hiatus. Ideal position will combine air work or programming responsibilities with opportunity to participate in station management. My goal is a senior management spot and/or equity position. Varied, successful background. Prefer Chicago metro area or other Illinois location, but will consider out of state opportunities. All replies promptly answered. Box H-104.
Country Expertise plus sales and promotions. You move, you pay, I produce! Box H-86.
Program-Music Director/Announcer available. 8 years experience in staff supervision, budgeting, promotions, community involvement, motivation. Also computer/ music research experience. Proven A/B split success—record—excellent references. Bill McCown 803-226-1406.
Experienced Air Personality and M.D. wants M.D. or PD. medium market on air position. Adult Contemporary with oldies preferred. Box H-111.
Production Wizard: Third endowed. Call. Ron 312—524-7626. Wichta, KS. Between 9am to 4pm CD1.
British current affairs/community talkback show host (formerly foreign correspondent) seeks similar work in U.S. immediately available. Contact Box H-116.
TELEVISION
HELP WANTED MANAGEMENT
Major TV group seeks general manager for WVF net affiliate in growing southeastern market. EOE. Box G-240.
HELP WANTED MANAGEMENT CONTINUED

Senior Management Positions Southwest Texas Public Broadcasting Council, Station Manager: KLKR-TV, San Antonio. Station Manager: KLRU-TV, Austin. Correspondence to: Susan S. Hamilton, Engineering Director, 484 Green Court, Austin, TX 78704. Letter, resume and references to: William M. Jackson, President and General Manager, SWTTPC, Box 7158, Austin, TX 78712. Closing date August 25. [EOE, women and minorities encouraged to apply]

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heuristic analysis, financial auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: General Sales Manager, WRCO-TV, PO Box 4080, Rochester, NY 14610. An equal opportunity employer.

HELP WANTED SALES

We're looking for an aggressive self-starting salesperson ready to work and make money. Offering excellent guaranteed and benefits package and the Monterey Peninsula to live. Send resume to Ben Tucker, General Manager, 484 Garden Court, PO Box 1938, Monterey, CA 93940. EOE.

HELP WANTED TECHNICAL


West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and heating and air conditioning background. Send resume/references to Box G-7.

Maintenance Engineer—Florida suncoast TV station: minimum 3-5 years experience in television or production house; for details, call Peter J. Ford, WSPV- TV, 904-535-3000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

TV Maintenance Engineer—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 CE, EOE. Send detailed resume to Box G-207.

TV Broadcast Technicians—Washington, D.C.: Federal Agency is accepting applications from individuals with a minimum of five (5) years experience in television, audio, camera and quad videotape work in color studio production field. Beginning salary $52,061 for qualified applicants. Application deadline is August 15. Send resume to: Alex Pavlou, World Health Organization, PO Box 100, Washington, D.C. 20044.

Maintenance Engineers required for television station in South Pacific, KVYZ-TV lowned and operated by the American Samoa Telecommunications Corporation. Must be familiar with television and transmitter engineers. A two year contract is offered at a salary of approximately $20,000 per year. Travel and shipping is paid by the Corporation. Send resume to: American Samoa, No shift work and a forty hour work week. Three weeks annual leave. Send resume to: Mr. E. Howard, PO Box 68, International Airline, San Francisco, CA 94128.

Chief Engineer: Sunbelt area. Take charge chief engineer. Responsible for all facets of technical operations. Call, will discuss on phone—Bill Moore 713-833-7512.

Chief Engineer for a small market television station. Responsible for all aspects of technical operation and supervision of engineering department. Riel, KUAY-TV, Williston, ND. Phone 701-875-4311. An Equal Opportunity Employer.

HELP WANTED MANAGEMENT CONTINUED

KPBS-TV seeks a Maintenance Supervisor Responsible for all studio equipment. Must be familiar with broadcast videotape formats. TBC's color cameras, video switchers, 1TS, and CCTV equipment. Supervisory experience in TV broadcast and maintenance. Salary: $21,000-$25,500/year. Apply before 8/15 to Employment Division, San Diego State University. San Diego CA 92182. An Equal Opportunity/Affirmative Action Title IX Employer.


Assistant Director of Engineering—Studio Technical operations for multi-station State UHF television network. This is a newly created position resulting from a major merger. Requires leadership qualifications as demonstrated by previous supervisory experience, plus a high level of proficiency in microwave/EFP technical operations. Send resume to Herbert P. Michaels, Director of Engineering, NJ Public Television, 1573 Parkside Avenue, Trenton, NJ 08638. Salary Range Starts: $24,002 (EOE).

Design Engineer: Public Broadcasting service presents an excellent opportunity in our engineering department for a design engineer. Requires BSEE or equivalent, and four years experience in design of audiovisual and control systems. Knowledge of computer hardware and software preferred. Duties include design and management of unique equipment including preparation of engineering specifications and oversight responsibilities for installation. Duties include salary with excellent non-contributory benefits package. Interested individuals should submit letter of interest with salary requirement, resume and the names of three references to: PBS, Public Broadcasting Service, Attn: Carol Dickert-Schert, 475 E. 71st Plaza West, S.W., Washington, D.C. 20024. EEO/AA Employee.

MAINTENANCE ENGINEERING WITH STRONG BACKGROUND in television equipment needed at KPLC-TV, Box 1488, Lake Charles, LA 70601. Approximately $18,000 per year. Three years experience in similar environment. Send resume to Technical Director: WOC-TV, P.O. Box 726, Darton, LA 70528. An EEO employer.

TV Engineer: Houston independent station needs engineer with 1st class license and broadcast experience. Call immediately. Resume to: George Hill, 935 Westheimer, Houston, TX 77005.

Assistant Technical Director: WTVI/Krone, PO Box 43227, Shreveport, LA 71114. Equal Opportunity Employer.

Feature Reporter. We're the top station in one of the most interesting and beautiful areas of the country. Don't apply unless you can work in a fast-paced environment. Contact Jim Cairo at WWBH TV-20, Fort Myers, FL 33901.

KTHV, the CBS affiliate in the nation's 55th television market, is seeking an experienced ENG film photographer. KTHV is also seeking to update its file. If you're an experienced anchor, reporter, producer, or photographer who might be interested in consideration for future openings, send your resume, tape, and salary requirements to Tony Windsor; News Director, KTHV-TV, PO Box 269, Little Rock, AR 72203. All tapes will be returned. An EOE, M/F.

Reporters: General assignments/investigative, experience required. Send resume and references to News Director, KTBV-KCBS, PO Box 44227, Shreveport, LA 71110. An Equal Opportunity Employer.

Immediate opening for Assignment Editor. Knowledge of TV equipment required. Two years TV experience and Broadcasting degree preferred. Box H-35.

Aggressive Reporters for all ENG operations. At least 2 years experience, general assignment, creative, college preferred, Equal Opportunity Employer. Send resume and references to: WHO-TV, 1100 Walnut Street, Des Moines, IA 50309.

Reporters and photographers for stations No. 1 news operation. 2 years TV reporting experience. Send tape, resume & salary history to John Miller, WVEC-TV, 110 Third St., Norfolk, VA 23510. EOE.

ENG Camera Operators. Previous TV news experience required. TK-76 is our line camera. Equal Opportunity Employer. Send tape & resume to: Phil Thomas, news director, WHO-TV-11, Walnut Street, Des Moines, IA 50308.

Co-Anchor. We are expanding our news commitment. Position includes some reporting. Willing to pay for experience. Send resume and salary expectations to Box H-3.

REPORTER for midwest medium market station with heavy news commitment. Previous experience is a must to join the best reporting team in this competitive market. EOE. Box H-57.

TOP 50 Southern Market—Seeking a strong young personality! Must have on-air experience. We need a pro with a proven track record. Not a beginner's position. Send tape and resume to WTVI, PO Box 2009, Dumfries, NC 27702. No telephone calls. EOE.

News Writer with speed and accuracy for Texas Gulf Coast station. Box G-102.

Looking for top notch producer for late newscast. Send resume and tape to Jim Holtzman, News Director, KFMB-TV, PO Box 80888, San Diego, CA 92138. EOE.

On-Air Switchers, Master Control. The Super Station is looking for some special people: experienced, career minded on-air Master Control Switchers. Our around-the-clock operation requires a consistent high quality work team. All applicants must have a veritable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work some late shifts. We offer a very attractive package that includes a group of superb new facilities. This position offers good pay, benefits and working conditions for the right career minded individuals. You must be at least 21 years of age. Male or Female (M/F). If qualified, send complete resume to: J. A. Everett, Super Station, WFTS TV 1018 West Peachtree St., N.W., Atlanta, GA 30308. No phone calls, please.

Chief Engineer: Vacation climate all year long. Manager seeks talented chief needed to run well equipped engineering department with all the latest equipment. Some design work. We appreciate our engineers. Contact General Manager, KLTV-CT, Corpus Christi, TX 512-554-4733.
Field Producer—for top ten market prime time magazine show. Our ratings have been going up for the last three years. If you’re experienced at telling visual stories in a compelling way and can keep up with us, we’d like to see your resume. Please don’t apply unless you can show us a great sample tape later. E.O.E. Box F-202.

News Promotion Director responsible for planning and executing news promotion campaigns with emphasis on television and radio. South Florida VHF Knowledge of control room and video tape editing equipment necessary. Production background and strong writing skills a must. On-air promotion experience desired. An Affirmative Action/Equal Opportunity Employer Box H-34.

Television Producer/Director to co-produce weekly arts magazine series; including planning and researching; coordinating remote and studio segments; directing episodes; editing; assignments; and post production. 3/4” videotape editing; budgeting; positive on-camera work. Four years television production experience; two years producing/directing experience; three years experience as studio director; 3/4” videotape editing experience. Full time; 8-12 months temporary with possible renewal. Expiring Sept. 1, 1980 contingent upon funding by receipt of grant. Send resume, demo tape and sample TV scripts to: Chris Cochran, KVEO Executive Producer, PO Box 6, Sacha- mento, CA 95801. Closing date: 5:00 p.m., August 25, 1980.

Assistant Promotion Director: Need highly qualified person with minimum of two years promotion experience. Good opportunity for someone who wants to work with a top professional. Send resume and tape to: Lucy Valerio, Personnel, PO Box 748, Little Rock, AR 72203. An equal opportunity employer. Female & male.

Producers for one hour news program with progressive, growing NW independent. Must have: two years experience and working knowledge of film and ENG. Send resume and copies of any Being/TV stations. EOE. Box 11411, Tacoma, WA 98411. EOE.

ASSISTANT NEWS DIRECTOR and week-end anchor for South Texas VHF Box G-76.

Immediate Opening for experienced ENG news photographer and video tape editor. Good opportunity for right person. Send resume and tape to: Gary Long, PO Box 725, Big Spring, Texas, AR 72203. An equal opportunity employer.

Wanted News Director: To continue our tradition of excellence and aggressive news coverage. An excellent opportunity for an individual to step up to News Director in a well equipped modern facility. EEO employer: Contact: Tom Gagnon, General Manager, WLUC TV, Marquette, Michigan 49855.

Sunbelt VHF Television Station looking for an experienced, take charge, News Director and Assignments Editor. Salary for both positions negotiable. An E.O.E. Station. Address all inquiries to Box H-99.

Reporter- Anchor, experienced, creative writer with solid journalistic background. Anchor opportunities in 37th market. Send resume, tape and salary requirement to: News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/MF.

Southernmost Station is expanding news operation and seeks reporter experienced in all phases of news reporting and delivery. Must be familiar with E.N.G. and be able to shoot video. Journalism degree or equivalent experience. E.O.E. Send tapes and resume to: Mi Spees Munzel, PO Box 879, Charleston, SC 29402.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Promotion Manager (Information Specialist II) for KWSU-TV. Requires B.A. in Communications, English, Journalism, or related field and two years direct, line responsibility in programming and/or production experience. Additional full-time writing/editing experience may be substituted, year-for-year, for educational requirements. Significant experience with broadcast media techniques and experimentation in on-air fund raising highly desirable. Writing portfolio required of all applicants. Finalists will be required to submit sample on-air script. Salary $1,750-$2,625 per month effective October 1, 1980; current salary: $1,197-$1,533. Apply by August 14, 1980, to Staff Personnel, Washington State University, Pullman, WA 99164 5070. 335-4521. Equal Opportunity Employer. 

Development Assistant: Duties: Plan and supervise on-air membership drives, Assist Development Director in all departmental functions including underwriting, granting/writing and annual on-air auction. Requires minimum 2 years of college B.A. preferred experience in marketing, sales and writing. On-air experience advantageous. Salary: $10,000 to $12,500. Contact: Send resume to Springfield Community Television, M/O, Box A-3, Springfield, MO 65801. Deadline: Aug. 20.

SITUATIONS WANTED NEWS

Medium market reporter seeks similar position in major market. Two years experience general assignment and beat reporting. Relocate immediately. Box H-19.


Young aggressive broadcast journalist with three years experience seeks position as reporter/anchor. Also have producing experience. Recent graduate of Emerson College, Boston. Willing to relocate. Gerry Wardell, 57 Seymour Street, Bristol, CT 06010, 365-7782.

Strong Economics/Financial Background. Experienced Foreign Correspondent for major TV News company seeking to resume TV news career statewide after several years achievement and acclaim covering headline stories around world. Wide editorial and technical experience with bureau management responsibilities in important international newsmaking area. Strong and proven record investigative reporting. Consider any field, news or public affairs, relocate anywhere. Available for interviews, resumes/references available on request. 201-279-8760. Box H-52.


Sharp Black Weathercaster: on air experience, masters, first phone, articulate and presentable. For tape and resume Box F-100.

Not an answering award winning photojournalist seeking new challenges in top market. Creative, aggressive, quality sensitive. Experienced in all phases of film/ENG photography and editing in news, sports, and special features. Box H-98.

Young reporter, four years in radio news, one year Radio-TV, currently with a newspaper, ready to return to broadcasting in the Fall. Good understanding and strong interest in many fields, especially: politics and law, housebuilding and real estate, heavy construction, land use planning and environment, human psychol- ogy and health. I seek work with small or medium market station, preferably Northeast. My resume, writing samples, photo are ready for your review--Box H-78.

Female Meteorological Forecaster. Currently Top 40 5 yrs. Seeking professional operation where weather is significant. AMS, NWA 218-452-9157. Award winning investigative reporter/producer seeks position with top notch news organization interested in serious journalism. Heavy ENG experience, strong production background. Box H-81.


ENG photographer, editor, experienced with live shots, film shooting, editing, processing, college grad, 11 yrs experience. Call Doug., 319-364-0047.

Experienced Female Anchor/Reporter/News Director has four years for news. If you want a woman with chutzpah—look no more! Day 516-427-4230. Eves 207-496-0610.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS


Experienced auditor with over 5 years in broadcasting seeks position in accounting or auditing field. Will travel and relocate. Resumes furnished. Box G-35.
SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Creative ENG Photographer employed producing News/Commercial's desires position with Magazine/People Show. Box H-47.

EXTENSIVE background in TV includes production on syndicated show filled on location, set design, script writing and familiarity with Magazine formal. Position more important than salary Box H-115.

Production Manager, TD, Director-act small UHF seeks experienced in broadcast, experienced with a tape to prove my ability and potential. Future goal of programming director: Call 914-941-2937.

I'd like to improve my station in life, in radio, but oughta be in pictures. Age 26. Background: report, talk show host, copy production, free lance announcer for agencies and production houses. Some TV experience in college. Articulate, creative, and other embarrassing adjectives. If you're looking for a reporter (free lance on feature), host, booth announcer, etc. I'd like to hear from you. New England preferred, but all markets considered. Box H-74.

All of us had to begin somewhere—So let me begin with you! BA communications. Campus radio and television production experience. Looking for entry level position to begin advancing. Porcha Anderson 212—328-4676.

Female Producer/Technical/Director. Prefers the west. Experienced in News, commercial production, public affairs, on-camera, editing. 8 years in TV. Resume on request. Box H-65.

Magazine Host—Solid, experienced professional. Looking for magazine type program or talk show. Call Arron Joseph 804—320-5549.


ALLIED FIELDS

HELP WANTED SALES

Salesperson Wanted: Outstanding opportunity to join the world's largest supplier to the broadcast industry Travel a must. Please call David Tyler, William B. Tanner Company collect at 901—320-4340.

HELP WANTED TECHNICAL

Video Engineer-Operator: Job emphasis on maintenance of professional video studio equipment. Some operations involved. Experience required. Resume to Byron Motion Pictures, Inc., 85 K St., N.E., Washington, DC 20002. Attn: Video Mkt. EEO.

WANTED TO BUY EQUIPMENT

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

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

50 kw AM high level modulation. WNB, Red Lion, PA, F. Wise 717—246-1681.

Console for control room. Must be in excellent condition for WFCF, Harrisburg, PA. Phone: 215—326-4000, ask for Mr. Scott.

FOR SALE EQUIPMENT


For Sale: RCA 5000 watt Stereo FM Transmitter-SBS999. 8 Channel Stereo Console, 10 Channel Stereo Console Reasonable. Box H-54.

For Sale: RCA 201 FM transmitter. Contact telephone 402—467-2717.

10KW, AM transmitter, RCA 10-U, perfect condition, used in top chain operation, many spares. Presently on 1240Kc. Other many 5K, 10 kw and 20 kw AM and FM units in stock. For full price list, contact International, 5956 Club Oaks Dr., Dallas, TX 75248, 214—630-3500. Thank you for doing business with BESCO.

5 kW FM Gates 5B, redesigned SS power supply. On air, w/Sparta 660 exciters, spares. M. Cooper 215—379-6585.

5 kW AM Collins 820-E1, 4 yrs. old, w/proof, many spares. M. Cooper 215—379-6585.

Equipment for Sale: 1 HH77, 1 CIE 310/330, 1 Ampex VR 3000, Please contact Ed McDonnell. 212-757-8918.


Gates Yard console mono. includes spare parts and preamps $500.00. WRX 813—864-1515.

Surplus 2 inch video tape, minimum 50 reels per month. Assorted min. 30 min. 60 min. 90 min. assorted manufacturers program to run for a minimum of 12 months. Quality does not meet strict network standards (1 drop out or edge damage per 30 min) Contact: J. Richards—ABC, 40 W. 66th Street, N.Y., NYC 10023. 212—887-4907.


1800 feet Prodelin line, 6 1/8 inch. (19½ foot section) hangars, elbows, flanges, best offer Robert Horton 615—637-1010.

Datatron Videocue Editor 5200-202-SMPTE time code. IVC CDR 1 Model 900 Rack-mounted. VTR 1 VTR Model VC 800. Westex Color Demi-sitometer RA1100G. Video Tape Sound Reader Quad 2; Film Chain Norelco PCT 701 color camera system, variable matrix, multiplexer; two 15 min. TCS10 projectors. RCA TP7 projector and pedestal. Burroughs Billing Machine L2000; ARR1 Silver Recovery Cell Tape 100; IBM-PBX Dictating System, magnetic belt recorder; 5 remote desk mikes and transcribing unit, IBM hand held dictating machine Model 224. No reasonable offer refused. Byron Motion Pictures, 56 K St., N.E., Washington, DC 20002. 202—179-1109.


COMEDY

Free sample of radio's most popular humor service! O'NEILL'S, 1446-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebee! Contemporary Comedy, 5804-B Twinning, Dallas, TX 75227.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for L.A. Air Force Radio.

"Comic Relief!" Just for laughs. Bi-weekly Free sample. While Creative Services, 2001 Elkhar, Detroit, MI 48225.

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215—525-9573.

Artist Bio Information, daily calendars more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Attention small radio markets! Fed up with half-baked wire stories from Washington? Feel isolated from the seat of national government? Add a supplemental, tailormade news service targeted at your specific audience. Fresh profiles, provocative insights of the public servants you send here to govern. Includes the federal agencies. Write for details and demo. Potomac Broadcast Group, 1011C Brunetti Avenue, Silver Spring, MD 20901.

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit STF-5 (refundable). L.A. Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 1620 W. 26th St., Chicago, IL 60611, call collect 312—944-3700.
RADIO PROGRAMING

Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 28851 Sudbury Drive, Cleveland, OH 44170.

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry Worldwide Bingo—RD. Box 2311, Littleton, CO 80160. 303—795-3288.

INSTRUCTION

Free booklets on job assistance, 1st Class FCC license and D.J.—Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 95% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school, 51 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922.

San Francisco, FCC License 6 weeks 9/2/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St, SF 94105 415—382-0194.


CREATIVE AFTERNOON DRIVE PERSONALITY

For 50KW Capital Cities' Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "personality" more important than years of experience. Excellent opportunity for the right person. Tapes & resumes to: Neil McGlinley, Program Director, WBFW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Humor, Comedy, Concern and a Radio Talk Show Host.

We believe they can go together. If you have it altogether and desire to be part of a team at Tampa Bay's fastest growing radio station according to Arbitron, rush your tape with resume to "Dave Scott," PD, WPBL Talk Radio 57, PO Box 570, Plant City, FL 33565. EOE, MR.

Mellow announcer

Wanted for Topeka's Beautiful Music KSWX. Long-term position open for person dedicated to quality control. Send a recent aircheck, resume and salary requirements to J.R. Greely, KSWX Radio, PO Box 4407, Topeka, Kansas 66604. KSWX is an Equal Opportunity Employer.

EXPERIENCED D.J.


Help Wanted News

MORNING NEWS ANCHOR

50,000 watt, WTIC, Hartford, is looking for a superior voice, top writing skills, and street reporting ability. Tapes, scripts and resumes to Walt Dibble, News Director, WTIC, One Financial Plaza, Hartford 06103. WTIC, One of America's great radio stations. EOE, M/F.

EXPERIENCED TRAFFIC MANAGER

Chicago's top radio station needs experienced traffic manager to direct competent staff. Must have complete knowledge of traffic/continuity areas using an automated traffic system. Send resume and salary requirements to WGN Radio, Personnel Dept., Chicago, IL 60618.

Help Wanted Announcers

Oldies Personality

Major market contemporary music & personality station looking for a unique specialty "oldies" jock who knows and digs the music...and who has an on-air "act" at special as the music itself. If you're looking to break into the majors, this could be your big shot! Rush tape, resume, and salary requirements to Dick Prater, WSBB Radio, 3840 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Situations Wanted Announcers

TOP MORNING PERSONALITY

Highly original style and 23 years major market experience brought South Florida station 6 fold increase in ratings. Extremely powerful promotional ability and community involvement available to right station. Ratings Guaranteed. PO Box 3011, Pompano Beach, 33062.

MORNING MOR COMIC PERSONALITY

Original material and characters a la Bob & Ray & Freberg. 25 years experience and more than ready for a major market. Box H-93.

Situations Wanted News

Don't Settle For Second Best!

Here's our ad-sponsored talk show host/weekends host seeks radio and/or TV shot in top-six market!

Offers 10 years solid news/talk experience, plus background as creator of syndicated oldie TV program, writer-editor—producer, and contributor to 2 best-selling books.

If you seek excellence and a proven ratings record, call:

Gene Steinberg, (212) 631-9290

EXPANDED DYNAMIC COMMUNICATOR

with personality—plus! Opportunity for seasoned two-way communicator who is also capable of handling personality MOR music format. Target audience: 25 plus. Superior income in Eastern Pa. Send resumes to Box H-83. EOE.

ONE ON ONE DYNAMIC COMMUNICATOR

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry Worldwide Bingo—RD. Box 2311, Littleton, CO 80160. 303—795-3288.

INSTRUCTION

Free booklets on job assistance, 1st Class FCC license and D.J.—Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 95% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school, 51 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922.

San Francisco, FCC License 6 weeks 9/2/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St, SF 94105 415—382-0194.


CREATIVE AFTERNOON DRIVE PERSONALITY

For 50KW Capital Cities' Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "personality" more important than years of experience. Excellent opportunity for the right person. Tapes & resumes to: Neil McGlinley, Program Director, WBFW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Humor, Comedy, Concern and a Radio Talk Show Host.

We believe they can go together. If you have it altogether and desire to be part of a team at Tampa Bay's fastest growing radio station according to Arbitron, rush your tape with resume to "Dave Scott," PD, WPBL Talk Radio 57, PO Box 570, Plant City, FL 33565. EOE, MR.

Mellow announcer

Wanted for Topeka's Beautiful Music KSWX. Long-term position open for person dedicated to quality control. Send a recent aircheck, resume and salary requirements to J.R. Greely, KSWX Radio, PO Box 4407, Topeka, Kansas 66604. KSWX is an Equal Opportunity Employer.

EXPERIENCED D.J.


Help Wanted News

MORNING NEWS ANCHOR

50,000 watt, WTIC, Hartford, is looking for a superior voice, top writing skills, and street reporting ability. Tapes, scripts and resumes to Walt Dibble, News Director, WTIC, One Financial Plaza, Hartford 06103. WTIC, One of America's great radio stations. EOE, M/F.

EXPERIENCED TRAFFIC MANAGER

Chicago's top radio station needs experienced traffic manager to direct competent staff. Must have complete knowledge of traffic/continuity areas using an automated traffic system. Send resume and salary requirements to WGN Radio, Personnel Dept., Chicago, IL 60618.

Help Wanted Announcers

Oldies Personality

Major market contemporary music & personality station looking for a unique specialty "oldies" jock who knows and digs the music...and who has an on-air "act" at special as the music itself. If you're looking to break into the majors, this could be your big shot! Rush tape, resume, and salary requirements to Dick Prater, WSBB Radio, 3840 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

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**TELEVISION**

*Help Wanted News*

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**TV NEWS PEOPLE**

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters and sportscasters. All replies will be kept strictly confidential. Send videocassette and resume to PO. Box 909, Fairfax City, Virginia 22030. Tapes will be returned promptly.

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**TOP 20 MARKET SEEKING EXPERIENCED TV NEWS PRODUCER.** Experience in News Production should include writing, editing, production with both tape and live shots. The person we are looking for must have energy, imagination, ambition, and the ability to work well with people. Send resume and tape to:

**WFLA-TV**

Richard W. Roberts  
Corporate Personnel Director  
905 East Jackson St.  
Tampa, Florida 33601

An Equal Opportunity employer M/F

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**ASSIGNMENT EDITOR**

Looking for an aggressive Assignment Editor capable of conceptualizing stories and directing crews. Need someone who can make a slow day into a good day. Please send resume to Box H-106, E.O.E.

---

**NEWS PHOTOGRAPHER**

Experienced in all phases of ENG, microwave transmission and editing. We have all the equipment and opportunities for a dedicated, hard-working professional. Top 30 Midwest Market. Salary requirements and resume to Box H-31.

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**Help Wanted Technical**

**NBC**

**On-Air Technical Supervisor**

NBC, a recognized leader in the broadcasting industry, has an exceptional opportunity for an on-air technical supervisor.

Responsibilities will include: direct supervision of technical facilities, activities, and personnel for on-air operations; insuring proper utilization and condition of equipment and reporting on outages or other operating irregularities, ensuring conformance to terms and conditions of NBC agreements with collective bargaining agents (NABET, DGA, and AFTRA) and the overall conduct of activities in accordance with approved policies, standards and procedures.

Interested applicants should have extensive experience in broadcast management with a major broadcast facility, along with a Bachelor's degree in engineering, business or communications. Knowledge of broadcast-oriented collective bargaining agreements highly desirable.

NBC offers an excellent salary and benefits package along with the opportunity for career advancement. Send resume with salary history to: Ms. V. Branker/OTS, Staffing Specialist, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020. We are an equal opportunity employer M/F.

---

**WTVJ REPORTER-PRODUCER**

Top rated Public Affairs Dept. seeks a reporter-producer with minimum 3 years experience in news or public affairs Journalism degree preferred. Negotiable salary & excellent company benefits. Send resume to: PO. Box 010787 Miami, Fla 33101  
Equal Opportunity Employer M/F

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**Help Wanted Programing, Production, Others**

**PROMOTION MANAGER**

Top notch person with strong on-air promotion, writing and producing background needed for ABC affiliate in Minneapolis/St. Paul. Knowledge of outdoor print media helpful. Send resume /cassette to Kaki Tuohy.  
KSTP-TV 3415 University Avenue S., St. Paul, MN 55114  
An Equal Opportunity Employer

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**TALK SHOW PRODUCER**

WDIV-TV: Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—someone with a creative track record and the managerial ability to motivate and build a staff from the ground up.

Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producers WDIV-TV 622 W. Laffayette, Detroit, MI 48231.  
An equal opportunity employer
Now seeking candidates for Talent (host and hostess) and Producer for January premiere of PM Magazine. Preference given Producer/Talent combo. Prior experience with magazine-type format a must for Producer. Send resume, tape and salary needs to Jared VanHorn, KWWL-TV, Waterloo, Iowa 50703.

An EEO Employer

CMX VIDEOTAPE EDITOR/TECHNICIAN

WCVB-TV (the ABC affiliate in Boston) seeks an individual with a minimum of two years' experience with CMX computer editing systems. This is a creative editing position of specials for WCVB-TV air and syndication use.

The successful applicant must have proven ability as a creative videotape editor as well as a high degree of proficiency with the CMX system. Experience with CMX 340X and Sony 1" Type 'C' videotape machine is desirable.

If interested and qualified, send resume (no telephone calls please) to: Personnel Department T72180, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

Situations Wanted Programing, Production, Others

COMPELLING TALK HOST

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Account Executive
OUTSTANDING OPPORTUNITY

... With Arbitron's Chicago office... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Radio Station Sales Department.

The person we're seeking should have at least 5+ years experience in Radio Broadcast Sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

PERSONNEL DIRECTOR
THE ARBITRON COMPANY
a research service of
CONTROL DATA CORPORATION
1408 Tribune Tower, Chicago, IL 60611
An Affirmative Action Employer

FIEL ENGINEER

Leading internationally known electronics firm seeks two Field Engineers with heavy experience in servicing broadcast and CCTV color cameras.

Duties include periodic technical training of customers, engineering back-up for salesmen on product demonstrations, resolving technical problems pertaining to camera installations in the customers facility and answering telephone inquiries from dealers and product users.

You will be based in the Metropolitan New York or Los Angeles area, travel-40%, office-60% of the time. Position reports to Marketing Manager.

Please send resume and salary requirements to Box H-108.

Help Wanted Technical
Continued

Broadcast Engineers

Bored With Your Job
Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to:

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617-426-3131

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California 90069. Telephone: 213-8990

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MANAGEMENT/TELEVISION PLACEMENT
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AT LAST!
A programming consultation service designed specifically for small and medium markets.
Ask yourself:
1. Are we playing the right music?
2. Are we able to obtain qualified air talent, for the salary we have to pay?
3. Are my announcers being given proper guidance to help develop their style and the sound?
4. Do my promotions really promote?
5. Is there a program consulting firm that will give me what I need without charging major market rates?
The answer to all 5 of the above questions will be yes with Scott Consultants, a firm created by former national format director and consultant Mike Scott. We did it for WDZ in Decatur, Illinois. Scott Consultants, 3963 Tarbark, San Antonio, Texas 78240.

Business Opportunity

PROFIT
THE HOTTEST WORD IN TELEVISION
TV Tempo is in the television business and we are offering you a share in the profit.
Cable systems are growing with more, more, more! Cable systems are growing with more, more, more! Cable systems are growing with more, more, more! Cable systems are growing with more, more, more!

TV Tempo is a low cost, high quality, personalized entertainment television and cable guide. Each locally owned magazine acquires advertising for stations in its local area.

An investment of $10,000 is required. Call 414-546-8459 in Georgia and 1-800-241-7069 for more information.

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5844 Lester Ln., Suite 505, Dallas, Tex. 75225 - 214 656-1027
3469 E. Princeton Ave., Denver, Co. 80227 - 303 771-7675
1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 - 404 351-9555

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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) 949-6845.

For Sale Stations

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Specializing in Individual & Corporate VIDEO TAPE INVESTMENT
Representing over 300 Clients & 1100 Episodes
CALL TOLL FREE NATIONALLY 800-528-6050 Extension 758 INVESTORS MANAGEMENT SERVICES, INC.
366 No. Broadway
Jericho, NY 11753
516 935-5567

NEED NUMBERS??
The image generators are at your service. Get a major market production/vocational/ideas to help generate numbers in your marketplace. Rates vary with market size. Interested? All inquiries to 301-262-2119 or 11408 Fair Oaks Drive, Silver Spring, MD 20902.

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NEED HELP?
Two big market programmers are looking for ownership possibilities in medium to small markets in the upper Midwest. We are not interested in single AM daytimers but we will consider AM/FM combinations in which the AM is not full time. Strict confidence. Reply to Box H-80.

FLORIDA
Experienced broadcaster would buy small, maybe medium mkt. radio facility — principal to principal
Bill: (219) 874-5245

SOUTHERN STATIONS FOR SALE
Fulltime SW AM in medium Georgia market West equipped with real estate included, $895,000 with only $250,000 down. Owner financing. AM/FM combo in medium small North Carolina market. Well equipped and real property included. $525,000 with only $525,000 down. Owner financing. AM/AM combo in small Virginia market. $405,000 with only $405,000 down and transferrable note.

For information on these and other available properties please write or call Al Macmillian.

THE MACMILLAN COMPANY
PO. Box 76024, Atlanta, Georgia 30328.
404-256-3666.

MEDIA BROKER, APPRAISER...
318-797-8688
Single market combo in Geo. 300 K; Ark. combo 550K; Regional rural FM Class C, 1.35 M, 10 times cash flow.

SOUTH MARCH STATION
BROKERS, CONSULTANTS & APPRAISERS
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Los Angeles, CA 90046
202/233-1883
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

H.B. La Rue, Media Broker

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/434-1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021
212/288-0737

Broadcasting Aug 11 1980 72
**For Sale Stations Continued**

**Distressed Sale**
Daytime AM. Major Florida market. Excellent potential. Minorities only. Box H-88

- Cable TV Southern Alaska. Small, $110,000. Terms
- AM/FM, N.E. Louisiana. $25,000 down.
- 500 watt daytimer. Single market station. CA resort area. $430,000.
- Fulltimer. Major market 10. $680,000 terms.
- AM/FM in Alaska. $1,425,000.
- Daytimer. NC. About 50 miles from coast. $240,000. Terms.
- Chattooga area daytimer. Good real estate with living accommodations at studio. $350,000. No down payment, $5,255.80/month for 10 years.
- Two AM's. CA. Fulltimer and daytimer.
- Class C plus powerful daytimer. SE $4 million cash.
- S.E. 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. $800,000. Terms.
- AM/FM in No. Mich. $190,000.
- Louisville area daytimer. $450,000.
- Eastern Kentucky AM/FM. Bargain. $980,000. Terms.
- VA. Coastal. Attractive. $800,000.
- Powerful daytimer in Atlanta area. $980,000. Terms.
- Powerful daytimer in Northern Michigan. $430,000. Terms.
- Dynamic Fulltimer covering half of Alaska population. $1,800,000.
- Fulltimer. Coastal city in Southeast. $500,000.
- Daytimer. Northeast Texas. $660,000.
- South Alaska. Includes Real Estate. $200,000. Terms.
- Fulltimer. Dominant. Metro. TX. $1,200,000.

Let us list your station. Confidential!

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Drop by our Hospitality Suite at the NAB Radio Programming Conference, Hyatt Regency: New Orleans

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**Ten reasons to give us a call!**
New York - Small market FM - $280K terms; $225K cash
Mid-Atlantic-College market AM - profitable - $900K
Florida - Major market AM - cash preferred - $850K
Northeast - Small market AM - $250K - 29% & nego. terms
Midwest AM - Profitable fulltimer - $725K on terms
Top 15 market - Class B FM - Cash or nego. terms - $3MM
Mountain State - Fulltime 5 kw - $835K cash or terms
New York - Profitable AM-FM - Real Estate - $1.5MM on terms
Northeast - Metro fulltimer - Unit operation - $900K - terms
New England - Coastal AM - Very attractive - $400K - $116K down

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**Available AM**


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**Major Florida market**
Fulltime AM. Excellent potential for increased growth. $1,000,000 - Terms available. Box H-119.

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**For Sale AM-FM**
In fast growing Central California City $1,000,000. Good terms and lease on real estate. No Brokers. Send qualifications to Box H-70.

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**MARGARET HANEY**
Pringle-Haney & Associates
NW $500K
W $150K 29%
W Metro Fulltime $300K 29%
W Small AM $50K Terms
W Fulltime FM $500K

Available AM

**Ralph E. Meador**
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 616-259-2544

**Dan Hayslett**
Media Brokers
11311 N. Central Expwy. Dallas, Texas
(214) 691-2776

**MEDIA BROKERS & APPRAISERS**

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**Milton Q. Ford**
MEDIA BROKERS/APPRAISERS
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MEMPHIS, TN 38117 - 901/767-7080

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Broadcasting Aug 11 1980
For Sale Stations

CHAPMAN ASSOCIATES®

nationwide service

For Sale Stations Continued

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<thead>
<tr>
<th>STATIONS</th>
<th>CONTACT</th>
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<tr>
<td>S Small AM $85K $30K</td>
<td>J.T. Malone (404) 458-9226</td>
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<tr>
<td>E Small AM $180K 29%</td>
<td>Art Simmers (617) 848-4893</td>
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<tr>
<td>S Small Fulltime $350K $75K</td>
<td>Bill Case (904) 893-6471</td>
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<tr>
<td>MW Small AFM $1100K Nego.</td>
<td>Peter Stromquist (218) 728-3003</td>
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<td>S Medium Fulltime $560K $125K</td>
<td>Ray Chapman (404) 458-9226</td>
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<td>W Medium Fulltime $2300K Terms</td>
<td>Ray Stanfield (213) 363-5764</td>
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To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr, N.E., Atlanta, GA 30341.

TOP 50 MIDWEST
CLASS C FM
Consider Trade-Merge-Stock-Terms-Cash
Principals Only—No Brokers
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Broadcasting Broker
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Georgia AM Station for sale. Only $25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181.

PROFITABLE W. TEXAS DAYTIMER
Excellent owner/operator opportunity. 1200 watt AM with 30 mile coverage. $1000 per month. Owner financing.
DAN HAYSLETT & ASSOC., INC.
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(214) 691-2976

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Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $59.95, 59/4, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books for Broadcasters

304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Duquet. Note: Following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, with a particular emphasis on technical and electronic aspects of audio operation. 192 pages, illustrated, index $10.00.

308. BROADCAST MANAGEMENT by Ward L. Quall and James A. Brown. Whether you aspire to a career in broadcasting, or are already employed in broadcasting, this second edition—revised and enlarged—describes the business of broadcasting. 446 pages, charts & index $18.50.


345. AMERICAN BROADCASTING: A Sourcebook on the History of Radio and Television by Lawrence W. Lichly and Malachi C. Toppen. Skillfully edited anthology of 93 selections. This unique sourcebook provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975. Articles by such notables as Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—plus a new A must for every broadcaster’s library. 713 pages, notes, tables, bibliography, index, chronological table of contents $28.50

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Please send me book(s) number(s). My ___ payment is enclosed.

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State

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Broadcasting Aug 11 1980

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Fates & Fortunes

Media

Appointment of James R. Holland, corporate affairs VP for Miller Brewing Co., to new post of NBC executive VP for corporate communications, responsible for press, public and corporate relations and reporting to Fred Silverman, effective Aug. 18 (Broadcasting, Aug. 4), announced last week. Before joining Miller he was assistant press secretary to President Gerald R. Ford in 1974-75 and special assistant to secretary of health, education and welfare in 1975-76. Earlier he had served in other government jobs and was with John Hancock Mutual Life Insurance Co., J. Walter Thompson Co. and United Press International.

Ronald E. Steiner, general manager, WQXO-TV Toledo, Ohio, and former general sales manager, WU-TC Pittsburgh, named general manager of KLKK-TV Albuquerque, N.M.

Dan McGrath, operations and program manager, KTST-TV San Francisco, joins WFSF-TV Newark, Ohio, as general manager.

Clintion Culp, with KTGF-FM Dallas, named president and general manager.

Tom Baker, general manager, WROR-FM Boston, named VP.

John H. Beck, radio manager of noncommercial WGBH-FM Boston, named director of New York-owned WNYC-AM-FM-TV, replacing Mary Perot Nichols, who resigned several months ago to become director of communications at University of Pennsylvania.

Robert Francis Aaron, who has owned and operated production and consulting firm for past 12 years, and before that was national director of daytime programming with NBC, joins CBN Continental Broadcasting Network, Virginia Beach, Va., as executive VP. He will be responsible for development and production of new programming for CBN, and for operation of its four television stations.

Cari Como, group manager, Patten Communications Corp., radio station group owner based in Southfield, Mich., named general manager of broadcast division. He will be based at Patten’s WDDO-FM Daytona Beach, Fla. Ron Samuels, regional sales manager, WDDO, named VP-general manager of station.

Richard Ferry, general sales manager, KDKA-AM Pittsburgh, joins WKWK-AM-FM Wheeling, W.Va., as general manager.

Harry Whisman, regional sales manager, WFTL-FM Fort Lauderdale, Fla., named assistant general manager.

James Mougoutte, general sales manager, WERK-AM Muncie, Ind., named general manager of WAXT-FM Alexandria, Ind.

Sean O’Callaghan, media representative for Davis-Powell-Weaver Broadcasting’s KLOK(AM) San Jose, Calif., named station manager of company’s KUML(AM)-KPIG-FM Fresno, Calif.

Duane Hamann, from KADL-AM-FM Hot Springs, Ark., joins KZNG(AM) Hot Springs as station manager.

Bill Fogarty, director of marketing, Daniels & Associates, Denver, named VP-marketing.


Mayo Stuntz Jr., director of finance and planning for ABC subsidiary, Travel Network, recently sold, joins NBC, New York, there as director, operational planning. Natalie Parks Hunter, manager of finance, Philip Morris International, New York, joins NBC as director, strategic planning.

Lee Frischknecht, former president of National Public Radio, Washington, who has been freelance media consultant for last three years, joins noncommercial KAET(TV) Phoenix as manager of telecommunications. He will organize and develop distribution systems for educational telecommunications. Vivienne Williams, who has been working with U.S. Office of Education and University of Vermont on teacher training project, joins KAET as instructional television coordinator.

Jon Schwenzer, former director of engineering administration, Arlington Telecommunications Corp., Arlington, Va., retained as franchise consultant by Cox Cable Communications, Bethesda, Md.


Elizabeth Rizzo Balik, Midwest sales representative, Marketron Inc., joins WBBM-TV Chicago as director of research.

Kenneth Buel, VP-station manager of Mid America Media’s WRAK(AM) Kansas, Ill., named VP-governmental relations for Mid America. Volney Lamb Jr., sales manager, WKAM, succeeds Buel.

Deborah Stein, in research department of Golden West Broadcasters, Los Angeles, named research analyst for radio division.


Harold Wohlwend, controller, Capitol Broadcasting Corp., Mobile, Ala., named VP-finance, and elected to board.


George Miles Jr., formerly with Group W’s KDAA-AM-TV Pittsburgh, named controller for co-owned WRET-TV Charlotte, N.C.

Advertising


Appointments, D’Arcy-MacManus & Masius: John Greene, VP-marketing director in Bloomfield Hills, Mich., office, elected senior VP-management supervisor; Noel Nauber, creative director in St. Louis office, elected VP; Kate Judge, former intern, DM&M de Garbo, New York, and graduate of Roanoke college, Salem, Va., joins DM&M de Garbo in New York as assistant producer in broadcast.

“...the person you describe is the person we’ll deliver...”

Joe Sullivan & Associates, Inc. Executive Search and Recruitment in Broadcasting, Cable Television, and Publishing

1720 Ave. of the Americas, N.Y., N.Y. 10020 (212) 765-3300

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Edward Larson, executive producer, Joey Cummings, creative director, and James Grimm, associate research director, Needham, Harper & Steers, Chicago, elected VP's.

Will Fieldhouse, manager of television services, Leo Burnett Co., Los Angeles, and Mike Allen, account supervisor, and Bob Kirkpatrick, associate media director, Burnett, Chicago, named VP's.


Colleen O'Kane, group media director, Tatham-Laird & Kudner, Chicago, named media planning director. Maurine Rosenstein, assistant media planner, named media planner.

Gordon Pettitt, VP-general manager of Co-Op Management, Cleveland, joins W.B. Doner and Co., Detroit, as director of cooperative advertising services. Pam Candler, from J.L. Hudson Co., Detroit, joins Doner as account executive.

Charles Short, VP-marketing, Freedman Advertising, Cincinnati, joins Sive Associates there as VP-account supervisor.

Mimi Brown and Evan James, media buyers-planners, Barkley & Evergreen, Kansas City, Kan., named media supervisors.

Richard Bloom, creative director, D'Arcy-MacManus & Masius, St. Louis, joins Hume-Mitchell-Mickelberry, Miami, as senior VP-creative director.

Jay Duncan, senior account executive, Keller-Crescent, Evansville, Ind., named VP-account supervisor.

William Breda Jr., VP-manager of New York CBS-red sales team, Blair Television, named VP-national sales manager for Blair. Mark Robbins, account executive on NBC sales team in Chicago, Blair Television, named VP-manager of NBC sales team.

John Hubbell, on CBS sales team in New York, named sales manager of Blair's CBS-red team there.

Michael Gillham, former general sales manager, KDNL-TV St. Louis, joins HR Television there as account executive.

George Sternberg, VP-Savalli/Gates, New York, joins Lotus Representatives, New York, as VP-director of station relations.

Carol Salter, from Katz Radio, Los Angeles, joins McGavren Guild's San Francisco sales staff.


Judith Agislim, account executive, Mobil Chemical's packaging division, joins Eastman Radio, New York, as account executive.

Georgann Lavelle, account executive, Selcom Inc., Atlanta, joins Bernard Howard & Co., Atlanta, in same capacity.

Vincent A. Francis, VP in charge of sales for Western division of ABC-TV since 1958, but will continue to serve as consultant to ABC's sales department. He had been with ABC since 1936. Douglass Streff, VP-sales, central division, ABC-TV, Chicago, moves to Los Angeles as VP-sales, Western division, succeeding Francis. In Chicago, John Grace, VP-sales, central division, succeeds Streff.

Philip Sweenle, local sales manager, WXYT-TV Detroit, joins ABC-TV spot sales, Chicago, as Midwest manager. Appointed in ABC-TV network sales, Chicago: Bob Sediachek, from manager of daytime sales, central division, to director of sales proposals-development; Jim Wasilko, from account executive to manager of daytime sales; Kathy Taylor, from account executive, ABC Radio, to account executive, ABC-TV network sales.

Sandra Kennedy, research manager, ABC Radio Network, New York, named manager of research and media planning.

Ron Bergamo, local sales manager, WFAA-TV Dallas, named general sales manager. Chris Westerkamp, from KGO-TV San Francisco, named WFAA-TV as national sales manager.

C. Stanley Read, account executive, WSNV-TV Chicago, named general sales manager.

J. Peter Coleman, account executive, WCBS-FM New York, named manager of retail sales.

Rick Henry, local sales manager, WINS-TV Milwaukee, named national sales manager.

Walter Maxwell, senior account executive, WRKO(AM) Boston, joins WGOH(AM)-WRBM(FM) Kingston, N.Y., as general sales manager.

Ron Pell, national sales manager, WDRC-AM-FM Bloomfield, Conn. (Hartford), named general sales manager.

Darlene Jones, retail sales manager, WRET-TV Charlotte, N.C., named local-regional sales manager.

Judy Currier, general sales manager of Davis-Pow ler-Wheeler Broadcasting's KLOK(AM) San Jose, Calif., assumes additional duties as director of sales for co-owned KRAM(AM)-KFRG(FM) Fresno, Calif.

Bob O'Brien, assistant sales manager, WPXM(AM)-WPKX-FM Rochester, N.Y., named local sales manager. Randy Saltzman, graduate, Oswego State college, Oswego, N.Y., and Bob Antinarella, formerly with WROC(AM) and WOR(AM-FM) Rochester, N.Y., during mid-1970's, who has not been in broadcasting during recent years, join WPXM-WPKX as account executives.

Erlin Furnival, formerly with WROC-TV Rochester, joins WPXM-WPKX as sales coordinator.

Sue Kramer, account executive, WERK(AM) Muncie, Ind., named general sales manager of WXAT(FM) Alexandria, Ind.

William Bass Jr., district manager for eastern North Carolina, 1 C Systems, St. Paul, joins WNCT-TV Greenville, N.C., as marketing director.

Rose Harker, account executive, WRBQ(FM) Tampa, Fla., joins WJSY(WF) there as sales manager.

Jim Jordan, account executive, WJKS(AM) Waukegan, Ill., named director of sales and marketing.


Jeffrey Holden, from Dominick's Finer Foods, Chicago, joins WFLK(FM) as account executive.

David Alexander, from WILD(AM) Boston, and Sandra Birnhak, from WRKO(AM) Boston, join WBCN(FM) there as account executives.

Marsha Baker, from KMOD(FM) Tulsa, Okla., joins KOTV(TV) there as account executive.

Pat Cronk, fashion buyer, J.W. Milken department store, Traverse City, Mich., joins WPBN-TV there as account executive.

Karla Barton, account executive, KV(IAM) Seattle, joins KCTQ-TV Tacoma, Wash., in same capacity.

Dick Swartz, former sales manager, KTHO-AM-FM South Lake Tahoe, Calif., joins KLOC-TV Modesto, Calif., as account executive.

Deborah Primo and Bill Wilson, account executives, KRLF(FM) South Lake Tahoe, Calif., named sales supervisors.

James Fraher, announcer and news editor, WDBF(FM) Point Pleasant, N.J., named service representative and copywriter.

Barbara Piazza, with WCCO-AM-FM Minneapolis, named commercial manager.

J. Marvin Sanders, from CBS Records, joins KSHE(AM) St. Louis as account executive.


Lauro Martinez, formerly with WQXK(FM) Chicago and The Katz Agency there, joins WEYI(AM) Boston as account executive.

Scott Butzloff, from KOTV(TV) Tulsa, Okla., joins KMGH-TV Denver as account executive.

Sharon Davis, variously with KMBZ(FM) KBEQ(FM) and KCMO(AM), all Kansas City, Mo., joins KMBC-TV there as account executive.


Edward Falcolth, field producer and reporter, WFBG-TV Greenville, S.C., and former 11 p.m. anchor, WITN-TV Washington, N.C., rejoins WITN-TV as account executive.

Tracy Aline, sales manager, KX(AAM) Seattle, joins KV(IAM) there as account executive.

Joe Severino, graduate, Ohio University, Athens, joins WBNW(FM) Briarcliff Manor, N.Y., as co-op coordinator and account executive.

Broadcasting Aug 11 1980 76
Programing

Stuart Sheslow, VP-current comedy programs, NBC Entertainment, Los Angeles, named VP-drama development.

Paul Hunter, VP, comedy series development, ABC Entertainment, Los Angeles, named VP, ABC Entertainment. Barbara Corday, director, comedy series development, named VP, comedy series development.

Joseph H. Levinsohn, assistant director of international operations, United Artists Television International, New York, joins ABC Pictures International thad as director of marketing services, television sales.

Stephen Girard, partner in Girard/Flaherty Agency, joins Columbia Pictures Television, Burbank, Calif., as VP. He will be involved in all phases of company's operations.

Brendy Franco, manager of syndicated program development, Columbia Pictures Television Distribution, Burbank, Calif., named director of syndicated program development.

Michael Seeger, manager of network operations, Showtime, New York, named director of network operations and post-production. Jay Utterback, facilities and log coordinator, named manager of network operations. Paul Ernst, production coordinator, named manager of post-production and studio operations.

Frank DeRose, production assistant, named production coordinator.

Carl DeSantis, director, business affairs and programming, WCI Home Video, New York, named VP-business affairs and programming.

Rich Husty, manager, sports development, and Bill Maddah, manager, affiliate relations and RMS Television Network, New York, appointed VP, sports, and VP, program sales and production, respectively. Lester Breislak, media supervisor, J. Walter Thompson Co., New York, named manager, advertiser sales and Steven Hyden, controller, Niccua Merchandising, appointed financial manager of TVS.

Jeffrey Lawenda, former VP-general manager of CBS Radio Spot Sales, named VP-advertising sales and commercial program development for USA Network, Glen Rock, N.J.

Appointments, Home Box Office, New York: Betty Bitterman, producer of Merv Griffin Show, named director of variety programming for HBO; Harry Weitman, director of special projects, HBO, named director of HBO program services; Jim English, director of programming for STV program services, named director of programming for HBO program services; Stephen Strick, formerly with New York law firm of Hess, Segall, Couterman, Pez & Steiner, joins HBO as associate director of business affairs for specials and sports; Ruth Beltran, HBO network scheduling manager, named manager, programming and scheduling, and Peggy Davis, former manager of scheduling for Take 2, named scheduling manager for Cinemax.

John D. Kay, president of High-Yield Marketing, Chicago, joins ON TV/Chicago as manager of marketing and sales. Peter Strand, former program manager, WSKTV Chicago, joins ON TV as programming manager. ON TV will introduce over-the-air subscription television to Chicago in September.


Peter K. Preis, Eastern sales manager, MCA Corporate Films, named East Coast manager of television sales, Samuel Goldwyn Co.

Gary Grossman, teacher and television critic, named director of program development, Brad Marks Productions, Los Angeles.

Robert Kanfer, arts and humanities associate, Public Broadcasting Service, Washington, named assistant director of arts and humanities programing.

Tina Loy, former special projects producer, KSE-TX San Diego, joins Multi Image Productions, San Diego-based multimedia and videotape production company, as producer-director.

Ann Miller, producer for morning strip show on KPIX(TV) San Francisco, People Are Talking, named executive producer of programing for KPIX. Marion Whigham, director, People Are Talking, named production manager for station.

Christa Resing, production assistant for Evening Magazine on KPIX, named associate producer for Evening Magazine's Good Ideas unit.

Richard Plotkin, production manager, WSNV(TV) Chicago, named manager of programing and production, succeeding Peter Strand who joins ON/TV Chicago.

Dale Bell, director of special projects, commercial wqed(TV) Pittsburgh, named VP-programing.

Bill Imboden, director, WSB-TV Atlanta, named production manager.

Dale Mitchell, producer-director, WRTV Green Bay, Wis., named production manager.

Mike Barry, sportscaster and sports talk show host for ABC-owned WXYZ(AM) Detroit, named sportscaster for weekend editions of 6 and 11 p.m. news on ABC's WBRC-TV New York.

Craig Roberts, sportscaster, WRTV(TV) Indianapolis, joins KPRC-TV Houston in same capacity.

Rick Meeder, from KEZI-TV Eugene, Ore., joins KOMO-TV Seattle as sports director.

Leeza Gibbons, PM Magazine co-host, Belo Broadcasting's KDFM-TV Beaumont, Tex., joins co-owned WFAA-TV Dallas as PM Magazine co-host.

Candace Hasey, feature reporter on ABC-TV's Good Morning America, joins WBZ-TV Boston as co-host of Good Morning America.

Bob Sieott, director of special projects, WCKF(TV) Chicago, named entertainment and life-style reporter for WBBM-TV Chicago.

Kevin Meagher, documentary producer, Group W, Pittsburgh, named assistant producer of On the Town, weekend strip magazine.

Dianne Atkinson Hudson, associate producer for Kelly and Company on WDIV(TV) Detroit, named coordinating producer for station.

Shawn Briggs, reporter, WTMJ-TV Milwaukee, named co-host and co-producer of A New Day on WTMJ-TV.

Doug Dodd, anchor, kotv(TV) Tulsa, Okla., named producer of PM Magazine on kotv.

Connie Krute-Kelth, clerical office manager, Delay and Rourke Temporaries, Nashville, joins kotv as associate producer of PM Magazine. Gerald Miller, senior consultant, Southwestern Bell, joins kotv as producer-director.

Bob Morris, from engineering department of kotv, named production photographer.

Mark Bollowan, associate program producer of Evening Magazine on WJS(TV) Baltimore, named producer. Randy Blair, weekend sports anchor, WJS-TV, named weekend sports anchor, at 6 and 11 p.m.

Billy Brill, former national promotion director for Mercury Records, Los Angeles, joins staff of PM Magazine on KTTY(TV) Los Angeles.

Al Baker, producer, and news director, KXXI(AM)-KJY(FM) Albuquerque, N.M., assumes additional duties as operations director.

Robert Kagan, operations manager and program director, WZZI(AM) Knoxville, Tenn., joins WBYC(FM) Charlotte, N.C., as program director.


Chuck Evans, air personality, KDBW(AM)-FM Minneapolis, joins WCKF(TV) Chicago in same capacity.

Peter Hunn Davis, from Central Missouri State university, Warrensburg, and formerly with WMGM(FM) Philadelphia, rejoins WMGM as air personality.

Jay Quin, air personality, WZEX(FM) Sylvania, Ohio (Toledo), joins WRCX(FM) Washington in same capacity.

David Ochs, former announcer, KERE(AM) Denver, joins KLDR(AM) there as sportscaster.

News and Public Affairs

Ron Fortner, news director, XETV(TV) Tijuana, Mexico (San Diego), joins wPCTV West Palm Beach, Fla., as news director.

Chris Daukis, assistant news director and
Ronald Campagnone, former director of KPIX as weekend anchor, news and weekend anchor, KORV (TV) Tulsa, Okla., rejoins station as anchor. She will also serve as executive producer and host of Tulsa Morning on KOTV.

Beatrice Birch, graduate, San Jose State university, San Jose, Calif., joins KCKW (TV) Casper, Wyo., as noon anchor and producer and reporter.


Jane Harrington, from WXII (TV) Winston-Salem, N.C., joins WTHR (TV) Indianapolis as health-education reporter. Kim Sanders, from WISH-TV Indianapolis, joins WTHR as reporter and noon co-anchor. Ross Becker, reporter and weekend anchor, WTHR, named noon co-anchor. Rick Young, formerly with WTTV (TV) Albany, N.Y., named weekend anchor at WTHR.

Tom Maccabe, formerly with WXLW (AM) Indianapolis and WIOU (AM) Kokomo, Ind., joining WSB-AM-FM Atlanta as reporter.

Wilfredo Echevarria, film and video producer, Media Study, Buffalo, N.Y., joins WVTU (TV) New Britain, Conn., as community services supervisor.

Promotion and PR

Bernard Weber, director of communications, WCAU-TV Philadelphia, joins KYW-TV there as creative services director.

Mimi Mathis, promotion director, WSPA-TV Montgomery, Ala., joins WDSU-TV New Orleans in same capacity.

Katy Baetz, promotion manager, KMOL-TV San Antonio, Tex., joins WLKY-TV Louisville, Ky., in same capacity.

Jo Anna Chvala, formerly with Hubbard Broadcasting, St. Paul, joins KFVS-TV Cape Girardeau, Mo., as promotion manager.

Dick Cunningham, director, broadcast news services, and Bernice Molina, assistant to director of broadcast news services, Carl Byoir & Associates, New York, join Ruder & Finn there as director and manager, respectively, of newly established broadcast communications division.

Alfred J. Cancellieri, director of administration for John Blair & Co., New York, named VP and treasurer of BlairSat, Blair-owned subsidiary that provides distribution of television commercials to stations via satellite.

Herbert Michels, engineering consultant on cable, broadcast and general communications, and part-owner and manager of WKBW (AM) Stirling, N.J., named director of engineering for New Jersey Public Television, which includes four stations. Michels was formerly director of engineering for Time-Life Broadcasting.

Carroll Amos, transmitter technical engineer, KOOL-AM-FM-PX Phoenix, has retired after 23 years with station.

Larry Nadler, assistant chief engineer of maintenance, noncommercial WPRT (TV) Miami, named assistant chief engineer of engineering operations.

Allied Fields


Janet Haigr€€n and James McGuire, account managers, and Wayne Arden, international coordinator, A.C. Nielsen Co., Northbrook, Ill., elected VP's and account managers of Marketing Research Group USA. John T. Davis, manager of Nielsen Product Pickup Service, elected VP of Marketing Research Group USA.


George Breece, former North Carolina state legislator, joins National Cable Television Association, Washington, as assistant director of government relations.

Dwight Ellis, VP of minority and special services, National Association of Broadcasters, Washington, appointed to National Commission on Working Women. Helen Morse, former station manager of KING-FM Seattle, now KINK-FM, named broadcast account manager for Station Business Systems, Greenwich, Conn.

John F. Pien, former associate director of Catholic Public Broadcasting Commission, named staff executive of UNDA, national Catholic association of broadcasters and allied communicators, Washington.

Jud Rappaport Musson, former local sales manager, WCGC (AM)-WYOR (FM) Miami, has resigned to open consulting service in Miami, Media & Marketing Specialists Inc.

Jack C. Ellis, professor of film in radio-television-film department of Northwestern university, Evanston, Ill., named chairman of department.

Deaths

Thomas E. Mitchell, 66, retired senior VP-treasurer of WPX Inc., licensee of WPXM (TV) New York, died of lung cancer Aug. 1 at Memorial hospital in New York. He joined WPXM (TV) in 1948, year it went on air. He was one of founders of Institute of Broadcast Financial Management. At time of his death, Mitchell was director and consultant to WPX Inc. Survivors include his wife, Grace, and son.

<table>
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<th>Exchange and Company</th>
<th>Closing Wed. Aug. 6</th>
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| Broadcasting with Other Major INTERESTS | | | | | | |

| Adams-Russell         | 23 1/8             | 23 + 1/8 + .54 19 42 |
| Affiliated Publs.      | 19 3/4             | 19 3/8 + 3/8 + 193 8 101 |
| N American Family      | 6                  | 8 8 |
| N Dow-Jones            | 21 1/2             | 21 1/2 + 2 227 7 89 |
| N Charter Co.          | 16 3/8             | 17 1/8 + 3 218 1 467 |
| N Chris-Craft          | 25 7/8             | 26 7/8 + 1 183 1 63 |
| N Coca-Cola New York   | 6 3/4              | 5 3/4 + 1 + 17 5 119 |
| N McGraw-Hill          | 38 1/2             | 34 3/4 + 3 151 7 407 |
| N Dun & Bradstreet     | 49 3/8             | 50 1/8 + 3/8 – 15 135 |
| N Fairchild Ind.       | 45 1/2             | 47 – 1/2 + 3 13 259 |
| N Fuqua                | 15 3/4             | 16 1/4 + 1 200 3 200 |
| N Gannett Co.          | 51 1/2             | 51 1/2 + 1 303 1 810 |
| N General Tire         | 17 1/8             | 17 5/8 – 2 83 7 405 |
| N Gray Commun          | 44 1/2             | 43 1/2 + 1 + 299 9 21 |
| N Harte-Hanks          | 31 1/2             | 31 + 1/2 + 1.61 15 294 |
| N Heritage Commun      | 16 5/8             | 14 7/8 + 1 114 8 723 |
| N Insigno Corp.        | 16                 | 16 7 172 |
| N Jefferson-Pilot      | 27 7/8             | 26 7/8 – 3 80 6 611 |
| N Marvin Johnson       | 12 1/2             | 13 1/4 + 1 909 8 32 |
| N Matarasso            | 25 3/8             | 25 + 3/8 + 95 8 233 |
| N Knight-Ridder        | 25 3/8             | 25 + 3/8 + 1.50 9 824 |
| N Lee Enterprises      | 22 1/2             | 20 3/8 + 2 1/8 + 1/2 8 116 |
| N Liberty              | 15 3/8             | 14 3/4 + 5/8 + 4 23 6 199 |
| N McGraw-Hill          | 36 1/4             | 31 7/8 + 4 137 11 893 |
| N Media General        | 30 1/4             | 30 + 1/8 + 83 8 215 |
| N Meredith             | 40 1/4             | 40 + 1/4 + 62 6 128 |
| N Multimedia           | 27 3/4             | 25 1/2 + 1 196 14 261 |
| N New York Times Co    | 27 3/8             | 25 1/2 + 1 841 3 328 |
| N Outlet Co.           | 23 7/8             | 23 1/4 + 5/8 + 268 35 360 |
| N Post Corp.           | 16 3/8             | 15 1/4 + 1/8 + 7 73 8 289 |
| N Rollins              | 28 1/2             | 28 5/8 – 1/8 + 43 12 382 |
| N San Juan Racing      | 22 3/8             | 21 5/8 + 1/2 + 1 77 27 270 |
| N Schering-Plough      | 42 7/8             | 42 1/8 + 3/4 + 1 227 4 2274 |
| N Stauffer Commun      | 35                 | 35 3 9 35 |
| N Tech Operations      | 12 1/2             | 12 1/4 + 3/4 + 2 13 3 133 |
| N Times Mirror Co      | 37 7/8             | 38 – 1/8 + 2 32 9 1285 |
| N Turner Broadcasting   | 13                 | 13 1/4 + 1 188 128 |
| N Washington Post      | 18 3/4             | 19 1/2 – 3/4 + 3 7 264 |
| N Wometco             | 23                 | 23 21/8 + 18 + 5 14 203 |

| Cablecasting          |                    |                      |                    |                        |           |                                |

| A Acton Corp.         | 12                 | 12 3/8 – 3/8 + 3 03 8 35 |
| N Am American Express  | 36 5/8             | 37 1/8 + 1/8 + 1 37 2 810 |
| O Bonnin & Sims       | 40 1/2             | 40 + 1/2 + 4 76 4 168 |
| O Comcast             | 23 1/4             | 21 + 3/4 + 5 266 2 168 |
| O Entron*             | 5                  | 5 5 4 |
| N General Instrument  | 67                 | 68 7/8 + 1/8 + 18 + 11 580 |
| O Gendron Corp.       | 25 1/4             | 24 3/4 + 1/8 + 4 51 3 276 |
| O Tele-Communications  | 18 1/4             | 15 1/8 + 3 246 18 403 |
| O Teleprompter        | 23 1/4             | 22 1/2 + 3/4 19 394 |
| O Time Inc.           | 52 5/8             | 53 3/4 + 1/8 – 209 1 480 |
| O UA-Cable America     | 64 1/2             | 65 1/2 + 13 + 25 47 216 |
| O United Cable TV     | 35                 | 31 3/4 + 3 1023 24 143 |
| O Viacom              | 47 5/8             | 43 + 4 5/8 + 1 275 18 200 |

Notes: A: American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter bid price shown, supplied by Shearson, Hayden Stone, Washington. P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day price shown is last traded price. ** No P/E ratio computed. company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.
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- Hispanic Product Consumption Habits
- Profile of Commonwealth of Puerto Rico
- Spanish Media & Advertising
- Historical Role of Hispanics

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<tr>
<td>Los Angeles</td>
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National Association of Spanish Broadcasters
Ed Vane: maturing along with a medium

Here’s the situation: You’re in your new job less than a month. The production company’s biggest star, an 18-year veteran, wants to renegotiate his contract. He’s asking $11.5 million for three years of series work plus five years of occasional specials and public relations appearances. What do you do?

“Well,” says Ed Vane, “you have to do something.’’

And the president of Group W Productions did. In what Vane has described as a fortuitous convergence of circumstances, he found that John Davidson wanted to do a talk show. Vane had already come to the conclusion that Mike Douglas’s demands were “totally insupportable by the economics of the show.” Within two months, Group W had a deal with Davidson and had let Douglas know it would not be renewing his contract.

“Occasionally,” concludes Vane, “God is kind to us.”

A little over a year ago, Vane was a senior executive at ABC Entertainment, a comfortable position with a company he had been with for 15 years. Then, the opportunity to head Group W’s production division opened up to him. He took it. And, despite the early headache, he professes no regrets.

“In terms of daily, relentless tension, being the head of a production company is easier than being a major executive at a television network,” he says. “At the network, every morning a report card comes in on your performance of the day before. The stakes are so high—millions and millions of dollars riding on every show. It’s a constant state of tension—high anxiety morning, noon and night. After a while you get used to it and accept it. But when you get away from it, you realize it doesn’t have to be that way. There’s life outside the network.”

And, he adds, it’s a very good life at that. With the job came a cross-country move from New York to southern California. He and his wife of 29 years, Claire, settled in a house in the older but still fashionable Los Angeles—15 minutes from his CBS Television City offices (the company is in the process of moving to Universal Studios). Tennis games are now part of his regular routine. Two of his grown sons already lived in the city, and a third will be moving there later this year.

Vane’s rise through the ranks of the television world is a classic one, beginning as an NBC page in 1945 (among his fellow pages were Robert Howard, former president of the network, and actresses Eva Marie Saint and Cloris Leachman). He held that job while attending undergraduat e school, and then moved into the promotion department during graduate work. In 1961 he made the move to programming, taking over as manager of NBC’s daytime game show schedule.

Then he took the jump to ABC, where he remained for 15 years, moving up the rungs of the middle-management ladder.

“I’ve been surprised by how little difference there is,” Vane says of the transition from program buyer to program maker. “On the creative side, there’s very little difference. The development of The John Davidson Show had been no different from developing a prime-time or daytime series for a network.”

“There is a difference in the selling side. In syndication, every time you announce you’re going ahead with a new program, it’s a struggle to get a station line-up. That requires an individual, market-by-market effort on every program. That is vastly different from the networks.”

Selling programs to stations is a new experience for Vane. He oversees the sales department, but he does not consider himself a salesman of shows. “I rarely get involved in actual sales calls,” he says, except in the very large markets such as New York, Los Angeles and Chicago.

What he does oversee closely, however, is production. At the time he was interviewed, 42 Davidson shows had been taped. Vane claims that he sat in on all but five or six of them. In his position, he also oversees the production of PM Magazine, the new Hour Magazine and Fight Back with David Horowitz, plus Group W Cable Productions, TVSC (the company’s dubbing and reproduction facility in Pittsburgh) and development of new projects.

Vane is interested in moving the company out of the straight informational programming that Group W has managed to do so successfully. That is his pet project—he points to PM as the precursor of the “reality” programs becoming so abundant on network prime-time schedules—but because the room for syndication is growing smaller. With PM, Hour and Davidson, Group W produces three hours of syndicated programing daily. Next on Vane’s horizon are made-for-television movies, both for network and Operation Prime Time-style runs. Group W is not likely to syndicate those projects itself, however. Next, Vane wants to move into children’s programing, for network and syndication.

“There’s nothing quite like launching a new program,” he says. “It’s very, very exciting.”

Vane’s career extends through virtually the entire history of commercial television. When he compares the old days to today, he is understanding of the present but speaks fondly of the past: “Television is so competitive now. It’s roughly 30 years old. And it’s very difficult to be competitive and innovative, especially in prime time. If you go back to the early fifties, where the giant among all giants was Sylvester L. (Pat) Weaver, television dared to be innovative. It was so new, there was so much uncharted land, you could be experimental.

“The medium was young enough to permit all of his experimentation. That sort of thing can’t be done any more. It is very, very difficult to get a new idea. The longer the medium gets, the harder it is to be new, innovative and creative.”

And television is changing today. The future of the medium is much in question, and many major companies—including Vane’s—are preparing themselves for a new age of electronic communications. “Five years from now, we’ll still be in the business of program making—software is the buzz word,” Vane says. “But whatever course the business takes, if you’re good at making entertainment, there will be a market.”

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**One-man show**

The transcript of President Carter’s hour-long press conference in the heart of prime time last Monday night confirms the impression of a viewer: It is time for the White House correspondents and their editors to question whether the press conference in its present form serves the cause of journalism and the public interest.

The format used by Jimmy Carter last week is essentially the format invented by John F. Kennedy nearly 20 years ago, to the alarms of elderly journalists who were sure that live television would expose the President to unspeakable dangers. Up to if not including an inadvertent declaration of war. As Kennedy cannily surmised and his successors intelligently recognized, the format presents the dangers of clean water to a healthy fish. It is journalism that is out of its environment.

A President in possession of his faculties is in command when he can choose the time of the event and a format that prevents the intelligent pursuit of answers through a series of related questions. The prize goes to the correspondent who is selected, by the President, of course, to answer that one question that has been in rehearsal. In the limelight, the temptation is to deliver a zinger like ABC’s Sam Donaldson’s last Monday: “Do you recognize that there is this charge of incompetence that settles over you?”

The temptation leads toppers like Carter’s: “I’ve heard you mention that a few times on television.” The scene was reminiscent of an exchange between Dan Rather and President Nixon televised from an NAB convention in 1974. Nixon was generally judged to be the winner, even though already on the slide toward ignominy.

There may be no way to change a format that has proved so serviceable to so many chief executives, but at least improvements should be tried. For the first time the White House Correspondents Association is headed by a broadcast journalist, Bob Pierpoint of CBS. A logical leader of discussions about overdue reform.

**The people’s choices**

The A.C. Nielsen Co.’s study of viewing in cable and noncable homes (Broadcasting, Aug. 4) provides a revealing picture of the effects of cable ownership. It is a fascinating document, but what it could mean should not be confused with what it does mean.

The study was conducted in eight markets selected for their differences in size, number of home stations and degree of cable penetration. Inevitably, it found that cable homes spend less time with their home stations than noncable homes do, though cable homes generally spend more time with TV in total. And the changes depend on individual market circumstances.

In New York in prime time, for example, with 16 home stations available and a cable penetration rate of 13%, the home stations’ share of viewing was 15% lower in cable than in noncable homes. In Zanesville, Ohio, with one home station and a 62% cable penetration rate, the decline in home-station share in prime time was about two percentage points more than in New York, but ranged as high as 28% in early fringe and 24% in late night.

None of these broadcast losses should be minimized. The point is, however, that the percentage losses, big as they may appear, apply to relatively small universes. Only when cable penetration approaches the 98% level already attained by broadcast TV will the losses be as big as they look, and that day will be a long time coming, even in the Zanesvilles of this country.

In a “Monday Memo” on page 16 of this issue, Joel Segal of Ted Bates & Co. takes a penetrating look at audience fragmentation that he perceives developing as pay cable attractions expand. Even so, Segal predicts the broadcast networks will continue as “the overwhelmingly dominant video force for years to come.”

The assumption to be drawn from the audience data available so far is that an evolutionary period of considerable duration has begun. There will be time for all elements of the system to adjust to changing universes and divisions of advertising and other revenues.

As corporate giants and fledgling venturers probe for positions in the emerging video world, things will turn out all right if the ultimate control remains in the hand of the receiver’s tuning mechanism.

**Go**

Mention teletext to the average television broadcaster, and expect a yawn in response. The transmission of graphics that still look primitive in comparison with everything else on the television tube, not to mention magazines, billboards and, yes, newspapers, has yet to catch most broadcasters’ fancy. That condition may change.

CBS’s petition to the FCC to establish standards for the transmission of textual material that can be called up at the viewer’s command may be the stimulant of general interest. Teletext promises a significant increase in over-the-air TV capacity. Whether it can be made profitable, only the entrepreneurs can prove. That it could serve the public is obvious.

There is, of course, an extended FCC proceeding in prospect. CBS proposes the adoption of the French Antiope system. Others support the British Ceefax or Oracle or the Canadian Telidon. The rival systems will have to be sorted out by the FCC, now that an industry committee of broadcasters and manufacturers has failed to make a choice.

Just how extended the FCC consideration turns out to be will depend on whether the commission has learned anything from past experiences. A whole black and white television system was created while the FCC deliberated over the color standards to adopt. The FCC’s current agonizing over AM stereo raises the question of whether the agency is up to teletext.

Still, there is nowhere else to go, absent an improbable agreement by the industry committee. For better or worse, the choice of teletext system is now the FCC’s. In their own interests, broadcasters will assist in the arrival at a reasonable decision with reasonable speed.
We give kids the business

High school students in Charlotte have a unique opportunity to learn about television. The WSOC-TV Youth Advisory Board meets regularly for "hands-on" training, taught by station professionals. Students learn studio production, newscasting and electronic newsgathering, commercial writing and producing. Our WSOC-TV Youth Advisory Board members give us programming ideas. And, when the students take summer vacation, we offer "Television for Teachers" workshops. At WSOC-TV, we think that television should be a learning experience.
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