WE SCOOP ALL OF THE BIG NAMES THAT BLOW IN FROM THE COAST. That's because we offer viewers our exclusive GulfScan 2 Radar system that links us to every Weather Bureau radar station on the Gulf, plus our sophisticated SuperScan 2 Color Radar. Which is why, when it comes to tracking bad weather, we're good to the last drop. KPRC TV HOUSTON
Introducing the most complete and experienced Broadcast service organization in the world.

The TM Companies constitute the most capable, full-service braintrust in the world devoted to solving the unique problems and needs of broadcasters. Each division is an independent creative center designed to meet the needs of broadcasters today with an eye toward the future.

**TM Productions** creates successful sales, advertising and promotional campaigns for radio and television stations.

**TM Programming** means successful programming 24 hours a day, backed by factual market research and ongoing consultation.

**TM Special Projects** builds broadcast revenues and audience figures for the future with special programming and special entertainment features.

**TM's Media Research Graphics** designs and utilizes new ways for broadcasters to market themselves at the agency and retail advertising levels.

**TM International** provides these services to broadcasters throughout the world.

The TM Companies . . . 32,000 square feet of creative energy and over 500 collective years of broadcast experience ready to work for you today. Your audience and your advertisers can tell the difference.
The year is 2076. The Tricentennial has brought a world unbounded by the horizon of Earth. Technology has transcended even the dreams of a century ago, and you find yourself no longer confined to a single planet.

The systems known as radio and television have reached the ultimate form . . .

Mark your calendar well. August 25, 1980. It's the day The TM Companies present "Tomorrow Media." An unforgettable journey into the future of our industry.

When you return, stop by the TM Companies Suite, New Orleans Hyatt Regency to see and hear how TM is putting you in touch with tomorrow through innovation today.

TM Productions' newest image campaigns have broken the sound barrier of the seventies . . . to pioneer a new era of sound for the 80's. The next step in the evolution of what we commonly called "the jingle."

TM Programmings' Broadcast Consultants are expanding their already proven track record in producing ratings' success and sales results. By talking with TM's Broadcast Consultants today, you'll be ready for tomorrow.

And hear what are unquestionably the hottest multi-hour musical documentaries in the business from TM Special Projects.

1980 AUGUST 25TH
RADIO PROGRAMMING CONFERENCE
NEW ORLEANS
"TOMORROW MEDIA." A TM COMPANIES PRESENTATION.
How sweet it is!

We’re the new #2 in Jacksonville!

MAY 1980 ADI SHARE

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Thanks to a change of networks and a much bigger serving of juice, we’ve really blossomed in Jacksonville. Now WJKS-TV is NBC...and with our new 4.5 million watts of power we cover the Jacksonville area better than ever.

The latest Arbitron proves it...we've sectioned out #2 in some very important day parts.

So when you’re shopping for TV in Northeast Florida, pick the fresh new #2...WJKS-TV.

We’re 17...and Comin’ on Strong!
**SCRATCHING IN THE GARDEN** □ Broadcasters are hard put to keep up a lively flow of news during the Democratic national convention. There are high points, but not sufficient to put to rest doubts about the extensive efforts required. **PAGE 24.** On the ratings side, the donkey tied with the elephant as ho-hum television fare. **PAGE 25.** But for many broadcasters, the increased use of satellite technology from Madison Square Garden made the convention a winner. **PAGE 25.**

**DEBATE GUIDELINES** □ The League of Women Voters issues criteria for participation in the presidential confrontations, and the TV sessions may be three-person affairs. **PAGE 29.**

**RKO SPIN-OFF** □ Jencks is picked to head a new company that would take over the 13 licenses under a proposal that may be gaining favor at the FCC. **PAGE 30.**

**WTAR-TV GOES FOR $40 MILLION** □ Knight-Ridder is the new buyer for the Norfolk, Va., facility that was almost sold to Scripps-Howard earlier this year. **PAGE 30.**

**SPECIAL REPORT**

**THE 10 PERCENTERS** □ The agent just may be television's ultimate middleman with methods of operation and financial legerdemain that could make a fictional script. Here's a close-up of some of the practitioners and how they view their world. **PAGE 32.**

**BUSINESS**

**NO JITTERS** □ JWT's Tomio says that recession shadows haven't frightened advertisers into budget cuts. He does cite soft areas of the networks and says that sports sales will suffer from oversaturation. **PAGE 42.**

**WHERE IT REALLY HURTS** □ Analysts assess the financial implications of the SAG-AFTRA strike. Network affiliates are likely to suffer from adjacency losses. **PAGE 44.**

**BAR SELLING** □ The ABA reports more lawyers are advertising on radio and television and notes increasing creativity in the messages. **PAGE 48.**

**SIGNAL SNATCHING** □ The California decision to allow sale of STV decoders renews the call for congressional help against unauthorized pick-ups. **PAGE 51.**

**REPEAL APPEALS** □ The NAB asks the FCC for a rule-making to wipe out, or at least modify, regulations dealing with personal attacks and political editorializing. **PAGE 52.**

**CAMERAS IN COURTS DEFENDED** □ The RTNDN and 14 media organizations file a friend-of-the-court brief with the Supreme Court. It backs Florida's contention that newsgathering gear does not interfere with a fair trial. **PAGE 54.**

**ENERGY SAVINGS** □ PBS explains why it is high on a plan that it says would halve UHF power costs without reducing coverage. **PAGE 56.**

**INTERIM CBS POLICY** □ An NTIA official suggests that the FCC allow temporary operation before hemispheric allocations are implemented in 1983. **PAGE 56.**

**NEW VIDEO RECORDING** □ A new VCR by Technicolor and Funai uses quarter-inch tape. **PAGE 58.**

**MARCHING INTO NEW ORLEANS** □ The NAB reports a record 1,200 have signed for its third annual radio programming conference. The 52 exhibitors also represent a new high. **PAGE 60.**

**TOUGH TALK** □ AFTRA makes it clear at its annual convention that it intends to negotiate more sharply with TV networks in the future. **PAGE 60.**

**KEEPING THE CONNECTION** □ HBO's Nick Nicholas has some ideas that seem unorthodox to people in conventional television. But, as chairman and chief executive officer of pay cable's largest service, he recognizes sheer numbers of viewers are not as important as satisfied customers. **PAGE 89.**
As consistently one of ABC’s top four affiliates, we know to stay the best, we have to keep getting better. That’s leadership. And that’s why we’re proud to herald a new beginning as we move into our new multi-million dollar broadcast facility this Fall.

Complete with two fully-equipped broadcast/production studios, we’re now even better able to continue our tradition of leadership in news and service to our community.

Quality people. Innovative thinking. That’s KOAT-TV professionalism. That’s the Pulitzer standard of broadcast journalism.

KOAT-TV
ABC

KOAT-TV
Albuquerque

KSDK
St. Louis

KETV-TV
Omaha

WTEV-TV
New Bedford/Providence

WGAL-TV
Lancaster/York/Harrisburg/Lebanon

KTAR & KBBC-FM
Phoenix

KOAT-TV PROFESSIONALISM

a new beginning...

KOAT-TV
TV

KOAT-TV
Professionalism

the Pulitzer
Broadcast Stations
Touching the lives of over nine million Americans.
Forget it

Although there’s activity in House to move Commerce Committee-approved telecommunications amendments to 1934 Communications Act through legislative process in waning months of this session (‘Closed Circuit,’ Aug. 11), Senate won’t act on those or its own, more comprehensive, amendments this year. That’s word from high sources in Senate Commerce Committee, where action will begin or end. What about Communications Act revisions in next Congress? Depends on how elections turn out, same sources say.

Bigger faster

Cable penetration is growing at accelerated rate. A.C. Nielsen Co. puts it at 16,613,350 homes, or 21.7% of all TV homes, as of July. That’s 15.2% gain since July 1979, when penetration was put at 14,426,540 homes, or 19.3%. Year-ago figures were up 13% from July 1978, when they were 12,817,190 or 17.5%. Thus 2,186,810 cable homes were added in last 12 months, or 36% more than in previous 12.

More stereo delay

Sprague Electric, one of two companies that is actively pursuing market, has put development of AM stereo chip, key to mass production of stereo receivers, on back burner, awaiting clear-cut decision from FCC. Oliver Richards, design engineer at Sprague, said even though Sprague has done extensive ground work on four of five proposed AM stereo systems, it would take six months from time of FCC decision to get chips out in sample quantities and year before they could go into mass production.

Richards said Sprague wants no part in multisystem or universal decoder which is one subject of FCC notice. Richards said it can cost as much as $2.5 million to develop chip, and in year it would take to develop AM stereo chip, marketplace would decide on one system and costly chip could be obsolete before it hit market.

Test vote

FCC Commissioner Anne Jones may once again be asked to cast deciding vote, this time on whether or not to renew license of KGGM-TV Albuquerque, N.M., case that has both legal and political considerations. KGGM-TV’s license was challenged in 1971 by Mexican-American group that claimed inadequate representation of minorities in programming and employment.

Administrative law judge granted renewal in 1976, but appeal was taken to commission. Oral arguments were presented to FCC in 1978, and at that time there seemed to be four votes in favor of renewal, with former Commissioner Margita White (since replaced by Jones) voting with majority.

Draft of order for case is just now being completed by staff, and sources see 3-to-3 split on commission—Charles Ferris, Tyrone Brown and Joseph Fogarty against renewal and James Quello, Robert Lee and Abbott Washburn for. Jones usually abstains from voting on items heard by commission before she took office.

In recent weeks, however, general counsel has prodded her to take part in such proceedings—and KGGM-TV may be beginning. If she votes way she usually does on programing issues—that FCC should keep out—station may at long last get renewal. However, sources say there may be political push to appease Hispanic groups by denying license.

Mixed blessing

Drive to restore sagging sales of U.S. car manufacturers is cutting both ways in broadcast advertising, with stations currently on short end. Auto makers, eager to sell new, smaller cars and cut imports’ growing share, have done more up-front buying for fall on TV networks than ever before. But dealers are holding back on local buys, figuring they can sell small cars without advertising and that advertising heavily discounted big models either isn’t worth it or should be responsibility of manufacturers. Radio stations are suffering same problem.

Next phase

Mike Dann, former CBS chief programer and now consultant, has moved office to ABC headquarters in New York.

Corporation this week is expected to announce that Dann has been retained as senior program adviser for ABC Video Enterprises, ABC Inc. subsidiary supplying programs to new technologies.

Silent soundtrack

At little-noted order of federal court, task force in U.S. Department of Education is working on rules to require hand-signing for hearing impaired to accompany programs on Public Broadcasting Service stations. Order was issued last March by Judge Manuel Real in U.S. District Court in Los Angeles in class action suit against PBS, Corporation for Public Broadcasting and noncommercial KCS(TV) Los Angeles. Judge ruled Section 504 of Rehabilitation Act of 1973, which says handicapped can’t be barred from participation in federally financed enterprise, applies to public broadcasting stations that use federal funds. Judge set deadline of Nov. 17 for guidelines to emerge from Department of Education.

Sources outside department say, however, deadline is unlikely to be met. Case has been appealed to Ninth Circuit, which has long backlog.

New shingle

Soon to be announced is resignation of George Jacobs as director of engineering, Board of International Broadcasting, since 1976 and 33-year veteran of government service. He’ll open private engineering practice in Washington, effective next month. Jacobs, 56, will specialize in broadcast allocations, international telecommunications, radio frequency management and radio systems engineering.

Holding top rank in government’s senior executive service, Jacobs has been attending international telecommunications conferences since 1958 and is fellow of Institute of Electrical and Electronic Engineers.

Up in air

ABC Radio and Drake Chenault Inc. are investigating possibility of syndicating 10 to 60 hours per week of news/talk programing in variety of formats to various markets. Programing would originate from ABC news/talk stations and would be repackaged for distribution.

Talks are still preliminary while companies examine how much news/talk programing market will support and whether to distribute by satellite, land lines or both.

Music money

Insight into how music licensing societies hope to tap new technologies—cable videodisks, pay TV, etc.—will be given for first time Aug. 24 when Edward Cramer, president of Broadcast Music Inc., addresses general conference of music clubs in Sun Valley, Idaho. Report will follow flare-up over first distribution of cable pool of $14.6 million by Copyright Royalty Tribunal (BROADCASTING, Aug. 4). Tribunal gave all performing rights societies 4.5% of total, all U.S. and Canadian commercial broadcasters, 3.25%.

In 1979 total collections from all sources by music licensing societies were about $128 million for American Society of Composers, Authors and Publishers, something under $100 million for BMI, about $5 million for SESAC.
A Notice to Our Clients, Friends and Associates

Dean Landsman Radio Services

is pleased to announce that

Steve Rivers

has joined the company as Executive Vice President. We are also pleased to announce the new name of our firm.

Landsman/Rivers Radio Services

135 East 54th Street
New York, New York 10022
212 855-0445

741 Red Oak Terrace
Wayne, Pennsylvania 19087
215 964-9321

1980 NAB Program Conference Suite 2224
"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.

MCDONNELL DOUGLAS
WICU-TV  KYCU-TV

KYCU-TV, CHEYENNE, WYOMING AND
WICU-TV, ERIE, PENNSYLVANIA
ARE PLEASED TO ANNOUNCE
THE APPOINTMENT OF
KATZ TV CONTINENTAL
AS OUR SALES AND MARKETING
REPRESENTATIVES.

KYCU-TV, WICU-TV, KATZ, THE BEST.
Schmid Labs □ Room deodorizer
Begins Sept. 15 for four weeks in various Florida markets. Day and fringe times.
Target: women, 18-49.

Chesbrough-Ponds □ Chimiere perfume.
Target: women, 25-49.

Fava Shoes □ Shoe stores.
Begins this week for three weeks in 28 markets.
Target: women, 18-49.

Diane Von Furstenberg □ Sportswear.
Target: women, 18-49.

M.B. Walton □ Roll-O-Vatic mop.
Begins Sept. 1 for two weeks in 12 markets.
Target: women, 25-54.

Venture Stores □ N'est-ce pas jeans.
Begins Aug. 20 for one week in St. Louis and Chicago. Day and fringe times.
Agency: Grey-North, Chicago.
Target: women, 18-49.

Leo's Quality Foods □ Deli meats.
Begins this week for six weeks in southern California markets.
Morning drive, midday, and afternoon drive times.
Agency: Klein Advertising, Beverly Hills, Calif.
Target: women, 25-54.

Puradorator □ Courier service.
Begins Sept. 22 for six weeks in about 60 markets.
Morning and afternoon drive times.
Agency: Kurtz & Tarlow, New York.
Target: adults, 25-49.

Sloan Valve □ Oil burner.
Begins this week for six weeks in Philadelphia.
Minneapolis-St. Paul, Boston and Hartford, Conn.
Morning drive, midday and afternoon drive times.
Agency: Marsteller Special Markets Group, Chicago.
Target: adults, 25 and over.

Automatic Data Processing □ Begins Sept. 29 for four weeks in 44 markets.
Target: adults, 35-54.

Morning drive, midday and afternoon drive times.
Agency: John Pearson, Boston.
Target: men, 25-54.

General Cigar & Tobacco □ Gold River snuff.
Begins Aug. 23 for four weeks in six markets.
Target: men, 25-54.
Radio: advertising’s inflation fighter

There will be sweeping changes in American society during the next decade. The changes have been cited by all the demographers—smaller households, more people living alone, an older population, growth in the suburbs, growth in minority groups and a polarization between the haves and have-nots.

These are changes our society must come to grips with—socially and politically—changes we must cope with as marketers. As our population growth slows in this decade, people will change.

There will be a greater diversity of interests and tastes and needs. We will learn to live with inflation, rising taxes, and two-income homes in which roles have been blurred. Buying decisions will shift from the household to the individual; there will be more personal decision.

And what is more personal than radio?
It is with us in the morning when we wake up, with us going to and from work, and with us as we head to the store.

It is so portable, so personal, it can be with us when and where we choose. It is an invisible presence.

In his latest view into the future, Alvin Toffler points out that information has become perhaps the world’s fastest growing and most important business: “Today, instead of masses of people all receiving the same message, smaller de-massified groups receive and send large amounts of their own imagery to each other.” Greater individuality and a de-massification—a prescription for radio.

Do you realize how customized radio can be? There are 139 different station formats—22 country music formats alone, with names like: Country Fresh, Countryopolitan, Progressive Country, Country Sunshine, All American Country.

What other medium can offer a specific target like this? And don’t forget radio personalities with their loyal listeners who can be clearly identified for advertisers.

Radio has proved it can adapt to find the new tastes, the new segments, the special interests. Just look at how it reacts to the birth of disco or the emergence of country western as a national trend.

And it can react quickly, compared to the glacial changes in TV. Disco came and went in four years—radio was in at the beginning, and is now switching themes at the wake.

The big news recently is Ted Turner’s all-news cable channel. But there are already over 150 all-news radio stations.

I liked the analysis by Angelo Dundee, Sugar Ray Leonard’s trainer, of why his fighter lost to Roberto Duran. Dundee explained that Sugar Ray tried to “outstrong” Duran.

Radio doesn’t have to outstrong TV to survive and prosper. Radio complements television. All our media studies, when taken together, say one thing: Media mixtures work.

The new environment of the 80’s is inflation. If radio manages to hold its rates in coming years (without the pass-along costs of paper and equipment facing other media), its price advantages will be greater and radio could be very inexpensive. And since it is the most selective medium, with less waste, it could be the best weapon against inflation.

Radio must be taken seriously by the national advertiser. We must consciously think about radio in our media planning, in Yogi Berra’s immortal words: “Ninety percent of baseball is half mental.” We must consciously think of radio in our creative planning.

The creativity may have left radio advertising, but it sure was there once. And it sold a lot of Lone Ranger rings. But we don’t know if it works now, because we don’t do the research.

What an opportunity for the writer, constrained on all sides by TV research, to demonstrate creative range. To take risks. To get involved with the listener. To use the unique strengths of a medium that depends on imagery.

Radio can—and must—be sold to the copywriter. Not as a place just for humor or music, but one that is ideal for highly creative, noticeable selling ideas.

Ten years ago, David Ogilvy went to one of our clients and said: “I have discovered a new medium. Lo and behold, it is radio. The Cinderella medium.”

Since that time we have learned how to use radio successfully; to move in quickly, as in an airline promotion war, to schedule commercials appropriately by time of day; to involve the listener with imagery; to promote a service at the national level for local tie-ins and even for special promotions, and to build brand images, as in the soft drinks and beer categories. Nor is radio without its own technologies for the new decade. Satellites will change the medium, by regionalizing campaigns. More stereo broadcasts and high fidelity will change the sound of the medium. Multiple channels will add programming options. But technology will not hold listeners or advertisers.

What saved radio when television came in was programing. Radio adapted to the new technology . . . and will do so again. Besides programing, radio must come up with more solid information on the radio audience. More help on testing radio and on the relative effectiveness of a television commercial versus a radio commercial.

And it must find ways to be an even better value. Miles David of the Radio Advertising Bureau tells me that in the first quarter of this year, network radio was up 33% and national spot radio jumped 45%. So national advertisers are beginning to discover Cinderella.

Our most avid advertisers in the 80’s recognizing the enduring value of radio in an inflationary, personal world.
Again in May, KSTW-TV is number one with women as well as men 18-49 from 5-8 weeknights (Source: May '80 NSI).* Our new Supertower, the tallest in the market, is beaming a sharper, stronger signal to 104,000 more homes—a 17% net gain in the last year. Next time you're considering a TV buy in America's free-spending 17th market, KSTW-TV is the medium for turning on more adults. Talk to the people from TeleRep.

KSTW-TV Seattle-Tacoma

GAYLORD Broadcasting Company

One of America's largest privately owned broadcasting companies.

KTVT Dallas/Ft. Worth □ WTAM Tampa/St. Petersburg □ KSTW-TV Seattle/Tacoma □ KHTV Houston □ WUAB-TV Cleveland/Lorain □ WVUE-TV New Orleans □ WTVY Milwaukee □ WKY Oklahoma City □ KYTE/KLLB Portland

*The audience figures shown are estimates subject to the limitations and procedures used by the service noted.
September

**Sept. 1** – Deadline for entries for 15th annual Gabrielle Awards presented by Unidos-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schistia, (317) 635-8986.

**Sept. 2** – Deadline for entries for annual Women at Work broadcast awards sponsored by National Commission on Working Women for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Anne T. B. Shakor, Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13244.

**Sept. 7-9** – Society of Cable TeleVision Engineers technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Princess Kailua hotel, Honolulu.


**Sept. 19-20** – Fourteenth annual South Dakota Broadcasters Day. South Dakota State University campus and Holiday Inn, Brookings. Information: (605) 688-419.

**Sept. 20** – Deadline for entries in annual U.S. Televisio Commercialists Festival. For first year, competition is open to spots from Australia, Ireland and the United Kingdom in addition to U.S. and Canadian information: U.S. Television Commercials Festival, 841 North Addison Avenue, Evanston, Ill. 60126; (312) 834-7773.


**Sept. 21-23** – Nebraska Broadcasters Association annual convention. Midtown Holiday Inn, Grand Island. Former FCC Chairman Richard Wiley, now with Washington office of law firm and Elites, will receive Nebraska Broadcasting Award.

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

**Sept. 23-25** – National Association of Broadcasters board of directors meeting. NAB headquarters, Washington.


**Sept. 24-26** – Cable Television Administration and Marketing Society Southeast regional marketing seminar. Atlantic Hotel, New Orleans.

**Sept. 24-26** – Tennesssee Association of Broadcasters annual meeting. Hyatt Regency Knoxville.

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


**Sept. 26-28** – Massachusetts Association of Broadcasters meeting. Sheraton Regal, Hyannis.


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


**Sept. 30-Oct. 3** – Public Radio in Mid-America annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMJ-FM, 155 Aprschall Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

October

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


**Oct. 1-5** – Women in Communications Inc. 48th annual meeting. San Diego.

**Oct. 2** – National Association of Spanish Broadcasters marketing seminar, "U.S. Hispanics — A Market Profile." Caribe Hilton, San Juan, PR.

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

**Oct. 3-4** – National Federation of Local Cable Producers mid-Atlantic region, fall conference. Hosted by Berks Community Television, independent community television producer, Reading, Pa.


**Oct. 8-8** – Electronic Industries Association 56th an...
GOOD NEWS FOR SMALL STATIONS.

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

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

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

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

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

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

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

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

Name

Station

Address

Phone

INNOVATION for better news programming
Now Blair Radio is the designated hitter for KIIS-FM, Los Angeles, national sales.

KIIS-FM, stereo 102.7, is DANCE RADIO in Los Angeles. This Gannett Radio Division station brings a unique format that fuses danceable r&b, pop rock, and ballads into a sound that's giving listeners an earful of good music from Santa Barbara to San Diego.

The KIIS-FM music is punctuated with award-winning newscasts, bright young adult personalities and special features that keep the station deeply involved with the greater L.A. community it serves.

And now Blair Radio has become the designated national sales hitter on the KIIS-FM team. KIIS-FM and Blair. Together we're making things happen in radio.

Blair Radio
A division of John Blair & Company
Reliable people, reliable data.
The Blair Radio national sales blitz goes on for KZLA-AM/FM Los Angeles.

The KZLA stations cover the entire Los Angeles metro area with the sounds of music, news and personalities blended into a sharp and sparkling adult contemporary format. The Capital Cities Communications stations appeal strongly to the young adult Los Angeles market.

KZLA-AM/FM's finely tuned programming meets the community's entertainment and information needs with extensive news coverage, traffic reports and weathercasts geared specifically to the lifestyles of Southern Californians.

Blair Radio is proud to be a starter on the KZLA sales blitz team. KZLA and Blair Radio. We're continuing to make things happen in radio.
70,000 disadvantaged boys and girls received brand new toys and warm winter clothing this Christmas past from WOR. For most these were the only Christmas gifts they received. Over 511 social service agencies, institutions and hospitals participated in this holiday project of WOR, which is accomplished with an all-volunteer staff and completely underwritten by the station.

This momentous project, started in 1945, has been going non-stop ever since. WOR cares about the children of New York, and through the Children's Christmas Fund, it shows.

The RKO STATIONS
We care. And it shows.

WNAC-TV • WRKO • WOR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ • KHJ-TV
• KRTV Los Angeles/WHBQ • WHBQ-TV Memphis/
WOR • WOR-TV • WXLO New York/KFBC San Francisco/
WGMS AM-FM Washington, D.C.
Both of these test dummies without One was protected by an

More than 116,000,000 automobiles will be driven over a trillion miles on our nation's roads this year. Unfortunately, over 25,000,000 accidents will happen. Some will be fender-benders, but many will not. Millions of drivers and occupants will be injured; 27,000 or more of them will die.

What's being done to reduce serious injury in auto accidents?

Many state governments are actively pursuing tougher driving and highway safety rules and regulations, lower speed limits and vehicle inspection programs.

Following the urging of safety and medical experts, and the results of auto crash tests, the Federal Government in 1968 made lap and shoulder belts standard safety equipment in all cars sold in the U.S. A new Federal Standard requires that all full-size 1982 model cars automatically protect front seat occupants from serious injury in head-on or front-angle crashes up to 30 mph.

The technology for greater safety is ready.

The auto industry has proven technology to meet the new Federal requirements for 1982 models. A safety belt system that automatically restrains you is one approach. The air bag restraint system is another.

Over 600 million miles of real-world experience and controlled testing have been completed. This testing has proved that air bags can absorb the impact forces in head-on and front-angle crashes with a cushioning effect that dramatically reduces serious occupancy injury. And the cost is less than many car stereo systems.
were crashed at 35mph seat belts.

crash

air bag restraint system.

Test dummy, unbelted, in 1975 Volvo sedan equipped with an air bag protection system hitting a test barrier at 35 miles per hour.

Air bag protection is automatic. No initiative is needed from the occupant. However, manual lap belts will still be provided for those who desire additional protection for other than front-angle crashes.

Commitment to make cars and highways safer.

The American Insurance Association and its 150 member companies are committed to helping prevent as many accidents as possible, and to finding ways to reduce injury and death when accidents do occur.

To achieve this, we support the Insurance Institute for Highway Safety in its efforts to make cars safer and less costly to repair. We are asking for stricter enforcement of the 55 mph speed limit. And we support legislation to get unsafe drivers and vehicles off the road.

In these inflationary times, the costs of hospital and medical care, of labor and replacement auto parts have all escalated rapidly. Each driver and occupant injury and each damaged car therefore results in a more costly insurance claim. And that means higher auto insurance premiums for everybody.

We want to keep the cost of auto insurance reasonable. That’s another reason why we support and applaud the efforts of all involved in the development and utilization of the air bag and automatic seat belt restraint systems.

If you’d like more information about what else our industry is doing to promote automotive safety, or if you’d like to meet with one of our specialists to discuss insurance issues, write to Ronald A. Krauss, Vice President-Communications, American Insurance Association, 85 John Street, New York, NY 10038.

This message is presented by the American Insurance Association 85 John Street, New York, NY 10038.
Open Mike

Equal Opportunity

EDITOR: Radio has to support broadcast TV in Sitka; the market is not big enough to support TV by advertising alone. The cable can charge its viewers a fee in addition to running advertising.

The cable has 85% saturation into this market. The cable sells time on its imported program channels, usually deleting imported signals because they can play more spots without regulation from the FCC or the network. With the new FCC regulation it will now be able to simulcast the broadcast signals from imported stations, and it will only be a matter of time before we lose our local advertising because the merchants feel they would be wasting their money if the audience were sliced in half, half watching us, the other half watching the imported signal. If we have to lower our rates any further, the radio stations which co-owned, will not be able to support us, and within five years we will have to go black.

Why the FCC's cable deregulation? To make things equal?

If the FCC wants to make things equal, then remove the rules requiring full broadcast of network programming, ID's, PSA requirements and other daily operational requirements that saddle the broadcaster with a mountain of paper work and costs. --Jonathan C. Morgan, operations director, KIFW-AM-TV, Sitka, Alaska.

A Way to Go

EDITOR: The arrogance of your editorials is undermined by the ingenuousness of your reportage. A July 7 editorial blasts FCC equal opportunity quotas as "unrealistic," while two weeks later a "Special Report" contains interviews with a cross section of news directors and other broadcasters all of whom are -- as you say in your own photographs reveal -- white and male. Pictures, as media people should know, speak louder than words.

Whether or not "broadcasters are genuinely trying to help" minorities and women is not the point at all. It is including individuals in the latter groups as effective and recognized members of the former, i.e. broadcasters. If this creates an "abrasive situation" as you fear, so be it until it becomes so intolerable that change occurs.

As for Anne Jones, she speaks as an individual, an FCC commissioner, but certainly not as a representative of women in broadcasting. --Lisa S. Seidenberg, ENG Operations, ABC News, New York.

Backgrounder

EDITOR: The actors strike has finally brought to headlines the dramatic financial impact of filmmaking on the economy. Few realize this is what Mayor Tom Bradley's Los Angeles Film Development Committee (LAFDC) has been proclaiming for nearly 10 years.

The strike is costing Hollywood $40 million per week, according to a study by the Motion Picture and Broadcast Industries Negotiating Committee. And while the world's film capital is suffering such heavy financial losses, the reverberations are also being felt in cities and states that have discovered what Hollywood has always known — filmmaking is one of America's best sources of revenue. For 85 years Hollywood has been the hub of the world's film activity, but more and more Hollywood filmmakers are being wooed away for location shooting to New York, Florida, Colorado, Texas and others.

But it's a fact Los Angeles isn't taking lying down. Mayor Bradley, long an ardent film industry supporter, who recognizes filmmaking as one of the city's most profitable businesses, formed the LAFDC in 1973 to keep him apprised of industry activities, sort out the problems and suggest ways in which filmmaking could be made easier for filmmakers and citizens and more lucrative to the city. The LAFDC is made up of 50 film industry members and I serve as Mayor Bradley's liaison.

New York recently boasted of a record 39 films and 21 television movies, for a direct expenditure of $325 million in the city. January to June 1980. But Los Angeles continues to outrank the Big Apple and all other cities and states with 168 feature films and 136 television movies with an even higher percentage of dollars expended in the city for the same period.

—Maureen Kindel, commissioner, Los Angeles Board of Public Works.
IN SALES.
Vic Aderhold, General Manager, WFYV/Jacksonville:
"With a brand new radio station, we used The Birch Report to move ahead of schedule on revenue projections by getting the jump on the ARB. We've used the Report to really turn some heads!"

Jack Palvino, Executive Vice President/General Manager, WVOR/Rochester:
"The Birch Report has proven so effective and accepted that the entire Rochester Radio Broadcasters Association is now using the Report monthly."

Ken Dowe, President and General Manager, KLTE/Oklahoma City:
"We had expected KLTE to grow rapidly in Women 25-44 ... and The Birch Report showed it happening. The Birch Report has helped us increase our sales substantially. Its local acceptance is as good as Arbitron."

Lew Krone, Vice President/Station Manager WNNY/Miami:
"Birch has trended and predicted our incredible success."

Phil Newmark, General Sales Manager, WMC/Memphis:
"WMC experienced a tremendous cume loss in what we believed to be a fluke Fall ARB. The Birch Reports enabled advertisers and their agencies to continue using WMC comfortably. It would have been tough going without it."

Bob Reich, General Manager, WEZB/New Orleans:
"Late last fall we changed formats. We could feel the impact and excitement on the street ... and The Birch Report documented it. It's an invaluable trend indicator."

IN PROGRAMMING.
Bill Tanner, National Program Director, Y100/Metroplex Communications:
"We have tried a number of services — including RAM, Mediastat, Hooper, and our own home-grown research. After evaluating them all, we found The Birch Report to be the wisest investment. I am very impressed with Tom Birch's consistent, personal quality control."

Denise Oliver, Program Director, WIFY/Baltimore:
"I rely on The Birch Report for reliable and accurate information. It trends with ARB ... and is without the erratic wobbling of some of the other monthly services."

Pete Schulte, Vice President, Southern Broadcasters/WRBQ/WLCY/Tampa/St. Petersburg:
"The Birch Report has been an effective tool in tracking audience in Tampa/St. Pete. We particularly like on-going research that can forecast ARB with some degree of accuracy ... and Birch has been on-target."

IN MEDIA PLANNING.
Carolyn Barnaby, Media Director, Frank Contestabile, Inc./Rochester:
"The share trend information that I get from The Birch Report is instrumental in helping me make a determination on how to spend my 18-34 dollars most efficiently. I think Birch samples 18-34 more accurately than Arbitron."

Chuck Salzman, Media Director, J. Byron's Stores/South Florida:
"I find it imperative to have another source by which to judge competitive media... With The Birch Report's monthly survey and trend analysis, I find it not only more useful but also sometimes more accurate than other services."

Bob Scott, President, Bob Scott Productions/Rochester:
"I won't make a buy without The Birch Report. It's immediate information... it really makes my job easier, and helps me better justify time buys to my clients."

TO SUBSCRIBE.
Call Tom Birch. The Birch Report is on the move ... if we're not in your market already, we can be there soon.

THE BIRCH REPORT.
Now delivered to over 200 important broadcasters and advertisers from Baltimore to Honolulu. And we're growing daily in both broadcast support and advertiser influence.

An Advanced Sampling Technique. Listed and unlisted telephone households are included in our computer-selected, geographically balanced sample.

A Superior Methodology. The telephone recall interview. Higher response rates, more accurate reporting, and better interviewing controls result in a more representative sample.

A Comprehensive Monthly Report. Trends, persons, hour by hour estimates ... almost all of the important breakouts in Arbitron can be found in each monthly Birch Report.
Playing out the news hand in New York

After Kennedy's attempt failed on the first day of the convention, the networks were busy searching for interesting stories; his speech and speculation over whether the senator would support Carter helped pick up the pace.

For one brief and shining moment, the Democratic national convention in New York's Madison Square Garden last week was, if not Camelot, at least alive to the passions and emotions aroused by what most who heard it regarded as an extraordinary political speech. For the most part, though, network correspondents had to work hard (perhaps too hard at times) to breathe life into a convention that had lost on the first day the principal element of suspense that it had. And although they succeeded to a degree, there were signs of erosion of network interest in extended convention coverage. But there were few reservations on the part of journalists representing individual stations who were covering the convention live. They seemed convinced that live was the only way to go.

To network news executives, the Democratic convention by midweek seemed a mirror image of the Republican gathering they had covered in Detroit a month earlier. Then, nothing more exciting than a carefully staged coronation was expected, but the fireworks set off on that Wednesday night by reports that former President Gerald Ford might be willing to accept the vice presidential nomination made for one of the most exciting nights broadcast journalists had ever experienced at a convention. In New York, journalists expected—hoped, really—for a lively contest between President Carter and his challenger, Edward M. Kennedy.

Of course, advance indications were that Carter would win the decisive rules fight on Monday; still, there was a chance of an upset. But not only did Carter win easily the fight that assured his nomination; Kennedy, shortly after 10 p.m. on Monday, announced that, as "a realist," he was abandoning the quest he had begun in such high hopes nine months earlier. That, as one network news executive put it, "took the zing" out of that story.

Said a subdued Ernest Leiser, CBS's vice president for special events and political coverage, "It will tax our ingenuity to keep the next three days interesting." Lester Crystal, senior executive producer, political coverage and special programs for NBC, took a more hopeful approach. "The story has changed," he said on Tuesday morning. "The question is whether this party gets pitched up for the campaign, and what is significant in terms of what will happen with Kennedy in '84."

Those stories, while harder to dramatize than a contest in which there would be a winner and a loser, were and remain important. And the networks, each of which spent about $10 million on their coverage and threw some 600 radio and television people into the fray, had the resources to go after them. They also had all those hours of prime time to fill.

They had help, of course, on Tuesday night, when Kennedy mounted the podium to deliver his speech on the economic planks of the platform. As CBS's Bruce Morton said during the 35-minute demonstration that followed the speech, it was the kind of address "people are going to be talking about for a long time." It was eloquent in its emotional appeal for support of traditional liberal values and, to the delight of the audience, stinging in its
attacks on Ronald Reagan. News execu-
tives were unanimous in calling it one of the best political speeches they had ever heard. CBS News president William Leonard placed it second only to Adlai Stevenson’s acceptance speech at the 1952 Democratic convention.

But then what? The story—essentially whether the Carter and Kennedy forces would unite at the end of the convention, and could they resolve their differences over the platform—had to be dug out of the minds and emotions of delegates and leaders. (The big question—Would Kennedy join Carter on the podium on the final night of the convention?—wasn’t answered until the final night, when Kennedy showed up in what seemed more an obligatory visit than an enthusiastic demon-
stration of support.) So the ubiquitous floor reporters, heaving and pushing themselves through the crowded aisles, tried to report developments as they occurred (before they occurred, if possible), one report building on another. That is broadcasting’s way with a running story, and perhaps the only way that can cause press critics to complain in Detroit that the networks had become part of the story—and perhaps had affected it. That criticism wasn’t heard in New York, but it wasn’t lack of aggressiveness on the reporters’ part.

And in some respects at least, the re-
porters advanced the story. CBS’s Phil Jones had machinists union president, William Winpisinger, on camera Monday night for an interview in which the union leader said he would “walk out” when Carter was nominated. ABC’s James Wooten, in a series of reports following Kennedy’s speech on Tuesday, disclosed a behind-the-scenes dispute between Ken-
dey and Carter forces over the Kennedy camp’s plans to whack a voting vote on their entire platform program. “If there was peace breaking out in the Democratic party,” he said at 9:25 p.m., “it certainly isn’t happening at this moment.” But some 24 hours later, after Wooten reported that Kennedy was “angry” over reports Carter would repudiate Kennedy’s $12-billion jobs plank and quoted the senator as saying he “was sandbagged,” CBS’s Dan Rather filed two reports—one on the air, the other through Walter Cronkite, that quoted Kennedy aides and confidantes as denying the senator was angry. Kennedy was reported “feeling good about him-
self.”

The competitiveness of the networks was evident in the congratulations Cronkite showered early Thursday morning on Susan Spencer, at Kennedy head-
quarters at the Waldorf Astoria, for being first with the statement “that the whole world—that part of it that follows American politics—was waiting for.” It was the statement Kennedy issued pledging his support to Carter and urging all Demo-
crats “to join in the effort to defeat Ronald Reagan.” Spencer—along with other reporters who had simply been handed the statement—was on the air with it at 12:18 a.m., seconds before the other networks, according to CBS. (There are those at NBC who would not be impressed with Spencer’s beat. NBC’s Chris Wallace, at 7 p.m. on Wednesday reported from the floor that Kennedy would support Carter, that “Kennedy would make clear his sup-
port for the President.”)

There was hot competition, too, in the
guests the respective anchors sought for interviews. NBC executives were said to have been miffed when Vice President Walter Mondale chose to appear with Cronkite on Monday night before he dropped in on John Chancellor and David Brinkley. But things worked out for NBC. The Mondale interview was interrupted for a live pickup of the Kennedy with-

**Viewers abstain.** Democrats in New York last week consistently stressed the differences between their party and the GOP but on at least one count, they were on common ground: Both conventions drew only a ho-hum response from television viewers.

For the first three days (Monday-Wednesday), combined network audience shares, which normally can be expected to break the 80-share mark, were only 55.8, 52.9 and 55.6. That’s up from the Republican prime-time performance—46.6, 45.7 and 52.0 (Broadcast-
ing, July 21) but certainly no demonstration of viewer support.

Over-all, it was CBS News that came out on top in prime-time national ratings for the three days (ratings for the fourth and final evening were not available by press time). CBS averaged a 9.4 rating and 18.9 share with NBC and ABC tied at an 8.9 rating and 17.0 and 17.9 shares respectively.

For the individual evenings in prime time, Monday gave CBS a 9.9/19.1 to ABC’s 9.9/18.8 and NBC’s 9.4/17.9. Tuesday, it was 8.6/17.7, 8.6/17.6 and NBC’s 8.5/17.6. Wednesday, CBS scored the biggest lead with a 9.6/20.0 to NBC’s 8.9/18.4 and ABC’s 8.4/17.2. Included in ABC’s coverage were broadcasts of the newsmagazine 20/20 on all three nights, which drew higher numbers than its actual coverage of the convention floor.

While the Monday and Tuesday 20/20’s had a small impact on the ratings average, Wednesday was the opposite. Without 20/20, ABC scored only a 7.1/14 instead of the 8.4/17.2.

For the slightly more than six hours of convention coverage when the networks were covering the floor head-to-head, NBC said the ratings show CBS with a 9.6/19, NBC 9.0/18 and ABC 8.1/16.

**Skyward from New York.** Satellite technology was prominent at the Democratic conven-
tion in New York last week, but not nearly to the degree that it was at the Republican meet-
ing last month in Dallas (Broadcasting, July 14). Only about 400 hours of satellite time for the Democratic convention were sold, compared to the well-over 1,000 hours sold for the Republican gatherings. The difference was the location. The major networks and many of their owned and operated stations and affiliates had only to send their feeds across town by microwave or wire and tap into regular network loops to get the news and convention coverage out to the local stations.

Nonetheless, a host of broadcasters made use of the satellites. As it did at the Repub-
lican convention, ABC leased the portable earth station of Western Tele-Communications Inc. The uplink, manned by WTCI technicians, was used by ABC’s O&O’s and its affiliates, which used the time on the space satellite and transponder 12, respectively, on Westar III. At the CBS camp, most stations used uplinking time, Satcom II. The NBC’s truck was on the floor, as were Bonneville and Southern Satellite Systems, who used the Storer Broadcasting and Bonnerville stations, used the satellites. The NBC affiliated used satellites (Westar I and II) during the hectic evening and morning hours, but switched to the network’s loop in the early morning hours for feeding taped reports. The NBC’s used the network’s dedicated transponder on Satcom II.

Most of the broadcasters bought satellite time on Western Union’s Westar system, directly from Western Union, or from resale carriers Robert Wold Co., or the Hughes Televis-
ion Network. But some found time on the crowded transponders of the Satcom system. Five Storer stations used between three and four hours nightly purchased from Home Box Office and Transponder 23 of Satcom I. Similarly, the Post-Newsweek stations bought time from Showtime on Satcom I and Comstar II. RCA Americom provided uplinking services for all Satcom system users at its facilities in Vernon Valley, N.J. Broadcasters who dealt directly with Western Union or Hughes were uplinked at WU’s facility at Glenwood, N.J.

Wold sold time on the three transponders of the Westar system to NBC, Gannett, Bon-
neville and ITNA, among others. All its customers, except Capital News Network, used the two portable uplinks that Wold had installed atop a parking garage near the convention center. CNN had bought uplinking time at the earth stations of wfuu-TV Buffalo and of the Public Broadcasting Service at wkhqi-HTF Stanford, Conn. WSKV TV-San Francisco, which had bought satellite time directly from Western Union, also used the PBS uplink.

Hughes provided Westar satellite services for wibu-TV Milwaukee, Wis, and ksux-TV Las Vegas, KTRK-TV Houston and wfaa-TV Dallas made their own arrangements with Western Union.

Cable News Network made use of its transponder on Westar III but had to go through Western Union for uplinking services. The portable earth station that Southern Satellite Systems had provided for CNN’s use at the Republican convention didn’t make the trip east. CNN’s satellite demands were much less since it has a dedicated telco line between New York and its headquarters in Atlanta.
1980
TV STATION
OF THE YEAR
CLASS AA
WTOC-TV, SAVANNAH

PRESENTED BY
GEORGIA ASSOCIATION
OF BROADCASTERS

WTOC-TV
Savannah, Ga.

American Family Corporation
Broadcast Division

WTOC-TV Savannah, GA
WAFF-TV Huntsville, AL
WYEA-TV Columbus, GA
KFVS-TV Cape Girardeau, MO
Command centers. Two of the three rooms that controlled what network viewers saw of the Democratic national convention last week. CBS executives in picture at left include (l to r) Russ Bensley, executive producer; Bill Leonard, president of CBS News; Ernest Leiser, vice president in charge of Campaign '80 coverage; and David Bukstbaum, senior producer. Shown in NBC air control at right are (l to r) Lester Crystal, senior executive producer of political coverage and special programs (seated, with hand to face), Joseph Angotti, executive producer, special broadcasts; Steve Flynn, vice president, sales services; William J. Small, president of NBC News, and (seated) Gordon Manning, vice president, political coverage and special programming. ABC's news central, was under control of Jeff Gralnick, executive producer. Others there: Roone Arledge, president of news and sports; Richard Wald, senior VP for news, and Bob Siegenthaler, executive producer of news specials.

drawal announcement. So when the interview resumed, shortly after 10 p.m., NBC was ready with a high-level spokesman from the Carter camp from whom to seek a reaction. ("I think it was a class act.")

The networks on the one hand and the Carter and Kennedy camps on the other, incidentally, engaged in wholesale efforts to use each other in the matter of spokespersons. In their command trailers located just off the convention floor in the Garden, Carter and Kennedy aides monitored the coverage of all three networks and were quick to offer network correspondents and news executives people who could comment on any issue—particularly if the other side had just gotten into a good lick. The offers were not always accepted. But, said NBC's Judy Woodruff, who was stationed outside the Carter trailer, the traffic often went the other way. "We bug them for people more than they bug us")

It is probably true, as NBC News President Bill Small said last week, that those who watched the convention coverage "learned a lot about where Democrats stand and where they differ from Republicans." Viewers saw a party that, as represented in New York, at least, is more liberal than the Republicans, more diverse in its makeup, and, whatever the show of unity effected, one that is divided between followers of Kennedy and Carter. If nothing else, the Democrats' selection of country singer Willie Nelson to sing the "Star Spangled Banner" on Wednesday night in itself symbolized a difference.

But the convention coverage demonstrated the difficulties and dangers of reporting on the run and under the pressure of competition, particularly when a good, meaty story like a contest for the nomination is not available to draw off some competitive energy. Correspondents at times seemed to be reaching, at times to be interested in creating a story. CBS's performance in dealing with Carter's statement of reservations on controversial planks in the platform was a case in point.

Rather, after opening with a reference to the President's refusal to mention the $12 billion in jobs program, asked a Kennedy delegate in the New Jersey delegation, "Is anybody really hot about it that you see? I mean, anybody angry about it?" The delegate did not take the bait; he hadn't had a chance to study the document and wasn't prepared to comment.

So, over to Morton Dean, who was with the New York delegation and in the middle of the women's caucus. He asked Bella Abzug and Gloria Steinem about the President's failure to endorse the specific plank calling for a cutoff of campaign funds to candidates who refuse to endorse the Equal Rights Amendment. The women would not be stampeded. "I don't think there's any question that he's accepted the language of ERA," said Abzug. Dean had more luck with Representative Shirley Chisholm. After Dean showed her a copy of the plank, which she had not seen, Chisholm said she was not satisfied with the President's statement. Dean, moving in for the kill, then asked: "The bottom line: What does this mean about your support ... come November?" Chisholm, however, wasn't prepared to answer. "I have to really see what happens

In addition. The networks weren't the only electronic journalists at the convention. (Top left) Bill Zimmerman and Daniel Schorr in the Cable News Network booth. (Top right) Independent News Network staff and executives included (l to r) Ford Rowan, senior Washington correspondent; Jeff Kamen, floor reporter; Leavitt J. Pope, president of INN's originating station, WNEW New York, and John R. Corporon, INN news vice president. (Bottom left) part of the group of reporters and technicians covering the action for Group W's seven AM and six TV stations. (Bottom right) Mutual Broadcasting System's Tom O'Brien relays information to the network's anchors as part of that network's gavel-to-gavel coverage.
Noncompetitive tribute. Walter Cronkite anchored his 15th and last national political convention for CBS last week, and the occasion did not pass unnoticed. After the Democratic convention finally closed late Thursday night, several hundred delegates still in Madison Square Garden looked up at CBS booth and began chanting “Walter, Walter, Walter.” Even rival ABC spilled in observance of Cronkite’s last convention. Its camera panned across the CBS booth, clearly showing not only the anchor but the CBS logo. As ABC co-anchor Frank Reynolds remarked, “We’re glad to have him on our air.” CBS remembered Cronkite at a party following the convention; Cronkite’s wife Betsy cut the cake. Earlier, during closing minutes of CBS convention coverage, Cronkite’s colleagues surprised him with a tribute by Charles Kuralt and presentation of the microphone Cronkite used to report the Democratic convention in 1956.

between now and November 4th,” she said. If the women were going to walk out, they weren’t telling CBS.

For all of that, the coverage generally provided a window on the working of a political party in convention. The convention managers had hoped to tailor the show to a prime-time celebration of the Democratic party and an attack on the Republicans. But the intraparty squabbles wouldn’t permit that; besides, they contributed to the drama both of the Kennedy speech and of his curious visit to the podium on Thursday, a visit that left open the question of how unified the Democrats were when they left New York. So for those viewers who tuned in, there was, as CBS News President Bill Leonard said, “deal-cutting and the dynamics of TV politics before your eyes.”

But it may not have been enough to keep from breaking the mold in which network coverage of so many past conventions has been set. The feeling in New York last week, as in Detroit last month, was that the networks’ approach in 1984 may be different, assuming the method of selecting presidential nominees remains unchanged—that the conventions will be held largely to ratify choices made in the primaries. Indeed, there were cracks in the mold last week. No network covered the convention gavel to gavel; large blocks of convention business went on in afternoon hours without a live television camera in sight. ABC did not even cover all of the convention’s evening hours. NBC’s co-anchor, John Chancellor, says that “the old concept of covering every last smidgin is over.”

Something more than habit and tradition are involved in the decision to commit so much time to convention coverage. NBC’s Small, for instance, says such coverage helps a citizen prepare for “the most important thing he can do—vote properly.” The question about the resources committed to convention coverage, he noted, is asked every four years. “I happen to think it’s worth that much as a news story.” He also observed that comments about the networks’ “excessive” coverage is often found in newspapers like the New York Times, that devote endless columns to the same subject.

But CBS’s Leonard is one of those who does not believe networks will continue to offer extensive coverage of conventions which serve merely to accept the results of the primaries. Knowing the winner in advance is the surest way to turn people off, he feels: “A Super Bowl with the Dallas Cowboys and the Pittsburgh Steelers wouldn’t draw 30,000 people if the score was known before the game started.”

The guess of an outgoing senior citizen, said Leonard, who will retire next year, “is that the [network] armies in 1984 will be pretty near as large, with the same amount of firepower, but their appetite for invading the beaches will be smaller.”

It may be that the approach to future convention coverage was pioneered last week by ABC. That network devoted large blocks of prime time to news and public affairs during the week, but substantially less than did other networks to the convention itself. It aired special editions of 20/20 on four nights, although not always at the same time, and actually split the program into two pieces sandwiched around live news on two of the nights. (On Tues-

decoders to unscramble subscription television signal of ON TV Detroit, reversing June grant of temporary restraining order against them. National Subscription Television was to have appealed last Wednesday’s decision in U.S. Court of Appeals in Cincinnati. It was second federal ruling against STV operators in as many weeks (“In Brief,” Aug. 11; see also page 51). But according to NST attorney Don Pollock, Detroit judge’s decision can count as precedent by Los Angeles judge in that former declared Section 605 of Communications Act “doesn’t provide for private causes of action” while latter ruled pertinent section does allow for such actions but does not apply to STV service. Neither judge addressed potential criminal liabilities of defendants’ actions, which Justice Department is currently investigating.

FCC has scheduled full agenda for September. In addition to two regular meetings on Sept. 10 and 25, commission has scheduled three special meetings: Sept. 9, it will consider final report and order on low power TV and VHF drop-ins; Sept. 18, it will issue final report on UHF comparability prepared by UHF task force, and Sept. 30, it will issue notice of rulemaking on technical and policy matters associated with direct broadcast satellites.

It’s understood organizational change for CBS Cable is to be announced this week. Operating since inception as independent unit re-
day, a live Barbara Walters interview with Robert Strauss was inserted in the program, which caused it to run over.) It may have been confusing to viewers accustomed to neat half-hour programs timed to the hour and half hour. But to ABC News and Sports President Roone Arledge, the approach represented a kind of freedom in which to exercise news judgment; he feels network news departments have not demonstrated in covering conventions over the years.

"Usually, a network news department's problem is not enough time," he said. And, as ABC News Senior Vice President Richard Wald said: "Predictably, large parts of the convention are not of great news moment." So the network prepared the 20/20's, each containing segments keyed to the convention—one on feminism, for instance, another on troubles that presidential brothers have caused the White House—and used them to fill what ABC News felt would be the gaps. Arledge feels that complete control of prime time—a control news departments do not often enjoy—offered an opportunity for another dimension in news coverage.

"It's what we'd do if we were an all-news network," he said. "If there had been a major foreign story, we'd have covered that."

But if there are questions about the kind of coverage networks will provide at future conventions, representatives of several of the score or more stations that covered the convention live were satisfied they had the answer for themselves. Indeed, the fact that several stations that did not cover live in Detroit decided to cover live in New York indicated that the appeal of providing such service—and concern over the possible competitive disadvantage of not providing it—was spreading.

Such service is not cheap: Telephone line connections between the Garden and the street cost about $8,000, and satellite time is not inexpensive. But the local newsmen in the Garden who were sweating under camera lights and the pressures of the job felt it was worth the time and money.

All talked of a custom service. "All of our stations get the network coverage," said Rich Sabreen, vice president of television news for Westinghouse Broadcasting Co. "We try to enhance the coverage. The vote on the [delegate-binding] rule—as of great interest to WBZ-TV [Boston]. We had our own people on the floor to supplement the network. Instead of staying with the report of the roll call, we got New England reaction."

Unlike most of the companies providing live coverage, Westinghouse used land lines rather than satellite service to reach its five stations in the East. (Its West Coast stations—KPIX-TV San Francisco—did not receive live feeds.) But generally the pattern of service of the stations was the same: Taped pieces would be fed to stations during the day, and then supplemented with reports and interviews broadcast live during regular news programs.

What's more, reaction has been good. "The picture is as good as the networks," said Sabreen.

Following the closing gavel Thursday, each of the networks gave parties for those who helped produce the four nights of TV coverage. The time to relax had arrived. But it wouldn't last long. In two weeks, the presidential campaign—and campaigns for state and local offices across the country—begin in earnest. The prologue is over; the serious work starts.

Debate participation guidelines announced

The League of Women Voters issued its criteria for participation in the 1980 presidential debates last week, and it appears as if the televised sessions may be three-person affairs.

Under this year's rules, independent candidate John Anderson is within reach of qualifying for a spot on the podium with President Carter and Ronald Reagan. The league has stipulated that, to be a participant, a candidate must be constitutionally eligible for election; he must be on the ballot in enough states to have a mathematical possibility of winning a majority of votes (270) in the electoral college, and he must meet league standards for demonstrated voter support and interest. To assess voter interest, the league will rely on nationwide public opinion polls provided by a number of polling organizations. To participate in the debates, an independent candidate must receive a level of voter support of 15%, or the level of support received by one of the major party candidates.

The league will sponsor three presidential debates and one vice-presidential debate, and it will determine in late August who will be invited to participate. The running mates of the presidential participants will automatically be invited to the vice-presidential debate. The cities proposed by the league for the debates are Baltimore, Cleveland, Louisville, Ky., and Portland, Ore.

But a candidate excluded from one debate could participate in others. Throughout the series, the league said, it will "retain the option to reassess the participation of nonmajor-party candidates in the event of significantly changed circumstances."

A spokesman for Anderson said last week that he was awaiting the certification to be included on the ballot in the required number of states, but the necessary number of signatures had been obtained. In addition, he said that some polls now show Anderson at the 25% level of support, although others put him at 14%. He added, however, that Anderson supporters were confident they would have the necessary following to be included in the debates when the league makes its decision.

Unhappy with the league's guidelines was Libertarian Party presidential candidate Ed Clark, who called the criteria

porting to office of chairman, CBS Cable, with Robert E. Shay vice president and general manager, will now come under CBS/Broadcast Group president Gene Jankowski's wing.

City of Boston is soliciting applications for its cable television franchise. Bids are due Nov. 3. In prepared statement, Mayor Kevin H. White said, "After months of study this administration is ready to begin this study of an important undertaking. We will be imposing the strictest standards of ethical conduct on city employees and cable applicants to insure the integrity of the franchising process." (Public notice soliciting bids appears on page 80.)

General Motors, angered by treatment it has received in television documentaries, is advising executives to refuse to participate in documentaries unless unedited and unrehearsed. First victim of new policy is CBS News which is working on report on unemployment in Detroit.

Planning to step up their activities in Washington, CBS-TV Affiliates Board and CBS Radio Network announced formation of government relations committees. TV committee will be headed by Homer Lane of KOLD-TV Phoenix, radio committee by Albert M. Sanders Jr. of WMAL-AM-FM Macon, Ga., who also is chairman of radio affiliates board.

Rae Forker, Evans, CBS director, affiliate/Washington relations, will be CBS's liaison with committees.

FCC has granted NAB request for extension of comment deadline in proceeding to amend equal employment opportunity rules and FCC form 395 (Docket 21474). Deadline has been extended from Aug. 25 to Oct. 24, replies from Sept. 25 to Nov. 24.

Federal court resolved 11-year dispute between RCA and IRS in company's favor; refund will amount to almost $6 million. At issue was accounting for television service contract revenue from 1958 and 1959.

Susan Greene, director of FCC's children's television task force, is leaving government to join Time Inc. as vice president for corporate affairs of Time's Manhattan cable television subsidiary. Replacing her will be Steven A. Bookshester, staff attorney in Broadcast Bureau's Policy and Rules division.

Paul J. Fox has been appointed assistant chief for technology in FCC's Office of Plans and Policy. He has been engineer in that office since October 1977. Prior to that he was engineer for Office of Telecommunications Policy and Cable Television Information Center.

Broadcast Aug 18 1980
“narrowly partisan, exclusionary and a disservice to the American people.”

“The criterion of a 15% showing in a national opinion poll is grossly unreasonable,” Clark said. “It places an undue burden on serious third-party candidates such as myself, who have yet to receive national news coverage.”

Jencks picked to head ‘NewCo,’ proposed spin-off of RKO stations

Chances that FCC will approve venture seen increasing; would avoid ‘death sentence’ for 13 licenses beyond three major V's lost by license denials

RKO General has chosen Richard W. Jencks, a former president of the CBS/Broadcast Group and Washington vice president for CBS Inc. before his retirement in 1976, to be chairman of the board of “NewCo,” the company it hopes to spin off to shareholders along with the licenses of 13 broadcast stations. The NewCo proposal awaits approval of the FCC, which has stripped RKO General—a General Tire & Rubber subsidiary—of three other television licenses and which is considering the fate of the remaining stations in that major broadcast group.

Jencks, 59, would bring impressive credentials to such an assignment. Not only does he have policy and operating experience at the highest level, but as a lawyer (he was CBS’s general counsel before being named to the broadcast group presidency) and Washington operative could be expected to give the new venture strong regulatory credibility. Since retiring from CBS, he has lived in Stinson Beach, Calif., and has been involved as a broadcast consultant and lecturer on communications at San Diego State University. He is also an accomplished writer, and has had a number of articles published in recent years, including several in the Wall Street Journal. His name figured in the attempted acquisition of McGraw-Hill by American Express in 1978; he was mentioned as a likely candidate to be the “voting trustee” Amexco was proposing for McGraw-Hill’s broadcast properties.

Should the FCC approve the spin-off option, it is anticipated that the company—under some other name—NewCo was coined only for legal purposes, and is said to be “not graven in stone”—would apply for listing on the New York Stock Exchange and would take its place as an independent entity in much the same way that Viacom was spun off from CBS in 1971. Jencks said last week he had not begun to assess a possible headquarters site, although both Washington and the West Coast are contenders. RKO’s radio division is headquartered in Los Angeles, although its RKO Radio Network is based in New York.

Odds on the FCC’s approving the spin-off option are considered to be strengthening. The Broadcast Bureau is believed ready to recommend such a course when the matter comes up in late September or early October. One commission source said last week that “a complete death sentence”—that is, the FCC’s deciding to take the licenses of the other 13 stations—is not likely. In his view, there are neither four votes for denial nor four in favor of allowing sale of the properties to other buyers. The most likely course, he said, is for the FCC to adopt the Broadcast Bureau’s recommendation to allow the spin-off, with conditions. One proviso it mentioned in comments last month was that all present and former RKO and General Tire directors divest themselves of stock in the spin-off corporation within six months.

These are the stations that may end up in NewCo: WOR (AM)-WXLO (FM) New York, WREX (AM)-WROR (FM) Boston, KHHJ (AM)-KRTF (FM) Los Angeles, WHBQ-AM-TV Memphis, WQMS-AM-FM Washington, WYFY (FM) Chicago, KFCR (AM) San Francisco, and WAXY (FM) Port Lauderdale, Fla. Their total market value is in the $130-million range, according to estimates compiled last winter from various brokers (Broadcasting, Jan 28). And in the fiscal year ended Nov. 30, 1979, those stations had before-tax profits of $13.7 million on revenues of $57.5 million. The three TV stations whose license renewal the FCC has denied, WOR-TV New York, KIJI-TV Los Angeles and WNBC-TV Boston, earned $10.5 million on $72.3 million revenue in the same year, according to a General Tire report to stockholders.

Last Thursday’s announcement stated that Jencks’s “immediate responsibilities will include coordination and participation in the selection of the remaining directors and officers,” including a chief executive officer. Jencks said he hasn’t started on those tasks yet, although he expects shortly to begin looking for possible appointments and “reviewing the executive structure.” Thomas F. O’Neill is the present chairman of both General Tire and RKO General. John B. Poor is vice chairman of RKO General, and Frank Shakespeare is president. Dwight Case heads the company’s radio division and Robert Glaser its TV division.

WTAR-TV is sold for $40 million-plus

Knight-Ridder is the buyer of the ch. 3 Landmark station; earlier deal with Scripps-Howard fell through two months ago

For the second time in four months Landmark Communications has struck a deal to sell its Norfolk, Va., ch. 3 television property, WTAR-TV, a CBS affiliate, for a price in excess of $40 million.

The latest buyer is Knight-Ridder Newspapers, Miami-based newspaper publisher and group station owner of three VHF’s and one satellite UHF: They are: WRTV-Flint, Mich. (channel 12); WRTV Providence, R.I. (channel 12); WTNV-Albany, N.Y. (channel 10) and its satellite, WCCDTV (channel 19). Adams, Mass. Albert J. Gillen, president of Knight-Ridder’s broadcasting division, said he was “particularly pleased” with the acquisition because the Tidewater market “has great growth potential, having established itself as one of the world’s great naval complexes and shipbuilding centers.”

Last April Landmark and Scripps-Howard Broadcasting Co. announced their intention to swap stations—WTAR-TV for WMC-TV Memphis (channel 5)—but the deal fell through in June when the two companies arrived at an impasse over the financial details (Broadcasting, June 30).

William Geitz, a Landmark veteran of 30 years and president of its broadcast division comprising one AM, one FM and three TV’s, will be leaving that post to sign on with Knight-Ridder for which he will operate WTAR-TV as president and general manager. The two companies expect to sign a contract sealing the transaction, subject to FCC approval, in early September.

Landmark first agreed to sell its Norfolk property in March 1979 as part of the settlement of a 10-year battle with Hampton Roads Television Corp. which sought to replace Landmark as licensee of channel 3 (Broadcasting, April 2, 1979). Under the terms of the agreement which the FCC approved last February, Landmark agreed to reimburse Hampton Roads for legal expenses incurred in the fight and to sell the station to someone other than Hampton Roads within one year of its next license renewal. Landmark, which also owns the Norfolk Ledger-Star, Virginian-Pilot and WTNV-Albany, also expects to be granted a tax certificate in connection with the sale for furthering the FCC’s diversification of ownership policy.
There are two sides to every television set. And at RKO Television we never forget it.

Our viewers are real people. With needs and wants and likes and dislikes. Not just rating points or markets or TGIs. That's why we look out for them with special programs and programming tailored to their needs and community problems.

For New York that means the WOR Children's Fund, the Tri-State Town Meeting, 9 on New Jersey. Meet the Mayors, Newark in Reality and Latin New York. Public affairs programs and community events that show our metropolitan audience that we're keeping an eye out for their best interests.

And in Boston, our WNAC station sponsors H.O.T. Car—a crime prevention program that cuts auto thefts by 23%. They even run a program that does more than lend a helping hand—it could save your life—called Life Line.

On the west coast, KHJ Los Angeles lets citizens ask their officials the tough questions themselves in a phone-in show called Government on the Line.

And for the people of Memphis, WHBQ TV provides Press Conference, Dialogue, The Other Side, Straight Talk and Etcetera, Penetrating forums for discussion and information.

When you're watching an RKO Television station it's never a question of what's on TV. But who's on TV.
Mickelson said that his life was going to change, he was going to want to renegotiate his contract and he would need a lot more money.

"Do you have an agent?" Mickelson asked.

"No," said Cronkite.

"Well you'd better get one," Mickelson said. "You're going to need one.

"No I won't," Cronkite said.

"Yes, you will," Mickelson said.


Somewhere in the never-neverland bounded by Sixth Avenue and Century City, where dreams of Rolls Royces and Malibu beach houses are parlayed into hours and half-hours of tape or film, moves the ubiquitous agent. Comfortable in each world but a little in awe of both, he moves incessantly between them, corralling a network vice president at a cocktail party and persuading him to take just one look at a five-minute cassette featuring some unknown starlet who just might be perfect for a new pilot or, backstage in a tiny theater in Hollywood, convincing a young actor that with the right kind of representation he just might become the new Robert Redford or Paul Newman or, in television, Alan Alda or Robert Wagner.

The Hollywood agent just may be television's ultimate middleman. His product: creativity. His method: the deal. His payoff: 10%.

Before prime time television production was halted by the continuing actors strike, rising production costs and the ever spiraling expense of making television programs were the number-one subject of conversation this summer in the television business world. The networks say they are adamant, that costs will be controlled, that the geese of midtown Manhattan are running short of golden eggs and that the 20% or more annual salary increases for Hollywood talent must come to an end. There is, it appears, a growing militancy on the part of network executives. They are said to be taking tougher stands in the annual contract talks with talent than they have in years. Network officers say the unions are growing unruly and that basic costs have been inflated through featherbedding or unrealistic work rules. But they also point to the unheard-of costs for talent—for producers, writers, directors and actors—and, of course, to agents who negotiate the contracts for all of them.

Agents are the physical embodiment of what program buyers call the greed of Hollywood.

Agents and agency run the gamut. On the high end are the William Morris Agency, International Creative Management and Creative Artists Agency. They are the big three of the television business, representing not only individuals but also shows and production companies, even studios, in the packaging of series and other television programs. Below them come the myriad of smaller companies, some representing major stars, others handling actors or writers or producers of lesser lumenance. They may do some program packaging, but little on the scale of the big three. At the bottom of the heap are literally scores of small-time operators, many of whom are looked on scornfully by those higher up the pyramid as little more than flesh peddlers or ambulance chasers.

In California, the center of the agent business, the state licenses individuals as talent agents. There is little overt regulation of the business, but under the laws governing it, only a licensed agent can actually book a job for an actor. And this is a closely guarded right because it distinguishes the agent from the personal manager, who is saddled with the sometimes nebulous responsibility of guiding an artist's career. Periodically, moves are made in the California legislature to open the field of booking to personal managers. Largely through the efforts of the Beverly Hills-based Association of Talent Agents (to which most in Hollywood belong), however, these efforts have been rebuffed.

The ATA lists 119 member companies in Los Angeles. Most of the leading agencies are included in the group's membership, with CAA the most notable exception.

William Morris is the IBM of the business. A privately owned company, Morris's gross billings are estimated to have exceeded $500 million. Traditionally, the agency, founded in 1898, has maintained a

William Morris's Jerry Katzman
Over the past few months, we ran a “write-the-best-caption” contest.

The rules were simple: Use the Xerox trademark properly, and have a little fun doing it.

Some 1600 people sent in entries. Fifty were winners, including Kathleen Coyle who provided the caption above.

Of course, we didn’t do it just for fun, but to remind you of an important point:

Xerox is a registered trademark of Xerox Corporation, and should only be used as a proper adjective, followed by a noun describing the particular product.

Naturally, we like people to use our name, but we like them to use it correctly.

We’d like to compliment Kathleen Coyle for the clever way she used our name. And thank her for using it right.
business-like image, sharply contrasting with the popular notion of a Hollywood talent agent. Its unobtrusive building on a side street in Beverly Hills is physically removed from most of the other agencies, which have congregated in the office towers lining the Sunset Strip in West Hollywood. Morris agents, by reputation, are cool-headed and have their collars buttoned down. By virtue of its client list, a veritable who's anyone in Hollywood, and a stable of agents around the world, Morris has the entree and the access to information that few smaller agencies can match.

But like most images, that of the Morris agency is grounded partly in fact and partly in mythology. The company is not above indulging in flash, and blue jeans and open collars are getting as common as suits and ties. Smaller companies especially look upon Morris as a client snatcher, one that waits for an artist to reach a certain career level under another agency's guidance before it tempts him away with promises of greater wealth and more prestige. There is the story, for example, of the Morris agent wooing a star by delivering new scripts to his home in a chauffeured limousine. To each script there was said to have been a note attached saying, "Your agent probably hasn't shown you this yet." It's said that star eventually signed with Morris.

Morris is celebrated for its efficiency. It operates a memo system whereby every agent in the company, whether in Beverly Hills, New York, Nashville or Rome, is kept apprised of what every other agent is doing. Every morning and several times each day, an agent is deluged with the yellow memo sheets bearing the company's operational motto: "Put It In Writing."

Its training program is also part of the legend. Prospective agents are hired out of college, many today out of law school, and placed in the mailroom. There, as one former Morris agent said, the object is to get to know the various departments of the company and the individual agents. It is also, he said, an unofficial part of the job to read the mail—especially the envelopes marked "Personal."

From the mailroom, it's traditional that a future agent be assigned as a secretary to a line agent. It is and has been part of the training for men and women, and both are expected to take shorthand and do the typing. This apprentice-secretary role steeped the prospective agent in the business and familiarized him with the minutiae of an operation that deals in the subtleties of contracts and the careful phrasing of a bargaining talk.

Jerry Katzman, West Coast vice president of the television department, did not come up through the Morris ranks in the traditional way. He is an attorney, and he joined the agency from the business affairs department of Columbia Pictures. A packaging agent, Katzman explains, is grounded partly in the business affairs department of Columbia Pictures. A packaging agent, Katzman explains, has a "five-and-five" deal—5% of the network license fee up front and, should the show go into deficit, 5% deferred. The agency continues collecting its 10% from syndication revenues as well.

Although packaging has long been a function of Morris and other agencies, as Katzman describes the process, it has prospered under the relatively recent proliferation of independent production in Hollywood. In effect, the packaging agent functions as the businessman for the creative talent who make shows. In many cases, Morris has come to replace many of the functions formerly performed by studios.

"We do the network sales; we negotiate with the outside agents; we do everything that is offered by a studio. In some sense, we are the executive producers for the executive producers," he explains.

Morris has 40 television agents, 30 in Los Angeles and 10 in New York.

ICM was formed in the three-way agency merger of International Famous Creative Management Associates and Marvin Josephson Associates. It is a wholly owned subsidiary of MJA, an entertainment con-
Will tomorrow's technology obsolete your present TV camera?

Not if you own a Harris TC-80A! This is the camera that's designed to keep pace with developments in video technology, to keep you ahead of the competition. Our TC-80 customers can be as current now as they were when they bought their cameras—for as new technology has been introduced, it has been made available for every TC-80. For instance:

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

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

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

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

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

Visit the Harris display at the NAB Radio Programming Conference, August 24-27, New Orleans.
glomerate that, in addition to its agency and management services, owns WWKR(AM)-WNIC(FM) Detroit and Robert Keeshan Associates Inc., producer of CBS's Captain Kangaroo. Gross agency and management billings for the company in 1979 have been estimated at something in excess of $300 million.

ICM, itself, has a number of divisions. It has departments specializing in television, television packaging, motion pictures, theater, publishing and personal appearances. Early this year, ICM set up a television syndication division, under Joseph Goldfarb, called ICM Television Marketing. At some point in the future, ICM could well become a key player in the staffing, making and distributing of television programming. And at the heart of the ICM television connection is the packaging function.

"Unless you have a major operation like we do—or William Morris or CAA—it's rather difficult to package because you don't have the manpower to know what each of the networks is looking for," says Gerry Saltzman of the agency's business affairs department.

Some of ICM's current packages include Taxi, Charlie's Angels, Breaking Away and Ladies Man.

"In the packaging department," he says, "the business affairs people are more involved in making the deal directly with the networks. In that area, we represent a production company or we represent a star who has a company involved in production."

Generally, the basic deal, either for an actor or a package, is worked out by a line agent. Then, a business affairs representative sits across the bargaining table from his counterpart at a network or a studio and hammers out the fine points. And the points get very fine.

In a talent deal, for example, the negotiations may go well beyond such obvious points as basic salary and length of employment to billing, wardrobe or hairdresser to the type of accommodations a star will have if the show goes on location. And in a package deal, the smaller items will include the development agreement, script rewrites, supervising fees and any number of other fine points.

Sylvia Gold, a former shoe designer, is a line agent for ICM. Among her clients, she includes Jamie Farr of M*A*S*H and Victoria Principle of Dallas. "I think major agencies are very different from independents," she says. "This is a large company. From the client's and the agent's points of view, a large agency has its advantages and its disadvantages. When an agent goes to a staff meeting, he comes out knowing everything that's going on in town. You're on the ground floor."

Unlike Morris, ICM generally relies on regular meetings within the various departments as the principal medium of exchange among the agents. Gold, who reports to Lee Gabler, head of ICM's television department, conducts the staff meeting for the six line television talent agents. Each has, in effect, a beat, certain studios and networks, he covers. At the Monday afternoon meetings, each agent reports on what is going on in his area.

Five years ago Bill Haber was an agent with William Morris. Four other Morris agents and Haber left the company and formed Creative Artists Agency. Today theirs is the number-three agency in Hollywood. And it was built on the concept of packaging movies and television shows. Its gross bookings last year were $90.2 million, and, according to Haber, roughly half of that came from television.

"I always like to look at packaging like Trapper John M.D. and The Stockard Channing Show."

In the coming season, the firm will package The Tim Conway Show, It's a Living, the Shogun miniseries as well as a number of made-for-television films such as A Whale for the Killing and Enola Gay. Unlike Morris, but like ICM, CAA has a number of "shoestring" package deals. That is, the company takes a 3% commission on the license fee of a network show and defers 3%. Like the others, however, it takes 10% in syndication.

In the hierarchy below the big-three agencies are any number of smaller partnerships or one-man operations. Some of the more noteworthy are Agency for the Performing Arts, The Artists Agency, J. Michael Bloom Ltd., Charter Management, Diamond Artists Ltd., Jack Fields & Associates, Henderson/Hogan, Irving Paul (Swifty) Lazar Agency, Jack Lenny Associates, Progressive Artists, Rilkin-David, Talent Agency of America, and Writers and Artists Agency. Some firms specialize in the representation of actors while others may concentrate on writers or producers. Some are solely West Coast operations while others operate in both Los Angeles, where the concentration is mainly in movies and entertainment television, and New York, where the companies tend to concentrate on theater work or commercials.

Abby Greshler, as ICM's Gold says, "could comfortably afford not to work for the rest of his life." At 60, Greshler talks as if he has met at least everybody who has ever had anything to do with television. His client list has included Jack Klugman and Tony Randall (he packaged their successful series, The Odd Couple), Vince Edwards of Ben Casey fame, Dean Martin and Jerry Lewis when they were teamed, producer George Schatter and, for 23 years, the late Dave Janssen.

He is president and founder of Diamond Artists, a six-agent company with four in its Hollywood office and two in New York. Like many agents, Greshler represents the tarnished image his chosen profession has in the industry. "I resent the way people denigrate the role of the agent. As if it's a shade away from a pimp," he says. "The agency business plays a very important part in our over-all business. Agents still discover talent. More importantly, they're a force in bringing the talent to the attention of important people."

Greshler talks about television more like a network executive than an agent. He discusses demographics like a researcher. He says he learned the agent business in the forties when he got into booking industrial shows, and that is where he got attuned to the audience make-up, examining the ratio of men to women, the ethnic composition and median salary. He just transferred that knowledge to television, he says.

He got into broadcasting 35 years ago representing Dr. Jonah Weiss for a radio program on the Mutual Broadcasting System. In the early fifties, he teamed

Diamond's Abby Greshler

SPECIAL REPORT

Broadcasting Aug 18 1980
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SPECIAL REPORT

Martin and Lewis and put them under contract to NBC, first in radio and then in television. He signed Jansen while the young actor was "making $1.50 a show" (actually $750) in Four Star Productions, Richard Diamond, Private Detective. His first task for Jansen was to get him a suitable dressing room.

Jim Cota is one of five partners in Artists Agency, which was founded in 1971. Among his television clients is Judd Hirsch, star of ABC's Taxi. Mike Greenfield is Charter Management, a one-man agency that scored big this year with the signing of client Tanya Roberts to be the new Charlie's angel on ABC. At 33, Mike Marshall of Jack Fields & Associates is viewed as a real up-and-comer in town. He is one of five agents in the actors-only agency that includes Lou Grant star Ed Asner among its client list. Two relatively

that job entails directing a client's career, knowing when to turn down the shaky opportunity and accepting the less lucrative but more solid. Another part of the job is keeping the money coming in at ever-higher rates. And there, today, is where the agent is most odd with networks, studios and, at times, his clients.

At the height of the public attention to the rising costs of Hollywood product, the Larry Hagman deal for his portrayal of arch-fend J.R. Ewing on CBS's Dallas, was cited by industry observers as the latest example of the networks' inability to say no. Contrary to its announced position, the criticism went, CBS refused to make an example of one actor and, in failing to do so, undercut its whole cost-containing argument. Most agents, however, see it differently.

On the sidelines. Many agents, like their clients, are out of work right now. The strike against motion picture and television producers by some 60,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists has had a ripple effect on the agent business. When actors aren't working they aren't collecting salaries. And when the agents aren't getting paid, neither are their agents.

Like the actors, however, the agents are collecting their shares from commercial work, industrial firms, daytime programming and other entertainment areas unaffected by the four-week SAG-AFTRA walk-out.

"We're out of business," said Martin Faris, president of the Association of Talent Agents last week. "These agents who represent actors are not in very good shape. We're very concerned." Three weeks ago, over 200 agents met with representatives of the two unions. The agents voted a resolution backing the striking actors.

At the heart of the strike is the issue of percentages for revenues generated by the new video technologies — pay television, cassettes and disks. By and large, the agents are confident that their clients will prevail, at least in part. They see a resolution of the strike with some provision for participation in the supplemental markets. Beyond that, however, they see a great expansion of their current businesses as the new technologies grow.

"The reason the strike may be long is that this is the first time any union has dealt with this issue on a substantive level," said Bill Haber of CAA. "It will set the pattern for all the other unions. It's the first crack in the dam.

"Eventually above-the-line people will have to participate in the subsidiary markets. You need software for this brave new world of hardware. And it has to come from producers represented by agents; acted in by actors represented by agents; and directed and written by directors and writers represented by agents.

new agents to town are John Kimble, who last year opened the Los Angeles office of his established Kimble/Parseghian Inc., of New York, and J. Michael Bloom, who opened the Western branch of his New York agency last year. Among Kimble's clients is Powers Booth, until April a virtual unknown but whose first television appearance, as Jim Jones in CBS's Guyana Tragedy, help to catapult the network to a season win and to open plenty of doors in town for himself. Bloom has two young clients in whom ABC is placing considerable investment this fall — Tom Hanks of Bosom Buddies and Ann Jillian of It's a Living. (Both have been touted by the network as major talents and candidates for super-star status this season.)

Ideally, the Hollywood agent functions to get more money and to make sweeter deals for his client. That's as true at the Morris office as it is at tiny Charter. Part of

Drawing parallels with sports figures, agents cite the relatively short earning years of most television actors. They point to the lengthy periods of unemployment between series. And to the profits producers and networks make from an actor's work.

"Larry Hagman has a right to strike while the iron is hot and to get whatever he can get within reason," declares Haber. "What happened to Larry Hagman happens once in an actor's lifetime." And the guiding principle, he adds, is: "Get what you can.

"No matter what the network or Lorimar say, the value of Larry Hagman to Dallas is infinitesimal compared to the real value of that series over a seven-year run and syndication," says Greenfield. "The numbers are staggering — and at the inflationary rates, say, of five years from now, will be even more staggering."

If CBS had drawn the line with Hagman, adds Cota, "it would have made it much tougher for people all the way down the line to go in and ask for top dollar.

The Hagman deal is not especially unusual; it merely has come at an unusual time — when there is so much attention being paid to escalating costs. Three weeks ago, the Los Angeles Times quelled much of the rampant speculation — some saying he was making as much as $100,000 an episode — concerning the terms of Hagman's deal when it produced a detailed accounting of the actor's agreement with Lorimar and CBS. One agent close to the negotiations confirmed the newspaper's account.

His base pay is $50,000 an episode for the 25 hours the network has ordered for the 1980-81 season. On top of that, Hagman is to receive another $100,000 annually for every year the series airs. On top of that is to receive $200,000 to appear in an as yet unnamed made-for-television film and another $120,000 for three guest appearances on other CBS series. On top of that, he was guaranteed two Dallas directing assignments worth at least another $20,000. And finally, he is entitled to 10% of Lorimar's gross on merchandising of the J.R. character. The total value of the deal for the year is in excess of $1.7 million.

The structure of the deal is such that the network's cost per episode of the series is not substantially increased, but Hagman makes considerably more money than he made the year before when he was operating on a straight per-episode salary.

In an effort to spread out the costs of a series actor, the television movie agreement has become a standard element of many negotiations. Rather than paying an actor what it costs him to get the role, the networks are now offering (or agents are demanding) guarantees for made-for-television movies.

Leaving out the Robert Redfords or the Jane Fondas, as well as the day actor getting a few lines a few times a year, Phil Arcara, a partner in the eight-agent firm of Arcara, Bauman & Hiller, says that a featured television actor can expect to gross $350,000 a year and, perhaps, as much as $500,000. For pay like that, the actor will have a regular part in a series, do maybe two made-for-television movies and, perhaps, even a theatrical feature or two.

Major stars, the ranks of whom Hagman joined this year, can command minimums of $50,000 an episode for a hit series. (With two episodes, that role will garner $1.1 million from series television alone.) Throw in a couple of television movies and theatricals, and the yearly wage will easily exceed $3 million.

Furthermore, as Arcara points out, some stars are so important to the success of a television project that they can get percentages of the profits. The star of one show that recently went into syndication,
The "Little Group" Just Got BIGGER

has joined
SCHURZ COMMUNICATIONS, INC.

SCHURZ COMMUNICATIONS, Inc.
SOUTH BEND, INDIANA
Arcara claims, received a $1-million check for his share of the first year of syndication revenues.

There is a consensus among the agents in Hollywood that the NBC-TV-Columbia Pictures-William Devane deal for $100,000 for each of 13 episodes of the ratings failure. From Here to Eternity: The War Years, loosened the flood gates and sent the agents out on the street for more money.

"Nothing's enough any more," says Arcara. "A client's making good money—$25,000 or $30,000 a week—and he reads that so-and-so just signed for $40,000. So I go back to renegotiate. It's immoral really. Renegotiation is immoral. It's breaking a contract. But you've got to do it."

"I'm a real doom-and-gloom guy about this. I think the cost problems are far worse than the industry's acknowledging," says Marshall of Fields & Associates. "I can't say to my client, 'Look, $20,000 a week is real fair and that's what you should be getting' when somebody else is getting $40,000. I have to go get the $40,000—even though in the back of my mind it does sometimes bother me."

Still, there is a rule of thumb that can be followed in the gauging of actors' pay scales. This year, a new actor in the leading role of a half-hour situation comedy can expect about $5,000 a week. A supporting character will be paid between $2,500 and $5,000, and an established lead can make up to $25,000. There are, of course, exceptions.

The pay is better for an hour dramatic series. There, the new lead can make from $10,000 to $12,500 while a supporting actor can anticipate between $3,500 and $7,500. An established lead can reasonably expect up to $30,000 but with upper limits actually extending far beyond that.

Despite talk that the summer negotiating season has been an exceptionally hard one, there is no consensus among the agents that this has been any worse than previous summers. Each, it seems, has one or two stories of tough deal-making this year, but each agent interviewed had just as many tales of successful contract renegotiations.

Greshler sets the criterion for what he refers to as the revising of deals: "Mainly you have to have the right, and you have to have the star." Renegotiation depends on the agent having the right combination of talent and leverage.

Greshler's long-time client, Jack Klugman, for example, has been doing NBC's Quincy, M.E. for six years. In that time, the agent says, the star has revised his contract three times. "Jack Klugman cannot be replaced," Greshler points out about the relationship between the star and the show. And once an agent is in that position, the sky just may, indeed, be the limit.

"I think I can present my case correctly," Greshler adds, however. "I never strand a show in the middle of a season. Finish the season, then make your deal."

Haber says he has found the networks no more difficult to deal with this year.
than in previous ones. He admits to some tough negotiations, but says that license fees are still rising 20% to 25%, as they have previously.

The networks are “trying very hard to hold down their costs, but being reasonable when the suppliers have needs,” he says. “We’ve renegotiated some license fees successfully. I find that the networks are extremely understanding of inflationary trends—if you’re not unreasonable in your demands with them.”

Arcara, on the other hand, sees a conscious attempt on the part of the networks to hang tough, and credits Robert A. Daly, president of CBS Entertainment, as a prime mover trying to break the cost cycle. “He’s said, ‘Enough is enough.’ And he’s making examples of certain actors.”

Other agents bring with them other, more varied backgrounds. Haber taught blind, mentally retarded children. Marshall ran a series of travel agencies. Cota was in construction and then the owner of a night club. Katzman came from the business affairs departments of studios.

Indeed, agents move easily throughout the television business. It is not uncommon to find a former agent in the roster of executives at a network or heading a production company. Among leading executives in the industry who were once agents are Herman Rush, president of Columbia Pictures Television; David Begelman, president of MGM Film Corp.; producer David Gerber, and Jerry Perenchio, president of Chartwell Communications.

What the agents who remain in the business have in common, however, is what virtually every one of them says is a love of show business. Few admit they are in it for the money, but all admit to making a great deal of it.

A partner in an established smaller agency can expect to make
Recession and TV ad sales

JWT's Tomio sees advertisers spending more, but gains in some areas by networks aren't as big as previous years; sports sales will take a drop due to oversaturation while news is hot area

Recession may be here, but advertisers haven't cut their budgets. In fact, in the face of the recession, many are spending more. That was part of the news Frank Tomio, network sales vice president for J. Walter Thompson, had for security analysts in New York last week. Among examples Tomio cited were spending in the chewing gum market, where new entrants are forcing established brands to boost expenditures in the fight for market share, and increased television advertising by motion picture companies.

While this supports a general theory of the recession resistance of broadcasting, Tomio also told the financial community that television networks, particularly CBS, haven't realized the gains they thought they'd make in this year's round of upfront selling for prime-time spots. Compared to a sellout level last year in the neighborhood of 80%, Tomio said his "best estimate" of this year's prime-time sellout was 60%. Cost-per-thousand increases he estimated to run from at least 2% on some shows to around 8%, down considerably from network projections. And NBC, which he indicated offered advertising packages at low cost, proved a "drag on the marketplace" that pulled the other two networks down with it.

CBS, according to the agency executive, has a significant imbalance in its sales effort. Relatively high levels of expensive spots remain unsold, with the network having to sell out lower priced inventory to boost the up-front sales percentage. Tomio said CBS has more programs containing spots that cost in excess of $100,000 per 30 seconds than do the other two networks. As an example, he cited M*A*S*H, for which he said a 30-second spot in November would cost $160,000 to $165,000.

ABC meanwhile was "more willing to

Meanwhile, on the other coast. Larry Hagman's deal grabbed the headlines on the entertainment side of television this year, but the reported $8 million price tag for five years on Dan Rather's services at CBS News shows that the journalistic side of television is lucrative too. And like the stars of prime time, the news correspondents have their agents.

Richard Leibner of New York's N.S. Bienstock Inc., engineered the deal for Rather, outmaneuvering, some said, Roger Mudd's Bill Cooper. Shortly after Rather was tabbed for the anchor position, Mudd dumped Cooper for Ralph Mann of International Creative Management, who closed the deal taking his client to NBC News.

Most top names in the news business have agents. ICM's Mann does double duty, representing NBC's anchorman, John Chancellor, as well as Mudd. Barbara Walters' million-dollar-a-year deal with ABC was made by Lee Stevens of William Morris.

Among the biggest names in television news, NBC's David Brinkley does not have an agent. He does his own negotiating with the network.

Walter Cronkite, the dean of American television journalists, has been represented for 28 years by Tom Stix, a partner in the New York firm of Stix & Gude. They opened their firm in 1942 and have included among their clients Edward R. Murrow, Elmer Davis, Howard K. Smith and John Cameron Swayze.

Stix and Cronkite were brought together in 1952 while Cronkite was working at WABC in Washington. In addition to handling Cronkite's negotiations for the anchor's slot at CBS, Stix handles a wide array of the newsmen's business affairs. Including specials and speaking engagements. "It's a very close relationship," says Stix. "I take care of everything I can for him."

As one of the pioneers of this rather narrow segment of the agent business, Stix represents newsmen as only a part of a business that also handles writers, producers and other types of literary and theatrical talent.

Stix points out that newsmen probably don't earn nearly enough" for the long hours and the sacrifices the job demands. Journalists, he notes, are not allowed to do many outside jobs that are often part-and-parcel of bread and butter of the territories occupied by their counterparts in the entertainment field do—commercial and industrial films, for example. "Newsmen work harder and deserve a lot more than most," he says. "It's a lot of work."

That sentiment, however, generally does not extend to the many local newscasters who have their jobs. Stix says, because they have the right looks and "just come in and read." In contrast, "people like Walter are newsmen—they know what they're talking about."

Business

$150,000-$200,000 a year. An agent in such a company without an equity interest in it can expect a salary in the $50,000-$60,000 range with bonuses perhaps bringing his pay up to $90,000. A subagent, someone who has just been elevated to booking talent after serving as a secretary, can expect starting pay in the $25,000-$35,000 neighborhood.

For that pay, an agent may place himself among the hardest working class in Hollywood. Agents' hours are long; most start their days early enough in the morning to make phone calls to the East before lunch and end them well into the night. At 7 o'clock one recent evening, Mike Greenfield had a client in his office and took at least 15 calls in one 20-minute period. During the summer production season, Mike Marshall works a minimum 12-hour day. Sylvia Gold spends her nights reading scripts and takes a tall stuck to her weekend house on the coast south of Los Angeles.

But perhaps the hardest part of being an agent is the necessity to subordinate his identity to the usually inflated egos of the client. "An agent must learn to subjugate himself to his client's needs," says Katzman. "To an agent, there's no such thing as 'I'."

"Some agents want to be the star," says Gold. "I don't. I'm most comfortable being a behind-the-scenes person."

"Agents are not a particularly loved group," adds Arcara. "They have to be professional sons-of-bitches, heavies."

"Agents have to realize they are intermediaries, not principals," says Haber. "If there's a weakness in the agency business right now, it's because too many agents think they're principals. They act, dress and comport themselves like principals. Agents always have to remember they are nothing more than the representative of a principal, nothing more than a sales person, the sales person of a package. In the agency business, a good agent, a well-trained agent, a proper-functioning agent, knows no such things as 'I' because there is no such entity. He only represents something else."

Finally, there's Abby Greshler, lunching at the Polo Lounge, leaning back in the green booth, holding a picture of David Janssen embracing him, showing another taken 30 years ago of Dean Martin and Jerry Lewis and Michael Danna and him sitting around a pool in Palm Springs. "It's a scientific business. You've got to really do your homework. After all these years, I'm still an amateur."
YOU’D HAVE TO LOOK AWFULLY HARD TO FIND A PLACE WHERE DONAHUE ISN’T NUMBER ONE.

The most popular daily visitor in Hitt, Missouri is the postman. But in 211 markets coast to coast, Phil Donahue is the man people can’t wait to see.

Now seen in over 6 million homes every day, Donahue continues to attract more women 18-49 than Mike and Merv combined.

His lead in Total Women is nearly double that of his closest competitor.

And the margin in Total Households makes the Donahue Show the most watched talk show on television.

It’s the kind of reception that’s made Donahue the number one hometown favorite in every hometown he’s in.

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DONAHUE

Source: NSI 5/80 RSP estimates. Qualifications on request.
deal." It entered the up-front market with prime-time prices up 10% to 15% per thousand, but then worked its way down.

Over-all, he said, CBS faried best in the selling competition, with ABC having experienced some slippage in ratings, including those for the age 18-34 premium demographic where it had possessed an advantage, and NBC running into "the worst of luck."

Tomio said that if the economy turns around, there is a possibility that "pent-up demand" on the part of advertisers could boost scatter market selling in the first quarter.

If the economy doesn't recover, people who plan on scatter buys will trim their budgets, he said. But real scatter sales won't be starting until September.

Reviewing other dayparts, Tomio said the networks are looking for 8% C-P-M gains in daytime. But that market hasn't broken yet, he said, and he theorized that 5% improvement will be the real average. Late fringe pricing is up 8% to 10% on the per-thousand basis, according to Tomio, with "more dollars flowing into that period than in the past." He termed ABC's Nightline "very successful."

A potentially serious prediction Tomio had is that "the sports bubble is about to burst." The market is saturated with sports," he claimed, partly as a result of the availability of sports on cable systems. Up-front selling for football is already moving slower, said Tomio. ABC, for one, is effectively discounting its football pricing by offering better deals in other sports areas for football purchasers, he claimed.

Nevertheless, Tomio, "one of the hottest wire analysts," in the view of the agency vice president. He referred to ABC's "breakthroughs" in the field, although saying that both CBS and NBC would experience some problems: CBS because of the loss of Walter Cronkite and some ratings diminution, while NBC "can only compete by lowering C-P-M's [line light of] its older audience."

A great deal of the analysts’ interest was focused on the potential economic effects of the current strike by television performers (see story, this page). Tomio indicated that advertisers are holding off on making changes in their plans at the moment. Revaluations would be made a week or two before the scheduled start of the season, if the strike continues (Tomio expects no early settlement). Should the networks then offer packages of "re-runs and second-rate movies," Tomio predicts "a great deal of negotiations." He projects re-runs would be "20% less effective" in garnering audience and says advertisers will "want that back in inventory."

Tomio also discussed cable advertising and its potential. He doesn't see cable "destroying networks' validity;" rather, "the pie will get bigger" as cable boosts total television viewing. Advertisers are now "putting their toes in the water," and with relatively little expense. But now it's "up to cable operators to prove its [cable advertising's] effectiveness." Tomio stated, adding "if they do, the sky's the limit."

Where the future of television lies, in Tomio's view, is in software. Indeed, he's so convinced of that premise that he'll be leaving JWT shortly to form his own company, Creative Media Enterprises Inc.

**Strike analysis: The good news equates the bad**

Financially, any network gains are expected to be canceled out by losses; affiliates, however, may find adjacencies suffering "It's a wash."

That's the basic conclusion of the broadcast-watching financial community in assessing the economic impact on networks of the strike by the Screen Actors Guild and American Federation of Television and Radio Artists against prime-time production. There have been suggestions the networks are welcoming the idea—seeing it as a chance to halt spiraling production costs and to improve this year's third-quarter comparisons by delaying the heavy costs of new program introductions. But only about two weeks of the third quarter are involved, and network sources insist their people aren't jumping up and down in the aisles.

Nevertheless, the networks shouldn't be hurt financially by the strike. As Smith Barney, Harris Upham's Ed Atorino suggests, it may prove something of a "blessing in disguise." Although advertisers are sure to demand makegoods or other discounts in the two re-runs are used to fill in the gap, the cost of repeat episodes is generally considered to be about 20% that of first-run material. Thus, even if advertisers across the board are able to secure the 20% return some indicate they'd be looking for, the networks would be cushioned by the substantially lower production costs.

That's not the case for stations, which stand to be the real losers. Although local and regional advertisers buying in prime time certainly won't want to pay for viewers who aren't there, stations accrue no cost savings from network re-runs. Given the nature of station business, John Reidy, analyst with Drexel Burnham Lambert, predicts "an audience drop-off would be instantly and accurately reflected in their prices."

Reidy also cautions against making any assumptions about the size of the network saving; much would depend on the mix of programming actually put on the air, re-runs vs. material already in the can, programs not affected by the strike, etc. Donaldson, Lufkin & Jenrette's Dennis Leibowitz points out that any short-term advantage in September and October, "may hurt on the other end," if, once the strike is over and production resumes, the networks keep running original episodes past the traditional end of the season and into the summer.

One unknown in all this is the extent to which there actually will be an audience fall-off, if any, from expected prime-time viewing levels. Frank Tomio, network sales vice president at J. Walter Thompson, says he's assuming it would be 20% if repeat episodes make up the schedule. Theodore James Jr. of Montgomery Securities is estimating a 10% audience loss. What portion of the yearly rise in viewers at the start of the season is due to the introduction of new product and what to shorter days and the end of summer vacations would seem to be anybody's guess at this point.

As far as the long haul impact of the strike is concerned, James is projecting that settlement along the lines the union is demanding would boost production costs 4% on an annual basis.

### Bullish on broadcasting

**Analyst Leibowitz recommends stocks of some groups; says it's good time to get into TV generally**

Some encouraging words for broadcasters were to be heard last week in an investment overview provided by entertainment

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>% Per Share</th>
<th>Year Earnings</th>
<th>Net Income</th>
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<td>30,966.00</td>
<td>3,929.00</td>
<td>.96</td>
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Some outstanding examples of System 7000 worldwide leadership in radio automation.
EMMY NOMINATIONS FOR THE 1979-80 SEASON

- Outstanding Variety Or Music Program
  - Outstanding Directing In A Variety Or Music Program — Peter Harris
  - Guest Star: Liza Minnelli

- Outstanding Writing In A Variety Or Music Program — Jim Henson, Don Hinkley, Jerry Juhl, David Odell
  - Guest Star: Alan Arkin

- Outstanding Art Direction For A Variety Or Music Program — Malcolm Stone
  - Guest Star: Beverly Sills

- Outstanding Costume Design For A Series — Calista Hendrickson
  - Guest Star: Beverly Sills

- Outstanding Video Tape Editing For A Series — John Hawkins
  - Guest Star: Liza Minnelli

- Outstanding Individual Achievement Creative And Technical Crafts — Guest Star: Alan Arkin

- Outstanding Individual Achievement Creative And Technical Crafts — Guest Star: Kenny Rogers
Congratulations and Thank you...

Jim Henson
Frank Oz
David Lazer
Bernie Brillstein

...and all the wonderful and talented people in front of and behind the cameras who have made "The Muppet Show" the most honored, popular and successful television program in the world.

Abe Mandell, President
Bottom Line

Cox sells, sets sole course. Business publishing division of Cox Broadcasting Corp., Atlanta, is to be sold to Hearst Corp., New York, for $26 million. Joint announcement last week said proposed sale is subject to approval of boards of both companies. Companies involved in transaction provide direct mail services and publish catalogues, buyers’ guides and newsletters. Cox President Clifford M. Kirkland in June announced that publications group was being sold so that Cox could concentrate on its broadcast and cable interests.

Cox’s future was also discussed Aug. 5 at shareholders meeting in Atlanta when Gainer Anthony, chairman of executive committee, emphasized Cox “has no further merger plans with any other company.” He reviewed proposed merger with GE that was terminated in second quarter and remarked it “now is behind us.” President Kirkland said revenue gains are expected for third quarter and for full year, but cautioned that lengthy strike by performers against production centers could affect TV revenues.

Six for five. Board of directors of Texscan Corp., at July 31 meeting, authorized six-for-five split of common stock of Indianapolis equipment manufacturer. Certificates for such shares will be issued Sept. 11 to shareholders of record at close of business Aug. 14.

Roller coaster news. Tribune Co. second-quarter and first-half earnings reached record levels, but company isn’t optimistic about rest of 1980. Closely held publishing and broadcasting company reported net income in second quarter of $28 million, double year-earlier $14 million, while revenue increased 14% from $282.7 million to $322.2 million. For six months, net income climbed 72% from $27 million to $46.5 million, while revenues reached $613.8 million, up 15% from $533 million first half of 1979. Costs involved with new edition of New York Daily News and sag in economy are expected to cut profits in second half of this year, according to Chicago-based company.

Lawyer advertising on the rise, more creative, says ABA

More and more lawyers are advertising on radio and television, and their number is likely to increase, according to the chairman of the American Bar Association’s Commission on Advertising.

Roger Brosnahan, a Minneapolis attorney, says that lawyers are looking more and more to the broadcast media, particularly in large metropolitan areas. Radio, in particular, Brosnahan says, is attracting private attorneys and legal clinics because of the medium’s ability to target specific audiences. On TV, however, the typical advertisers are large-volume legal clinics.

But it is not just lawyers and legal clinics that have increased their use of broadcast advertising. According to Brosnahan, state bar associations have also taken to the airwaves with institutional campaigns.

In the three years since a Supreme Court ruling opened the way to lawyer advertising, ads have changed dramatically, according to Dennis Leibowitz of Donaldson, Lufkin & Jenrette. “Group broadcasters,” he said, “as a whole are getting more attractive.” And while stopping short of recommending purchase of network issues at the present time, Leibowitz suggested that comparing their current prices with likely earnings next year and the year after, “the value is there.” His current hesitancy on the networks he identified as a question of timing, with bad earnings news likely over the next few quarters.

Leibowitz had been maintaining purchasing recommendations on Capital Cities Communications and LIN Broadcasting, and last week he also had good things to say about Metromedia and Taft. Another group broadcaster he singled out for favorable mention was Cox, though he is recommending its purchase primarily on the basis of its cable holdings. Other Leibowitz cable participation recommendations remain Viacom and Warner Communications Inc.

Television in general, he suggests, is “now at its lowest,” and, considering the current poor state of the economy, “if television hasn’t been killed yet, it’s not going to be.” With the possibility of some adverse impact on group owners from the Screen Actors Guild strike (see page 44), Leibowitz said he felt consequent stock price slippage might provide a good opportunity to get into those issues.

Focusing his attention on the networks, he’s estimating 1981 earnings of $7.75 for CBS, making its current $5.25 price “reasonable.” (Leibowitz isn’t given to overstatement.) At ABC, “things are a lot less clear” to him, but granted that “it’s a speculative situation,” at $32 the company’s shares are “very, very cheap” up against his estimate of $5.50 in 1981 earnings.

In adding Cox to his recommended cable list, Leibowitz indicated his belief that the differential in multiple between Cox and other cable companies, with Cox trading at a reduced multiple from the others, “isn’t justified.” He said he thinks the market has been ignoring the growth potential Cox has in its existing systems, something he feels could triple Cox’s cable earnings by 1984 without the addition of any new franchises.

Brosnahan says. “Initially, all the ads were very careful ... and probably not effective.”

Brosnahan says that the most effective ads have been those that lawyers believe aren’t “lawyer-like”—those using humor, for example. In some cases, he adds, TV advertising has helped to dispel the notion held by many people that lawyers are unapproachable and their services too expensive.

Although there have been some cases of what some in the profession might believe is unprofessional advertising, Brosnahan believes that broadcast advertising for attorneys is here to stay, and lawyers should be concerned about whether an ad is truthful, rather than whether it’s dignified.

“Our position,” he says, “is the less restriction, the better.”

Readyng for the next ‘Red Hot’ run

RAB has new batch of spots designed to continue success of last year’s campaign

The second wave of the “Radio: It’s Red Hot” campaign, widely credited with generating new advertiser interest in radio, is scheduled to start this week and is expected to be carried by more than 3,000 radio stations as well as all radio networks. The Radio Advertising Bureau, “spokesman of the campaign, has distributed six new and two holdover “Red Hot” spots to its member stations and asked that they be aired for 60 days starting Thursday (Aug. 21)—“the period when more advertising plans are made than any other time of the year.”

Station reps and many stations have credited the Red Hot campaign with contributing to this year’s surge in radio billing. RAB President Miles David called the results so far “encouraging,” and added: “Many stations report new advertisers have called in response to messages tagged with the station’s phone number. RAB has received over 500 requests for additional information from national, regional and local advertisers, usually from top executives.”

David said all radio networks and more than 3,000 stations have been carrying the spots during the campaign’s first phase, and that stepped-up participation is expected with the release of the new messages along with two of the Dick & Bert spots used in Phase I.

The new messages are straight-sell and “ask for the order,” David said. Some are 30 seconds in length, some 20 seconds.

One points up the availability of co-op advertising money to retailers: “This station can tell you about 1,500 manufacturers who provide radio co-op. Many pay 100% of the ad cost.” Another stresses radio advertising’s ability to build in-store traffic. Another emphasizes that businesses need to maintain or increase their advertising levels in today’s economy.

Others urge advertisers to make radio
their primary medium, point up "newspaper circulation lag" and stress radio as the best means of reaching families with more than one wage-earner.

All the messages are tagged with the campaign theme line: "Radio—It's Red Hot!" They were narrated by Peter Thomas, whose voice has been heard in commercials for American Express, AT&T, various financial institutions and other leading advertisers. RAB suggested that these spots and the two holdover Dick & Bert messages be rotated for best effect, starting with five to 10 messages a day if availabilities permit and continuing, after the 60-day "saturation" period, at as high a level as possible.

The new campaign tape is also available to stations that are not members of RAB. Contact: Jennifer Grimm at RAB, 485 Lexington Avenue, New York 10017, telephone (212) 599-6672.

The print-advertising campaign phase is scheduled to resume in September.

**Media Corp. files for bankruptcy, proposes debt-payment plan with $100,000**

Media Corp. of America, New York, has filed for reorganization under Chapter 11 of the Federal Bankruptcy Act after a year of trying to resolve its financial problems without resorting to the court (BROADCASTING, Aug. 6, 1979, et seq.).

In a plan for reorganization submitted on July 31 by the media-buying service to the U.S. Bankruptcy Court for the Southern District of New York, Media Corp. made several proposals aimed at satisfying its debt, which is now estimated at $7.5 million, while remaining in business. Media Corp. proposed that the 2,600 creditors receive a pro rata share of $100,000 to be disbursed upon consummation of the plan and of all recoveries by the debtor of various sums owed to it. In addition claimants will receive their pro rata share of 5% of the pre-tax profits earned by the debtor during each of the five years beginning with the fiscal year following the consummation date.

The plan also cites the guarantee of Albert B. Shepard, president of Media Corp., who entered into a common law settlement last year under which he guaranteed personally 8% of the debt, payable over a three-year period, starting next winter. The plan proposes the guarantee's obligations be deferred for two years from the consummation date.

Media Corp.'s debt originally was estimated at more than $13 million, but during 1979, Loew's Corp.'s Lorillard Division, a client, gave $6 million to a fund to pay off its own media expenses and help pay off some other creditors.

Jules Teitelbaum, attorney for the creditors' committee, said the principal debtors of Media Corp. are magazines and outdoor advertising firms but there are some broadcast stations, primarily radio.

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**ABC out front**

ABC-TV led the other networks by a big margin in both total revenues and average-minute prices in the first half of 1980, according to quarterly estimates compiled by Broadcast Advertisers Reports.

The BAR figures put the three-network revenue total for the first half at $2,515,587,800, up 14.8% from the first six months of 1979.

ABC-TV was shown with $949,925,700 in first-half revenues, or 37.8% of the total; CBS-TV with $823,753,700, or 32.7%, and NBC-TV with $741,908,400, or 29.5%.

BAR's monitoring found 60,739 commercial minutes divided among the three networks during the six-month period, for an average of $41,416 each. ABC had 19,292 minutes at an average of $49,239 each; CBS, 21,063 minutes at $39,109, and NBC 20,384 minutes at $36,397.

For the second quarter alone, BAR showed 30,192 minutes sold by the three networks for a total of $1,283,508,100, or an average of $42,512 per minute. ABC sold 9,548 minutes for $473,396,000, or an average of $49,580; CBS sold 10,503 for $428,389,400, an average of $40,844, and NBC sold 10,141 for $381,722,700, an average of $37,642.

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Visit the Harris display at the NAB Radio Programming Conference, August 24-27, New Orleans.
Changing Hands
PROPOSED

- WTAR-TV Norfolk, Va.: Sold by Landmark Communications Inc. to Knight-Ridder Newspapers for in excess of $40 million (see "Top of the Week").
- WLAC(AM)-WKQB(FM) Nashville: Sold by Billboard Publications Inc. to Sudbrink Broadcasting for $5.3 million. Seller is publisher of Billboard magazine, Amusement Business and other publications in the U.S. and abroad. William D. Littleford is chairman. It has no other broadcast interests. Buyer is owned by Robert W. Sudbrink and family. They also own WMRR(AM) Mount Dora, WORL(AM) Orlando and WNWS(AM) South Miami, all Florida, and KPOI(AM)-KDUK(AM) Honolulu. WLAC(AM) is on 1510 kHz with 50 kW full time. WKQB(FM) is on 105.9 mhz with 100 kW and antenna 410 feet above average terrain. KSPL-FM is on 95.5 mhz with 6 kW and antenna 300 feet above average terrain.
- KXKI-FM Henderson and KSPL-AM FM Diboll, both Texas: Control (41%) sold by William L. Walling to Lynda M. Ruby and sisters, Marsha M. Shields and Connie M. McNab, already 49% stockholders, for $1 million. Walling has no other broadcast interests. He will retain 10% interest in stations. Buyers own auto insurance agency in San Antonio, Tex., and have oil and gas investments and real estate interests there as well. Each has 16.33% interest in station now. They are daughters of B.J. McCombs, 37.5% owner of WOAI-AM-FM San Antonio, KELP(AM) El Paso, and KPCA(AM)-KHYX(AM) Port Arthur, all Texas, and KXKO(AM)-KMDO(AM) Tulsa, Okla. KGRL is on 1000 kHz with 250 w day. KGRL-FM is on 100.1 mhz with 3 kW and antenna 200 feet above average terrain. KSPL(AM) is on 1 kHz daytimer on 1260 kHz. KSPL-FM is on 95.5 mhz with 6 kW and antenna 300 feet above average terrain.
- WXVI(AM) Montgomery, Ala.: Sold by Brothers Broadcasting to Attaway Investment Corp. for $400,000. Seller is owned by Ken Goodman, president (33%), B. Ward Wilson and John Pembroke (each, 20.75% share) and three others. They also own WPAL(AM) Summerville, S.C. (Broadcasting, Aug. 4) to same buyer. Buyer is owned by Wesley Attaway and family who own weekly newspapers in Houston area. They have also purchased, subject to FCC approval, KEE(AM) Gladewater, Tex. (Broadcasting, June 23). WXVI(AM) is on 1600 kHz with 5 kW day and 1 kw night. Broker: Blackburn & Co.

- KSEY(AM) Seymour, Tex.: Sold by Floyd Broadcasting to Venture Group for $300,000. Seller is owned by W. David Floyd who also owns 20% of WZOM(AM)-WZIB(FM) Luka, Miss. Buyer is owned by B.J. Glasscock (40%), S.R. Brown (10%) and 22 others. Glasscock is Dallas physician. Buyer principals have no other broadcast interests. KSEY is on 1230 kHz with 1 kw day and 250 w night. Broker: Chapman Associates.
- Other proposed station sale is WTXY(AM) Whiteville, N.C. (see "For the Record," page 63).

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8/18/80

Broadcasting Aug 19 1980
TV piracy: growing issue for industry and lawmakers

California decision allowing sale of decoders to pick up STV signals leads to renewed call for legislation; Swift, Preyer measures due for Commerce Committee handling; backyard earth stations, MDS pirating also are concerns

When Congress resumes business this week, the first order of business for the House Commerce Committee is expected to be action on a bill authored by Representative Allan Swift (D-Wash.) that would codify existing FCC crossownership rules. But the committee will have something else to vote on as well—an amendment that will be offered to Swift's bill dealing with the unauthorized use of broadcast signals. Piracy, if you will.

The amendment in question is, in effect, half of a bill introduced last month by Representative Richardson Preyer (D-N.C.). The other half—which the Commerce Committee approved as an amendment to Representative Lionel Van Deerlin's (D-Calif.) telecommunications bill—makes illegal only the unauthorized use of common carrier signals. The consensus when that provision was approved was that action should be restricted to common carriers, as the Communications Subcommittee had intended to restrict its entire bill, and all mention of broadcast signals in Preyer's bill was dropped, with the understanding that it would be considered at a later date. That date, with the issue of so-called piracy receiving more and more attention, is likely to come this week.

The biggest battle regarding the unauthorized use of signals revolves around subscription television. The issue received major attention two weeks ago when a federal judge in Los Angeles ruled that over-the-air STV signals may be legally decoded without the consent of the originating station and that persons decoding those signals are not required to pay for the programing they receive (BROADCASTING, Aug. 11).

In a narrow reading of the Communications Act, U.S. District Court Judge Lawrence T. Lydick ruled that STV is a form of broadcasting made available to the general public and that "[b]roadcasting remains broadcasting even though a segment of those capable of receiving the broadcast signals are equipped to . . . decode it."

Relying on Section 605 of the act, which deals, in part, with unauthorized reception of radio communications, and the FCC's 1966 ruling creating STV service, Judge Lydick ruled that STV is a broadcast service presenting programing "of interest to a large segment of the public."

"Program specialization or control are not necessarily determinative of the requisite intent nor dispositive of broadcasting status," the judge ruled Aug. 4 in a case brought by National Subscription Television and Oak Broadcasting System Inc. against a number of Los Angeles-area electronics firms that had built and sold decoder boxes capable of unscrambling the signal of ON TV, an STV service broadcast by ksbc-tv Los Angeles on channel 52.

The decision left open the possibility that the plaintiffs could seek relief either in Congress or at the FCC, but Lydick suggested that he would like to see congressional action on the question: "Under our constitutional system, the court is not charged as the arbiter of good policy . . . while it makes an appealing picture to see courts and administrative agencies redeeming national communications policy, the fact remains that it is not the proper function of the courts to do so."

Enter Congress. The Preyer amendment received an easy go of it at last month's mark-up, and the STV industry is confident that Congress is sympathetic to its position. "Congress is very aware of the problem," says Rinaldo Brutoco, president of the newly formed Subscription Television Association. "Their attitude is a healthy one. It's obvious that Congress will do something about this."

Whether Congress will do something this session, however, is uncertain, given the short time remaining. But Brutoco says STV operators will move on other fronts in the meantime.

Specifically, STVA, which rejects Judge Lydick's interpretation of Section 605, is planning to do battle in court and is planning to draft a model statute to be introduced in every state. A bill clarifying existing law, which Brutoco says prohibits pirating signals, has passed the California
assembly and is expected to go to the senate floor within two weeks.

But Brutocko says the biggest push may come in the courts. "We intend as private companies and as an association to utilize the court, and hire a horde of lawyers and prosecute at every conceivable level," he says, adding that STVA is making legal assistance available free to STV operators. Last week the group filed a friend-of-the-court brief in a Detroit case.

Brutocko also says that STV operators will litigate under other statutes besides Section 605. He says, for example, that the operation of a decoding device is illegal because the FCC doesn’t want consumers to get stuck with potentially obsolete equipment.

Everyone agrees that the interpretation of Section 605 is the key issue, and interpretations among the legal community vary. An advertisement in the Washington Post offers, for $299.95, "TV Signal Snatcher," a microwave antenna that allows viewers to see, without commercials, "First Run Movies, Sporting Events, Concerts."

There is no cable TV system in downtown Washington, but there is Home Box Office, offered by an MDS service. The device, which comes with a money-back guarantee if buyers are unable to pick up signals, can be used to receive HBO signals for homes in the MDS line of sight. The company claims it is all legal, but lawyers surveyed differ on whether this equipment violates Section 605.

A spokesperson for HBO said the company firmly believes its service is protected under Section 605, and that such devices as Signal Snatcher are illegal.

And then there's the problem of pirating satellite signals with backyard earth terminals—another area in which HBO and other pay services are involved, and one also being debated in Congress.

At the moment, HBO deals only with cable or MDS operators, rather than with private citizens. But the Society for Private and Commercial Earth Terminals (SPACE), claims that private citizens should be allowed to take signals off a satellite if they pay the required fees.

Rick Brown, vice president of SPACE, says the organization endorses the concept of the Preyer legislation in principle. But he worries that, with civil and criminal penalties possible for unauthorized use of signals, individuals' rights of privacy may be invaded by law enforcement agencies investigating a charge that someone is pirating a signal. This, he says, could lead to officials taking depositions about what types of programming their family members were watching. "We don't want a federal policy of having the government snooping," he says.

NAB wants to erase some 'chilling' rules

It asks FCC for rulemaking to repeal personal attack and political editorializing regulations at least to modify and clarify latter

The National Association of Broadcasters has asked the FCC to repeal both the personal attack and political editorializing rules, which the association feels have had a "chilling effect" on the First Amendment rights of broadcasters.

In a petition for rulemaking filed with the FCC last week, NAB said the rules, which the commission adopted as extensions of the fairness doctrine, have "failed to serve the doctrine's underlying policies." Instead, the NAB says, the rules have "stifled debate and inhibited broadcsters from effectively informing the public about controversial issues of public importance.

The personal attack rule, adopted in 1967 and amended a year later, provides that when an attack is made on the honesty, character, integrity or "like personal qualities" of a person or group of persons during the discussion of a controversial issue of public importance, "the person or group attacked must be given notice, a transcript of the attack and an opportunity to respond."

The NAB said that rule, instead of furthering the expression of divergent viewpoints, "focuses the public's attention on personal, moral questions rather than important substantive issues."

Moreover, the NAB stated, that effect, combined with the confusion and administrative complications generated by the rules, its chilling effects and impingement on broadcasters’ First Amendment freedoms and the availability of other legal remedies, serve to demonstrate "that the personal attack rule should be repealed in toto."

The NAB argued that "retention of the personal attack rule as a defamation remedy is not only unnecessary, it is also legally unenforceable."

The political editorializing rule, also adopted in 1967, is invoked whenever a licensee editorializes in support of or against a particular candidate or an issue that can be identified with a particular can-

Not satisfied. Association of Maximum Service Telecasters has asked FCC to reconsider its decision not to propose federal mandatory standards for suppression of automobile ignition noise. AMST claims noise causes interference in VHF portion of spectrum as well as "seriously" degrading reception of land mobile signals. AMST argues that FCC "apparently" had two reasons for decision: "standards set by the automobile industry are inadequate, and administration and enforcement of federal standards would be burdensome and difficult," Group said that "it is impossible to reconcile the reasoning behind the conclusion with the commission's statutory responsibilities."
proceed as soon as possible.

Shelton Merrili, president of the Delaware Citizens' Committee, said his organization had worked for two-and-a-half years for approval of the facility, and it was pleased with its dealings with government.

"We can now point to our accomplishments in Delaware and safely state that our desire for improvement in the state of television service within Delaware has not fallen upon deaf ears in Washington, nor been met with indifference at the federal level of our government."

Worried about U's

CUB tells FCC it's concerned about a lack of UHF emphasis at the commission when the task force on comparability is disbanded this fall

The Council for UHF Broadcasting is concerned that once the FCC's task force studying the viability of UHF television is disbanded, there will be no "UHF presence" at the commission. And it has written all seven commissioners saying it is "essential" that the commission maintain resources to assist in promoting policies for UHF reaching comparability with VHF television.

Richard Block, CUB's chairman, wrote that "despite the heroic efforts of individual commissioners on behalf of UHF, the commission's staff, and as a result, the commission itself, showed little responsiveness to UHF needs until the present UHF task force was established."

The commission's task force is scheduled next fall to release a final study that will set forth problems and make recommendations on UHF's achieving comparability with VHF (BROADCASTING, March 10). CUB feels that comparability will be an ongoing problem because "technological factors change constantly and can very significantly alter what the commission's regulatory response would be in order to promote comparability."

CUB gave the example of a new Japanese tuner, due out this year, "which may provide the basis for further UHF noise figure reductions and a requirement of random access digital tuning in at least some sets, thereby addressing the two problems thought by many to be the single most substantial components of the UHF handicap."

CUB urged the commission to establish a "high-level person or group of persons" at the FCC to "focus on UHF issues and to be sensitive to the UHF aspects of other issues."

The petition concluded that "the cause of UHF comparability requires an ongoing responsiveness not only because of its importance but also because of its complexity... it is essential, whether or not additional congressional funding is forthcoming," for the FCC to continue this task.
Media argue for cameras in court

In friend-of-the-court brief filed with Supreme Court, news groups assert presence of broadcast media does not compromise defendants' rights

The Radio-Television News Directors Association, joined by 14 media organizations, including NBC, ABC and the National Association of Broadcasters, last week filed with the U.S. Supreme Court a friend-of-the-court brief in a case involving broadcast coverage of courtroom proceedings.

The brief supports the state of Florida in Chandler v. Florida, and argues that the use of cameras and microphones by the news media does not impair a defendant's rights to a fair trial—even if the defendant objects to the coverage.

The case involves two former Miami Beach policemen who, convicted of burglarizing a restaurant, seek reversal on Sixth Amendment grounds. The Supreme Court has agreed to hear the case, possibly this fall.

According to the brief, the appellants relied chiefly on the 1965 Supreme Court decision in Estes v. Texas, which held that Billie Sol Estes should not be punished for fraud because of disturbances caused in the pretrial hearing by news crews and their equipment. But due to technological advances since then, the brief held, the intrusion created by news-gathering equipment, as outlined in Estes, is no longer a valid ground for argument. The Estes court, the brief also pointed out, thought it significant that only two states permitted broadcast coverage of courts. Today, however, more than half the states have at least experimented with broadcast coverage and many admit it routinely. "No state which has permitted coverage has found that it interferes with the due process of law," the brief asserted.

The brief contended that, not only has the technology changed since 1965, but the role of television in news coverage has also changed. "The Estes court suggested that the mere knowledge by trial participants and the public that a trial is important enough to be reported in this manner is sufficient to prejudice the defendant's rights to a fair trial," the brief said. "If this were so, it certainly is not so now. Television coverage of ordinary news events is now so well established that the presence of a television camera in a public place suggests nothing more unusual than does the presence of a newspaper reporter or sketch artist, a common occurrence in courtrooms."

According to RTNDA, 28 states now permit some form of electronic courtroom coverage, and no experiments of broadcast coverage have ended with a decision to bar cameras from the courtroom.

RTNDA also argued in its brief that by putting photographers and electronic journalists on par with print reporters, allowing routine coverage from all kinds of courts, "Florida has allowed carefully regulated access to trials by audio-visual equipment." But in order for it to conclude that the presence of cameras is a denial of due process of law, "the court would have to find that the presence of such equipment has an impact on trials so adverse and so different from the effect of notetaking reporters, sketch artists, and the public generally that a fair trial cannot be had." No such finding, it said, can be made.

Also joining as parties to the brief were the American Federation of Television and Radio Artists (AFL-CIO), the American Society of Newspaper Editors, Associated Press Broadcasters, Associated Press Managing Editors, the National Broadcast Editorial Association, the National Newspaper Association, the National Press Club, the National Press Photographers Association, National Public Radio, the Reporters Committee for Freedom of the Press, and the Society of Professional Journalists, Sigma Delta Chi.

Filing a separate amicus brief was CBS, which argued that the same standard upheld by the Court in Richmond Newspapers v. Virginia—that the public and the press have a right protected by the First Amendment to attend and to gather information about criminal trials—supports a state's decision to permit coverage of trials (Broadcasting, July 7). It added that the press—both the print and electronic media—as representative of the people, must funnel information to those who cannot attend trials.

CBS also rejected the claim that the concerns expressed in Estes were still valid today. "Whatever potential adverse effects of television coverage of criminal trials were feared at the time of Estes—when television was in its infancy and intrusive equipment was required—they are no longer valid today. Not only has the equipment changed; so has the public's familiarity with television. In 1965, television was a novel medium; today a television set is an accepted part of everyday life in virtually every American home."

Front line duty. The hazards that news crews must sometimes face in their work was again demonstrated Aug. 4 when an explosive device was found in a suitcase in a Boston department store. It called for front-line duty within 20 feet of the bomb by Wwyz-tv Boston reporter Shelly McNerney and cameraman Wes Williams and Jim Fitzgerald. Off-the-camera shots (top-to-bottom) show: McNerney's interview with bomb technician Albert Thurston en route to the bomb site; an uncomfortably close view and description of the still-fused device; the touchy journey in which police took the explosive in a "bomb out" to Moon Island, an area for such emergencies; the climax when the bomb was intentionally set off.
McHugh sees continual improvement in TV news

Philip McHugh, a leading news consultant, has predicted that major television stations will soon routinely cover and present important news all day long during station breaks. In addition, he said he expects to see 24-hour television news stations in the biggest markets.

Speaking to the annual convention of the International Platform Association, a showcase for lecturers, in Washington, McHugh said that the increase in news budgets, coupled with advanced technologies, have created a “news explosion,” which he expected to continue. “There will be interruption of programs, when appropriate, and people will be able to go to TV first rather than radio when they hear some major event has occurred,” he added.

McHugh attributed the success of TV news in major markets to studies of the relation of news and audience. A station’s research “analyzes whether its communication is getting through to its audience and in what ways the audience is constantly changing,” he said.

The biggest change, McHugh said, has been the improved strength of local newscasts, which for many years improved faster than network news. “It was more experimental, much more effective in the use of live cameras and with the improvement of its presentation technique,” he said.

The most important change over the past two years has been a heightened interest in serious news, McHugh said. He attributed this in part to events such as the Iranian crisis and the economy—“a growing awareness of the increasing vulnerability of the United States to events which are beyond the control of this nation.”

Although McHugh said the general picture of TV news was good, not all of it is what it should be. “There are entire markets in the country where all the newscasts are poor,” he said. “The market standard is low, and no one station cares enough to break the mold and make a significant improvement. Whether out of ignorance or inertia, the result is the same.”

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Broadcasting Aug 18 1980
PBS high on plan to halve UHF power costs or increase coverage

It would cost $10 million for conversions in current system; savings could be even more dramatic if energy costs continue climb

The Public Broadcasting Service has unveiled portions of a continuing study concluding that UHF TV stations can cut power in half without reducing coverage ("Closed Circuit," July 14, "In Brief" Aug. 11).

The progress report on UHF transmitter improvements describes techniques successfully tested in laboratories and at Connecticut and Mississippi public TV stations. It attributes the breakthrough to the combined use of a BBC tuning system—and which involves a different method of operating the klystron amplifier tubes—and an anode pulser, which provides greater energy efficiency along with a more efficient way to transfer power from the transmitter to the antenna.

"If further tests confirm results obtained so far, new transmitters may be built, or in some cases old transmitters may be modified, to reduce power consumption by 40% to 60% of the current consumption rate," the report said.

Submitted by John Wilner, former director of engineering for New Jersey Public Television, and now a consultant to PBS, the report is part of an ongoing effort to achieve UHF compatibility with VHF.

A committee of chief engineers from 19 public TV stations has been working with the PBS staff to find ways of resolving the problem.

According to the report, the necessary conversion costs for the 129 PBS UHF stations operating at 30 kw and above would be approximately $10 million, less the cost of klystrons. It further estimates a system-wide power saving of 55 million per year.

Stations could, however, choose to increase their output power, thereby improving signal coverage, rather than to reduce input power and, consequently, utility power bills. For a 60 kw transmitter, power costs now average about $6,000 per month, the report says. Depending on size and location, it added, electric bills for UHF public TV stations now range from $50,000 to $200,000 annually.

Tom Keller, PBS director of engineering development, said the cost of conversion makes it impossible for all public TV stations to retool immediately. "Stations may decide, however, to purchase the additional hardware when it comes time to replace worn-out klystron tubes," he added. "The initial costs could mean impressive savings for UHF stations as power costs continue to rise."

The current price of a klystron tube is approximately $20,000. Three 30 kw klystron tubes (two visual and one aural) are required for a 60 kw transmitter. Dan Wells, PBS senior vice president for engineering and operations, said PBS would be talking to the National Telecommunications and Information Administration about the possibility of funding for conversions.

The report also notes that excess power from a UHF transmitter can be harnessed and used, for example, to heat buildings in cold weather, a technique already successfully applied by the Finnish broadcasting system. Wells said that Connecticut Public TV is planning to incorporate such a system in remodeling one of its buildings.

NTIA's Lyons suggests interim policy on DBS

FCC could permit operation before Region 2 adopts its final allocations in 1983, official suggests; Comsat only hopeful now in sight

An official of the National Telecommunications and Information Administration has suggested that the FCC might consider a temporary or "interim" policy on direct-to-home broadcast satellites (DBS) so that DBS service could get started prior to the Region 2 Administrative Radio Conference in 1983.

Speaking at the Satellite Users Conference in Denver, John F Lyons, program manager, broadcasting and cable television policy, said if a DBS application is filed, the FCC "may decide that an interim policy is necessary so that DBS service can begin before the results of the '83 conference are fully implemented." (The 1983 conference will determine orbital locations and spectrum allocations for DBS service in North and South America and form the basis for permanent, domestic DBS policy.)

Lyons spoke in generalities, but the only United States company that has thus far embraced the DBS technology is Comsat, which hopes to have a system operational in 1984. To do that it would have to obtain FCC approval of its plans far in advance of the 1983 conference.

Lyons said NTIA would prefer to see the FCC retain "maximum flexibility on the regulatory front" instead of trying to fit DBS into the "current but perhaps outmoded regulatory categories [broadcasting and common carriers]."

Lyons also suggested some guidelines for forming long-range DBS policy on both the domestic and international levels. He said that communication policy in recent years has revolved around the themes of "competition and deregulation" and that these "should be the starting points for consideration of DBS policy." He listed five goals that NTIA believes should serve as guidelines in preparing for the 1983 conference:

- Communications policy should be designed to maximize diversity of entertainment and information.
- Spectrum resources should be managed to encourage diversity and competition and to retain flexibility for the introduction of new technologies.
- Government intrusion into program content should be minimized. The government's role should be to insure that the public is not denied new services.
- Economic regulation, if any, should be determined primarily by industry structure and designed to enhance competition and deregulation.
- The United States should seek orbital slots and spectrum space agreements that will optimize the possibility of a competitive domestic DBS industry.

Lyons said many complex policy questions have to be answered about DBS and that they will be impossible to answer prior to the 1983 conference since the agreements spawned by the conference "will undoubtedly affect the industry structure options available in the U.S."

Because of the importance of the 1983 conference, Lyons said a working group under the umbrella of the Interdepartment Radio Advisory Committee has been set up to prepare the United States position for the conference. The working group, he said, includes representatives of NTIA, the FCC, the Departments of State and Defense and the National Aeronautics and Space Administration. It is headed by NTIA's Frank Urbany, who served as vice chairman of the U.S. delegation to the 1979 World Administrative Radio Conference.

Lyons said that the telecommunications industry and the public can affect the final U.S. position through an FCC notice of inquiry, released in July. He added that the FCC plans to issue a second notice of inquiry this fall to consider "the broad range of domestic policy issues relating to DBS."
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For all your measurement questions, we've delivered the ANSWER: the 1980, an Automatic Video Measurement Set from Tektronix.

It answers your need to save time and your preference for digital accuracy. It answers the industry's demands for an automatic instrument that makes dozens of signal measurements many times faster than conventional techniques using analog devices.

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We've made ANSWER programmable to meet a myriad of future test requirements, including remote applications. ANSWER is designed and built to the same high standards of reliability you've come to expect from the world's acknowledged leader in television test and measurement equipment.

To get the answer to your measurement questions, call the Tektronix Field Office nearest you today or write for free literature. Or call toll free (800) 547-1512.

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He said the second notice may consider interim rules as well as longer-term policy positions.

Lyons, who heads an NTIA task force on DBS, told Broadcasting last week that a draft of the task force’s report has been written and is being circulated within the agency for comments and revisions. Final version of the report will be released to the public some time in September, Lyons said.

Video recording made smaller

New Technicolor/Funai VCR uses quarter-inch tape about same size as audio cassettes; home and industrial markets are targets

“The portable that is!” reads Technicolor’s description of the seven-pound color and sound videocassette recorder it recently introduced. A joint effort of the Costa Mesa, Calif.-headquartered audiovisual branch of the film processing giant and Funai Electric Trading Co. of Osaka, Japan. The 10-by-3-inch unit records on a quarter-inch tape cassette little bigger than standard audio cassettes. Playing time is 30 minutes per side of the cassette; though the recorder’s battery can only power it for 40 minutes using the camera it’s initially to be sold with, Technicolor says it has a new, less amperage-hungry camera in the works, and without camera the VCR is supposed to run for 80 minutes. The $995 without-camera price tag includes a power adapter, while an optional tuner allows it to record television programs just like its big brothers. Cassettes are $8.95 each.

Technicolor first intends to pitch the device at the industrial and consumer markets. The company’s promotional material talks of “video memories” and tagging “family gatherings.” Sales projections are for a 50-50 split between the two applications. But prior to the public unveiling, Technicolor provided some sneak previews to broadcast engineers. One who sees interesting possibilities in the Technicolor/Funai technology is the head of ABC’s engineering operations, Julius Bar

The new recorder employs a “microwhelical” recording system with monocrystal ferrite heads. An inscribed tape path is claimed to ensure precise tape alignment, with a rotary transformer to eliminate mechanical wear on the head coupling circuit. Picture resolution is 240 lines.

Minor said the company intends to start shipping units nationwide on Aug. 20, though he doesn’t expect to have enough of the Funai-manufactured VCR’s to meet first-year demand.

In praise of U.S. technical know-how

Yankee ingenuity isn’t dead, according to Dr. James Vollmer, RCA group vice president in charge of government systems and commercial communications systems.

To prove his point, Vollmer offered the Boston Rotary Club three examples of fields where “electronic inventiveness” may yield practical future applications. The television set, he said, will evolve into a home information center offering up to 25 separate services including security, financial management and library functions. Advances in semiconductor technology could yield “electronic interpreters,” devices providing simultaneous translations of conversations between individuals speaking different languages. And Vollmer predicted that electronic position location, already in use for air and sea travel, will be applied to the automobile to give drivers computer-prepared route information.

Vollmer assured his audience that inventiveness was keeping America in the forefront of the technological race, despite strides being made in other parts of the world.
When you position an ad in SRDS Spot Radio, you position your station in the market place.

It's as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We researched.

Our continuing in-depth research shows that buyers and planners of media don't consider ONLY rates. In fact, they don't even consider rates FIRST.

What advertisers and agencies do want from your station is an information base. THAT'S WHY THEY COME TO SRDS.

They want to know about your format, your programming, your audience, and its demographics. So that they may position their advertising most effectively within their market. THAT'S WHAT THEY GET FROM SRDS.

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying . . . "Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

WE'RE MORE THAN JUST RATES.

In SRDS, YOU ARE THERE, selling by helping people buy.

SPOT RADIO RATES AND DATA
5201 Old Orchard Road, Skokie, Illinois 60077
It looks like a record for NAB’s radio programing meet

New Orleans conference has 1,200 signed up now, expects to top 1979 by 300; forums to discuss changing shape of competition in aural medium

A record 1,200 broadcasters have signed up for the third annual National Association of Broadcasters’ Radio Programing Conference, to be held Aug. 24-27 in New Orleans. With preregistration 15% ahead of last year, Wayne Cornils, the association’s vice president for radio, is hoping the final total will reach 1,500 (versus 1979’s total of 1,200).

As of last week, space for 52 exhibitors and 54 hospitality suites had been reserved at the Hyatt Regency hotel, where the conference will take place. Last year’s conference in St. Louis drew 12 exhibitors and featured 22 suites. One out of every three people preregistered is a general manager.

As befits the bigger crowd, NAB has planned a bigger convention (featuring, among other attractions, entertainment by Motown recording artists, the Commodores, on Monday night and Chuck Mangione at a dinner concert on Tuesday). Also on the entertainment agenda are a California wine-tasting and opening-night cocktail buffet.

This year’s conference will open earlier than last year’s, with a Sunday afternoon panel discussion on research beginning at 4 p.m. The topic of discussion is expected to be music and demographic research and consultancy services. Among the eight panelists are Rob Balon of Multiple Systems Analysis, Ron Werth of Mutual Broadcasting and Fred Jacobs of the ABC owned and operated FM stations.

Following a break for refreshments at 6:30, seven format rooms will be open for informal discussion of the nuts and bolts of top 40, country, adult contemporary/MOR, album-oriented rock, beautiful music, news/talk/sports and black rhythm/fusion/jazz. Michael O’Shea of Golden West Broadcasters, Lee Abrams of Burkhart/Abrams/Michaels/Douglas, and Candice Wessling of Plough Broadcasting will be among those leading discussions in the format rooms.

On Monday morning at 9, the conference will officially open with a general session introduced by Edward O. Fritts, chairman of the NAB radio board. Keynoting the convention will be a showing of “Tomorrow Media,” a multimedia presentation created by TM Productions and tracing the history of broadcasting from its inception to the tricentennial year, 2076.

Then will come two and a half days of concurrent workshops on topics ranging from small-market promotions and promoting with TV to computers and radio and syndicated programing to Arbitron and ratings. Scheduled concurrently with the workshops this year will be an all-day forum on management (Monday) and half-day forums on promotions and news/public affairs (Tuesday).

According to Cornils, the forums—new to the convention this year—will be more formally structured than workshops and will be able to accommodate as many as 300 people.

Closing the conference on Wednesday morning will be a general session entitled, “Radio in the 80’s—An Era of Excellence,” moderated by ABC Radio’s Rick Sklar. The future of AM is expected to be a major topic of discussion. Among areas of interest: new emphasis on non-music aspects of programing, the use of satellites, networks and syndicated programing.

On the minds of many programers, according to Dan Halyburton, program director at WQAM/AM Miami and a member of the steering committee for the conference, is the increasing fractionalization of radio and growing competition from other media. “Ten years ago there were one or two people in any given market who knew the basics of good radio,” Halyburton said last week. “Now, there are five or seven in each market and they’re working much harder.”

Tough talk from AFTRA re future strike actions

Annual convention seeks to improve bargaining position; NAACP’s Hooks says print media lag behind broadcasting in EEO

The American Federation of Television and Radio Artists made it clear at its annual convention in Dearborn, Mich., that it hopes to negotiate more sharply with television networks in the future.

Now joined with the Screen Actors Guild in a “prime-time” performers’ strike against producers and networks, AFTRA passed resolutions at the convention aimed at giving the union more bargaining clout in future negotiations. It called on AFTRA and SAG to “insert into negotiations when they resume a firm demand that the prime-time agreement and the SAG agreements be co-terminous with AFTRA’s network codes.” The resolution added that “in the event that effort is unsuccessful because of the urgency of other very important proposals, AFTRA negotiators are instructed to make every effort in the next negotiations for the AFTRA-network agreements in 1982 to demand that those agreements be co-terminous with the date agreed upon in the current AFTRA-SAG negotiations.”

AFTRA deals separately with the networks to cover performers working in dayparts other than prime time. Those codes expired last Nov. 16 and are still to be ratified by the membership. AFTRA’s
resolution is an apparent attempt to cut off all access to members’ services by the networks in the event of a strike. AFTRA members are now permitted to work outside prime time.

Sanford I. (Bud) Wolff, national executive secretary of AFTRA, said another important resolution mandated that in the next negotiation the national board “shall be required to recommend to membership an immediate work stoppage” if no agreement has been reached within 45 days after expiration of existing network contracts.

Wolff also urged the union to oppose in the courts and the Congress FCC decisions “making all programing available to cable systems.” He said the FCC’s decision against retransmission consent “is designed to destroy the residual formulas we now have and are dedicated to improve.”

Benjamin L. Hooks, executive director of the National Association for the Advancement of Colored People and a former FCC commissioner, referred to the underemployment of minorities and women in broadcasting in a speech to the convention but said the newspaper and magazine industries have lagged behind television and radio.

“Today the newspaper industry is barely one percentage point above the level of employment for women and minorities that it was 12 years ago,” Hooks said. “Perhaps the statistics in broadcasting have improved because the FCC did at least talk about it . . . and because your great organization has an unwavering determination to achieve equality and opportunity.”

At the closing session on Aug. 10, Bill Hillman of San Francisco was re-elected to his second one-year term as president. Jackson Beck of New York and Rubin Weiss of Detroit were elected first and second vice presidents, respectively. Other national officers elected vice-president—Ron Pettit, Washington; Brad Phillips, New York; Mimi Honce, Atlanta; Stan Farber, Los Angeles; Paula Perkins, Kansas City/Omaha; Ginny Taylor, Los Angeles, and John Sandifer, Seattle. Treasurer—Elizabeth Morgan, New York; recording secretary—Peter Cleveland, San Francisco.

**NCCB chides NPR on scarcity of input from outside sources**

Report says network is trying to encourage more independent producers, but still falls short

The National Citizens Committee for Broadcasting has issued a report card for National Public Radio, and given it passing marks for effort, but generally failing grades for policy—particularly in regard to independent producers.

“Fine Tuning,” written last year by three NCCB interns, characterizes NPR as

**New year’s day in New Orleans.** ABC Radio will cover Sugar Bowl Jan. 1 as part of radio’s and TV’s $201-million plans for current football season (broadcasting Aug. 4) John Chanin, director, sports, ABC Radio Network, said this will be second year of three-year contract with New Orleans organization. He expects game’s radio audience to be enhanced by team-pairing complications that may face rival Rose Bowl on NBC Radio that day. He cited Pac 10 disqualification last week of five of its members from post-season play and Big 10 policy on successive Rose Bowl appearances—factors that enhance Sugar Bowl’s chances of offering national championship game between “an Ohio State and an Alabama.”

**Swinging live. Live Again, weekly** two-hour big band performance recorded live is being offered by J P Productions of Washington. Concerts will be performed in ballroom of Washington’s Hyatt Regency hotel and sent to stations on tape until satellite distribution is possible. Live Again Band and Singers will back up guest performers including Tex Beneke, Charlie Spivak, Dick Stabile, Elliott Lawrence, Alvino Rey and David Allyn. Company plans to introduce program by Sept. 3 on at least 40 stations, among them, WNEW, New York, WABX, Chicago, KOA, Seattle, WFLA, Atlanta and KOUL, Denver. Program is available on barter basis and provides for 10 minutes of local advertising. For information: Frank Potts, (301) 899-2175.

**Country countdown. Country Report Countdown, weekly,** four-hour program is being offered by Weadeck Radio Network, Hollywood Company chairman, Ron Martin, and Nancy Jordan, former air personality at KMCO and KWTX both Los Angeles, will host program which will feature interviews, information and countdown of top-40 records in country radio. For information: (213) 462-5922.

**Television 1980. CBS Radio is broadcasting 20-part weekend special, Television Watching: The New Season**, on Aug. 30-31 at intervals throughout those days. Segments feature TV critic Steven Scher discussing new and returning series on three networks, sports and election coverage and movie presentations.

**First five: The top five songs in contemporary radio airplay, as reported by Broadcastings** (1) Sailing by Christopher Cross on Warner Bros.; (2) Magic by Olivia Newton-John on MCA; (3) Emotional Rescue by the Rolling Stones on Atlantic; (4) Let My Love Open the Door by Pete Townsend on Atco; (5) Take Your Time by the S.O.S. Band on Tabu. The top five in country radio airplay: (1) Love the World Away by Kenny Rogers on Asylum; (2) That Loving Feeling Again by Ray Orison and Emmylou Harris on Warner Bros.; (3) Crackers by Barbara Mandrell on MCA; (4) Looking For Love by Johnny Lee on Asylum; (5) Driving My Life Away by Eddie Rabbitt on Elektra.

**Television’s weekly “Playlists” chart the top 100 contemporary and top 100 country records.** Orders to 1735 DeSales St., N.W., Washington, D.C. 20036. $12 each, annually.

**The war is over. Lewis Friedman, director of Corporation for Public Broadcasting Program Fund, turned down pending request for $1.8-million grant to fund series on war in Indochina. Series, being produced by wgbh, Boston and three European networks, was scheduled to begin in 1982, with National Endowment for Humanities having committed funds to project. Friedman informed station of bad news after panels had recommended funding projects focusing on more contemporary issues. Both wgbh and Public Broadcasting Service are now looking for other funds for series.**

**Paying the next pay way. Cinemax, new pay TV service from Home Box Office, (broadcasting May 27), has been launched over 56 cable systems in eastern and central time zones, with about same number coming on next month in Pacific and mountain zones. Contracts already cover 14 of 15 television markets, and by year-end, backers anticipate Cinemax will be option in systems with 1.2 million subscribers and passing 2.5 million homes. HBO, however, would not predict Cinemax subscription levels.**

**Store-bought service. Showtime pay TV service will be available in Chicago area through Montgomery Ward. Teleprompter (co-owner of Showtime with Viacom) has announced it has deal with retailer to sell premium service through department stores. Showtime will be transmitted through Teleprompter’s multipoint distribution service unit, Montgomery Ward will install antennas and handle billing. Under similar arrangement Showtime currently is offered in Tampa-St. Petersburg, Fla., areas.**
Easy as ABC. With four winning nights and five of the top-10 programs led by a Barbara Walters Summer Special, ABC-TV won a clear victory for the week of prime time ended Aug. 10. The averages were ABC 14.8 rating and 29.1 share to CBS-TV's 13.1/25.6 and NBC-TV's 12.5/24.3. Walters' top draw meant a 21.6/39 for ABC, followed by the same network's Three's Company and 20/20, then CBS's Dallas, ABC's Taxi, CBS's 60 Minutes and Duke of Hazzard, ABC's Vega$, CBS's Jeffersons and NBC's Big Event presentation of 'The Duchess & the Dirtwater Fox.' It was another week of bad news for two new NBC Friday shows: Friday Night Fights (8/7/16) and Speak Up America, which may have been up from its premiere but managed only a 10/9/21. During the week, ABC won Tuesday, Wednesday, Thursday and Saturday; CBS took the rest.

having failed to bring independents into the system as was originally planned when NPR was formed. "This centralization has been the cause of much deserved criticism characterizing NPR as an elitist, centralized organization, too concerned with its own survival and growth to encourage diversity, and not recognizing the value of independent producers as sources of diverse programming," the report says. "In short, NPR's production of the vast bulk of radio programming for distribution has left member stations and, in particular, independent producers extremely frustrated."

The report adds, however, that NPR has recently taken steps to improve the situation, authorizing, for example, a series of production seminars around the country, and funneling money to stations that have not traditionally been major production centers.

"These actions taken by NPR to improve the technical quality of acquisitions from outside sources are a step in the right direction," the report says. "While the many criticisms voiced about submissions handling will not disappear overnight or even in one year, the proposed steps will eliminate many of the most visible, obstrusive problems."

It adds that the relationship between NPR and independents has four basic problems: the difficulty of establishing a personal relationship or contact at NPR; the difficulty of meeting NPR's technical quality or editorial specifications; the limited diversity of the national "program vehicle," and a lack of understanding between independent producers and NPR of each other's roles, resources and capabilities.

But some of the roadblocks facing independent producers are beginning to disappear, the report adds, and it cites a $300,000 allocation by NPR to form a Satellite Program Development Fund and assistance with a magazine for independents as examples.

"These efforts by NPR to integrate independents into the mainstream of its programming community are commendable; yet they are only a beginning," it concludes.

Faulty frequency spawns Miami ratings diary suit

Officials of Storer Broadcasting's WLW(FM) Miami said last week they would sue Arbitron Radio to force the recall of Arbitron's April-May report for Miami-Fort Lauderdale, Fla., in which they claimed WLW(FM) was the "direct victim" of the rating firm's editing policy.

At issue were two Arbitron diaries, one kept by a 46-year-old male, the other by a 42-year-old female, whose cumulative listening during the April-May measurement was 216 quarter-hours. Dan DiLoreto, vice president and general manager of WQBS(AM)-WLW(FM), said the diaries, instead of listing the dial position as 101.5, which is WLW(FM)'s, listed it as 101.4, assigned to "no radio station in the country." Nor, he added, is there a 101.3 meter assigned within 350 miles. "This listing belongs to WLW(FM) and that could have been confirmed if Arbitron had instituted call-back procedures," DiLoreto said. Instead, he claimed, Arbitron "automatically" ruled the dial position "undetermined."

Arbitron said the diaries contained no other entries—such as call letters or program titles—that gave any clue to the identity of the station. Spokesmen there said they were obligated to follow the rules in such cases but that perhaps the rule affecting cases like this should be changed. They said they were looking into that possibility.

They like their TV down on the farm

The value of television to advertisers reaching farmers is underscored in a new study designed and commissioned by the Katz Agency Inc., New York.

The study shows that in most daysparts, farmers view more television programing than total men in the marketplace. The difference is most marked with respect to news programs: 26.6% of farmers usually view morning news, as against 7.2% for total men; 59% of farmers watch early-evening news, as against 32.8% for total men, and 75.6% of farmers view late-night news, versus 34.7% for total men.

In other daysparts, 26.4% of farmers watch TV during the average quarter-hour in early fringe, 15% higher than the average male viewing level, and 50% of all farmers watch prime-time TV, 6% above average male viewing.

The study was based on Nielsen Diary Base viewing information for February 1980, plus interviews by Nielsen with about 1,000 farm owner/operator respondents in 22 designated market areas (DMA) in the central time zone. The study was designed by Katz in association with five leading advertising agencies specializing in agricultural products: Barickman Advertising, Brewer Advertising Inc. and Valentine-Radford Inc., all in Kansas City, Mo.; CMS&B Inc., Cedar Rapids, Iowa, and Fletcher-Mayo Associates, St. Joseph, Mo.

Here's Ralph. Consumer activist Ralph Nader (left) discussed consumer protection and corporate responsibility with John J. Nevin, who moved from top job at Zenith Radio to post of president and chief operating officer at Firestone Tire & Rubber last December, during taping of pilot for new Showtime series, Ralph Nader: For the People. Taping was done in front of live audience—mostly high school debaters—at Georgetown University in Washington last Tuesday by D.I.D. Productions, Los Angeles. The Nevin interview was just one of several segments in the two-hour taping that will be distilled into a 90-minute show for premiere on the pay cable network on Aug. 17. In other segments, Nader urged viewers to write representatives and senators concerning imminent legislation on the campaign contributions of political action committees and on damages resulting from chemical waste dumps. The show also featured a taped report from the "woods of Maine" on possible abuses of pesticides there, framed by Nader's interview with Ron Brownstein, the "reporter" who investigated the story. The show is the first of two pilots; place and time of next taping have not yet been set. If pilots pass muster, a single new show will appear and be repeated several times each month. According to Showtime's Randy Cone, by the end of the year, Showtime hopes to have "seven or eight" original programs included in its pay television package of 25 programs each month. (The bulk of Showtime's programming is movies)
As compiled by BROADCASTING Aug. 4 through Aug. 8 and based on filings, authorizations and other FCC actions.


**New Stations**

**FM applications**

- **St. Simons Island, Ga.**—Cannon’s Point Broadcast Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Box P 1907 First Ave., St. Simons Island 31522. Estimated construction cost: $111,200; first quarter operating cost: $1,300; revenue: $62,300. Format: Pop. (adults). Principal: J. Wesley Cox (63%); W. W. Pedraza is financial/social counselor with Texas Department of Human Resources. He is also part time announcer for WOA(TM) San Antonio, Tex. DeWeff is meter director for National Alliance of Business, San Antonio. She is also producer/moderator of community service program on KMLD-San Antonio. They have no other broadcast interests. Ann. Aug. 7.

- **Bridgeport, Tex.**—Golden Venture Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 8 Decatur, Tex. 76234. Estimated construction cost: $126,000; first quarter operating cost: $13,000; revenue: $65,000. Format: CW. Principals: Danny B. Wood and Olive Service Corp. (50% each). Olive Service Corp. is wholly owned by Olive Savings. Golden Venture is former nursing homes operator. Wood is president. They have no other broadcast interests. Ann. Aug. 7.

- **Brownfield, Tex.**—Brown Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 1105 S. 5th St., Brownsville, Tex. Estimated construction cost: $26,500; first quarter operating cost: $15,000; revenue: $15,000. Format: CW. Principals: Bills B. Reynolds and Currey H. Andrews (26% each) and Charles Wilson and DRA Inc. (24% each). DRA is owned by three Brownfield attorneys and law firm partners. William A. Dyess, Jim D. Reynolds and K.C. Wilson, Reynolds & Andrews new director at KFYO(A) Lubbock, Tex. Andrews is program director at KFYO. Wilson is electronics consultant for Lubbock school district. They have no other broadcast interests. Ann. Aug. 7.


- **Malakoff, Tex.**—Cedar Creek Radio Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 1062 Malakoff 75148. Estimated construction cost: $78,000; first year operating cost: $15,700; first quarter revenue: $13,000. Format: CW. Principals: Edd L. Routt and wife, Norma Lee (35% each) son, Edd Jr. (25%) and Kendall A. Winter (10%). Routt is sales representative with Silver Spring, Md., communications research firm. Norma Lee is former Dallas insurance company office manager. Edd Jr. is office manager and Linee Ricks, Ark., ventilation systems company owner. Minter is New York attorney. They have no other broadcast interests. Ann. Aug. 7.


**TV applications**


**AM action**


**FM action**


**Licenses**

- **KABK-FM Augusta, Ga. (Action July 21).**
- **WDAX-FM McRae, Ga. (Action July 21).**
- **WWOOF-FM Berryville, Va. (Action July 21).**

**Ownership Changes**

**Applications**

- **WTXY (AM) Whiteville, N.C. (AM: 1540 kHz, 1 kw-D)—Seeks transfer of control of Waccamaw Broadcasting Co. from Gregory Singletary and family (100%) to Winwright Consulting engineer W. R. Wilkes (none before 100%). Consideration: $110,000. Principals are no other broadcast interests. Buyers: Grainger owns Conway, S.C., pulpwood dealership. He also owns 50% of WJUX(AM) Conway, Wilkes owns Timmonsville, S.C., grocery store. He has no other broadcast interests. Action July 24.

- **KGRJ-AM-FM Henderson-KSPS-AM-FM Diboll, both Texas (KGRJAM: 1000 kHz, 250 w-D, FM: 100.1 mhz, 3 kw; KSPS-AM: 1260 kHz, 1kw-AM, FM: 95.5 mhz, 1kw—SIL) Dr. Edward R. Calhoun & Assoc. Inc. from William L. Walling (1% after 10%) to Lynda M. Ruby, Marsha M. Shields and Connie M. McBroom (none before 99%). Consideration: $100,000. Principals: Walling has no other broadcast interests. Transferees are daughters of B.J. McComb, 37.5% owner of WOA-A M-FM, Diboll, Tex. D. Mosley, 25% owner. Edd L. Routt, 75% owner. Action July 24.**
Facilities Changes

FM actions

- KHNY-FM Riverside, Calif.—Granted CP to make changes in ant. sys., change type trans., increase ERP 3.0 kw, and change TPO (BPY-800326A). Action July 25.


- WUFM(FM) Pensacola, Fla.—Granted mod. of CP to make changes in ant. sys., change TL to Florida Highway 1 1/2 miles NW of Florida Highway 197, near Milton, Fla., change type trans., change type ant. and TPO (BPY-800325A). Action July 23.


- WTOS-FM Skowhegan, Me.—Granted CP to increase ERP 800 kw., decrease until height 2420 ft. change type trans. and change TPO conditions (BP-800352A). Action July 25.

- WSNR-FM Swarthmore, Pa.—Granted CP to increase ERP 11 kw., ant. height 1150 ft.; and make changes in ant. sys. conditions (BPED-790727A). Action July 21.

- WSIM(FM) Red Bank, Tenn.—Granted CP to use equipment during unlimited hours rather than for a few purposes; increase ERP 2.8 kw., ant. height 325 ft.; change type and change TPO (BP-800326A). Action July 21.

- KINK-FM Houston.—Granted CP to increase ERP 100 kw.; conditions (BP-791105A). Action July 21.


- WWJW-TV Wausau, Wis.—Granted CP to reduce aural ERP to 5.5 kw (BM8000512K). Action July 22.

In Contest

FCC decisions

- FCC has deferred to Oct. 15 date by which Faith Center Inc. must file supplement to its KVOP-TV renewal application in order to consider merits of proposed distress sale of three Faith Center television stations to subsidiaries of Telacu Industries Inc., Hispanic-controlled organization, Stations involved included KVOP-TV San Francisco, KHOP-TV San Bernardino, both California and WHCT-TV Hartford, Conn. Action August 5.

- Riverside, Calif.—FCC has assigned UHF 62 to Riverside, Calif., to provide first local TV service at that community. FCC said in order to give all potential applicants equal footing in applying for channel, it would not release channel for noncommercial use.

FCC added that broadcast use that most clearly meets public interest needs of Riverside market could thus be decided by consolidated five-man panel, which, in FCC is interested; and which application should be granted (BCC Docket Nos. 80-403-05). Action July 16.

- Ventura, Calif.—Applications of Absolutely Great Radio Network Inc. and KO-VO of Ventura Wireless Co., William Shearer and Arick Logan-Shearer, Joint Tenants, Latino Broadcasting Corp. Richmond, Calif., for new FM station on 107.1 mHz, to be called KPLO-LP, have been approved granted; whether Albert is financially qualified; Albert’s ascertainment efforts; whether Albert has complied with rules which proposal would constitute public interest; and which application, if any, should be granted (BCC Docket Nos. 80-366-72). Action June 26.

- St. Mary’s, Ga.—Applications for Caseys Broadcasting Co., Camden Broadcasting Corp. Radio Charleston Inc. and Lloyd Banks for new FM station on 95.5 mHz in St. Mary’s, Ga. to determine whether proposal to locate its studio outside community of license is in compliance with rules and, if not, whether waiver is warranted; whether Casey’s proposed tower height and location would constitute hazard to air navigation; Camden’s and Brink’s ascertainment efforts; whether Charlton’s proposal would provide coverage of city sought to be served and, if not, whether waiver is warranted; areas and populations which proposal would serve public interest; and which proposal, if any, should be granted (BCC Docket Nos. 80-381-84). Action June 26.

- Aurora, Ill.—Applications of College of DuPage, Glen Eyll, Inc., Metrowest Corp. Aurora, Ill. and HATCO 90, West Chicago, Ill. for new TV station on Ch. 60 at Aurora to determine whether College of DuPage and Metrowest are financially qualified; College of DuPage’s proposed tower height and location would constitute hazard to air navigation; which proposal would provide best fair, efficient and equitable distribution of radio service; which proposal would serve public interest; and which application should be granted (BCC Docket Nos. 80-431-33). Action July 31.

- Louisville, Ky.—FCC has designated for hearing renewal renewal application of Board of Education of Jefferson County, Ky. for noncommercial educational station WKPC-TV Louisville, and competing application of Metrowest Inc. Louisville, Ky. which application was filed on the basis of the rule which proposals would constitute public interest; which proposal would provide best fair, efficient and equitable distribution of radio service; which proposal would serve public interest; and which application should be granted (BCC Docket Nos. 80-399-402). Action July 16.

- Ocean City, N.J.—Applications of Bradley, Hand, and Triplette, JM Communications and Ocean City Radio of New Jersey Inc. for new FM station on 98.3 mHz Ocean City, N.J. to determine whether Bradley is financially qualified; whether Bradley’s proposal to locate its trans. outside of community of license complies with rules and if not, whether waiver is warranted; whether JM’s proposal complies with Communications Act; whether Board’s proposal to serve public interest; and which application should be granted (BCC Docket Nos. 80-344-46). Action June 25.

- Clovis, N.M.—Applications of Zia Broadcasting Co., Inc. for new FM station on 107.5 mHz in Clovis, N.M. to determine whether proposal to serve public interest; and which application should be granted (BCC Docket Nos. 80-342-43). Action July 2.

- San Te Fe, N.M.—FCC has set for consolidated hearing next date hearing on applications for new television station on Ch. 11 and New Mexico Med Co. (NMMA), for new television station on Ch. 2, both in San Te Fe, N.M. Applications have been designated hearing because both seek to serve same city of license, transmit from same location and have same issues designated against them. Action July 31.

- Greensboro, N.C.—Applications of American...
Birmingham, Al.—Southeastern Bible College Inc., Birmingham, Ala., has been authorized to construct educational FM radio station on 91.9 mhz there by FCC Administrative Law Judge John Conlin in initial decision which also denied competing application of Glen Iris Baptist School. Southeastern is accredited interdenominational college established in 1935, primarily educating on both undergraduate and graduate level for church-related ministries. It has state-approved elementary teacher training program. Glen Iris is Birmingham kindergarten-through-12th grade school. It is division of Glen Iris Baptist Church, Alabama corporation. Ann. Aug. 7.


Fresno, Calif. (McClatchy Newspapers (KJM-TV) and San Joaquin Communications Corp.) TV proceeding: ALJ Frederick Coulal granted petition by San Joaquin for leave to amend its application to report change in business interests of certain principals (Docket Nos. 12174-76). Action July 21.

Los Angeles and Norwalk, both California (RECO General, Inc. (KHL-TV) and Fideling Television Inc.) TV proceeding: Office of Opinions and Review, by two separate actions, denied motion by City of Angles to discontinue broadcasting. In both proceedings, City of Angeles to Fideling’s opposition to City of Angles motion for leave to intervene and petition to reopen proceedings (Action July 31), granted petition by Fidelity for leave to amend its application to request issuance of additional stock and business activities of certain stockholders (Action July 29) (Docket Nos. 16679-80).

Salisbury and Fruitland, both Maryland (Radio Industries Inc., et al) FM proceeding: ALJ Frederick Coulal granted petition by Broadcast Bureau and extended to Sept. 12 time to respond to various pleadings (BC Docket Nos. 80-254-56). Action July 30.

Henderson, Nev. (Henderson Radio Inc. and Pargo Broadcasting Corp.) FM proceeding: ALJ Thomas Fitzpatrick granted petition to reopen record and motion for enlargement of issues by Henderson and ordered that if Pargo is preferred in application, final action on such application is withheld pending resolution of character qualification issues specified against Bendel Broadcasting Corp, and if issues are resolved against Bendel, to determine effect on qualifications of Pargo, and ordered record reclosed (BC Docket Nos. 79-123-25). Action July 23.


Allocations

Petitions for rulemaking

Winston-Salem, N.C., Delta Radio Co.—requests amendment of Table of assignments to substitute 95.1 mhz for 95.9 mhz at Delta, Colo. (RM 3711). Ann. Aug. 6.


Roanoke, Va.—Vine and Branch Inc. requests amendment Table of assignments to assign ch. 38 to Roanoke (RM 3713). Ann. Aug. 6.

Elkins, W. Va.—Marla Broadcasting Corp. requests amendment Table of assignments to assign 96.7 mhz to Elkins (RM 3716). Ann. Aug. 6.


Manning, S.C.—Clarendon County Broadcasting Corp. requests Table of assignments as follows: Manning, from 92.1 mhz to proposed 92.5 mhz; Bowling Green, from 92.7 mhz to proposed 92.9 mhz; Batesburg, from 92.1 mhz to proposed 93.5 mhz, Mount Pleasant proposed 104.9 mhz, Beaumont from 104.9 mhz to 99.7 mhz, and 100.1 mhz, and Ridgeland, all South Carolina, proposed 104.9 mhz. (RM 3719). Ann. Aug. 6.

Action

Stuart, Fla.—Broadcast Bureau dismissed petition by Wendell A. Triplett requesting assignment of 102.3 mhz to Stuart (By memorandum Opinion and Order (RM-3000). Action Aug. 7.

Satellites

There are approximately 3,300 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive-only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Summary of Broadcasting

FCC tabulations as of June 30, 1980

<table>
<thead>
<tr>
<th>Service</th>
<th>Authorized</th>
<th>Not authorized</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,554</td>
<td>119</td>
<td>4,673</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,124</td>
<td>33</td>
<td>2,157</td>
</tr>
<tr>
<td>Educational AM</td>
<td>1,049</td>
<td>3</td>
<td>1,052</td>
</tr>
<tr>
<td>Educational FM</td>
<td>1,107</td>
<td>0</td>
<td>1,107</td>
</tr>
<tr>
<td>Total Radio</td>
<td>8,671</td>
<td>1,083</td>
<td>9,754</td>
</tr>
</tbody>
</table>

*Includes off-air licenses

*Special temporary authorization

Broadcasting Aug 18 1980
Earth station applications
- Bren Mar. Va.—The Western Union Telegram Co. (E2445).
- Fort L’Ours, Alaska—Alascom Inc. (4.5m; Andrews; E2446).
- Cheviot, Ohio—Continental Cablevision of Ohio Inc. (5m; Ft. Worth Tower; E2452).
- Parker, Ariz.—Western Arizona CATV (4.6m; S-A; E2453).
- Tulsa, Okla.—Oral Roberts University (10m; Harris; E2455).
- Study Cove, Ore.—Lost Creek CATV Inc. (5m; Hughes; E2455).
- North Lake, Ill.—Continental Cablevision of Cook County Inc. (4.3m; AFC; E2456).
- Aurora, Ill.—Hi-Net Communications Inc. (5m; AFC; E2457).
- Maquoketa, Iowa—Teleprompter Corp. (5m; Hughes; E2458).
- Cranston, R.I.—Cox Cable Communications Inc. (5m; E2459).
- Benton, Ky.—Benton Cable TV Corp. (5m; S-A; E2460).
- Delhi, N.Y.—New Channels Corp. (4.6m; S-A; E2461).
- Coal Valley, Ill.—Teleprompter Corp. (4.5m; Andrews; E2462).

Earth station grants
- Eagle River, Wis.—Vilas Cable Co. (E2164).
- Meridan, Conn.—Telesystems of Connecticut Inc. (E6215).
- Decatur, Tex.—Cable Television of Decatur (E2166).
- Iola, Kan.—National Telephone Co. (E2167).
- Arvin, Calif.—American Television and Communications Corp. (E2168).
- Momence, Ill.—Momence Community Cablevision Ltd. (E2169).

Cable
- The following cable service registrations have been filed:
  - C & H Service Inc. for Robert Lee and Bronce, both Texas (TX0038, 9) new system.
  - Leap Cable Television for Londonberry, Pa. (PA1875) new system.
  - Six Star Cablevision of Pomona California Inc. for Pomona, Calif. (CA0810) new system.
  - Falcon Communications et al for San Juan Bautista, Calif. (CA0812) new system.
  - Teleprompter Southeast Inc. for Holmes Beach, Anna Maria, Bradenton, Bradenton Beach, Plant City and Hillsborough, all Florida (FL0177, 8, 83, 91, 9, 81) add signal.
  - Monterey Peninsula TV Cable for Del Rey Oaks, Marina, Asilomar Beach, Pacific Grove, Salinas and Seaside, all California (CA0028, 33, 35, 6, 9, 42) add signal.
  - Acton CATV Inc. for American Fork, Midvale and West Jordan, all Utah (UT0050, 49, 51) new system.
  - Storer Cable TV Inc. for Anaheim, Calif. (CA0813) new system.
  - Aircapital Cablevision Inc. for Eastborough, Kan. (KS0226) new system.
  - Tele Media Co. of Western Ohio for Greenville, Ohio (OH0494) new system.
  - Buyshore CATV Inc. for Onancock, Melfa, Onley, Accomack, Parkley, Keller and Wachapreague, all Virginia (VA0011, 102, 12, 10, 9, 13, 32, 87) add signal.
  - Sunbelt Cablevision of St. Charles Inc. for St. Charles Parish, La. (LA0191) new system.
  - Roseville Cablevision Inc. for Roseville, Calif. (CA0163) new system.
  - Luverne TV Cable Service for Luverne and Rutland, both Alabama (AL0031, 2001) new system.
  - Cable Television Systems of Arkansas Inc. for Cabot, Ark. (AR0196) new system.
  - Telekama Inc. for Orange, Woodmere, Willowick, Lundhurst and Mayfield Heights, all Ohio (OH0774, 5, 6, 663, 777) new system.
  - Media Systems of NineteenEighty Ltd. et al for Wykell, McKinney, Allen, Farmersville, Princeton and Sachse, all Texas (TX0640, 41, 2, 4, 5) new system.
  - Vision Cable Communications Inc. for Shelby, N.C. (NC0227) add signal.
  - Tulsa Cable Television Inc. for Sand Springs, Okla. (OK0064) add signal.
  - Dubois Area Cable TV Inc. for Clearfield, Jefferson, Brady, Sandy and Dubois, all Pennsylvania (PA1610, 11, 0722, 049, 22) add signal.
  - Vision Cable Communications Inc. for Wilmingtom and New Hanover, both North Carolina (NC0016, 140) add signal.
  - Vision Cable Television Co. for Fort Lee, Edgewater, Ridgefield, Englewood Cliff, Englewood, Palisades Park, Fairview, Ridgefield Park, and Cliffside Park, all New Jersey (NJ0082, 92, 203, 8, 51, 2, 3, 4, 32) add signal.
  - Vision Cable Television Co. of South Carolina for Florence, S.C. (SC0013) add signal.
  - Twin Lakes Television Corp. for Harrison, Bettefonte and Boone, all Arkansas (AR0044, 111, 10) add signal.
  - Cablecom General of Dyersburg Inc. for Dyersburg, Tenn. (TN0041) add signal.
  - Cablecom General Inc. for Clay Center, Kan. (KS0012) add signal.
  - New Channels Corp. for Middlefield, Osceola, and Cooperstown, all New York (NY0063, 6, 0054) add signal.
  - Horizon Communications Corp. for Bloomington, Ind. (IN0034) add signal.
  - Sonic Cable TV Inc. for East Lake Village, Freedom and Wasconville, all Calif. (CA0030, 31, 44) add signal.
  - Madison Cablevision Inc. for Burke, N.C. (NC0221) add signal.
  - Teleprompter Corp. for Wanaque, Douglas, East Wanaque, Casmere, Rock Island and Chelan, all Washington (WA0116, 4, 3, 206, 301, 221) add signal.
  - Total TV of Dodge County Inc. for Fox Lake and Beaver Dam, both Wisconsin (WI0213, 150) add signal.
  - Tower Cable Systems Corp. for Putterson Heights and West Mayfield, both Pennsylvania (PA1876, 7) new system.
  - Multimedia Cablevision Inc. for Bixby, Okla. (OK0022) add signal.
  - Princeton Cablevision Inc. for Cranbury, Jamesburg, Helmetta, and Spotswood, all New Jersey (NJ0437, 38, 9, 40) add signal.
  - Storer Communications for Illinois Inc. for Minook, Ill. (IL0157) add signal.
  - Falcon Communications for Oak Hills, Calif. (CA0622) add signal.
  - Teleprompter Corp for Bandond, Ore. (OR0222) add signal.
  - Community Development Cablevision Inc. for Oswasso, Okla. (OK0188) add signal.
  - Wyoming Televents Inc. for Reno Junction, Wyo. (WYO055) add signal.
  - WMFM Cable TV for Cullman, Ala. (AL0155) add signal.
  - Concord Cable TV for Concord and Clayton, both California (CA0062, 1) add signal.
  - Outer Banks Cablevision Inc. for Dare, N.C. (NC0049) add signal.
  - Telekama Inc. for South Euclid, Ohio (OH0778) new system.
  - Jones Intericable Inc. for Perry, III. (IL0403) new system.
  - Roaring Springs Cable Television Co. for Roaring Springs, Tex. (TX015) new system.
  - Outer Banks Cablevision Inc. for Kill Devil Hills, Nags Head, both North Carolina (NC0047, 83) add signal.
  - Ind. Co. Cable TV Inc. for Huntsville, Ark. (AR0191) add signal.
  - Princeton Cablevision Inc. for South Brunswick, N.J. (NJ0441) new system.
  - Gates Corp. for Eucon Rapids, Mich. (MI0444) new system.

Applications

Call Letters

Applications

Call

Sought by

New AM
KCY
Adams Broadcasting Co., Yellville, Ark.

New FM

WBGL
Indiana Bible Institute Inc., Champaign, Ill.

WWZD
Rockbridge Communications inc., Buena Vista, Va.

New TV

WWPF
Public Broadcasting Foundation of Palm Beach County Inc., West Palm Beach, Fla.

KGST
Galaxy Southwest Television, Albuquerque, N.M.

KGCT-TV
Tulsa TV 41, Tulsa, Okla.
Grants

Page 28. Under "WPSPN(FM) Saratoga Springs. N.Y. change the power from 250 kw to 253 w.

Page 159. Under New York Radio change the heading "Southold" to "Southold".


Page 171. Under KEYJ(AM) Jamestown, N.D. change the call letters to KJDJ(AM) and insert a new listing:


Page 175. Under WMEX(FM) Clyde, Ohio insert a frequency of 103.5 mhz.

Page 183. Under Holdenville, Okla, change KYVL(AM) to KYVL(AM).

Page 188. Under KOOS(FM) North Bend, Ore. change the power from 8 kw to 800 w.

Page 190. Under WNCI(AM) Barnesboro, Pa. add Polka. 7 kw wisky original programming. Delete John Dial Ill, prog dir and Bob Helbig, prom mg; and add Dennis Pompa prod dir.

Page 190. Under Bethlehem, Pa. delete the cross reference for WFEZ(VM).

Page 190. Under WGPAA(M) Bethlehem, Pa. change the licensee from Cadwicke Bscgt Co. to Chudwick Bscgt Co. Also change Gilbert Acox, chief eng. to Gilbert Akroyd, chief eng.

Page 190. Under Bethlehem, Pa. insert a new listing for WZZO(FM):


Page 192. Under WSKEJ(AM) Everett, Pa. change the power from 250 w-D to 1 kw-A to 1 kw-D.

Page 196. Under WDRV(FM) Philadelphia change the address and phone number to WDRV Bldg. 10 Presidential Blvd., Bala Cynwyd (19004). (215) 667-8400. Delete Don LaBracht, prom mg and add Mike Mäder, gen mg, gen mg; Dave Roberts, prod dir; Diane Sulpizio, pub affrs dir.

Page 211. Under Hendersonville, Tenn. insert a new listing for WBQO(FM):


Page 215. Under Nashville insert a new listing for WMKA(AK):


Page 228. Under Savannah, Tenn. insert the heading "Savannah" over the listings for WORM(AK) and WORM-FM.

Page 229. Under Conroe, Tex. change New AM to KSBS(KM).

Page 232. Under Houston insert a new cross reference:

KYST(AK) See Texas City.

Page 231. Under Texas City, Tex. change KTLM(AK) to KYSTM(AK).
change format to gospel/sports. Delete Noel Shelton, oprs mg. Add Mike Gregory, mus dir.

Page C-235. Under WKLVM (Blackstone, Va. change the format to Country/Adult contemp. Add Spec progs: Black Gospel 8 hrs. Delete Fox as gen mg and add Pamela S. Umstead, corp. mg.

Page C-237. Under WBQFM (Galax, Va. change the power from 1 kW to 5 kW.

Page C-250. Under Oak Hill, W. Va. change WJRL(FM) to WRLJ(FM).

Page C-252. Under Green Bay Wis. change the name of the news director of WNFL(FM) to Frank Catalano.

Page C-251. Under Vega Baja, PR. insert a new listing for WEGA (AM) WEGA (AM) 1972: 1350 kHz; 500 w-U. Box 1488 (00763). (809) 858-1350. Vega Baja Bctg Corp. • Angel Manuel Ciodia Jr. VP & gen mg. • Rates: $10; 10; 10.

Page C-271. Under St. Catharines, Ont. change CHSC-FM to CHRE-FM.

Page C-275. Under CKOI-FM Verdun, Que. change the phrase Co-owned with CKUL(AM) to Co-owned with CKUL(AM).

Page C-276. Under Ville Dégelis, Que. change New AM to CFVD(AM).

Page C-298. Under AM Callis change the listing for KWRF from Warren, CA to Warren, AR.

Page C-309. Under 1050 kHz change the power for WSKE Everett, Pa. from DA-D-250 to DA-D-1000.


Page C-332. Under 1470 kHz Regional delete the listing for KRDD Wray, Colo.


Page E-10. Under Consultants insert a new listing: Edward J. Jaeger, 5530 Rab St. La Mesa, Calif. 92041. (714) 460-9831. (ACC applications, license renewals, market surveys, organize office and prom/prog operations.)


Page E-13. Under Pike & Fischer Inc. change the address and phone number to 4550 Montgomery, Bethesda, Md. 20014. (301) 654-6282.


Page F-20. Under Attorneys Active in Communications Law insert a new listing as follows:


Page F-21. Under Attorneys change the listing for John A. Sorsoril as follows:


Page F-30. Under "Talent Agents/Managers" insert a new listing:

Donald M. Ephraim Ltd. Suite 300. 172 North Franklin St. Chicago 60606. (312) 726-1245. Donald M. Ephraim, pres.

Page F-31. Under National Association of Broadcasters delete the first paragraph under Radio Board and substitute:


Page 10; 10; 10.
Professional Cards

ATLANTIC RESEARCH CORP
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Telecommunications Consulting
Member AFCCE
5300 Chesapeake Avenue
Alexandria, Virginia 22314
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Charles I. Gallagher, P.E.
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(202) 347-1319
Member AFCCE

A. D. RING & ASSOCIATES
Consulting Radio Engineers
Suite 500
1140 Nineteenth St. N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCE

CARL T. JONES ASSOC.
(formerly Gautyne & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, Va 22153
(703) 509-7704

LOHNER & CULVER
Consulting Engineers
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Washington, D.C. 20005
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Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7054
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

Moffet, Ritch & Larson, P.C.
(formerly Salmon, Moffet & Kowalski, P.C.)
CONSULTING ENGINEERS
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(211) 877-8725
Alan H. Andrus, P.E.
351 Scott D., Shoe Spring, Va 20204
(201) 384-5374

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 343-5204

STEEL, ANDRUS & ASSOCIATES
David L. Steel, Sr., P.E.
R.D. 1, Box 376, Escanaba, MI 49829
(211) 877-8725
Alan H. Andrus, P.E.
351 Scott D., Shoe Spring, Va 20204
(201) 384-5374

JULES COHEN
& ASSOCIATES
Suite 400
1718 M St. N.W., 659-3707
Washington, D.C. 20036

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Potomac, Maryland 20854
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Radio & Television
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Cleveland, Ohio 44111
Phone: 216-526-4386
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& Associates, Inc.
Broadcast Engineering Consultants
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Coldwater, Michigan 49036
Phone: 517-278-7339

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(202) 293-2070
Member AFCCE
RADIO
HELP WANTED MANAGEMENT

New owners need new manager for KNOR in great university community Norman, Oklahoma. Tremendous opportunity for leader who can motivate and sell. Must enjoy working with news, sports and special events. Programming with total local involvement. Bonus incentives based on production. Know FCC rules. EOE. Send resume and references to: Tom Pierce, WEZF, PO Box 1450, Porterville, CA 93278.

Have You Been Trained on tell-me's and sell-me's? We are looking for top people for sales and management in West Coast multi-million dollar property. We'll supply ongoing training with the best tell me trainers around. Confidential replies to 99 East Magnolia, Suite 117, Burbank, CA 91502.

Dynamic General Manager for possible C&W in Alabama which produces approximately 1/4 million in revenues annually. Must have strong sales background. Be able to motivate and carry the top local list. Stable economy with agriculture base. We have owned station over 30 years and have excellent plan of salary benefits and incentives. Send resume and salary requirement to Randolph H. Millar, PO Box 3032, FT. Pierce, FL 33450. An Equal Opportunity Employer.

Sales Manager. AM/FM Pennsylvania. Prestige, unusually high earning potential, benefits. Send resume and references. Box H-125.

Group Owner is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EOE. Box H-162.

Station Manager—Supervise installation and operation of new NPR 100,000 watt public radio station. Four years experience and a minimum of three years supervisory—experience required. MA degree preferred (may teach one course). $22,500. Deadline September 22. The University of Alabama Employment Office, Box 6153, University, AL 35488. An equal opportunity employer.

WJMS and WMJL, Ironwood, Michigan is looking for a top flight general manager. The right person must have a solid background be familiar with various market radio operations and ready to settle into a lucrative resort area in the heart of God's country. Contact The President, Roberts Broadcasting Inc., immediately at 715-588-3852 or 906-992-2411. EOE.

Alabama Medium Market station needs station sales manager. Must be experienced with a heavy emphasis on sales organization. Salary plus override. This is a good position for somebody who wants to earn and work with a good radio station. Equal opportunity employer. Box H-187.

HELP WANTED SALES

Beautiful Burlington, Vermont powerhouse FM looking for aggressive small market salesperson to move up to major regional station. 36,000 watts from Mt. Mansfield blankets Northern Vermont, Northeastern New York, and Montreal with beautiful music. Resumes to Tom Pierce, WEFZ FM 93, PO. Box 22, Burlington, VT 05402. Equal Opportunity Employer.

The opportunity demands you investigate. If you are presently an account executive or a sales manager and are looking to learn, grow, contribute and prosper; I suggest you write us about this exciting AM/FM sales manager opportunity. The pay is excellent, the market is prosperous and the future is bright. We are an equal opportunity employer and male and female applicants are encouraged to write about this advertisement. Send a matigam or letter to Box H-56.

Wanted strong salesperson for FM station in growing Central Florida area. Salary plus commission. Send resume to Box H-110.

Account Executive—possible Sales Manager. New 100,000 watt FM in rich Red River Valley wants an experienced sales person. Real opportunity to grow. Contact P. 215-281-8820 Cookstown/Grand Forks. ND (EOE).

Account Executive—Great opportunity in the South for young energetic self-starter. Account list plus fringe benefits. Chance to prove yourself with eventual management a real possibility. Contact Station Manager, 610-445-5604.

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to R. Vickery, Sales Manager, WLPQ, WJAK, Box 215, La Salle, IL 61340. An Equal Opportunity Employer M/F.

Upper Midwest Group seeks local salesperson with sales management potential. Liberal expense account, commission and guarantee for the right person. All medium market operations. EOE M/F, Dakota North Pine Corporation, Box 1770, Aberdeen, SD 57401.

Three account executives are about to move to Minneapolis, North Dakota. Excellent market dollars selling radio. They already have 1). Proven track record 2). The conviction that radio advertising works (3). Understanding of retail. And here's what they'll get... 1) First hand understanding of work 2) Opportunity to learn and grow professionally 3) Host of bennies 4) A challenging career in New England's biggest little market. One of the choices: Contact Robert Russo. Sales Manager. WCRF 802-885-1417 before 10 am EOE.

HELP WANTED ANNOUNCERS

Clean air... no traffic jams. No 1. ratings. CBS Country outlet with emphasis on personality and information will have a daytime opening this fall. We pay major market dollars plus full company benefits. Tapes. resume to: Tom Wyne, KFCG, Box 2966, Fargo, ND 58108.

All-classical 105,000 watt WNEF-AM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Tape and resume. Including references, to Peter Goldsmith, program director, WNEF-AM, 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 or resume to Jim Jennings, General Manager, WGAPE FM, PO Box 100, Valdosta, GA 31601.

DJ with production and/or sales/service ability. Call Kevin Donan, Homell, NY 607-324-1480. 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, KOCR, 500 Paramount Building, Cedar Rapids, IA 52401. EOE.

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

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

Night opening available immediately in this beautiful Western Massachusetts city. We want someone with basic knowledge of disc jockeying and willingness to work for a solid operation. This could be your first job in radio. Send tape and resume immediately to: General Manager, WBRK, Box 987, Pittsfield, MA 01202, M/F EOE.

50,000 watt midwestern FM, now accepting tapes & resumes for possible future openings. Top 40 and dominant in market. Send to Operations Manager PO Box 269, W. Terre Haute, IN 47885.

Indiana community involved small market station needs experienced radio broadcaster not required. Up to $15,000 to start! EOE. Reply Box H-148.

Nice Community to live and work in! Need announcer who also likes to do other things like production, news and perhaps play by play. Above average salary plus fringe benefits. Contact WCRK AM/FM, Box 1577, Martinsville, IN 46151 or call David Keister, 317-342-3394. EOE.

Welcome to the Ocean State! WPRO has an immediate on air opening for experienced Top 40/AC air talent. If you've got 3-5 years experience along with impeccable references, send tape, and resume to: Gary Person, WPRO AM/FM, 1520 Wampanoag Trail, East Providence, RI 02915, WPRO is an Equal Opportunity Employer.

Major AM in medium southeast market needs morning personality for new big band format. EOE. Reply Box H-168.

Iowa, KKIB AM/FM, losing PD to Chicago. Accepting resumes and tapes for evening/night jock position, and all-night jock. EOE. Tapes and resumes to: Merlin Sheridan, VIBK, PO Box 366, Fort Madison, IA 52627, EOE.

Sportscaster, experienced PBP needed to cover U. Va. sport, 1980 NIT champs. Colin Reese, G.M., WORC-WOMC, Box 1230, Charlottesville, VA 22902, EOE.

Experienced Mid-Day A/C Personality for east coast ocean resort medium market. Top production required. EOE. $16,000 plus benefits. Resume to: Box H-184.

Creative Afternoon Drive Personality: For 50 kw 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 McGlinn, Program Director, WKWB Radio, 665 Delaware Ave., Buffalo, NY 14209. An EOE.

HELP WANTED TECHNICAL

Top Notch Engineer required to build a new FM for this AM/FM combo committed to engineering excellence. Must be into state of the art and strong on maintenance, especially FM and studio. Box G-185.

Chief Engineer for Milwaukee area AM-FM: Excellent opportunity for experienced hard-working engineer. 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 and new finnie touching. 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. KDOS FM-AM, Box 6187, Duluth, MN 55816.

Experienced Chief Engineer. Take full charge of technical operations—Austin, Texas, KKOE Am (daytime) / KKOE FM (Class C fulltime). 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. Immediate need. Send resumes, PO Box 1208, Austin, TX 78767, 512-454-2561. EOE.

Chief Engineer for growing broadcasting group which currently consists of 3 AM and 4 FMS. Send resume and salary requirements to Box G-180.

Chief Engineer—For SE Florida coast 100kw FM. First Phone and experience with transmitters, studio and microwave equipment. Salary commensurate with experience. EEO/Minorities encouraged. Box H-160.
HELP WANTED: TECHNICAL CONTINUED

Chief Engineer—for AM/FM operation in Southeast. Send resume to Box H-145.

Chief Engineer—WHEN/WONO Syracuse, N.Y. First Phone and 3-5 years experience maintaining high power transmitters, directional antennas and automation with experience as a Radio Director or Assistant. Qualified candidates send tape, resume and references to James P. White, WSPD Radio, 125 S. Superior, Toledo, OH 43602. Equal Opportunity Employer.

Chief Engineer—WHEN/WONO Nashville, power experience. Wanted: Chief Engineer and stereo engineer. Affirmative Action Employer. 457-6110. WHEN/WONO

WANTED: Chief Engineer with complete knowledge of FCC Rules and Regulations, strong in administrative capabilities for a major market AM/FM radio station in the midwest. We are an equal opportunity employer. Please send all replies to Box H-172.

Transmitter Engineer: Minimum two years experience. First class license required. Prefer high power FM or TV experience. Send resume to Personnel Director Broadcasting, WSM, Inc., PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED NEWS

Excellant opportunity as News Director at one of Miami's medium market stations. Strong commitment to news. Candidates must have superior reporting/leading, air skills, and be able to administer 3 person department. Tapes and resumes to Dave Zimmeth, KAGE Stations, Box 767, Winona, MN 55957 907-452-2867.


Immediate opening for experienced reporters. Good on-air delivery and writing skills a must. Contact News Director, Radio Station, 678-2000.

Radio—Experienced News Director. Immediate opening with top Midwest CW AM station. 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-66.

MONEY IS IMPORTANT—So is performance south-west suburban market of 30,000 needing news director. Extra pay for sports and FBP EOE. Tape and resume to KARS, Box 650, Bellm, MN 57002.

50,000 Watt FM in a beautiful northeast coastal community looking for an experienced full time news director. Excellent salaries requiring and writing skills. Salary is competitive. Living conditions fabulous. EEO. Resume to Box H-75.

Afternoon Drive Newperson for Adult Contem- porary suburban Washington, D.C. station. Tapes and resume to Bob Long, WPPR, Box 1480, Manassas, VA 22110. EOE.

News Director for Toledo, Ohio's largest radio news station. Must have recent experience directing a news department requiring heavy writing and editing skills. Salary is competitive. Living conditions fabulous. EEO. Resume to Box H-75.

Highly respected Midwest medium market station is looking for a newswoman to join our four man News Department. Top salary and fringe benefits. EOE. M/F. Resumes to Box H-109.

Dominant news facility seeks addition to morning drive team. Looking for experienced news reporter for 50K AM/100K FM in North Carolina. Arbitron rated No. 1, CBS affiliate. Send resume and resume to Doug Ferris, WEDG/WQSM Radio, Box 35297, Fayetteville, NC 28303. EOE M/F.

All News anchor/reporter. minimum 2 yrs. news experience. Resume, writing samples and tape to: Kee- rry Pauler, WLM News Radio, Box 1990, Wilmington, DE 19899.

Iowa, KBKB AM/FM, looking for old-timer who still has what it takes. Must be willing to work hard, to dig, write and announce news, ideal situation for those "who've been there", and want to get away to a small radio town where you are just starting. We've sent many on to major markets. Tapes and resumes to: Martin Sheridan, KBKB, PO 389, Fort Madison, IA 52627.

KLZ is seeking news talent. You must have a good voice with good reporting skills. Co-degree with at least two years experience. Send tape, resume, and writing samples to: Philip Beasley, 1501 N. University, Suite 706, Little Rock, AR 72207.

I need a super general assignment reporter. New and exciting modern country format. Excellent writing skills and on-air performance. Send tape and resume to Mike Manns, News Director, KSXX Radio, PO Box 4407, Topeka, KS 66604. Equal opportunity employer.

Major Ohio market seeks an experienced news professional. Must have at least one year experience in a growing group operation. An equal opportunity employer. Send resume and references to Box H-26.

Operations Manager at AM/FM Public Radio Station. Desire person with equipment and audio background. Must and at least 2 years experience in control room operations. Resume, audition tape, references, and salary requirement to David Beach, KJFM/KFJM-FM, Box 8116, Grand Forks, ND 58202. EOE.

Music Programmer—For top-rated and respected market radio station in the Northwest. I need a person who knows production, music promotion, and can handle an iron first. Also must run a board, don't ship if you're not willing to put the time into the job. I need a person with a keen ear for music, ability to get your hands dirty. EOE. Send resume and reference to Box H-26.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Programmed experience Director to train and motivate air staff of 5 KW adult contemporary station located in the Dallas/Ft. Worth area. I need a person who knows production, music promotion, and can rule with an iron first. Also must run a board, don't ship if you're not willing to put the time into the job. I need a person with a keen ear for music. EOE. Send resume and references to Box H-26.

Major market facility—$20,000 plus benefits. Send resume and references to Box H-26.

WANTED: Chief Engineer

WANTED: Chief Engineer

SituATIONS WANTED MANAGEMENT

General Manager: experienced in all phases of station operation. Sales — programming — CFC personnel. Looking to grow with right station. Box G-161.

General Manager: Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrative, personnel and sales management capabilities. Contact Mr. Cane, Cane Communications, Inc., Box H-120.

General/Station Manager: 20 years experience all phases of station operation. Ambitious, responsible, professional and a leader. Currently 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 in management, including General Manager, Strong in programming, commercials and sales management. Change in ownership and management structure permits a move. Looking to lead your team. Box H-67.

Wisconsin Broadcasters: Former broadcasters, now successful. Advertising Director of award-winning newspaper group wants to return to first love...radio. Will consider all opportunities, 312-719-4070. EOE.

General Manager: Highly experienced general manager with successful track record desires change. Interested only in Pacific West Coast markets. Current market experience desired. Must be able to close major deals. Experience in turning around sagging property Box H-150.

Ambitious News Director looking for Operations Director and/or Sales with possible future ownership. Tony 313-978-7428.


Californiab General Manager with 12 years medium and small market experience. Excellent resume and its thorough investigation will disclose a responsible person with a successful background in all facets of both AM and FM radio operations. Box G-237.

I'm seeking promising opportunity with small-medium market facility having honest, well-regarded ownership, in attractive, clean-location. Earned-interest arrangement considered. Sixteen years experience, management, sales, or aircooking 50K AM country stations. Educated, first phone, excellent grassroots management skills. Presence in Northwest. 907-344-9290.

Pick hits and mix ideas, Rock critic with radio experience wants Music Director's job with Northeast AOR or top 40 station. Cite Marc Cain 617-267-0566.


General Manager-Sales Manager: Can do it all. Sales, talk, production, strong sales—WeInch Compa- ny. Professional with strong enthusiasm, aggressive, tireless worker, excellent community relations man. Steve 303-384-8611.

Turn you station around! Increase billing tonight! New, unique format commands large, active audience and generates additional income with sales/management/operations/programming background will be your GM or consultant. Competitive markets only. Contact today, start making money tomorrow! Box H-167.
I have a great job. Seek warm winters. Entertaining personality desirable. Social setting. FTE, AC, top 40, AOR. Available September 10th, with notice, 701-775-5311 unit 63 answering service. Leave message for aircheck and or return call.


California: Oldies freak with 7 years experience, most formats. Available yesterday. Good production and news; first. Mark Solomon, 671 Nello Dr., Campbell, CA 95008, 409-866-4268.

Black jock looking for first break, tight board, pleasant voice, 3rd phone, looking forward to relocating and willing to go anywhere. Ready now, Box H-182.


Very creative funny morning personality with 3rd looking for new home in medium market. Station must care about ratings. Send for tape, resume and X-Lent refs. Dave Jesse, PO Box 2616, Riveria, AZ 86442.


Morning pro of 14 years wants to work for a winner again. Prefer nights, good medium or major and MD responsibilities, Country. Box H-134.

Available now. Experienced dependable announcer; licensed, mature voice, Midwest preferred. Bill 612-447-2835, Box 122.


Experienced Announcer wants to move up. Sim- cere, cooperative and hard worker. Call Bob Long at 414-547-0748.

Male DJ. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Illin- ois, Southeastern Wisconsin, and Northwestern In- diana. Box H-165.


SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS


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, major in journalism, but will relocate. Call 617-822-6480 evenings.

Looking for small market sports break. Experienced in PBP & sports reporting! Call for resume & tape. Phil Wald, 312-274-4947, 7533 N. Seeley, Chicago, IL 60645.


Experienced news/sports reporter, BA in com- munication, MS in journalism, 5 years experience, general reporting, seeking medium market position, call Jim 614-438-6133.

Sportscaster, 6 years. Network exp. football, basket- ball, baseball, Dan Lee, 316-231-6205.

8 Years Experience—News Director of Suburban New York station looking for anchor/reporter position in medium/major market where I can make a long term commitment. Box H-125.

Small Market Black Male Anchor looking to move to major or medium market. Limited but broad ex- perience. Box H-138.

Sportscaster—spice up your newsinfo program- ming with local sports features and reports. PBP 12 years experience. Medium to large market. Box H-173.

College grad—11 months experience—looking for full-time sports slot. of opportunity with position in sports. Bob 703-687-0781.

Need first break. Mature college grad with strong news background, good voice, delivery will go any- where in IN, IL, OH area. Creative, ambitious. For tape, resume call David White 219-264-1453.

Sportscaster—Six years experience in all phases of radio news and sports. Produced NBA audio reports. Excellent CD voice. Will relocate. Call Mike Stein 503-484-9939.


Award winning medium market news director looking for a major market, 5-year college grad. Average voice, excellent skills, sports background also. Tony 313-987-7408.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

33 year old professional man wishes to return to broadcast after extended hiatus. I'm looking for a market or station which 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 equally consider all opportunities. All replies promptly answered. Box H-104.

Production Wizard: Third endorsed, Call Ron 316- 524-7626, Wichita, KS. Between 9am to 4pm CT.

British current affairs/community talkback show host/writer. Seeking foreign correspondent/seek similar work in U.S. immediately available. Contact Box H-115.

Programming problems? I'm not Burkhardt and Abrams, but I am an experienced PD, researcher, consultant and jack in the next 5 years. My background: Top 40, R&B, Disco, MOR, AOR & Country. The fall book is less than 2 months. Hurry! Box H-140.

Winning programmer available to give your station results—not promises. Impeccable track record. No "places" or "shows", it's win together! Box H-137.


Attention—Experienced PD, has developed a winning ad format. Different. Contact Mike 319- 462-4100 evenings.


Eager male with programming, on-air sales and public relations radio experience seeks entry position in New York metropolitan area market. BA, Boston Col- lege; FCC 3rd class license, Box H-186.
SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

8 years experience as program music director/announcer, including staff and copywriting supervision, sales and budgeting. Experienced in research, logo development, and on-air personality. A total experience, no. 1 arbitration record. Bill McCown 803-226-1408.

Country Music Pro with 15 years in all phases plus sales. Home wanted (not a 'job'). Box H-188.

TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business manager. Key role in management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and effective data processing, with knowledge and sensitivity to all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

Promotion Manager: Seeking qualified, aggressive individual with knowledge of print, graphics and layout, and ability to produce appropriate and computer-competitive material at cost. Will require capability to control budgets; press relations experience helpful; salary DOE, submit resume to box id modem. KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female.

Development Manager: Plan and execute KTEH fundraising efforts including development of individual and corporate contributions, special events, program underwriting and grant proposal activities. Plan and supervise the publication of development monthly program guide. Supervise volunteer activities, produce and administer station budget for development activities. Salary $27,650/year, App. Deadline: 9-5-80. Contact Larry Condit, Personnel Manager, 100 Skyport Drive, San Jose, CA 95110. 408-289-2754.

HELP WANTED SALES

We're looking for an aggressive self-starting salesperson ready to work and make money. Offering excellent guaranteed, plus high-volume package and the Monterey Peninsula to live. Send resume to Ben Tucker, Geni Manager, KMST-TV, 48 Garden Court, PO Box 1938, Monterey, CA 93940. EOE.

Local Sales Person for fourth fastest growing television market. Must have broadcast sales experience. Send resume to General Sales Manager, KIVA-TV, Farmington, MSE 87401. EOE.

HELP WANTED TECHNICAL

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TR 830, Sony, Phillips Equipment. Contact: Jim Robinson/WECA-TV, 904—981-3912.

West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE. Send resume/references to G-E.

Maintenance Engineer required for television station in South Pacific. KZKTV (owned and operated by the Government of American Samoa) needs both studio and transmitter engineers. A two year contract is offered at salary of approximately $18,000 per year depending on experience. Low cost furnished housing is supplied. Travel and shipping is paid to and from American Samoa. No shift work and a forty hour work week. Five weeks annual leave. Send resume to Hammett & Edison, Inc., Box 6B, International Airport, 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 small market television station. Responsible for all aspects of technical operation and equipment. Contact Roger Rien, KUMV-TV, Williston, ND. Phone 701-875-4311. An Equal Opportunity Employer.

Chief Engineer, 4 station network, group owned. Minimum 5 years experience in management, ENG, ENG ’94* and ENG ’95* of high tech, multi-studio locations. Full responsibilities, personnel, purchasing, maintenance. Salary commensurate with experience. An Equal Opportunity Employer. Send resume and references to Box H-17.

Assistant Director of Engineering—Studio technical operations. Located WBEH television network. This is a newly created position resulting from a major expansion of facilities. Position requires leadership and design/production supervision, plus a high level of proficiency in studio/remote/remote operations. Send resume to Herbert F. Michels, Director of Engineering, NJ Public Television, 1513 Parkside Avenue, Trenton, NJ 08638. Salary Range Starts: $24,022 (EEO).

Studio Maintenance Technician: Minimum 5 years experience RCA videotape equipment. Attend Q&A at RCA videotape school desirable. Send resume to Technical Director: WOVO, 805 Brady Davenport, IA 52808. An EEO employee.

TV Engineer: Houston independent station needs engineer with 1st class license and broadcast experience. Call 713-626-2610 or send resume to KNRV/Metromedia, RO. Box 22810, Houston, TX 77027, EOE.

Chief Engineer-TV, VHF group owned Rich., Va. local station. Eight years experience required. Modern, well-equipped facilities. Equal opportunity for the right individual. Five year forward resume to or contact: Doak B. Bowles, Knoxville, TN 37901; phone: 615—637-9666, EOE.

TV Engineering Supervisor—Major market CBS affiliate, opening for an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General. One Broadcasting Center, Boston, MA 02114. An Equal Opportunity Employer MF/H/Vets.

On-Air Switchers, Master Control. The "SuperStation" is looking for some special people: experienced, career-minded on-air Master Control Switcher/Operator. You will have the opportunity for an immediate opening for the person who can provide quality on-air technical services to both our video and audio departments. Excellent opportunity for the right individual. Send resume: Box 135296, Seattle, WA 98113.

Chief Engineer-TV, VHF group owned Rich., Va. local station. Eight years experience required. Modern, well-equipped facilities. Equal opportunity for the right individual. Five year forward resume to or contact: Doak B. Bowles, Knoxville, TN 37901; phone: 615—637-9666, EOE.

TV Engineering Supervisor—Major market CBS affiliate, opening for an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General. One Broadcasting Center, Boston, MA 02114. An Equal Opportunity Employer MF/H/Vets.

On-Air Switchers, Master Control. The "SuperStation" is looking for some special people: experienced, career-minded on-air Master Control Switcher/Operator. You will have the opportunity for an immediate opening for the person who can provide quality on-air technical services to both our video and audio departments. Excellent opportunity for the right individual. Send resume: Box 135296, Seattle, WA 98113.

Operator-technician with first phone license for top-10 market with at least 3 years recent studio experience in the following: On-air switching using Grass Valley 1600 switcher, editing 2-inch video; and work smoothly with all technical and non-technical personnel. Send resume and qualifications to: Chief Engineer: KXAS-TV, PO Box 1780, Fort Worth, TX 76110.

Chief Engineer: Vacation climate all year long. Management oriented chief engineer with 5 years experience. Send resume to: General Manager, KTVI-TV, Corpus Christi, TX 512—854-4734.

Manager of Engineering (Chief Engineer) for growing PBS affiliate. Starting a progressive, well equipped engineering department with all the latest equipment. Some design work. We appreciate our engineers! Contact: General Manager, KILV-TV, 481 Seawall Blvd., Galveston, TX 77550. EEO.

Chief Engineer: Vacation climate all year long. Management oriented chief engineer with 5 years experience. Send resume to: General Manager, KTVI-TV, Corpus Christi, TX 512—854-4734.

Manager of Engineering (Chief Engineer) for growing PBS affiliate. Starting a progressive, well equipped engineering department with all the latest equipment. Some design work. We appreciate our engineers! Contact: General Manager, KILV-TV, 481 Seawall Blvd., Galveston, TX 77550. EEO.

Help Wanted TV Engineer. Send resume and references to Box H-149.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send resume and inquire to Box G-50.

Accepting Immediate Applications for experienced reporters who are energetic and creative. Aids in gathering news. Send resume and references to Box H-19.

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, WLUCC-TV, Marquette, MI 49855.

Sunbelt VHF Television Station looking for an experienced, full-time station general manager. Must be knowledgeable, organized, and able to manage a large and growing television station. Must be able to work more than one shift at a time and be able to work as an electrician as well. We're looking for an electrician who can give this town the best in local sports. Only experienced persons need apply. EOE. MF/H/W.

Meteorologist/Weathercaster—Group owned station in a mid-sized market in the sunbelt needs an experienced weathercaster to help build a complete weather service department. MF/E, EOE. Send resume to Box H-146.
HELP WANTED NEWS
CONTINUED

Anchor: Midwest network affiliate seeks strong talent with sports background. Mid-size market with good growth opportunity for right applicant. Box H-147.

Meteorologist: Top station in three station Joplin network. Must be capable of anchoring and meteorologist. Excellent opportunity. Box H-155.


Sportscenter: We need a sports-nut who eats, sleeps, and lives sports to become our number one sportscenter. Small midwest market with a great future. Box H-180.

Reporter—KFNS TV is looking for a General Assignment Reporter with anchor potential who can comm. as a team with our anchor. If you have an exciting appearance and speaking voice and have reporting experience, you might be just what we are looking for. Please send resume and video tape to John Howell, KFNS TV, 1172 W. State St., Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Meteorologist—37th Market. Must have degree, 2 years minimum broadcasting experience. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/MF.

Producer/Anchor: for a four-state statewide television news network. Excellent news organization, and beautiful country. Send tape, resume and particulars to: MTN News, Box 1331, Great Falls MT 59403.

Anchor-Reporter: for growing News Department. Must have production skills and some experience. EOE. Box H-179.

Reporter/Producer: Responsibilities will include producing segments for Weekly Magazine, hosting a weekly talk show and contributing to our Documentary Series. Must be creative, well organized and able to develop strong rapport with talent. Experience as a News or Public Affairs Producer and bilingual (English/Spanish) skills are required. Please send resume and two video tape to Frances Reyes Acosta, 1548, Mobile, AL 36633. No phone calls please! EEO/AA. Box H-177.

Sports Reporter/Anchor: Need hard working person to fill second position in our Sports Department. Weekend anchoring, weekday reporting. Send resume, tape and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/MF.

Weathercaster: Small, upper midwest news operation needs weathercaster who can deliver lively, informative weather presentation. Box H-158.

Co-anchor: Top fifty market losing our co-anchor to California. Person with journalistic background, pep and pleasing personality needed to fill her post. If you’re it, contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18611.

Experienced TV Reporter: We’re looking for a creative, hard working, digger who knows how to do the homework and legwork necessary for a good news story. Must be able to “think on feet” in “Live” situations. Minimum 2 to 3 years TV news experience required. Position reports to News Director, WALA-TV, PO Box 1548, Mobile, AL 36633. No phone calls please! EEOC M/F.

Reporters: Growing news operation is looking for young, aggressive reporters. Prefer folks from small markets who are ready for a move up. Medium-market, group-owned, network affiliate. Box H-185.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Assistant Promotion Director: Needs highly qualified person to utilize at least two years promotion experience. Good opportunity for someone who wants to work in a top television station. Send resume and tape to Lucy Valero, Personnel, 2165 South 3600 West, Salt Lake City. UT 84115. EOE.

On-Air Promotions Producer: Strong writer with imagination. Experience in producing and directing on-air shows. Send resume and tape to: Tina Sedila, Department B, Box 1285, Buffalo, NY 14240. An Equal Opportunity Employer.

Program Wanted: Do you have that extra spark that would make you a ready success? Tell us about yourself. Mail your resume and tape to: Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

Looking for experienced video tape editor to fill immediate position. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

Experience talk host for established daily show in Southeast top 20 market. Send full resume to Box H-182.

Program Manager for group owned network affiliate in Growing Mid-size market. Previous experience as programmer capable of administering promotion and production departments. EOE. Send resume to Box H-163.

Assistant Promotion Manager, major sunbelt market. Responsible for all facets of media and on air promotion. Send resumes to: Box H-170.

Television Design Specialist. Design graphics for television news show. Experience $120,000 annual. Contact: Paul Stankavich, University of Wisconsin-Stout, Menomonie, WI 54751.

Directors—Medium market west coast station is now accepting applications for qualified directors. Control room and field production desirable. FCC 1st not necessary. EEOA/A Send resumes to Box H-159.

TV Producer/Videographer. Produce public television programs, operate EP equipment. 2 year’s experience required. Send resume and tape to Frances Reyes Acosta, KFNS TV, 1777 G Street, Fresno, CA 93702. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Audio Production Specialist: Responsible for all remote and studio sound recording. 2 year’s experience. Salary: $10,833, 10 month contract. Contact: Paul Stankavich, University of Wisconsin-Stout, Menomonie, WI 54751.

Promotion Assistant: Top 50, group-owned TV station, Assistant to Promotion Manager. Some public affairs experience desired. Contact: Kathy Baetz, WLKY-TV 1918 Mellwood Avenue, Louisville, KY 40204.

Program Director/Producer for University center. Must be creative and experienced in all aspects of production. Minimum of four to five years of commercial public TV experience in producing and directing. B.A. required. Advanced degree preferred. Send resume, production credits, references and tape to: Director of Telecommunications, Youngstown State University, 1 University Plaza, YSU, OH 44555. Closing Date August 28. An Equal Opportunity Employer.

South Florida TV Station seeks promotion manager. EOE. Please send resume to Box H-130.

SITUATIONS WANTED MANAGEMENT

Co-op/Sales Training Specialist: Successful Radio/TV sales and sales management experience. Must have strong accounts management skills and ability to motivate sales personnel. Experience in sales management for major groups and independents who want to add big bucks from co-op and retail. Strong leader and motivator looking for experimenter group situation in Southeast. If you are a group owner who recognizes the huge potential and needs someone with know-how to help your stations, contact Box H-33.

Profit minded television sales manager seeks return to television as National/Local Sales Manager. 6 years television experience in sales with exceptionally experienced in National/Local newspaper advertising and Co-op. Box H-126.

SITUATIONS WANTED SALES

I’m an experienced broadcast executive who is making the switch from production to sales. I’ve got what it takes to sell, but need the right opportunity. Willing to relocate. Interested? Write Box H-154.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service, Established 1976. Installation-maintenance-system design and survey and critique-interim maintenance or chief engineer. Available by the day or duration of project. Phone Bruce Singleton 813-866-2689.

First Phone. Seek career in broadcasting AM-FM-TV. Interested in stateside and field radio. Ambitious and willing to relocate. Call Mary Pummer 805—526-8750. 462 Talbert Ave., Simi, CA 93065.

Is 100 hours a week enough? If that’s what it takes to prove myself—you’re in! FCC First Phone with light experience and unquestionable energy. Carmine, 201—634-3297.

SITUATIONS WANTED NEWS

Young aggressive broadcast journalist with three years experience seeks position as reporter and/or anchor. Also have producing experience. Recent graduate of Emerson College, Boston. Strong writing skills. Please send resume to: Frances Reyes Acosta, KFNS TV, One Forty Two, Simi, CA 93065.


Europe! 12-year pro wants overseas assignment. Experienced reporters, field producers, writer available now. Awards, MA degree, well traveled, currently major market. Box H-82.

Sharp Black Weathercaster: on air experience, masters first phone, articulate and personable. For tape and resume Box H-85.

National and regional award winning photographer seeking new challenges in top ten 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 knowledge of popular music and events and law, house building and real estate, heavy construction, land use planning and environment, human psychology and health. I seek work with small/mid size market station, preferably Northeast. My resume, writing samples, photo are ready for your review: Box H-78.

Female Meteorological Forecaster. Currently Top 40. 5 years. Seeking professional operation where weather is significant. AMS, NWA, 216—452-9157.

Broadcasting Aug 18 1980
**SITUATION WANTED—PRODUCING, PRODUCTION, OTHERS**

Experienced TV producer for evening show to fill position at large market. Must have minimum of 10 years' experience in producing evening TV shows. Excellent writing and communication skills a must. Salary $15,000. Contact: 414-555-1234.

**HELP WANTED**

**NEWSPAPER--ADVERTISING**

Full-time help wanted for advertising manager. Must have at least 5 years' experience in newspaper advertising. Excellent organizational and communication skills required. Salary $25,000 plus benefits. Call 555-6666.

**SITUATION WANTED—SALES**

Experienced sales representative seeking position in the computer industry. Strong background in sales of computer hardware and software. Excellent presentation and negotiation skills. Salary $30,000 plus commissions. Contact: 555-7777.

**HELP WANTED**

**SITUATION WANTED—OCCUPATIONAL THERAPY**

Experienced occupational therapist seeking position in a rehabilitation hospital or clinic. Excellent skills in assessment and treatment of patients with physical disabilities. Salary $25,000 plus benefits. Contact: 555-8888.

**SITUATION WANTED—PRODUCING, PRODUCTION, OTHERS**

Experienced producer looking for opportunity in the field of documentary film production. Strong background in research, writing, and editing. Excellent organizational skills. Salary $30,000 plus benefits. Contact: 555-9999.

**SITUATION WANTED—PRODUCING, PRODUCTION, OTHERS**

Experienced producer looking for opportunity in the field of television production. Strong background in research, writing, and editing. Excellent organizational skills. Salary $30,000 plus benefits. Contact: 555-9999.

**HELP WANTED**

**SITUATION WANTED**

Experienced producer looking for opportunity in the field of documentary film production. Strong background in research, writing, and editing. Excellent organizational skills. Salary $30,000 plus benefits. Contact: 555-9999.

**HELP WANTED**

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Experienced producer looking for opportunity in the field of documentary film production. Strong background in research, writing, and editing. Excellent organizational skills. Salary $30,000 plus benefits. Contact: 555-9999.
FOR SALE EQUIPMENT

CONTINUED

RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares, $5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10, $50,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Channel 11, $12,000.

Sony 2850 3/4” Video Recorders—Good condition, many spares. Channel 10, $5,000 ea.

Sony 2880 3/4” Video Recorders—Excellent condition, $2,500 ea.

Spectavision 3/4” Editor—works with 2850 or 2860, $3,000 ea.

Complete film island—FE 240, Eastman 285’s, TP, Eastman multiplex, $30,000.

VHC 500A Color Cameras—complete, beautiful pictures, ea. $7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. $4,000 ea.

GE PE-240 Film Camera—Automatic gain & blanking, $8,000.

CDL VSE-741 Switcher—12 input, chroma key. $4,000.

RCA TK-27 A Film Camera—Good condition, TP 15 available, $1,200.

RCA TP-6 Projectors—Reverse, good condition, ea. $1,000.

Ampex 1200 A VTR’s—Amitec, Colorite, one each $2,000.

Norco PC-70 Color Cameras—16x1 200M Lens, enhancer, scope, monitor, 2 available, new low price, ea. $1,400.

New Edutron-CCD-2H Time Base Corrector—Broadcast specs, $5,800.

VHF Antenna—RCA Batwing. Available now. $2,500.

UHF Antennas—Various Models and Prices. 30 Brands of new equipment. Special prices. We will build your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

1 KW AM Gates BC-1F with 500 w. cut-back, s.s. power supply. M. Cooper 215-379-6585.


2 Phillips LDH-20 Cameras 1 yr old, $13,000 each. WGBK-TV, Red Lion, PA, F, Wise 717-246-1681.

10KW, AM transmitter, RCA 10-U perfect condition, used in top chain operation, many spares. Presently on 1240kc. Many other 5kw, 10 kw and 20 kw AM and FM units in stock ready for delivery. Besco International, 5949 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Thank you for doing business with BESCO.

5 KW FM Gates 5B, redesigned S5 power supply. On air w/Sparks 660 exciter; 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 Sales: 1 H1-77; 1 CE1 310/330; 1 Ampex VR 2000; Please contact Ed McDonnall. 212-757-8919.

RCA TT-50AH VHF Transmitter, excellent condition, many spares. Channel 10, best offer Robert Horton 615-637-1010.

Surplus 2 Inch video tape, minimum 50 reels per manufacturer. RCA 10 min. 60 min. & 90 min. assorted manufacturers program run to a minimum of 12 months. Quality does not meet strict network standards. (1) Due out or edge damage per 30 min.) Contact J. Richards—ABC, 4C W. 66th Street, N.Y.C. NY 10023. 212-887-4906-7.

1800 feet Prodelin line, 6 1/8 inch, (196 foot sections) hangars, elevators, flanges, best offer Robert Horton 615-637-1010.

Datatron Videocue Editor 5200-202-SMPTE time code; IVC Color CDR 1" Model 900 Rack-mounted; IVC VTR 1" Model VC 800; Westrex Color Den- silometer RA1100G; Video Tape Sound Reader Quad 2"; Film Chain Norco PTC 701 color camera system, variable matrix, multiplexers two 16 min., TC5100 pro- jectors, RCA TP7 projector and pedestal; Burrough’s Billing Machine L2000; ARR1 Silver Recovery Cell Tape 100; IBM-PBX Dictating System, magnetic ball recorder, 5 remote desk mike’s and transcribing unit, IBM hand held dictating machine Model 224. No reasonable offer refused. Byron Motion Pictures, 65 K St, N.E., Washington, D.C., 20002. 212-789-1100.

Like New Ikegami HL-77A, 10-120 servo zoom, powerpack, backpachpack/charger, 2 Anton Bauer bat- teries, 5" studio viewfinder; shipping case w/whistles. Less than 500 hours on excellent condition and a great buy for $268.5k. Call Harry Eistern at 813-877-9351.

Need more FM Power? Would like to swap 5 year old CCA 20 kW FM Transmitter (presently on air) for 10 kW FM Transmitter. Swap plus cash difference. Must be in good condition. Contact Marshall Rowland or Dianne Cornell at 904-360-4001.

Shure Products. Remote Special, M-74, S245; SM-12 microphone combo, $115; SM-51 Condenser, S225; Audio Arts. 228 University Dr., East Lansing, MI 48823.


COMEDY

Free sample of radio's most popular humor service! O'UNERS. 1448-C West San Bruno, Fremont, CA 94537.

Guaranteed Funny! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twinning, Dallas, TX 75227.

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc. Box 947, Byrn Maw, PA 19010 215-525-9873.

Artist Bio Information, daily calendar; more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Book 2003-B, Long Beach, CA 90801. 213-438-4508.

RADIO PROGRAMMING

Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 time daily daily program. Each program with a unique sign demo available. Astro-Promotions, Inc. 26651 Sudo- ry Drive, Cleveland, OH 44070.

INSTRUCTION


R.E.I teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. F. Pineapple Ave., Sarasota, FL 33577. 318-639-8922.

First Class License Preparation. September. 22nd instant. Ron Baillie School of Broadcast, 1-800-426-7054.


RADIO

Help Wanted Management

MEDIUM SIZED MARKET GENERAL MANAGER

Wanted an experienced General Manager for a pro- fessional AM station in the Southeast. Administrative, sales, programming, sales management background and programming knowledge required. Salary plus bonus based on profits. An Equal Oppor- tunity Employed IMFF. Send resumes in complete confidence to Box H-153.

HELP WANTED ANNOUNCERS

CREATIVE AFTERNOON DRIVE PERSONALITY

For 50KW Capital Cities’ Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "per- sonality" more important than years of ex- perience. Excellent opportunity for the right person. Tapes & resumes to: NW McGinity Program Director; WKWB Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Morning Radio Personalities

Also operations managers needed by midwest group. Excellent station, good pay, professional climate. Send resume to Box H-121. EOE.

Oldies Personality

Major market contemporary music & per- sonality station looking for a unique speciality "oldies" jock who knows and dig the music ... and who has an on-air "act" as 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 Fraser, WBBG Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Broadcasting Aug 18 1980
Help Wanted Technical

Technical
Major Broadcast Group seeking hands-on Engineers for Management Positions. Must have experience in all phases of AM/FM Operations. Send your resume and letter of application to Box H-84. An Equal Opportunity Employer.

Help Wanted News

WE NEED A RESOURCEFUL skilful newscaster who can handle tape, two-way radio, editing and calling (combo). Drivers license Good人际交往能力 Good creative on-air delivery (Southern California) We urge minorities to apply. Send resume and tape to PO Box "L", Pasadena, Calif. 91109. Equal Opportunity Employer

Situations Wanted Management

OPERATIONS GENERAL MANAGER
Major market operations manager, experienced in all phases, seeks medium market general management opportunity or major market operations. Contemporary, country, MOR and beautiful music. Call Thom Sanders, KHOW-FM, Denver 303/573-6300.

OPERATION/PROGRAM MGR.
Currently Asst PD at Top 35 market-leading station. Seeking small/mid-sized market station with solid future. Prefer Northeast. Call 405-755-0095 evenings or write Box H-141. The money is not as important as the opportunity.

Situations Wanted Announcers

South Florida's Morning Maverick
'DOOGIE BEAR'
Money back guarantee. Morning entertainment with Doug Taylor has raised ratings 50% in South Florida, selling new market record. Seeking general market station with creatively attuned management needing strong promotional personality. Creative freedom a must. 1400 NE 2nd Street, Pompano Beach, FL 33060.

INTERVIEWER-TALK-NEWS HOST
A seasoned, sensitive & searching generalist who stimulates guests & callers. This proven audience builder presently in major market is ready to move for S and future. Ph. (503) 256-2282 7-9 a.m. Pacific Time or leave message 226-1811 x 323 Bob.

TELEVISION

Help Wanted News

ENG EDITORS
Experienced, fast, accurate, for high pressure news bureau in Jerusalem.
(Unless, no producers, directors, writers, cameramen or other sometime editors.)
Transportation paid but otherwise no overseas premiums. Salary compatible with media market station. For local interview write Box H-156. Interview week of Aug. 18.

We have three immediate openings on our news staff, and we are inviting applications for positions in future staff expansion.

Our immediate openings are: investigative reporter/producer ENG photographer/editor, News Producer.

Our future staff expansion creates openings for producers, reporters and ENG photographer/editors. All applicants must be thoroughly experienced.

Please reply with resume and cassette of recent work to:
Richard Moore
Executive Producer-News
WPLG-TV-10
3900 Biscayne Blvd.
Miami, Florida 33137
(No phone calls, please)
(WPLG TV is an Equal Opportunity Affirmative Action Employer).

NEWS PRODUCER
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
505 East Jackson St.
Tampa, Florida 33601
An Equal Opportunity Employer M/F

NEWS REPORTER
Top-rated Miami TV station needs an experienced General News Reporter. Must have a solid reporting background including live reports. Journalism degree preferred. This position offers an excellent salary & benefits package. Send resume to Manager of Employment:

PO Box 010787
Miami, FL 33101
Equal Opportunity Employer M/F

Broadcasting Aug 18 1980
Help Wanted Technical

25% GROWTH AREA! NEED CHIEF/MAINT. ENGINEERS


Help Wanted Management

WOSU-AM-FM-TV
The Ohio State University

Challenging positions for three qualified professionals:

Marketing Director

Responsible for all publicity, promotion, advertising, marketing, and research. Bachelor's Degree in advertising, marketing, or related field required; advanced degree preferred. Must have several years experience in marketing, sales, advertising, and publicity. Public broadcasting experience a plus. Salary range: $23,520-29,400.

Development Director

Responsible for all fundraising events, membership efforts, and underwriting. Secure in-kind contributions, major individual and deferred gifts. Bachelor's Degree required; advanced degree preferred. Successful public broadcasting experience in fundraising or sales necessary. Salary range: $23,520-29,400.

Data Processing Manager

Responsible for all data processing, instant retrieval, update, and access to a multiple terminal and multi-program operation. Bachelor's Degree in Computer Science required in addition to significant experience in hardware and software decision making. Salary range: $18,000-24,000.

Excellent benefits package including relocation and education. Application deadline: August 31, 1980. Send resume to: Debbie Eberle, Personnel Director, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio 43210.

EOE/AAE

Situations Wanted News

PERSONABLE WEATHERMAN:

now working part time, looking for a full time position anywhere. Good appearance, likeable, and willing to work. Let's talk! Michael Scott Blue 615-331-9757.

Help Wanted Technical Continued

MAINTENANCE TECHNICIAN

Public: KVCR-TV, near Los Angeles, seeks engineer with full phone, 2 years full time broadcast operations and maintenance. Salary $13K to $16K plus excellent benefits. Resume and letter postmarked by Sept. 5, 1980 to Winston Cal. Personnel Officer, KVCR-TV FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. EOE/AAE.
Entertainment Publicist with Managerial Skills

Home Box Office, America's leading Pay TV network, seeks a Manager of Program Publicity. This individual will be responsible for assisting in the supervision of the national consumer public relations campaigns for HBO's films, specials, and sports programs, in addition to managing the day-to-day operation of the Program Publicity Department. All candidates must have at least five years entertainment publicity experience and proven managerial skills. Network experience is preferred.

A good salary and Time Inc./HBO's excellent benefits package are offered. Please send resume with salary history to Ms. Vinton Taylor, Personnel Department, Room 22-48/HBO5, Time Inc., Time & Life Building, Rockefeller Center, New York, N.Y. 10020.

An equal opportunity employer.
SALES WITH UNLIMITED INCOME

We are one of America's largest and most respected musical commercial production companies and we have immediate opportunities in sales.

Our clients include Budweiser, CBS, Levi's, McGraw-Hill, STP, RKO, Buster Brown, Bonneville and hundreds of local radio and TV stations.

If you've got strong character and a background in programming and/or time sales, we'd like to talk to you about living and working in America's Finest City.

Call, send your resume or see us at the NAB in New Orleans. Ask for Bo Donovan.

tuesday productions, inc.
4429 maona blvd. • san diego, california 92017 • (714) 272-7660

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
BOSTON, MASSACHUSETTS

The City of Boston, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications must be filed with the City Clerk, City Hall, Boston, Massachusetts 02201. No applications will be accepted after 3:00 p.m. on November 3, 1980. Applications, along with seven (7) copies, must be filed on the Massachusetts C.A.T.V. Form 100, supplemented by Form 9100 required by the City of Boston, and must be accompanied by a $100 non-refundable filing fee. Applications may be filed at City Hall or the City Clerk's Office, City Hall, Boston, Massachusetts 02201.

All applications received will be available for public inspection in the City Clerk's Office during regular business hours, 9:00 a.m. Monday-Friday, for a reasonable fee. The filing period is the only period during which applications may be filed.

City Clerk
City Hall
Boston, Massachusetts
02201

PUBLIC NOTICE
APPLICATION FOR CABLE TELEVISION LICENSE
MAYNARD MASSACHUSETTS

The Town of Maynard, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below before November 3, 1980. Applications must be filed on the Massachusetts C.A.T.V. Form 100, supplementing by Form 9100 required by the City of Boston, and must be accompanied by a $100 non-refundable filing fee, payable to the City of Boston. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

Form 100 is available at the Massachusetts C.A.T.V. Commission, 100 Cambridge Street, Boston, Massachusetts 02202. Form 9100 is available at the City Clerk's Office, City Hall, Boston, Massachusetts 02201.

All applications received will be available for public inspection in the City Clerk's Office during regular business hours, 9:00 a.m. Monday-Friday, and for reproduction at a reasonable fee. This is the only period during which applications may be filed.

City Clerk
City Hall
Boston, Massachusetts
02201

Help Wanted Sales

We are one of America's largest and most respected musical commercial production companies and we have immediate opportunities in sales.

Our clients include Budweiser, CBS, Levi's, McGraw-Hill, STP, RKO, Buster Brown, Bonneville and hundreds of local radio and TV stations.

If you've got strong character and a background in programming and/or time sales, we'd like to talk to you about living and working in America's Finest City.

Call, send your resume or see us at the NAB in New Orleans. Ask for Bo Donovan.

tuesday productions, inc.
4429 maona blvd. • san diego, california 92017 • (714) 272-7660

Public Notice

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio and television

YARNE • DRAMA • COMEDY • MYSTERIES • SCIENCE FICTION

Program Distributors
410 South Main St.
Jonesboro, AR 72401
501-972-5884

Consultants

COUNTRY – CONTEMPORARY – M.O.R. AT LAST!
Pricing 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 or talented, for the salary we have to pay?
3. Are my announcers being given proper guidance to help develop their style and my 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 full service consulting firm created by former national program director and consultant Mike Scott. We did it for WDZ in Decatur, Illinois. Scott Consultants, 8553 Farnia, San Antonio, Texas 78240

Wanted To Buy Stations

WE ARE BUYING
A large financial firm with experience in media financing has asked us to assist them in acquiring multiple radio/TV properties. All markets and formats will be considered. Request for financing also invited. Ready to move now. Contact Jerry Norman.

The J. D. Norman Company
CONSULTANTS TO BROADCASTERS

JOHN HANCOCK BUILDING
SUITE 209
7601 WEST FLAGLER STREET
MIAMI, FLORIDA 33144
(305) 266-4753

WOULD LIKE TO PURCHASE

Small to medium radio station in Florida or the Southeast. Willing to negotiate terms. All replies confidential.

FCL
PO. Box 381171
Miami, Florida 33138

QUALIFIED BUYER SEEKS CHALLENGE

Will buy your low power and/or day or nighttime AM/M. Markets 100,000 or over. Brokers welcome. Reply in confidence. Box H-142.
For Sale Stations

EXCELLENT OPPORTUNITY FOR YOUNG, INDUSTRIOUS PERSON WITH LITTLE CAPITAL

Georgia AM Station for sale. Only $25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181.

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

SOUTHEAST CLASS C
Major market FM with full power, tall tower presently under developed. Box H-132.

REGGIE MARTIN & ASSOCIATES
TIME TO BUY IS NOW
BEFORE INTEREST RATES GO BACK UP
Sm.-med. mkt, stas... Tenn., Va., No. and So. Car. from 150K-550K. Own.-op. situations Fla., Ala., and Ga. from 165K-575K.
Fla.-Reggie Martin Va.-Ron Jones
(305) 361-2181 (804) 758-4214

5000 Watt
day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 PM. 517-321-1763.

AAA RADIO STATION AVAILABLE
Honolulu, Hawaii. High power. Clear Channel. Seller will finance with 29% down, balance over 7 years. With NO interest. This is a great opportunity. Call Dave Waganwood, Media Broker (808) 949-8646.

R.D.HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS
5844 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-996-1027
8340 E. Piestewa Ave., Glendale, Az. 85306 • 602-771-2675
1819 Peachtree Rd. N.E., Suite 600, Atlanta, Ga. 30309 • 404-351-0555

Drop by our Hospitality Suite at the NAB Radio Programming Conference, Hyatt Regency, New Orleans
Books for Broadcasters

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack McDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos. One idea alone of the numerous offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 6 x 9 1/2” bound in long-life 3-ring binder $29.95


T429. ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Holler. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages $14.95

T430. MANAGING TODAY'S RADIO STATION by Jay Holler. Quotations principles evolved by the author during his 20 years as a broadcaster. 268 pages, illustrated. $12.95

T411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Sweatman. A unique study guide and reference manual. Combining theory and applications with up-to-date questions and answers for 1st, 2nd and 3rd Class Radiotelephone license exams plus broadcast and radio endorsements. Complete detailed answers to questions on virtually any subject. You may be asked when you take your exam. Plus sample questions on each element with answers in the back of the book. Also for practical reference in your profession. 444 pages. 150 illustrations $10.95.

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) My payment is enclosed:

Name ____________________________

Firm or Call Letters ________________

Address __________________________

City _____________________________

State ______________ Zip__________

For Sale Stations

For Fast Action Use BROADCASTING's Classified Advertising

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms $2.00) When placing an ad indicate the EXACT category desired: Television, Radio, Cable or Allied Fields. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included. Deadline is Monday for the following Monday's issue. Advertisements to be submitted in writing (No telephone orders and/or cancellations will be accepted.)

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<tr>
<td>MW</td>
<td>Peter Stromquist (218) 728-3003</td>
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<td>J.T. Malone (404) 458-9220</td>
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<tr>
<td>W</td>
<td>Ray Stanfield (213) 583-5764</td>
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<td>E</td>
<td>Art Simmers (617) 848-4883</td>
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To receive the offerings of stations within the area of your interest, write Chapman Co., 1839 Savoy Dr, N.E., Atlanta, GA 30341.

For Sale Stations

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BROADCASTING'S CLASSIFIED RATES

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<td>Bill Whitley (214) 387-2303</td>
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To receive the offerings of stations within the area of your interest, write Chapman Co., 1839 Savoy Dr, N.E., Atlanta, GA 30341.
Gill Rosenwald, VP-general manager of Malrite Broadcasting Co.'s WKEE(AM), WTVX(AM), WMM(M-FM) Cleveland, named VP-group operations for Malrite. He will be involved with administration of Malrite's five AM, four FM and four TV stations. He will be based in Cleveland. Bill Jenkins, regional VP responsible for North Carolina operations of Malrite, WCTI-TV New Bern and Outer Banks Cablevision, assumes additional responsibility for Malrite's new WFLX(TV) West Palm Beach, Fla. Murray Green, VP-general manager of Malrite's WNYR(AM)-WETO(AM) Rochester, N.Y., named regional VP of WNYR-WETO and WUTF(TV) there, and Malrite Television Productions, Rochester. Doug Brown, VP-general manager of Malrite's KEYY-AM-FM St. Paul, named regional VP of KEYW and WZUU-AM-FM Milwaukee. Watt Tilbury, station manager, WMM(M-FM) Cleveland, named general manager. Ron Jones, program director, WKPK Chicago, joins KNXT(TV) Los Angeles as station manager.

Chuck McKeever, VP-general sales manager and assistant manager of WDBJ-TV Roanoke, Va., named VP-station manager.


David Rose, VP-general manager of WHTA(AM) (formerly WWOX)-WHNY(FM) Miami-Port Lauderdale, Fla., named group VP for licensee, Metroplex Communications, radio group based in Cleveland. Matt Mills, general sales manager, WHY, named general manager. Dave Gleason, VP-general manager of WQI(AM)-WENT(FM) San Juan, Puerto Rico, named general manager, WHW.

William B. Knight, general manager of WXEY-TV Boston, named VP for licensee, CBN Continental Broadcasting Network.

Ed Graham, general manager, WTH(AM) Baltimore, elected VP of licensee, BNI of Baltimore Inc.

Carl Hamilton, VP-operations, WCOL(AM)-WXGT(FM) Columbus, Ohio, named general manager, WGBF(AM) Evansville, Ind., and co-owned WHC(FM) Henderson, Ky.

Charles A. Hickey, general manager, WEGO(AM)-WPGG(FM) Concord, N.C., joins WKEE(AM)-WNN(FM) Huntington, W.Va., as VP-general manager.

Greg Fabos, account executive, WBCC-AM-FM Milwaukee, joins KARO(AM)-VAN(AM) San Francisco, as VP-general manager.

Pamela Morris, former manager of Village Booksmith in Brattleboro, Vt., and for past two months, assistant in broadcast standards for WHEE(FM) Barre, Vt., named director of broadcast operations, WHEE.

Daniel Bean, operations director for multiple distribution system of Paradigm Communications Corp., Brooklyn, N.Y., joins Viacom Cablevision of Long Island, Central Islip, N.Y., as assistant to general manager. Ted Haugstad, plant manager of Viacom's Everett, Wash., cable system, named plant manager for Viacom Cablevision of Long Island. Richard Chapman, part-time operator for Long Island system, named night operator. He will program and monitor computer functions and scheduling patterns, and circulate videotape programs to other cable systems.

Peter Jay Bernbaum, associate, Rubin, Baum, Levit, Constant & Friedman, joins Warner Amex Cable Communications, New York, as assistant counsel.

Ilene Price, attorney with Washington law firm of Haley, Bader & Potts, joins Mutual Broadcasting System there as staff attorney.

John Szypulski, former WANE-TV Fort Wayne, Ind., joins Park Broadcasting, radio and television group owner, Ithaca, N.Y., as assistant controller.

New officers of California Broadcasters Association: Stoddard Johnston, KXES(AM) Salinas, chairman; Joe Leke, KXTV(TV) Sacramento, vice chairman; Lionel Shane, KTLF-TV Los Angeles, TV vice chairman; James Wesley, KFIL(AM) Los Angeles, radio vice chairman, and Orf Lohfus, KOY(AM) Stockton, treasurer, and Richard Green, KCRX-TV Redding, secreta.

New officers, Colorado Broadcasters Association: Douglas Stephens, KDEN(AM) Denver, president; Rusty Shaffer, KRLU(AM)-KVL(AM)-BSL(AM), Boulder, president-elect, and James Kercheville, Mountain Bell, Denver, secretary-treasurer.

New officers, Association of Broadcasting Executives of Texas: Mary Lee Kilgore, KCBN Advertising and Public Relations, president; Jim Jones, KXTV(TV) Fort Worth, VP; Karen Schmidtke, MMT Television Sales, treasurer, and Donna Wald, J. Walter Thompson, secretary.

Advertising


David E. Boyd, management supervisor, McCann-Erickson, San Francisco, and Barbara E. Lindberg, VP and deputy research director in New York, named senior VP's of agency.

John F. Bergin, vice chairman and director of creative services at SSC&B Inc., New York, named vice chairman of McCann-Erickson Inc. and worldwide director of Coca-Cola account, effective in November (both McCann and SSC&B are Interpublic Group of Companies units). Ronald H. Sugarman, senior VP of McCann-Erickson and management supervisor on Coca-Cola international business, based in Atlanta, will take over responsibilities for account services worldwide, reporting to Bergin.

Stephen Seltzer, senior VP, McCann-Erickson, New York, joins D'Arcy-MacManus & Masius/ deCarmo there as senior VP-management supervisor. Mary Pascal, director of DM&M's international services operation in New York, elected VP; G. Gerald Hart, account supervisor, J. Walter Thompson, Chicago, joins DM&M in St. Louis as VP-account supervisor. Patrick Wood, assistant account executive, Leo Burnett, Chicago, joins DM&M there as...
account executive. Christine Vatter, writer, Byer & Bowman Advertising, Columbus, Ohio, joins DM&M in St. Louis as writer.

Robert Hirschman, director, international operations, for music publisher Hal Leonard in London, named president of Jacobs & Gerber, Los Angeles advertising agency.

Adrienne Hall, co-founder of Hall & Levine Advertising, Los Angeles, named vice chairman of board of Eisaman, Johns & Laws Advertising there.

Named VP's at J. Walter Thompson U.S.A., New York: Larry Dalton, associate creative supervisor; Dennis P. Leavy, public relations account supervisor, and Tom McCann, senior account supervisor.

Merwin A. (Merv) Hiller, administrative VP, creative services, Leo Burnett Co., Chicago, appointed VP manager, creative business affairs, Needham, Harper & Steers, Chicago.

Faith Slan, assistant media director, Grey Advertising, New York, named VP-media director of Grey subsidiary, Grey, Conashay & Lyon there.

Paula Librante, VP-broadcast supervisor, Rosenfeld, Sirowitz & Lawson, New York, joins Winner Communications there as VP-director of media.

Ben Kwusta, from J. Walter Thompson, New York, joins Cunningham & Walsh there as VP-executive art director.


Jerry Danford, from sales position with CBS-TV, joins Tracy-Locke Advertising, Dallas, as director of network and syndication services. Phil Ganz, media supervisor, Tracy-Locke, named associate media director.


Donna Larrabee, San Francisco advertising manager for Barron's, national business and financial weekly, joins Chiat/Day/Hoefler, San Francisco, as account supervisor.

John Hidalgo Jr., director of advertising and marketing, wvue-TV New Orleans, joins Schoenfeld/Prusmack, New York advertising agency, as general manager of its New Orleans-based subsidiary, Schoenfeld Rand.

Robin Lieman, former media planner-buyer, Warner, Welnge & Miller, Houston, joins media department of Weekley & Penny, Houston.


Joe Winkelmann, former director of broadcasting for Media and Marketing Affiliates Inc., Newport Beach, Calif., and earlier with Blair Television in Los Angeles, has opened broadcast buying service, Greenstribute Media, 1001 Dove Street, Suite 220, Newport Beach, Calif. 92660, (714) 752-9727. Cindy Arnett, formerly with KCBD-TV and KLBE-AM-FM, both Lubbock, Tex., joins Greenstribute Media as director of broadcast placement. Tony Dedios, formerly with Media and Marketing Affiliates, joins Greenstribute as director of research.

Jim Monahan, research supervisor, Metro TV Sales, New York, named director of research for TeleRep, New York. Greg Rose, account executive in Atlantic office of TeleRep, named Atlanta sales manager.

Ronny Harris, former account executive, wnrk(AM) Naugatuck, Conn., named account executive on Dallas sales staff of Blair Radio.

Debra Berk, account executive, Roslin Radio Sales, New York, joins Bernard Howard & Co. there in same capacity.

George Coles, general sales manager of Taft Broadcasting Co.'s wtvn-TV Columbus, Ohio, named general sales manager of Taft's wgr-TV Buffalo, N.Y. He succeeds Frank DeTillio, who was named general sales manager of Taft's wdcg-TV Washington (Broadcasting, Aug. 4).

Mike Somm erfeld, national sales manager, kgiv-TV Tucson, Ariz., named general sales manager.

O.J. Reiss, director of creative services, Cox Broadcasting Corp.'s ktvu-TV San Francisco, named director of local sales development for Cox. He will continue to be based in California for few months before transferring to Cox headquarters in Atlanta.

Gene Keenan, local sales manager, wbalt-TV Baltimore, joins WCMB(AM) there as general sales manager.

Bill Lind, account executive, wsn-TV Milwaukee, named local sales manager.

Robert Tole, general manager, wpor-AM-FM Portland, Me., joins Maine Information Radio Network, Augusta, as VP-sales and marketing.

Frank (Rocky) Slisson, account executive, wjr-FM Detroit, named sales manager.

Dave Harris, sales manager, wttv(AM) Miami, formerly wwox, named local sales manager of co-owned whfy(AM) Miami/Fort Lauderdale.

Dan Coveny, account executive, wpmf(AM) Ottawa, Ohio, joins wdtv(DTV) Dayton, Ohio, in same capacity.

Carl Wilcoxson, from retail sales position with Cleveland Plain Dealer, joins wtvk(TV) Jacksonville, Fla., as account executive.

Charles Hatch, former general manager of wpwr(AM)-wcmx(AM) Fort Wayne, Ind.; Patricia Anne Malloy, account executive, wqcz(AM) Atlanta, and Monte Maupin, account executive, wkmx(AM) Denver, join wbs-AM-AM Atlanta as account executives.

Frank Kampel, station manager, ww(AM) New Lexington, Ohio, joins wpmf-AM Pittsburgh as account executive.

Claudia Feeney, from sales position with wtw(AM) West Hartford, Conn., joins wpop-AM-wqo(AM) Hartford, Conn., as account executive.

Programing

Fernando Roca, production executive, Marble Arch Productions, Los Angeles, joins Columbia Pictures Television there as VP in charge of special projects.

Steven Yanovsky, communications manager, consumer products group of JMV, New York, joins RCA SelectaVision videodiscs there as advertising director.

Fern Field, director of development for off-network programs, Tandem Productions and T.A.T. Communications Co., Los Angeles, named director of development. Pamela Pong, director of taxes, Tandem/T.A.T., named assistant treasurer.

Ron Smiley, producer of children's programing, wqio(AM) Chester, Pa., joins Videosmith, Philadelphia, as general manager.

James Simmonds, head of his own tape duplicating firm in New York, named VP in charge of video sales for Reilly Video Communications, New York, tape duplicating and distributing company. Harry Watson, with traffic and forwarding department of Wm. Eady Co., New York, named sales representative of Reilly Video.

Stan Sellers, sales manager, Show Biz Inc., Nashville, which produces country music programs and specials and elected senior VP-marketing. Dick Montgomery, regional sales manager, Show Biz, elected VP-sales.

Greg J. Crawford, air personality with number of stations, including wind(AM) Chicago, named operations manager, Radio Arts Inc., Los Angeles.

Peter Ratican, director of corporate internal audit, MCA Inc., Los Angeles, named assistant controller.

Paul Budlne, producer-director, Cappy Productions, joins Newsweek Advertising Service, New York, as sports producer-reporter for feature service.

Steve Lawrence, formerly with Center for Non-Broadcast Television, New York, joins Public Interest Video Network as staff producer and will direct PIVN's newly opened New York office.

Chuck Seelhoff, formerly with Ross-Ray Advertising, Campbell-Ewald and Leo Burnett,
Detroit, joins General Television Network, Detroit videotape production facility, on production accounts sales staff.

Henry Ulrick, director of operations, WRTL-TV Flint, Mich., joins KOVR-TV Stockton-Sacramento, Calif., as program manager.

Robert O'Malley, manager of program services, KMOV-TV St. Louis, named executive producer, public affairs programming.

Jo Ann Williams, from WMAR-TV Baltimore, and Mike Lederman, sportscaster, WMAG-TV Chicago, join WFLD-TV Chicago as co-hosts of PM Magazine.

Doug Waldo, actor who recently appeared on PM Magazine on WCCO-TV Minneapolis, and Pat Brown, from public affairs department of National Association of Home Builders, Washington, join WTMV-TV Dayton, Ohio, as co-hosts of PM Magazine. L. Jay Goodyear, executive news director, WMTL-TV Cedar Rapids, Iowa, joins WTVN as PM Magazine producer.

Sherry Sorrell, secretary to station manager of WDTN, named PM Magazine associate producer-secretary. Dan Sexton, producer-director with WDTN's creative unit, named videographer for PM Magazine.

Jim Conlee, assistant program director, KZTV-FM Los Angeles, named program director.

Dick Bailey, assistant general manager, noncommercial KBAI-FM Columbia, Mo., joins KING-FM Seattle as program director.

Dave Denver, corporate program director, Community Service Broadcasting Co., Miami, joins WSNM(AM) Milwaukee as program manager.

Jeanne Pierce, secretary to program director of KNBN-TV Los Angeles, named program coordinator.

Gary Delfiner, freelance producer, joins WCAX-TV Philadelphia as executive producer of daily morning talk show, Whitney & Co./Las.


Marlo Mazza, station manager, noncommercial WAMC-FM Albany, N.Y., joins noncommercial WHMT-FM Schenectady, N.Y., as program manager.


Rick Meeder, sports director, KZTV-Eugene, Ore., named sports director, KOMO-TV Seattle.

Matt Cooney, sports reporter and anchor, WTVL(TV) Jacksonville, Fla., named sports director and sports anchor. He succeeds Walt Dunbar, who retired after 23 years as sports director there. Gil Tyree, formerly with WAPE(AM) Jacksonville, Fla., joins WTLV as sports reporter and weekend sports anchor.

Randy Blair, weekend sports anchor, WIZ-TV Baltimore, named weekend sports anchor.

Bob Gamere, sportscaster, WNAC-TV Boston, named weekend sports anchor.

Scott Clark, assistant sports editor and producer, WTLV-TV Toledo, Ohio, joins sports staff of WKYC-TV Cleveland.

Mike Elliott, program director and sports director, WMJ(AM) Milwaukee, joins KENR(AM) Houston as sports director.

Walter Levy, sports programming producer, Community Cablevision of Framingham, Mass., joins WEEI(AM) Boston as manager of network sports operation.

J.D. Hayworth, who has been working part time in sports department of WFTV-Durham, N.C., joins sports department full time.

Jack Booker, from production staff of WFTV-Orlando, Fla., joins KCWY-Casper, Wyo., as producer-director. Sarah Erickson, from WYX(AM) College, joins KCWY as production assistant. John Arrallano, graduate, Elkins Institute, Denver, joins KCWY as film director.

Bob Charlton, formerly with WMC-FM Detroit, who left last year to pursue other interests, and Steve Peck, music director, WMC, named air personalities.

Joe Coburn, production director and announcer, KZOK-AM-FM Seattle, joins KOMO there as air personality.


Chiqui Quinones, sales assistant, WCAU-TV Philadelphia, named assistant manager of continuity acceptance.

Bruce Camwell, formerly with WIOI(AM)-WIOI-FM Bath, Me., joins Maine Information Radio Network, Augusta, as traffic director.

Tom Matthes, in production department of WFRV-TV Green Bay, Wis., named ENG photographer-editor for PM Magazine.

News and Public Affairs

Rita Sands, CBS News correspondent, New York, joins ABC News there as correspondent.

Tony Guida, co-anchor, WNBC-TV New York, joins WCBS-TV there as chief political correspondent.

Jess Marlow, anchor, KKNV-TV Los Angeles, joins KKNT(TV) there Dec. 6. He will anchor station's news program at 6 and 11 p.m., replacing Brent Musburger, who is leaving local news operation to devote full time to CBS Sports.

Ed Godfrey, news director, WSB-TV Atlanta, joins WAVE-Louisville, Ky., in same capacity.

Ron Fortner, news director, KTXV(TV) Tijuana, Mexico (San Diego), joins WPEC(TV) West Palm Beach, Fla., as news director.

Craig Barrick, general assignment reporter, KOMO-TV Seattle, named assignment editor.

David Ahrends, news director, KLMS(AM) Lincoln, Neb., joins KETV Omaha as assignment editor.


John Prescott, news director, KHAS(TV) Hastings, Neb., joins WORW-TV Omaha as executive producer of 5 p.m. news.

Frank Baker, night news producer, WTVL(TV) Jacksonville, Fla., named executive news pro-

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Name __________________________ Title __________________________

Station_________________________ Format __________________________

Address________________________

City________________________ State________________________ Zip________________________

Broadcasting Aug 18 1980

Brad Holbrook, general assignment reporter, WNAC-TV Boston, named weekend anchor.

Roy Carden, news director, and Kim Braitman, weather reporter, WPTF-TV Durham, N.C., named 6 and 11 p.m. co-anchors. Carden will continue as news director. Emile Head, reporter-photographer, named news producer.

Scott Feldmeyer, reporter, WENAM Milwaukee, named producer-reporter for co-owned WSN-TV there.

Jan Hopkins, reporter, WBN-TV Youngstown, Ohio, joins WLW(TV) Cincinnati as reporter.

Julius Hunt, VP-general manager of Europe, Africa and Middle East division of UPI, based in London, named senior VP Eugene Blabey, business manager for division, succeeds Humi.


Michael Moos, news director, WPOP(AM) Hartford, Conn., joins WEUI(AM) Boston as anchor and reporter.

Leroy King, graduate, Mercer County Community College in New Jersey, joins WGEN(AM)-WFMN(FM) Newburgh, N.Y., as reporter-anchor.

Cherie Simon, producer, Informational Television Center, Dallas, joins WILA-TV Washington as 11 p.m. news producer.

Nancy Solomon, public affairs producer, WTVJ(TV) Miami, joins WPGL(TV) there as director of public affairs.

Promotion and PR

Kathie McGregor, promotion coordinator, WBN-TV Buffalo, N.Y., named promotion director.

Phil Michael, assistant promotion manager, WOTL-TV Toledo, Ohio, joins WISH-TV Indianapolis in same capacity.

Karen Malone, assistant managing editor of *Enterprise*, magazine published by National Association of Manufacturers, Washington, joins WRLA-TV there as director of publicity and special events.

Edward Berger, production engineer, WYFS(FM) Washington, named advertising and promotion manager.

Jeanie Smigrod, promotion assistant and production assistant on 10:30 p.m. news, KXOS-TV Bellingham, Wash., named promotion director.

Daniel Lee Harton, television engineer, WTXS(AM)-WYDITV(AM) Raleigh, N.C., joins WYTV(FM) Miami-Fort Lauderdale as promotion director.

Jo Huntington, interagency coordinator, Center for Human Development, Ohio university, Athens, named director of promotion and community relations for Ohio university’s non-commercial WOUB-AM-FM-TV Athens and non-commercial WOUC-TV Cambridge, Ohio.

Mary Carter, from Public Relations Advisers, subsidiary of The Bloom Agency, Dallas, joins Tracy-Locke Advertising there as account executive in public relations department.

Technology

Jerry D. Stahl, general manager, engineering and operations technology, CBS Television Stations, New York, named VP engineering and operations technology.

Jerry Nordalek, chief engineer, WTVJ(TV) Jacksonville, Fla., named to same position with co-owned KENS-TV San Antonio, Tex. Clyde Smith, from WCBR(TV) Gainesville, Fla., named to succeed Nordalek at WTVJ.

Willie Douglas and Aaron James Jr., both in engineering department of WREG-TV Memphis, named maintenance supervisor of ENG equipment and senior perf and VTR technician, respectively.

David Davis, graduate, Vincennes university, Vincennes, Ind., joins WISH-TV Indianapolis as technical assistant for PM Magazine.

Irwin Sylvan, VP-marketing, Anixter Bros., Skokie, Ill., named president of Anixter-Mark, earth station and microwave antenna division of Anixter Bros.

Allied Fields

Herman Saunders, producer, named chairman of membership committee of Caucus for Producers, Writers and Directors, Hollywood.

Mike Silverstein, research director, KABC-TV Los Angeles, has formed innovative Audience Research Inc., consulting firm. ABC O&O will be his first client.


James Cronin, graduate, St. John’s university, New York, joins Arbitron Television Station Sales there as client service representative. Alan Sturmawasser, research analyst, Petry Television Spot Sales, joins Arbitron Radio Representative and Advertiser/Agency Sales as client service representative.

Deaths

Robert F. Hurlegh, 68, broadcast journalist who was president of Mutual Broadcasting System from 1959 to 1968, who had been serving as Washington communications consultant in recent years, died of heart attack Aug. 10 in Suburban hospital in Bethesda, Md. He had been under treatment for heart condition since he left Mutual presidency. Hurlegh began his broadcasting career in 1933 as announcer for WOL(AM) Washington and later served as director of news and commentator for WBBM(AM) Chicago. He was former associate of late Fulton Lewis Jr. In 1946 he began 22-year career with Mutual as director of news for WGN(AM) Chicago, affiliate that was co-owner of MBS. Although he left Mutual presidency in 1959, he continued to serve as commentator. Hurlegh was president of National News Service, communications consulting firm in Washington, at time of his death. In his consultancy, he had represented, among others, National Republican Congressional Committee, Advertising Council, National Association of Manufacturers, American Security Association and National Space Service. Survivors include his wife, Marjorie, two sons, three daughters, his mother, half-brother and six grandchildren.

Howard Tucker, 48, television correspondent for ABC News in Vietnam, Johannesburg, Hong Kong and Chicago, died in New York on June 4. News of his death was revealed last week by members of his family who said Tucker, under treatment for depression, had jumped from window of apartment building in the Bronx where family lived. He had left ABC News several months before his death. He also had worked as reporter for NBC and WXYZ(TV) New York. He is survived by his mother and two sisters.

C.J. McDonald, 55, VP-general manager, WZZ(A)-WLAX(FM) Streator, Ill., died Aug. 5 in crash of aerobatic airplane he was piloting near Streator airport. He was practicing for national competition. Before joining wzz in 1969, he worked at various radio and television stations in Lawton, Okla. Survivors include his mother, two sons and one daughter.

John (Milt) Hall, 66, former owner of KCEY(AM)-KMIX(FM) Turlock, Calif., died July 13 in Turlock hospital after long illness. He purchased KCEY(AM) Turlock in 1973, and founded KMIX in 1977. He sold both stations last year. Hall was also president and general manager of KWB(AM)-KQTY(FM) Wichita, Kan., now KEY(AM) and KFDM, from 1950 to 1967. Survivors include his wife, Kay, one son and four daughters.

UP YOUR PROFITS!

Sid Connolly, formerly President and General Manager of KGSC-TV, Channel 36 in San Jose, announces the opening of his new broadcast consulting firm.

Over 15 years of proven recent experience. If you have a problem, let us help you solve it. Available for television and radio consultation in all areas of the country except San Jose and San Francisco.
**Added Attractions**

**BROADCASTING**'s editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

**Aug 25** Radio 1980. This year's definitive report on the state of the art on the audio side. Among the parts making up the whole: an overview identifying the latest trends, a report on billings and business, the annual listing of the First 500 stations (the top 10 in the first 50 markets), a story on formats and syndication, where things stand in equipment innovation, the latest look in radio journalism. Upwards of 20 pages on the oldest of broadcasting's family of Fifth Estate media, at the beginning of its latest and most competitive decade.

**Sep 15** The siren song of DBS. As if there weren't enough to worry about, and work with, in the expanding world of telecommunications, still another new medium may be just beyond the horizon—or above the atmosphere, as it were. It's the direct broadcast satellite, a possibility looking less like science fiction with every passing day. The assignment of this special report is to put into beginning-of-the-decade perspective what may be a functioning reality by its end.

**Oct 13** The beginning of **BROADCASTING** magazine's celebration of its own first 50 years—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING**'s 50th Anniversary Issue on Oct. 12, 1981.

**You Belong in Broadcasting—Every Week**

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
HBO's Nick Nicholas: guiding force behind pay's largest network

In the headquarters of the television networks, across the street from his office in the Time-Life Building, Nick Nicholas would sound like a heretic. "We don't play a Nielsen game," he says. "We're more interested in the qualitative response from our subscribers than in the quantitative response. What we care about is how much they like it. We'd rather have lower tune-in and higher satisfaction than high tune-in and low satisfaction."

Nicholas, as head of Home Box Office, by far the largest pay cable service, is pleased that HBO's Nielsen ratings and shares in last May's sweep measurements were "identical" with those of May 1979, and last November's "identical" with those of the November before. "Steadily as she goes," he exults. But wouldn't he like the number to be trending upward, "I'd be more interested in having the satisfaction go up," he replies, and adds in another burst of conventional-television heresy: "Right now consumers are using pay television five hours a week—that's plenty. That's 20 hours a month, for $8 or $9, which is what they're paying for. We'd like to get our overall qualitative scores up as a priority, as opposed to actual ratings and shares."

Nicholas and his colleagues and competitors in the pay business operate in an economy different from the networks', of course. "The consumer pays the networks indirectly," he points out. "Our consumers ring the cash register once a month. When they get their program guide and bill, we need them to feel good about our service. It's quite a different concept than the one across the street."

Nicholas has been on his side of the street, working for Time Inc, since he got out of Harvard Business School in 1964. In fact, except for summers when he earned money "sandblasting the hulls of merchant ships and being a short-order cook in a prison," he has worked only at Time.

The son of a Navy officer, he was born in Portsmouth, N.H., a submarine base, and grew up all over—in port cities along the East and West Coasts and in Europe. His father, at Princeton and especially at Harvard Business School, was in finance. Indeed, it was while he was browsing through corporate annual reports in the business school library that he was first touted onto Time Inc. by a friend who had held a summer job there and found it, in Nicholas's words, "an incredible place to work."

Armed with his MBA, Nicholas applied, was accepted and started work as "an adding-machine jockey" in Time Inc.'s controller's department. He became director of financial analysis, doing analytical work on deals, acquisitions and divestitures and getting to know "a little about a lot of the company," including its magazines, forest products, broadcasting—"which we were heavily involved in at that time"—and cable. In 1970, James Shepley took over as president of Time Inc., and Nicholas worked as his assistant for a year, then was named assistant treasurer with special responsibilities for broadcasting, cable and pay cable.

"At that time," he recalls, "we had a very small stake in cable—somewhere between 50,000 and 60,000 subscribers in many small systems around the country." Plus a controlling interest in Sterling Communications in New York, which owned Manhattan Cable TV and which formed Home Box Office. Later Time acquired the rest of Sterling and, not happy with its financial results, sent Nicholas down to run the company as president of Manhattan Cable, which replaced Sterling as the corporate name. "In a couple of years we managed to turn it around," he recalls, citing two key factors: Manhattan Cable

signed with its HBO subsidiary and started selling it in Manhattan, making it "a dramatic, instantaneous success," and management smoothed out its relationship with the union representing employees, "greatly" improving productivity. The next step was HBO itself, as president. HBO at that time, in mid-1976, was not in the best of shape: "We had under half a million pay subscribers, we'd been on the satellite for nine months, the connect rate was the same as the disconnect rate and we weren't growing." It was also "the only game in town, so we had no model to emulate. We made every mistake there was to be made in terms of buying and scheduling—we did a lot of things right, but we did as many wrong as right."

In the years since, Nicholas can cite no one decision as the key to HBO's growth to its present total of more than 4 million subscribers. Rather, he says it was the cumulative effect of many things: "We paid a lot of attention to research, to scheduling, to promotion—just like those guys across the street do, those other networks." In other words, he says, "the satellite had given us national distribution, and getting our own act together helped to get better word-of-mouth on the product."

As part of keeping its act together, HBO, he says, does a lot of qualitative research that it keeps to itself. "It's one of the proprietary things we've learned that help us in deciding what to buy and what not to buy, how to schedule it and how to promote it to encourage tune-in."

His areas of concentration have changed as HBO has grown, but currently he says, he probably spends more time "thinking about people"—making sure the right ones are in the right places, being brought along, being motivated and compensated fairly—than about any other one subject. HBO has over 500 employees who, he says, average about 30 years in age. Next to people, he concentrates most on long-range planning, which he calls "thinking opportunistically about the future and coming to conclusions about what we ought to do tomorrow to be where we want to be three years from now."

Nicholas says he doesn't buy the notion that pay cable will put broadcasting networks out of business. "I think they're going to dominate the video and broadcasting scene for the foreseeable future," he says. "The rest of us will carve out audiences only if we've got programming the consumer wants. There's room for all of us."

With one exception he finds his job exciting and rewarding: "It's very satisfying to be in something that's dramatically new and changing the way Americans receive their entertainment." The exception is a sense of frustration: In the suburban New York area where he lives, there is no cable service.

Broadcasting Aug 18 1980
A little late

More and more it becomes apparent that when the FCC voted last December in favor of reducing AM channel spacing from 10 khz to 9, it was flying blind into a future it had idealized but only dimly seen. The notice of further inquiry issued three weeks ago as one of the commissioners' last acts before leaving on August vacation (BROADCASTING, Aug. 4) was an inadvertent admission that the agency had originally adopted what was to turn into official U.S. policy without knowing how many new stations could be created as a consequence, where they could be placed, at what cost or with how much interference to the existing system.

Considering the poverty of information then available to the U.S. delegation to the western hemisphere conference in Buenos Aires last March, it is legitimate to wonder why the Americans would argue as vociferously as they did for the 9 khz proposal against a general disinclination among other nations to adopt it. Did the U.S. know something others didn't? Quite the contrary. The U.S. didn't even know the results of a $230,000 study of probable 9 khz effects that the FCC had ordered from a private contractor. The decision to support 9 khz was reached before the study was made. Indeed the FCC is still waiting for some parts of the contractor's assignment.

Those who have been most vocal in their advocacy of adding to the broadcast station population have variously estimated that the shrinkage of AM spacing to 9 khz would make room for 200 to 1,400 new facilities. That range of guesses by itself betrays the basic ignorance of the consequences of last 9 khz's precipitate action. The notice of further inquiry that was the commission's latest act admitted that 300 stations at most would be made possible. Nor were FCC officials able to contradict the prediction of the FCC Broadcast Bureau's former chief, Wallace Johnson, that few if any of the new assignments could be fitted into markets big enough to matter (BROADCASTING, Aug. 11).

If the most to be gained from a compression of channel spacing is 300 new AM assignments of little or no commercial value, what is the point of going on with this charade? The FCC will be perpetrating a cruel hoax if, on no more evidence than it is so far known to possess, it continues to encourage minorities to believe there will soon be plums for their picking in AM radio.

Both the National Association of Broadcasters and the National Radio Broadcasters Association are supporting new engineering investigations of the 9 khz proposals. These ought to produce the intelligence that the government needs to arrive at a serious position by the fall of 1981 when the subject comes up at the next western hemisphere conference.

The government's original embrace of 9 khz was impetuous, if not irresponsible. Broadcasters and citizens alike must hope that the first ador has cooled enough to permit a sober review of the comments that have now been solicited.

Common cause

The Supreme Court was given impressive reasons last week to affirm the constitutionality of broadcast coverage of criminal trials. The reasons are to be found not only in the content of the two major briefs that are described elsewhere in this issue but also in the universality of journalism interests in whose names the briefs were filed. The broadcasting organizations that could be expected to take up arms in what is essentially a broadcast journalism case are joined here by the American Society of Newspaper Editors, Associated Press Managing Editors, National Newspaper Association, National Press Club, National Press Photographers Association, Reporters Committee for Freedom of the Press and Society of Professional Journalists, Sigma Delta Chi.

An array like that elevates this above the usual case testing the legality of broadcast regulation. Surely the court will get the message that all kinds of journalists are seriously concerned. The message is amplified with clarity and craftsmanship in the legal briefs prepared at the collective bidding of the participants.

In essence the court is being asked to modernize views that it first expressed in 1965 in a Billie Sol Estes case that is now obsolete. The bare majority in that 5-to-4 Estes court was obviously appalled by evidence that the television paraphernalia of the time had disrupted a preliminary hearing. As last week's briefs cogently argued, both television equipment and public reaction to it have changed.

The betting here is that the cause of journalism will prevail. But whatever the outcome of this case, the foundation has been laid for united action in the future when the rights of any form of journalism are at stake.

Going up

As reported here last week, FCC Commissioner Robert E. Lee has questioned the need for several budgetary increases the commission has proposed. Lee wonders, for example, why the Cable Television Bureau staff should be enlarged when cable regulation has been all but erased.

The commissioner also sees no reason to add an economist to the already swollen staffs of the individual commissioners. Lee gets along without the engineer that is allocated to his and each other member's office (although he has put one on for two months to help prepare material in the forthcoming consideration of lower-power television stations and VHF drop-ins). Lee thinks the existing and recently expanded staff of FCC economists is all the help he and others need.

Others are questioning FCC expenses. Senator Barry Goldwater (R-Ariz.) has been examining travel costs, which include international excursions in unusual number. The large sums paid outside contractors are also in the news. Lee is not alone in detecting inconsistency between an asserted policy of general deregulation and rising budgetary demands.
WHIO’S Tehran exclusive

For two days following the militant takeover of the American Embassy in Tehran, WHIO Radio News had the only communication from within the Embassy. An Iranian living in Dayton served as interpreter while WHIO news people talked with "Mister X" inside the Embassy; then WHIO fed information to the rest of the world. For this coverage, WHIO was presented the "Best News Development" Award nationally by the Associated Press. WHIO Radio—the Voice of Dayton.

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