

FCC breaks up the clears □ Turner's news network turns on □ Cable Net Two ready for action

Broadcasting Jun 2

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

"To Tell the Truth"



**45 stations sold and
growing stronger
every day!**



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SERIAL ACQ SECTION
MONTGOMERY AL 36112



Nov. 1979

**“Family Feud”
is rated
Number One
among all
syndicated game
shows!**

**“Family Feud”
is rated
Number One
in all key
demographics:
Households.
Women.
18-49 Women.
Men.
18-49 Men.
Teens.
Children.**

Feb. 1979

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demographics:
Households.
Women.
18-49 Women.
Men.
18-49 Men.
Teens.
Children.**



May 1980

**If you feel
you really must...
you can wait
and read this
season's third
"Family Feud"
success story as
soon as the May
Sweeps are in.**

**But how do
you know that
another station
won't jump
the gun and buy
now?**

Source: NSI ROSP Nov. 1979-Feb. 1980.
Audience estimates subject to qualifications available on request.

**"Family
Feud"**

**hosted by
Richard Dawson**



**65 markets
sold!**

ONE OF TELEVISION'S BEST PROGRAMS REQUIRES A PRIVATE SCREENING.



It's called Health Fair and it's one of our most successful programs — a program that is providing free or low-cost health screenings to thousands of people nationwide. Blood pressure and blood chemistry. Vision. Hearing. Counseling. Referral and follow-up.

Five years ago it was a good idea. An idea that needed help.

That's where our Flagship Station in Washington, D.C., came in. As the first television sponsor of this daring new concept in health service, it was our job to promote communitywide awareness of the tests provided, to coordinate volunteers and to help find other financial underwriters.

We were elated when nine thousand people showed up.

This year, the number has reached half a million. The Health Fair idea has spread to all five of our NBC Flagship Stations and to thirteen other markets as well. Apparently, we started something — something that has helped provide over 35 million dollars worth of preventive health care.

And that's just the beginning.

Stations all over the country are already lining up for next year's program. Naturally, we're pleased. And proud. After all, the best test of leadership is to see if anyone else is following.

THE FLAGSHIP STATIONS OF NBC

WRC-TV
WASHINGTON, D.C.

WMAQ-TV
CHICAGO

WNBC-TV
NEW YORK

WKYC-TV
CLEVELAND

KNBC
LOS ANGELES



The Week in Brief

TOP OF THE WEEK

BREAKING DOWN THE CLEARS □ The FCC approves a plan to create 125 new unlimited AM's 750 miles from the dominant stations and operative on the same or adjacent frequencies. **PAGE 28.**

IT'S BOARD TIME IN WASHINGTON □ The NAB's TV and radio boards face a full agenda this week in the nation's capital. Included is a White House session Thursday. Fritts is expected to be chosen radio chairman; King is unopposed as TV choice. **PAGE 29.**

CABLE NET TWO □ The Comstar II satellite becomes operational today, but most of its transponders remain unused. **PAGE 30.**

ARBITRON RADIO FLAP □ The measurement firm's proposed rate increase prompts concerned broadcasters to seek an all-industry group to negotiate in their behalf. **PAGE 32.**

MEDIA

COX WALKS AWAY □ It petitions the FCC to reconsider approval of the GE-Cox merger, a move that stymies consummation of the \$650-million transaction by the May 31 deadline. **PAGE 36.**

BUSINESS

TV NETWORK SALES UP □ There's a 13.7% increase in the first quarter of 1980 as compared to last year's opening quarter. The Olympics help ABC-TV to lead the way. **PAGE 48.**

RADIO'S GOOD NUMBERS □ RAB board is complimented for the association's "Radio, It's Red Hot" campaign that helped national sales jump 35% in first quarter. **PAGE 48.**

NEW REP FOR INDEPENDENTS □ The Katz Agency and Field Communications set up a sales organization. **PAGE 50.**

JOURNALISM

STILL FINDS FAULT □ DuPont's annual survey cites a decade of growth in the scope and skill of broadcast journalists, but notes shortcomings of stations and networks. **PAGE 52.**

CAUGHT IN THE MIDDLE □ CBS fumes when the State Department cites a 1963 embargo and blocks delivery via satellite of a news story from Havana. **PAGE 53.**

THREE'S A CROWD □ Carter declares he won't participate in a debate that includes Anderson. The independent candidate reacts with criticism. And Reagan says he is willing to face either or both. **PAGE 54.**

CNN'S NEVER-STOPPING CLOCK □ Turner's Cable News Network goes into the starting gate with its 24-hour service. **PAGES 55, 56.**

LAW & REGULATION

FEDERAL HELP □ Two House subcommittees hear testimony on future areas of technological developments and how the government can encourage research and development. **PAGE 57.**

COVETING WOR-TV □ New Jersey's senators want the FCC to reallocate the channel 9 facilities of the jeopardized New York station to their state. **PAGE 57.**

PROGRAMING

FEE FEUD □ WXON, the Detroit pay-TV outlet, sues National Subscription Television, alleging the program supplier had manipulated its subscriber fees to the disadvantage of the station. **PAGE 60.**

TECHNOLOGY

ANOTHER SHOT AT NAB □ A Denver consulting engineer, who served on the U.S. delegation to Buenos Aires, rekindles criticism of the NAB's 9 khz position. **PAGE 62.**

DIGITAL STANDARDS □ An EBU study group opts for coding in component rather than composite form. Chroma-key problems are found in tests of 12 mhz for brilliance and 4 mhz for the two color components. **PAGE 62.**

PROFILE

PIERCE'S LEGACY □ When Timmi Pierce steps down next Saturday as president of AWRT, she will leave a long list of plusses for the association. Her record stems from perspectives that the NBC's affirmative-action executive gained during 17 years in broadcasting. **PAGE 81.**

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To date more than 60 stations have signed up for the uproarious, new comedy-
game strip based on one of television's all-time hits!

Join the crowd! Build your own franchise with Buddy Hackett—the most
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starring in

YOU BET YOUR LIFE

For all day parts: early fringe, access, prime, late-night or daytime,
on an attractive, time-shared basis.

MCA TV

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Entering stretch

White House staff is on final mile in search for candidates to recommend to President Carter for FCC seat now occupied by James H. Quello—who very much wants to keep it. Staff this week will interview two hopefuls, both named Rodriguez. Raul, ACTION's assistant director for compliance ("Closed Circuit," April 14), will talk to staffers on Monday, and Jay, NBC's West Coast vice president for public affairs ("Closed Circuit," May 12), will be in on Wednesday. And those are expected to wind up interview process; no other candidate strong enough for interview appeared. Next step will be review of candidates who have been interviewed; then reference checks of most promising will be made, with recommendations (three to five names) submitted to President before end of June.

Despite pressure of Hispanic Americans to name one of their own and of Italo-Americans and broadcasters to name Quello, top White House aides have not instructed staffers making search on how to shape recommendations. In any event, announcement of President's decision could be delayed well past June 30 end of Quello's present term; required Federal Bureau of Investigation background check on final choice could take up to three months.

Things to come

ABC is quietly moving veteran manpower into its new ABC Video Enterprises unit, set up last year to develop and market programing for cable, pay cable, cassettes and other new forms. Latest to be moved in, though not publicly announced, is James Shaw, assistant to ABC Television President Fred Pierce and for many years head of ABC-TV sales. Shaw's first assignment is to work with National Education Association in developing video materials for classroom use.

Though new unit's limited product thus far has been home cassettes, there's growing speculation ABC may soon enunciate broad policy affecting cable and other video forms as well.

High-flying bug

Whatever its editorial competence, Cable News Network, slated to begin operation yesterday (June 1), may face technical failures from time to time. Satcom 1 transponder 14, temporarily assigned for CNN's use by RCA as part of consent order, is not, as one knowledgeable observer put it, "the pride of the fleet"; it has history of turning itself on and off. Trinity Broadcasting used transponder

until it tired of intermittent outages and moved to transponder 13.

Since satellite electronics are 22,300 miles away, there is no way of telling whether CNN will have trouble with transponder. But, according to Dick Smith of Southern Satellite Systems, carrier that actually controls transponder, after nearly two weeks of testing, "the pictures are looking good."

Leaving in style

Cost of ousters at CBS is going up. In 1976 Arthur Taylor got settlement of \$650,000 when fired as president of CBS Inc. John Backe, it's reliably reported, got \$2 million last month. No official word on security arrangement made by Thomas H.

Wyman, who takes office today (June 2) as CBS president, but common provision at that level is three times annual salary if fired.

Still looking

Whether high command will be able to formally announce selection of its new senior vice president for engineering (as successor to retiring George Bartlett) at this week's board meeting of National Association of Broadcasters was in doubt last Friday. Appointment was to have been made before NAB convention in Las Vegas seven weeks ago—and it was to have been George Jacobs, director of research and engineering, Board for International Broadcasting. But at 11th hour, hold was ordered because of opposition, presumably originating in FCC circles where engineers fared badly in international allocations contests in which Jacobs prevailed.

Field has been scoured by NAB under direction of John Summers, executive vice president, before and since convention, but no one meeting criteria has been interested. Ralph E. Green, CBS Radio chief engineer, withdrew from consideration last week.

Rejection slips

At request of its general counsel, FCC deferred action last week on complaints of Spanish International Network, Eastern Microwave, Cable News Network and National Christian Network against RCA Americom and way satellite carrier assigned transponders on Satcom 1, primary satellite. Postponement merely deferred bad news for complainants. Staff's recommendation was to dismiss or deny all complaints on ground RCA applied first-come, first-served criteria for transponder assignments in fair and nondiscriminatory fashion.

Hard feelings

Story of General Electric-Cox Broadcasting merger may not be over, despite pleadings filed at FCC last week that seemed to have effect of killing it (see page 36). GE lawyers are said to be researching possibility of suit aimed at forcing Cox to consummate merger in accordance with contract.

GE is not alone in feeling aggrieved. Cox officials are said to be bitter over what they regard as GE effort to force them, in renegotiation that was undertaken when it became apparent final order was not likely by May 31, to sell at what they said was "bargain" price.

Swift action

Bill introduced by Representative Allan Swift (D-Wash.) to turn FCC crossownership regulations into law but at same time to eliminate legal challenges is headed for mark-up, probably next week, by House Communications Subcommittee. Bill (H.R. 6228) would also remove integration of ownership and management as issue in renewals.

Future shock?

Although not apparent on agenda, future restructuring could become more than conversation piece at this week's joint board meeting of National Association of Broadcasters in Washington. Long-term focus again may be for federation of groups identified with broadcast communications, not even excluding cable, with new bylaws, regulations, board structures and personnel redefinitions.

There's no immediate crisis, and patterns may not emerge for some time. Changes could be triggered by break in tradition of alternating joint board chairmen between radio and TV boards. Incumbent chairman, Thomas E. Bolger, Forward Communications, Madison, Wis., who came out of TV board, is assured second one-year term. But incumbent radio board chairman, Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., is bowing out, and vice chairman, Ed O. Fritts, Indianola, Miss., is expected to move up, but for business reasons says he won't stand for joint board chairmanship which would be virtually automatic in 1981. Move for incumbent TV board chairman, Robert King, Capital Cities Communications, to succeed Bolger in 1981 inevitably would be resisted as breaking sequence and perhaps rekindle quarrel over alleged TV dominance in NAB affairs.

**STARSKY &
HUTCH:**

**TWO
OF THE MOST
SUCCESSFUL
HALF-HOURS IN
SYNDICATION.**



3:30-4:30	Minneapolis, KSTP	#1 in Women and Men 18-49
4:00-5:00	Cincinnati, WLWT	#1 in rating, share and adults 18-49
5:00-6:00	Greensboro-Winston Salem, WFMY	#1 against top sitcoms
6:00-7:00	Los Angeles, KTLA	#1 in Women and Men 18-49
7:00-8:00	Indianapolis, WTTV	#2 in adults 18-49
8:00-9:00	Washington, D.C., WTTG	#1 independent in the time period
10:30-11:30	Birmingham, WBRC	#1, with a 54 share
11:00-12	New Orleans, WVUE	#1, beating Johnny Carson

Anytime you slot Starsky & Hutch you have an hour that works like two strong half-hours. It consistently delivers Women and Men 18-49 in high numbers.

What's more, Starsky & Hutch plays successfully from 3:30 to midnight against every kind of show. In every region. And that's why 43 markets have bought the two that'll make them #1.

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A Spelling-Goldberg Production distributed by



Columbia Pictures Television

Source: Arbitron Feb. 1980

Business Briefly

RADIO ONLY

Hannford Brothers □ Twelve-week campaign for retail food chain begins June 16 in various Maine markets. Morning drive, daytime, and afternoon drive. Agency: Kenyon & Eckhardt, Boston. Target: adults, 25-54.

Maine Savings Bank □ Twelve-week campaign begins this week in Portland-Poland Springs and Bangor, all Maine. Morning drive, daytime, and afternoon drive. Agency: Quinn & Johnson, Boston. Target: adults, 25-49.

Taco Bell □ Eleven-week campaign for fast food restaurants begins June 9 in 27 markets including Denver. All day parts. Agency: Grey Advertising, Los Angeles. Target: teen-agers.

Kraft □ Eight-week campaign for sandwich spread begins this week in over 20 markets including Nashville. Evening programming. Agency: Procter & Gardner, Chicago. Target: adults, 25 plus.

Bavarian Motor Works □ Eight-week

campaign for automobiles begins this week in Sacramento, Calif. All day parts. Agency: Ammirati & Puris, New York. Target: men, 25-54.

Lee Jeans □ Six-week campaign for blue jeans begins July 14 in 23 markets including Detroit. Morning drive, daytime and afternoon drive. Agency: Bozell & Jacobs, New York. Target: adults, 18-34.

Colgate □ Five-to-six-week campaign for tooth paste begins Aug. 25 in more than 30 markets including Los Angeles; San Francisco; Fresno, Calif.; Phoenix; Nashville; New Orleans; Houston; Chicago; Philadelphia, and Detroit. Agency: Ted Bates & Co., New York. Target: women, 18-49.

Storck USA □ Four-week campaign for Toffifay candy begins this week in San Diego, San Francisco, Los Angeles, Denver, Honolulu, Rochester, N.Y., and Milwaukee. Agency: Don Tennant & Co., Chicago. Target: women, 18-49.

International Multifoods □ Four-week campaign for Kretchmer's wheat germ

begins this week in about 10 markets including Los Angeles, San Francisco, Miami, Boston and Providence, R.I. Morning drive. Agency: Carmichael-Lynch, Boston. Target: adults, 18-54.

Ontario Office of Tourism □ Four-week campaign to promote travel begins this week in 20 markets including Albany-Schenectady-Troy, Rochester and Syracuse, all New York; Chicago; Cleveland; Pittsburgh, and Milwaukee. Morning drive, daytime and afternoon drive. Placed by: Media Buying Services, Toronto. Target: adults, 25-49.

Century Importers □ Three-week campaign for Vienna beer begins June 16 in nine markets including Albany-Schenectady-Troy, N.Y. Agency: Ogilvy & Mather, New York. Target: men, 18-34.

Rite-Aid □ Two-week campaign for drug store chain begins June 16 in Baltimore; Philadelphia; Rochester and Buffalo, both New York; Youngstown, Ohio, and Charleston, W. Va. Agency: Winner Communications, New York. Target: women, 18-49.

Revlon □ One-to-two week campaign for Flex shampoo begins this month in more than 10 markets including New York, Los Angeles, Dallas, Houston and Phoenix. Agency: Grey Advertising, New York. Target: teen-agers; adults, 18-49.

Eskimo Radiators □ Campaign begins June 2 in Los Angeles and June 30 in San Diego. All day parts. Agency: Telecators, Los Angeles. Target: adults, 18-54.

Eljer Plumbingware □ Four-week campaign begins this week in 24 markets including Orlando, Fla., and Mobile, Ala.-Pensacola, Fla. Morning drive times. Agency: CPM Inc., Chicago. Target: adults, 35-64.

C & W Frozen Foods □ Six-week campaign for frozen pops begins June 23 in California markets of Los Angeles, San Francisco, Fresno, Sacramento and San Diego. Drive and day times. Agency: Mendelsohn, Adler, San Francisco. Target: women, 25-54.

Upjohn □ Three-week campaign for Cort-aid lotion begins this month in Tucson, Ariz., and Fort Wayne, Ind. Spots are placed in morning drive, daytimes and afternoon drive. Agency: CPM, Chicago. Target: total adults.

Playboy Press □ One-week campaign begins in mid-June for book, "Momento," in Chicago, Los Angeles and San

WAITING FOR YOUR ARBITRON?

- What are your results book after book?
- Is your growth consistent?
- Are you satisfied?

Churchill delivers in:

Phoenix/KQYT	- #1-12+...for the 8th consecutive Arbitron
Cleveland/WDOX	- #1-12+...that's UP 24%
Detroit/WCZY	- UP 54% 12+ and UP 47% 25-54 Adults
Salt Lake City/KISN	- UP 14% 12+ and UP 64% 25-54 Adults
Denver/KHOW	- UP 33% 12+ and UP 4% 25-54 Adults
Tacoma/Seattle/KBRD	- UP 5% 12+ UP 3% 25-54 Adults
Ft. Lauderdale/Miami/WEWZ	- Began Churchill service April, 1980
Newton/Wichita/KOEZ	- Began Churchill service April, 1980

While you wait for this spring's Arbitron results... prepare for improvement in your next ratings' race. Contact Tom Moran or Tom Churchill about the Beautiful Music Format of the 80's. Share in the success! Call (602) 264-3331



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For the first time ever cameras go back-stage and on stage at the Grand Ole Opry during an actual performance to shoot a weekly series.

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Dynamite!

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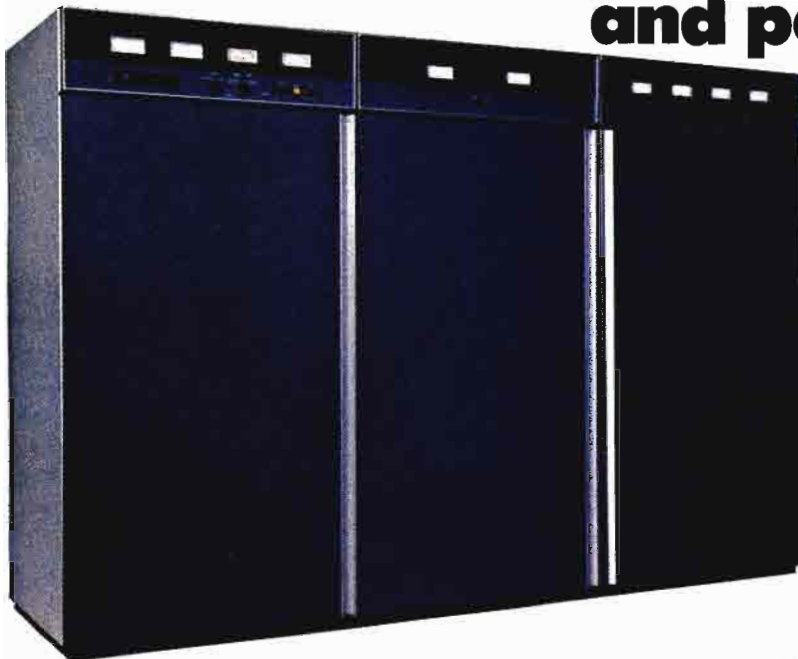
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CP* provides the Harris provides

Harris' TV transmitters lead the way to greatly enhanced reliability and performance.

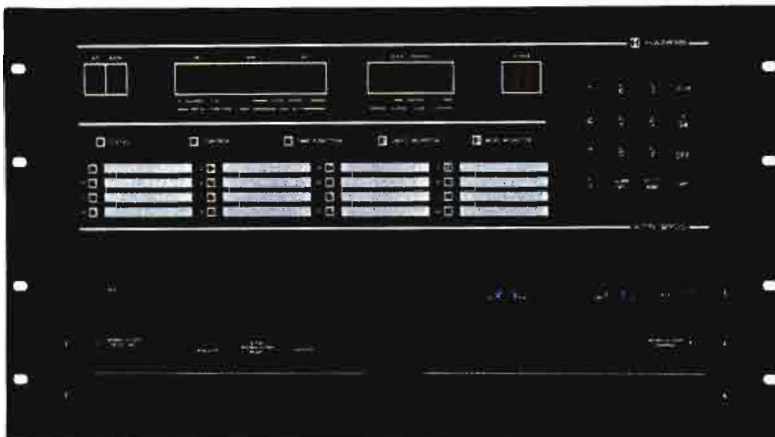


For example, the TV-50H VHF 50-kilowatt High Band color TV transmitter combines a solid-state driver with a three-tube design for field-proven dependability and reduced tuning requirements. Harris transmitters provide many other state-of-the-art features for proven superb color performance.

For high-powered stations, the TV-50H may be used in a 100 kW dual configuration that occupies the same space as previous 50 kW transmitters — ideal for converting to CP without the expense of a new building.

All Harris TV transmitters, ranging in power from 10 kW to 220 kW, Channels 2 through 69, can be used for your switch to CP.

Harris' 9100 Facilities Control System leads the way to lower operating expense.



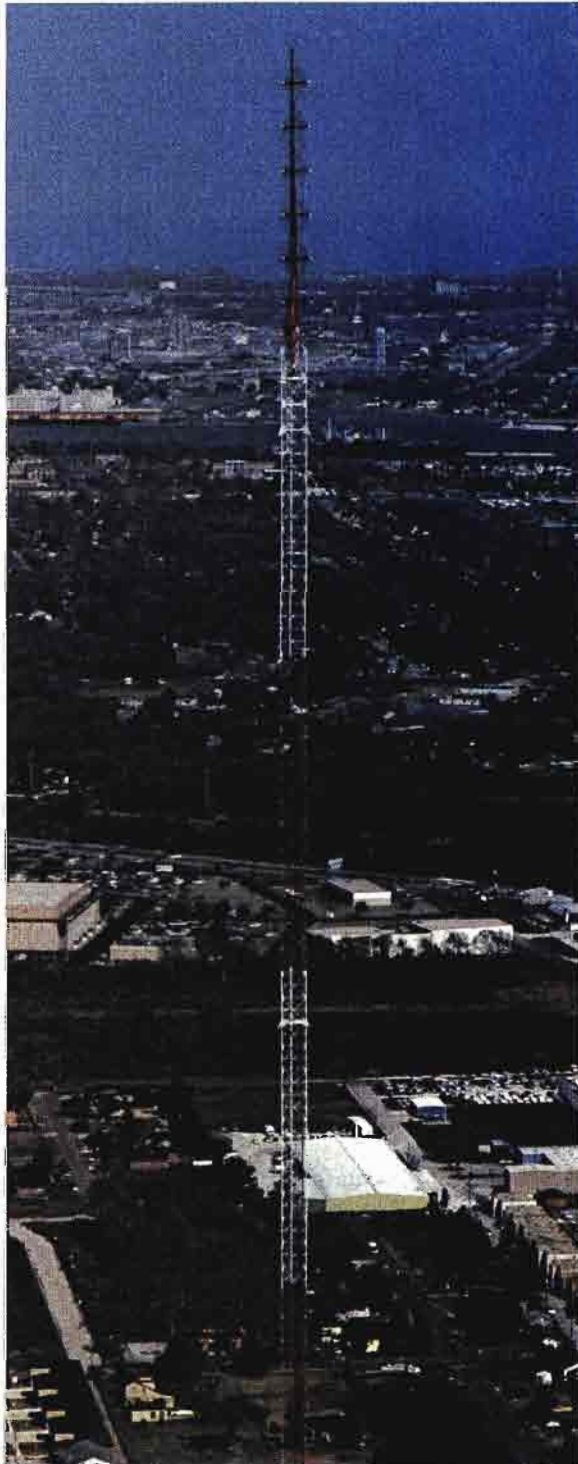
Harris' 9100 Facilities Control goes far beyond standard remote control systems.

The microcomputer controlled 9100 continuously surveys your transmission system and your physical plant and makes minor adjustments within normal operating tolerances. It instantaneously responds to abnormal levels by making automatic corrections and sounding alarms.

The 9100 lets you operate your equipment at maximum levels without violating FCC regulations.

If you are going CP or maintaining horizontal polarization, the 9100 assures the maximum performance of your transmission system.

best TV signal. the best CP system.



Harris' CP* antennas lead the way to vastly improved coverage and signal strength.

As the leader in the development of CP, Harris has sold CP antennas in more markets world-wide than any other manufacturer.

The Harris CPV permits you to convert to CP without replacing your present tower. And the Harris CBR (Cavity Backed Radiator) antenna is designed for a wide variety of directional patterns. Both antennas allow multiple stations to operate from the same antenna.

Harris CP antennas deliver excellent circularity, low axial ratio and low VSWR. Each has the flexibility to let you tailor broadcast patterns to your specific coverage requirements.

For the extra rating points that an improved signal can bring, use a Harris CPV or CBR advanced design CP antenna.

Harris products are designed and manufactured by the leading supplier of broadcast equipment and are backed by a 24-hour a day world-wide service organization.

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*Circular Polarization



HARRIS

COMMUNICATION AND
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Francisco. Agency: Gaynor Media Corp., New York. Target: adults, 18 plus.

Transamerican Airlines □ One-week campaigns for air travel begin June 9 and July 7 in Los Angeles and New York. Agency: Hoefer Dieterich Brown, San Francisco. Target: adults, 35 plus.

TV ONLY

Kroger □ Twelve-week campaign for grocery store chain begins June 15 in about 45 markets concentrating on the South. All day parts. Agency: Campbell-Mithun, Chicago. Target: women, 18-49.

Jos. Garneau Co. □ Six-week campaign for Bolla wine begins June 23 in about 20 markets. Late fringe, prime time and news programming. Agency: Manoff Geers Gross, New York. Target: adults, 25-49.

Monsanto □ Six-week corporate campaign begins this week in 11 markets including Los Angeles, Seattle-Tacoma, Denver, Washington and New York. News, sports and late fringe times. Agency: Gardner, St. Louis. Target: total adults.

Sedgefield Sportswear □ Campaign for jeans begins June 30 in 15 markets including Dallas-Fort Worth. Fringe and sports times. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-34.

Pinkerton Tobacco □ Four-week

campaign for Big Duke tobacco begins June 16 in 35 markets including Dallas-Fort Worth. Fringe, prime access and sports times. Agency: Chapman Communications, New York. Target: total men.

Shell Oil □ Four-week campaign for motor oil begins this week in six markets including New York and Los Angeles. News, fringe, and prime times. Agency: Ogilvy & Mather, Houston. Target: men, 25-64.

General Mills □ Four-week campaign for Hamburger Helper begins June 16 in over 20 markets concentrating on South and Midwest including Houston and Dallas. Fringe and prime times. Agency: Needham, Harper & Steers, Chicago. Target: women, 18-49.

Rudy's □ Four-week campaign for Farm Country sausages begins this week in Atlanta and Houston. Daytime. Agency: Buntin & Associates, Nashville. Target: women, 25-49.

O'Conner Products □ Six-week campaign for Dex-A-Diet begins June 23 in about 11 markets. Day and fringe times. Agency: Popofsky Advertising, New York. Target: women, 18-49.

Swift □ Four-week campaign for Peter Pan peanut butter begins June 2 in 85 markets. Day, late fringe and prime times.

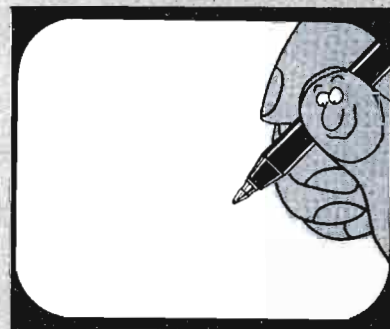
Agency: Leo Burnett, Chicago. Target: women, 25-54.

World Art Galleries □ One-week campaign will be placed this month to promote art show in six markets. Daytime. Agency: Today Advertising & Design, Norman, Okla. Target: adults, 25-54.

Stokely Van Camp □ Nine-week campaign for Gatorade soft drink begins July 9 in 16 markets. Fringe times. Agency: Clinton E. Frank, Chicago. Target: adults, 18-49.

AdVantage

Now you see it . Scripto Inc., Atlanta, is planning \$1.5-million network TV campaign for new erasable ball-point pen that "Erases the ink, not the paper." Five-week, back-to-school campaign breaks



Aug. 5 on all three networks. Broadcast advertising will be supplemented with ads placed in consumer and trade magazines. Atlanta-based agency, Burton-Campbell, handles Scripto account

TVB honored. Television Bureau of Advertising received "Golden Reel of Excellence" of International Television Association (ITVA) for TVB's videotape presentation, "Television: The Persuasive Medium." More than 580 videotapes were submitted for judging in eight categories and TVB's presentation was chosen as outstanding in sales/marketing classification.

RepReport

WATE-TV Knoxville, Tenn.: To Blair Television from Harrington, Righter & Parsons.

WWWE(AM)-WDOX(FM) Cleveland: To Eastman Radio from Selcom Inc.

KNAC(FM) Long Beach, Calif.: To Frederick W. Smith from Roslin Radio Sales.

WDEL(AM)-WSTW(FM) Wilmington, Del.: To Eastman Radio from Pro Radio.

KFMN(FM) Abilene, Tex.: To Buckley Radio Sales from Milam & Cowart.

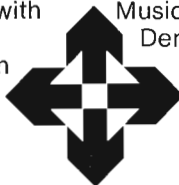
WDAL(AM)-WJDO(FM) Meridian, Miss.: To Jack Masla & Associates (no previous rep).

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Station _____ Format _____

Address _____

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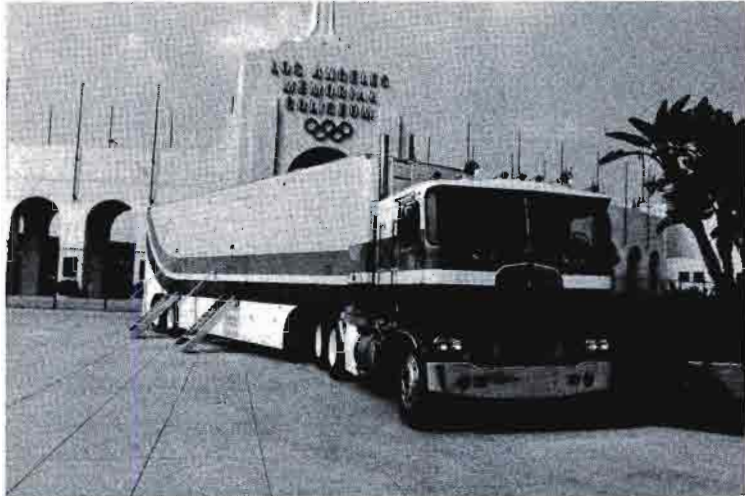
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Chicago (312) 337-5333
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Chicago, IL 60611

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One Park Place Suite 412,
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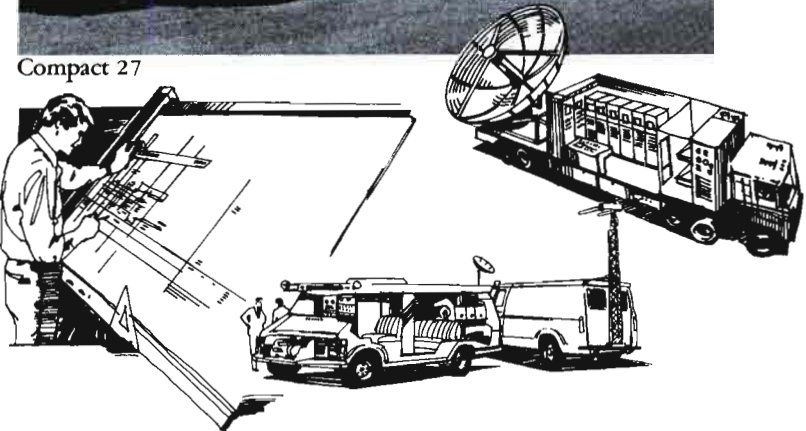
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Compact 40



Compact 27



Where Things Stand

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

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□
AM allocations. FCC initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (BROADCASTING, July 16, 1979). Resolution of that proceeding was scheduled for May 29 meeting (see "Top of the Week"). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 khz to 9 khz to create more radio channels, and U.S. submitted that proposal at Region 2 (western hemisphere) conference which ended March 28 in Buenos Aires. However, the conference was unable to reach a consensus on the issue, and postponed decision until its second session—in November 1981 (BROADCASTING, March 24, 31). There is industry movement to get FCC to establish joint government-industry advisory committee to develop plan for all aural assignments. FCC has also been prodded to form comprehensive inquiry for its proposed policies and procedures governing both AM and FM frequencies (BROADCASTING, May 19).

□
AM stereo. Year and half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding were five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last year (BROADCASTING, May 28, 1979). FCC approved single system—Magnavox—at April 9 meeting (BROADCASTING, April 14). However, opposition to Magnavox choice is mounting, and petitions for reconsideration are expected after final order is issued end of June.

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

□
Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of an-

titrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, where both sides asked for summary judgment.

□
Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and 56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments were filed late last year; majority supported more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□
Cable copyright. Copyright Royalty Tribunal has finished evidentiary hearings in dispute over how to divide \$12 million paid in royalties in 1978 by cable companies. Involved in dispute are broadcasters, music licensing groups, sports interests, motion picture producers and public broadcasters. By law, dispute must be resolved by Sept. 11; CRT has put matter on hold until July 8.

□
Cable deregulation. FCC is embarked on course that may take it to elimination of last remaining rules cable industry considers restrictive—distant-signal and syndicated-exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7, 1979). National Telecommunications and Information Administration has proposed idea of retransmission consent as means of introducing marketplace factor into distant-signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24, 1979). Congressional Research Service, on other hand, has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concluded that only Congress can authorize retransmission consent (BROADCASTING, Dec. 3, 1979). NTIA continues to assert

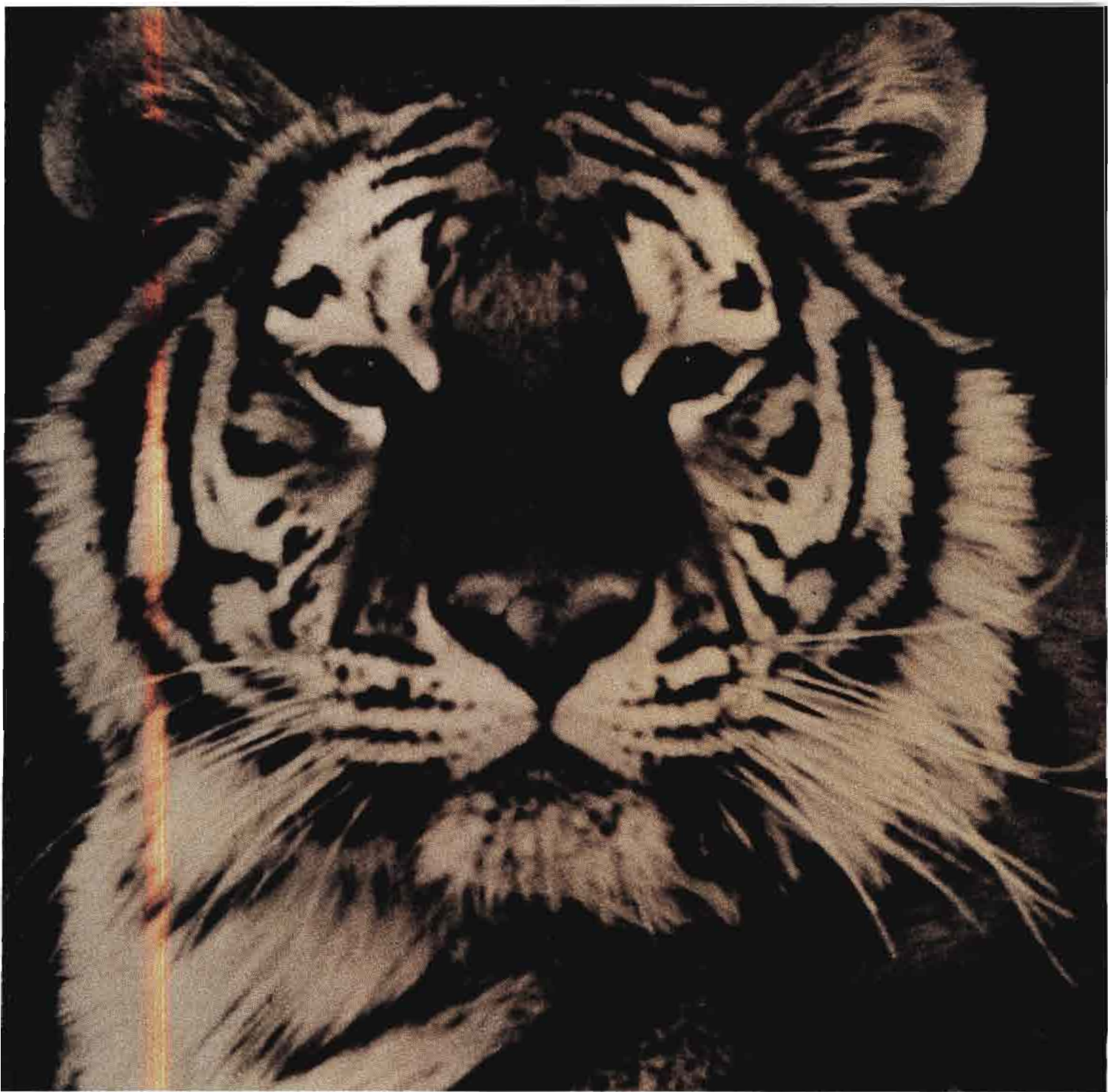
FCC has such authority (BROADCASTING, Feb. 4). FCC is aiming for June date to release report and order in proceeding. Representative Robert Kastenmeier (D-Wis.), in letter to FCC Chairman Charles Ferris, asked for halt in FCC proceedings until Copyright Royalty Tribunal has concluded its review of copyright payments rates. Ferris told Kastenmeier, chairman of Judiciary subcommittee with copyright authority, that FCC would proceed (BROADCASTING, March 31).

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

□
Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing sufficient amounts of children's instructional and educational television throughout week (BROADCASTING, Dec. 24, 1979). Comments are due June 16.

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

□
Communications Act. House Communications Subcommittee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions, but bill, with additional amendments, is expected to go back to subcommittee for further mark-up this month. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.) (BROADCASTING, Dec. 24, 1979), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 12, 1979). Both bills have been redrafted and comments on each have been received. Staffs have been working on



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WUHF-TV/Rochester, N.Y.
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compromise language for one bill, including broadcast provisions, and mark-up is expected this month.

□

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of programming via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planned to have details ready for filing at FCC first-quarter of this year, however, filing has been put off indefinitely since joint venture talks with Sears have fallen through (BROADCASTING, April 14). FCC meanwhile, has been conducting inquiry on Comsat's corporate structure. Broadcasters' filing comments argued that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present charter. FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28). On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans future hearings to determine if legislation in this area is necessary.

□

Crossownership (newspaper-broadcast).

Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, seven have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

□

Crossownership (television broadcast-cable television).

FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is preparing draft notice. FCC hopes to consider issue by summer.

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to increase equal-employment guidelines for stations, effective April 1. Stations with five to 10 employees are required to have 50% parity over-

all with available workforce, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC also voted to take look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. FCC has met with networks and is planning additional meetings to obtain information.

□

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

□

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions in bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. If participating commissioners choose to proceed with investigation, it likely will not be until after summer.

□

FM allocations. FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3). National Telecommunications and Information Administration has asked FCC to reconsider its proposal and include NTIA's proposal for directional antennas in rulemaking (BROADCASTING, April 28). National Association of Broadcasters has proposed formation of industry advisory committee to prepare detailed engineering reports for proceeding. Proposal will be taken up by board when it meets this week.

□

Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several

previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court has agreed to review case.

□

License renewal forms. FCC Broadcast Bureau Chief Richard Shiben has plans for rulemaking to study possibility of short-form renewal applications. Form for all AM, FM and TV stations would have fewer than half-dozen questions. Minimum sample of 5%, however, would have to submit longer form or go through field audit (BROADCASTING, Feb. 18). Broadcast Bureau has draft of proposal and had hopes of scheduling it for meeting this week.

□

Minority ownership. Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minorities learn station operations.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS has petitioned for rehearing en banc.

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978).

Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network/affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks. (BROADCASTING, Feb. 11).

□
Network standings. Prime-time TV rating averages. Sept. 17, 1979, through May 25: CBS 19.2, ABC 19.0, NBC 17.0.

□
Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28).

□
Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits may now perform routine technical chores at radio stations (BROADCASTING, Jan. 1, 1979). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979.

□
Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken up April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. FCC has

voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979).

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

□
Public broadcasting. Congress has passed new legislation authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Board of directors of Public Broadcasting Service approved plan (BROADCASTING, Dec. 3, 1979) to create multiple program services under auspices of one system president and reduce size of board. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5, 1979). Commission has forwarded to Congress specific legislative language regarding its proposals.

□
Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed; replies are due June 25 (BROADCASTING, March 31).

□
Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news

media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979). House Judiciary Committee approved version of such legislation, rejecting move to limit provision only to news media. Bill will now go to House floor. Senate Judiciary Committee, meanwhile, is expected to soon act on bill only limited to journalists, as suggested by administration (BROADCASTING, April 21). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources of story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26, 1979). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23, 1979).

□
UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking toward development of new television receivers. (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10).

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

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

■ indicates new or revised listing

This week

June 1-3—*Virginia Cable Television Association* annual convention. Omni International hotel, Norfolk.

June 1-4—*Public Broadcasting Service* annual meeting. Washington Hilton.

June 1-4—*National Federation of Community Broadcasters* "Working Conference For Minority Producers in Public Radio." Hilton Harvest House, Boulder, Colo. Information: NFCB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001

June 2-6—*National Association of Broadcasters* joint board meeting. Washington.

June 3—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year award to CBS's Don Hewitt, executive producer of *60 Minutes*. Waldorf-Astoria hotel, New York.

June 3—*Broadcast Pioneers* annual Mike Award dinner honoring WIS(AM) Columbia, S.C. Pierre hotel,

New York.

June 3-4—*American Association of Advertising Agencies* advanced media seminar. Wilshire Hyatt House, Los Angeles.

June 3-7—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 4-5—*Advertising Research Foundation's* sixth annual midyear conference. Hyatt Regency, Chicago.

June 5-6—*Society of Cable Television Engineers* meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-6—*Arizona Broadcasters Association* spring convention. Holiday Inn, Lake Havasu City.

June 5-7—*Associated Press Broadcasters* convention. Keynote speaker, Richard Wald, senior vice president for news, ABC News Fairmont hotel, Denver.

June 5-6—*American Bar Association* Forum on Communications Law. Speakers include Abbott Washburn, FCC commissioner, and Clayton Kirkpatrick, president, Chicago Tribune Co. Hyatt Regency O'Hare, Chicago. Cost \$175. Information: Forum Com-

mittee on Communications Law, ABA, 1155 East 60th Street, Chicago 60637. (312) 947-3853

June 5-7—*Kansas Association of Broadcasters* annual convention. Holiday Inn, Hays.

June 5-8—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks.

June 6—Deadline for entries for *Radio-Television News Directors Association's* annual Michele Clark Award for "exceptional application of journalistic skills evidenced by writing, reporting, editing or investigation." Information: Dave Bartlett, news director, WRC Radio, 4001 Nebraska Avenue, N.W., Washington 20016.

June 7—*Radio-Television News Directors Association of Canada* Atlantic regional convention. Howard Johnson's, Fredericton, N.B.

June 7-11—*American Advertising Federation*, annual convention, Fairmont hotel, Dallas.

Also in June

June 8-27—*Institute for Religious Communications* 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118. (504) 865-3430

June 11—*Federal Communications Bar Association* annual meeting. Capitol Hilton, Washington. Speaker FCC Commissioner Anne P. Jones.

June 11-13—*Oregon Association of Broadcasters* convention. Ashland Hills Inn, Ashland.

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Keynote speaker: James Duffy, president, ABC Television Network. Queen Elizabeth hotel, Montreal.

June 12-14—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

June 12-14—*Hawaiian Association of Broadcasters* annual convention. Kahala Hilton hotel, Honolulu.

■ **June 12-14**—Workshop for Catholic television producers sponsored by *UNDA-USA*. Holiday Inn Riverfront, St. Louis. Information: Martin Doblemeier, 75 Chestnut Hill Avenue, Brighton, Mass. 02135; (617) 782-2195.

June 13-15—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville hotel, Biloxi.

June 13-15—*Vermont Broadcasters Association* meeting. Top Notch Resort, Stowe.

June 14—*Radio-Television News Directors Association* region 11 (New England) meeting. Dunfey's Sheraton Wayfarer, Bedford, N.H.

June 15-17—*Montana Cable Television Association* annual convention. Outlaw Inn, Calispell, Mont.

June 15-18—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach.

June 15-27—*National Association of Broadcasters* 12th Management Development Seminar. Harvard Business School, Boston.

■ **June 16**—New deadline for comments in FCC's children's television programming rulemaking (docket 19142). Reply comments due Aug. 1, FCC, Washington.

June 16-22—*National Sisters Communications Service* fifth annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 17-19—Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard, DK-2300, Copenhagen S.

June 18-20—*Maryland, District of Columbia, Delaware Broadcasters Association* annual meeting.

Major Meetings

June 1-4—*Public Broadcasting Service* annual meeting. Washington Hilton.

June 3-7—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

June 5-7—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

June 7-11—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 6-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas, 1985, Chicago.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

Sept. 20-23—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

Oct. 26-30—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

Nov. 9-14—*Society of Motion Picture and Television Engineers* 122d technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

Nov. 19-22—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt hotel, Columbus, Ohio.

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas.

Dec. 10-13—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

Jan. 18-21, 1981—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles. Future conventions: Jan. 18-21, 1981, Century Plaza, Los Angeles; Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28, 1981—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

March 11-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 24-30, 1981—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

May 3-7, 1981—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

May 29-June 1, 1981—*National Cable Television Association* annual convention. Los Angeles. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1982, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Atlanta.

May 30-June 4, 1981—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

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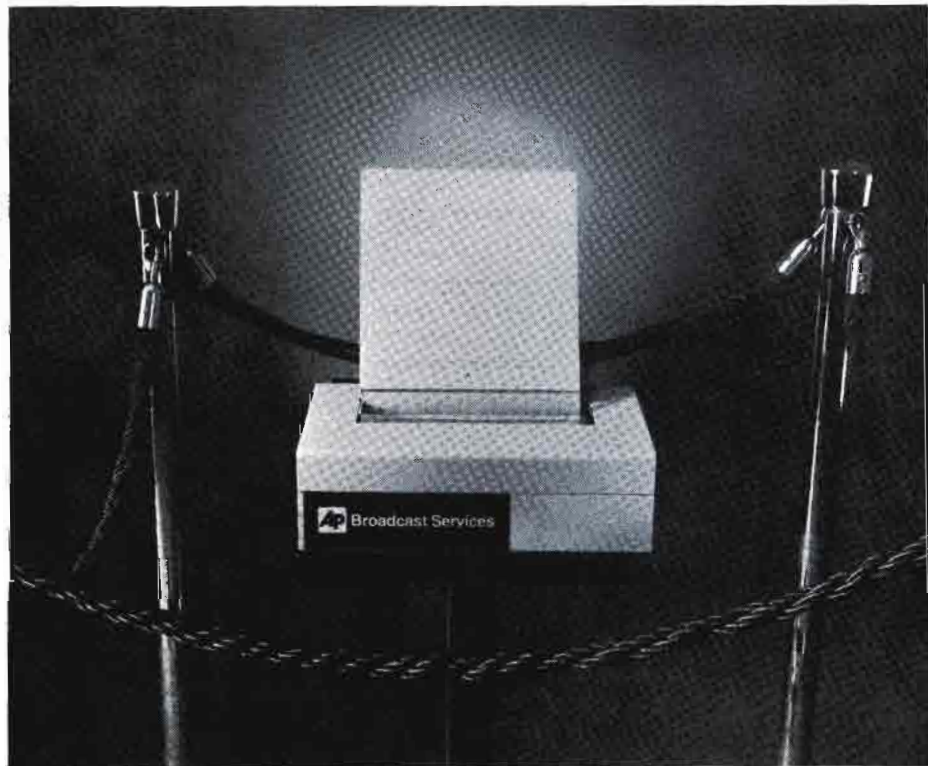
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Sheraton-Fontainebleau Inn, Ocean City, Md.

June 19-20—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington.

June 19-21—*Montana Association of Broadcasters* annual meeting. Heritage Inn, Great Falls.

June 19-21—*Radio-Television News Directors Association of Canada* national convention. Harbour Castle Hilton, Toronto.

June 20—*UPI New York State* broadcast awards dinner and annual meeting. Gideon-Putnam hotel, Saratoga Springs, N.Y.

June 20-21—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

June 20-21—*Radio-Television News Directors Association* board meeting. Harbour Castle Hilton, Toronto.

June 20-21—*United Press International Broadcasters Association of Texas* 25th annual convention. Summit hotel, Dallas.

June 20-27—*Wyoming Association of Broadcasters* meeting. Ramada Inn, Casper.

June 20-22—*Radio-Television News Directors Association of the Carolinas* annual meeting. Appalachian State University, Boone, N.C.

June 21-25—*Georgia Association of Broadcasters* 46th annual convention. Callaway Gardens.

June 22-28—*Radio-Television News Directors Association/National Association of Broadcasters* advanced management training program for news directors. University of Pennsylvania's Wharton School, Philadelphia.

June 23—*Television Critics Association* meeting. Speakers include FCC Commissioner Tyrone Brown, Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting. Century Plaza hotel, Los Angeles.

June 23—*National Association of Broadcasters* "Dollars and Sense" legal contracts workshop. Century Plaza hotel, Los Angeles. Information: (202) 293-3560.

June 24—*National Association of Broadcasters* equal employment opportunity compliance seminar. Century Plaza hotel, Los Angeles.

June 24-25—*American Association of Advertising Agencies* advanced media seminar. Biltmore hotel, New York.

June 24-26—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

June 24-27—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

June 24-27—*Corporation for Public Broadcasting* radio development workshops. Crown Center, Kansas City, Mo.

June 25—*Association of National Advertisers-Radio Advertising Bureau* radio workshop. Waldorf-Astoria, New York.

June 25-27—*National Association of Broadcasters/National Association of Television Program Executives* children's programming conference. Key Bridge Marriott, Arlington, Va.

June 25-27—*Alabama Broadcasters Association* summer convention. Grand hotel, Point Clear.

June 25-28—*Florida Association of Broadcasters* annual convention. Disney World Contemporary hotel, Orlando.

■ **June 26**—*Electronic Industries Association* regional luncheon. Princeton Club, New York. Information: Herbert J. Rowe, (202) 457-4930.

June 27-28—Media workshop on California courts sponsored by *Radio-Television News Directors Association, California Judges Association and California Newspaper Publishers Association*. University of California, Berkeley. Information: California Judges Association, 1390 Market Street, Suite 416, San Francisco 94102; (415) 552-7660.

June 27-29—Third annual *National Federation of Local Cable Programers* convention. Michigan State University Kellogg Center, East Lansing, Mich.

July

July 8-11—*Arbitron Television Advisory Council* meeting. Castle Harbour hotel, Bermuda.

July 11-13—*Oklahoma Broadcasters Association* summer convention. Shangri-La, Afton.

July 12-15—24th annual *Television Programing Conference*. Monteleone hotel, New Orleans. Information: Warren Jones Jr., AUTV, Building 1402, Maxwell AFB, Fla. 36112; (205) 293-2322.

July 13-16—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, 8½ North State Street, Concord, N.H. 03301; (603) 224-3373.

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

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

July 16—*Radio-Television News Directors Association* region 9 workshop. Baton Rouge. Information: John Spain, (504) 387-2222.

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

July 18-20—Eighth annual *National Gospel Radio Seminar*. Dunfee Dallas hotel, Dallas.

July 18-22—*South Carolina Broadcasters Association* meeting. Meridien hotel, Montreal.

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

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

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

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

July 30-Aug. 3—*National Federation of Community Broadcasters* annual conference. Clark University, Worcester, Mass.

July 31-Aug. 1—*Arkansas Association of Broadcasters* meeting. The Arlington, Hot Springs.

August

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

Aug. 10-13—*New York State Cable Television Association* summer meeting. Otesaga hotel, Cooperstown. Information: (518) 463-6676.

Aug. 13-16—*Michigan Broadcasters Association* meeting. Hidden Valley Resort, Gaylord.

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

Aug. 21-24—*West Virginia Broadcasters Association* 34th annual fall meeting. The Greenbrier, White Sulpher Springs.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

September

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

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

Sept. 5-7—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort,

Waterville Valley.

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

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

Sept. 12-14—*Illinois Association of Broadcasters* meeting. Arlington Heights Hilton, Arlington Heights.

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

Sept. 17-18—*Advertising Research Foundation's* third annual New England Advertising Day. Boston Park Plaza, Boston.

■ **Sept. 18-19**—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers Broadcast Cable and Consumer Electronics Society*. Hotel Washington, Washington.

Sept. 20-24—*International Broadcasting Convention '80*. Metropole Exhibition Center, Brighton, England.

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

Sept. 24—*International Radio and Television Society* Newsmaker luncheon featuring FCC Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

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

Sept. 25-27—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

Sept. 29-30—*National Association of Black Owned Broadcasters* fall conference. L'Enfant Plaza hotel, Washington.

Sept. 30-Oct. 1—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

Sept. 30-Oct. 3—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach 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.

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

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

Oct. 4—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

Oct. 5-8—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

Oct. 8-9—*National Association of Broadcasters* television conference. Hyatt on Union Square, San Francisco.

Oct. 8-9—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by *Communications Media Center, New York Law School*, in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, N.Y. 10013.

■ **Oct. 8-10**—National symposium on videodisk-programming sponsored by *Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting*. University of Nebraska-Lincoln. Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.

WAST-TV put a new Harris CBR antenna on their existing tower, and proved that a...

Harris CP[®] TV antenna's stronger signal increases ratings!

"We were the first network station in the country to change to CP on the same tower as our old antenna," says Frederick Lass, Chief Engineer of Station WAST-TV, Albany, New York. "This unique situation has provided the first quantitative measure of CP performance.

"We have been televising with our new Harris TAC-6H circularly polarized antenna for quite a few months now, and have had plenty of time to gather and analyze results," continues Mr. Lass. "A comparison of ARB November 1978 to November 1979 showed average prime time homes up 23.4%! During this time CBS showed an increase of 9.9%—so our stronger signal was responsible for a ratings increase of 13.5%—and maybe more.

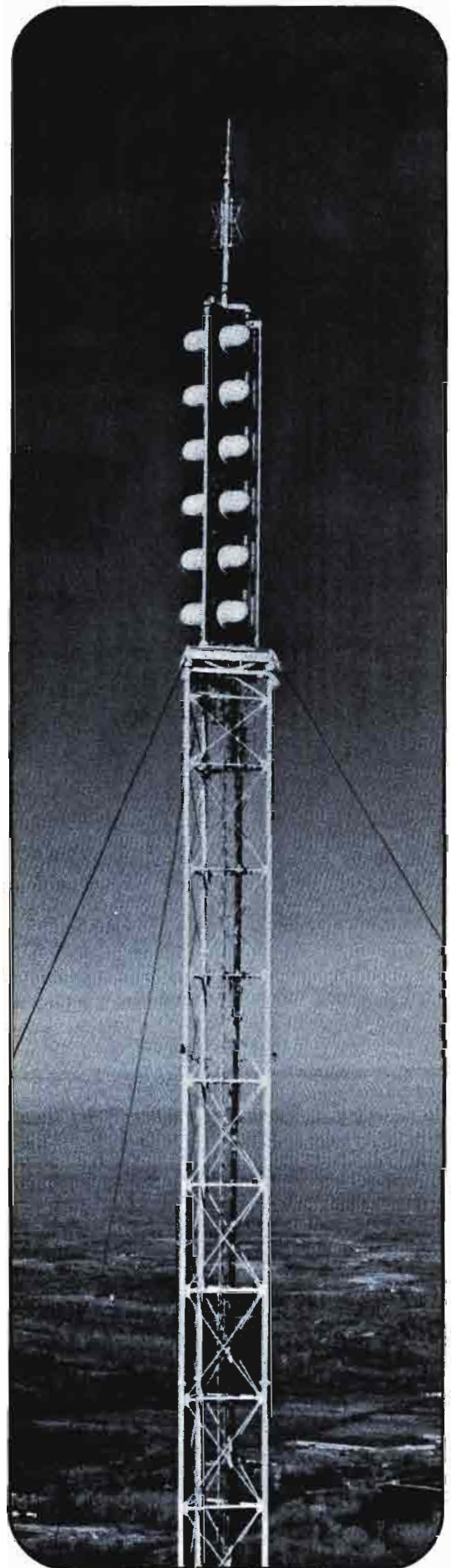
"Also, an overwhelming majority of viewers surveyed have reported improved reception," says Mr. Lass. "Needless to say, we are very happy with what CP has done for us."

For more information on what a Harris CP antenna can do for you, contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301. 217-222-8200.

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EDITOR: I still marvel at the manner in which you introduced BROADCASTING to the industry some 50 years ago and that it has remained the single news magazine for radio, television and cable.—*Cecil Hefstel (D-Hawaii), House of Representatives, Washington.*

Next thing to being there

EDITOR: Congratulations on your outstanding coverage of the National Cable Television Association convention in Dallas (BROADCASTING, May 26). It was a thoroughly professional job accomplished under circumstances made difficult because of the unexpectedly large turnout for the fact-finding convention.—*J. Leonard Reinsch, co-chairman, Warner Amex Cable, New York.*

EDITOR: Everything I know about what happened at the [NCTA] convention I read in BROADCASTING.—*Thomas E. Wheeler, president, National Cable Television Association, Washington.*

Thanks for the hand

EDITOR: The returns are virtually all in from the massive appeal to the American people to complete and mail back their 1980 census questionnaires. I can report that the effort has been impressively successful: We estimate an approximate 85% mail return rate from those households that were asked to respond by mail, or about 90% of the population.

The taxpayers have been saved some money, and a large share of the credit goes to the broadcasting industry. The Broadcasters Census Committee of 80, headed by Jack Harris of KPRC-TV Houston and WTVF(TV) Nashville, did a spectacular job. With the help of Vince Wasilewski of the National Association of Broadcasters, Kitty Broman of WWLP-TV Springfield, Mass., Ragan Henry of Broadcast Enterprises Network, and Rene Anselmo of Spanish International Network, the industry leaders from group, network and single-station operations from coast to coast pitched in to get the census message across.

The broadcasters gave precious air time to the Ogilvy & Mather Ad Council PSA's and to our own sports-celebrity spots, produced, at their own expense, a staggering array of ingenious and effective local appeals, and persuaded their colleagues and competitors to do the same.

The Census Bureau is grateful to the broadcasters for their splendid cooperation.—*Vincent P. Barabba, director, Bureau of the Census, Washington.*

Women and sports

EDITOR: I read with interest David Lehmkuhl's analysis ("Monday Memo," May 19) of the "surprising" demographic composition of the viewership of this past winter's Olympic games.

Although Lehmkuhl's statistical analysis was overwhelmingly complete, I think he overlooked various cultural factors which may have been involved, two of which are:

■ The increasing interest of women, even older women, in the world beyond the confines of their homes.

■ The increasing interest, over-all, in women's sports, with which the Olympic games are replete.

In any event, his analysis was a good one; it just didn't seem to go far enough.—*Alexis Kiyak, vice president/media director, Johnson & Dean Inc., Grand Rapids, Mich.*

Author, author

EDITOR: On behalf of the late Wolcott Gibbs, the *New Yorker* magazine and all of us old enough to remember that far back, may I correct your lead editorial May 19th?

The profile of Henry Luce you quote in your final paragraph was written (in November 1936) by Gibbs and not by Alva Johnston (and certainly not by "Alvah Johnson").

A nit-pick to an otherwise dead-on editorial.—*Lincoln Diamant, president, Spots Alive Inc., New York.*

Errata

Alan Pearce, in "The Quarreling over Copyright" (BROADCASTING, May 26), was reported as saying that **prices for first-run syndication of "Laverne & Shirley"** had gone as high as \$325,000 per episode. He was referring to the amount each episode has grossed in the top 10 markets.

□ **Richard Aurelio** was identified in May 26 story on franchising situation in Prince George's county, Md., as senior vice president for government affairs of American Television & Communications. He's with Warner Amex, same title.

□ "Datebook" item for June 23 **Television Critics Association** meeting in Los Angeles incorrectly listed FCC Chairman Charles Ferris as speaker. Commissioner Tyrone Brown will talk.

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The newsweekly of broadcasting and allied arts

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HOORAY FOR READING



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1980 Broadcast Media Award for Television

Field Communications' "Hooray For Reading" has been selected by the International Reading Association for their 1980 Broadcast Media Award for Television. The award is presented for "outstanding programming that promotes reading as a lifetime habit and which seeks to instill the love of reading".

"Hooray For Reading", a half hour special and ten one-minute programs, encourages children to read through dramatic cliff-hanger episodes from popular children's books.

FIELD COMMUNICATIONS

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Monday Memo®

A broadcast advertising commentary from Art Casper, president, Winius-Brandon, Houston

How a smaller agency in Cleveland can buy a TV spot in Houston

There are other networks besides ABC, NBC and CBS, and not one of them could care less about its ratings or programing.

These are networks of independent local and regional advertising agencies, stretching from coast to coast and around the world, all offering their members a helping hand and a competitive edge.

As we move into the '80's, agency networks are becoming increasingly more important to independent agencies that now compete for business with branch offices or subsidiaries of the Young & Rubicams, J. Walter Thompsons and Ogilvy & Mather's of the world.

Because of continuing requirements for sophistication in media planning, agencies are expanding their subscriptions and usage of a multitude of media research services. And because an agency network can negotiate on a group discount basis, research services employed by member agencies are helping to determine hundreds of millions in billings—a majority in spot television and radio.

What is an agency network and how does it work?

As an active member of Advertising and Marketing International Network (AMIN), I can tell you about our organization, structure, membership and how we operate. The other networks all vary in size and scope, but the basic objectives are similar.

AMIN, founded in 1932, is the oldest of all the networks and with an average \$15.6 million in capitalized billings among its North American zone members, we claim to be the largest in terms of average billings. Our agencies range in size from \$3 million to \$75 million, and each member is a leader in its regional area.

We have no paid staff or "home office."

The network is managed by an executive committee, all presidents of member agencies, who serve three-year terms on a rotating basis to give all members an active role in managing the network.

There is a dues structure, based on billings, and an initiation fee. Unlike several networks, AMIN does not seek new members with only an eye for growth. We seek to maintain representation in all major markets and, at the present time, nearly all those markets are covered.

AMIN is not a substitute for the American Association of Advertising Agencies; in fact, nearly all of our members are members of the 4 A's as well.

AMIN, like the other networks, gives its members a real leg up when competing for business or servicing clients. It's almost



Art Casper, president and chief executive officer for Winius-Brandon Advertising Agency, Houston, has been active in the Advertising and Marketing International Network for 10 years. Winius-Brandon was a founding member of AMIN in 1932. Casper served on AMIN's executive committee for three years and in April was chairman of AMIN's annual management conference. For five years, Winius-Brandon served as the media services agency for AMIN, negotiating contracts with various media services in behalf of the network.

like having a branch office in every North American market as well as in key markets overseas.

AMIN agencies work together on three major levels—management, creative and media—with annual meetings bringing groups from each category together for brain-picking sessions that also provide platforms for outside resources.

The annual media seminar, for instance, brings together media directors from nearly all 26 North American zone member agencies.

Members attending the 1980 media seminar next fall in Miami will help determine expenditures of some \$406 million, with spot television and radio strongest in the media mix.

Creative directors from most member agencies also meet annually either in New York or Los Angeles, where they exchange ideas on such subjects as how and where to get creative people and how and where to get various types of television commercials produced.

The network concept, which started 48 years ago as a social club for agency executives, now has developed into an important part of the agency scene. For an agency in Houston to be able to get "home office" service for an account in St. Louis or Atlanta is something few national agencies

can offer. And, because network agencies do not compete against each other, it's nice to be able to pick up the telephone and ask a colleague in San Francisco for some advice about an account that is creating problems for an agency in Minneapolis.

AMIN agencies work for each other on a time charge and out-of-pocket cost basis. An interagency service request form is initiated by the agency requiring help. The form contains the assignment, the budget, the deadline and even an invoice. Once the project is completed, it is forwarded along with the invoice to the initiating agency with a copy of the invoice sent to the headquarters agency that keeps service request records.

There are a multitude of projects ongoing among AMIN agencies.

A common request is for a survey among dealer groups or retail outlets that market certain products. An agency can develop and carry out a national survey for a client to determine attitudes toward a product. And what's most important to the agency and the client, the survey can be turned around in a matter of a few days at a fraction of what it would cost if done by an independent market research firm.

AMIN projects are frequently carried out to establish marketing strategy for clients, or to give agencies valuable product category information in soliciting new business.

Each request is directed to an "AMIN respondent," a person assigned by each member agency to expedite projects.

Negotiating television and radio buys on a local basis is a possible future network service. Even now, there are occasions when network members make buys for clients of other members. For instance, we have cleared and placed television buys in Houston for the client of our Cleveland affiliate during the Offshore Technology Conference at the Astrodome complex. Our Cleveland affiliate's client wanted certain fringe television to advertise its trade booth at the convention. Because of our local relationships in the market, we were able to clear the time.

There's a place in the advertising world for national agencies, major independent regional agencies and small local agencies.

But there's no question that the large, cash-laden Madison Avenue agencies will continue to absorb the independent regional agencies through purchase and merger in the next several years. By 1990, in fact, the list of major independently owned regional agencies will dwindle to a very few.

And for those independent regionals that plan to stay independent, the network concept not only will provide a competitive edge, but also could be a key to survival.



Christal

Congratulations to our client

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TOP OF THE WEEK

FCC cuts back the clears

Remaining I-A stations have protected area reduced to radius of 750 miles; first 37 new facilities identified out of possible 125 to be accommodated; minorities, noncommercials to have competitive edge

The FCC has taken the final step in breaking up the historic assignment of clear channel AM radio stations—a proceeding that had its origins in a 1945 notice of proposed rulemaking.

The commission voted last Thursday (May 29) to approve a plan that would allow up to 125 new unlimited-time AM stations offering service outside a 750-mile radius of what the FCC considers "reliable reception" for I-A stations. Its action, the FCC said, was a compromise between conflicting proposals to eliminate long-distance clear channel broadcasts altogether or to allow clear channels to increase their 50 kw power.

The commission decided to permit new stations to operate at "great distances" from the clear channel stations in areas where the clears' signals are generally too weak to provide consistently good service. In technical terms, the FCC has reduced interference barriers by establishing protection out to the point where there is a field intensity of .5 millivolts per meter (Mv/M) 50% of the time. This is the same standard of interference protection applied to 14 clear channel stations that already share nighttime use of their channels with others.

(As a result of a 1961 commission action, 12 of the 25 Class I-A clear channel stations share their channels with one unlimited-time Class II station each, located in another part of the country. Two additional clears have two co-channel stations each. The other 11—among those in last week's action—have had channel exclusivity at night. All the clears share their channels during daytime hours.)

Of the new stations, 100 will be on the clear channels and 25 will be on adjacent channels. The new stations are limited to 1 kw power, except when a service is the "first primary or groundwave service to 25% of the area or population which will receive interference-free service." The FCC felt that since that service requires

Where the first 37 may fall

These are the projected AM unlimited-time station assignments on Class I-A clear channels that have been included in the U.S. station inventory submitted by the FCC to the ITU International Frequency Registration Board (IFRB) at Geneva. The U.S. hopes to secure the right to protection against interference on these frequencies from stations in other western hemisphere countries. The list was generated by computer, the FCC asking for those cities with over 50,000 minority populations outside the new 750-mile limit, as well as those localities not now having an unlimited time local station.

Channel (kHz)	Present I-A on Frequency	Alaska	Cities with Over 50,000 Minority Populations	First Local Unlimited-time Outlet
640	(KFI Los Angeles)	—	Atlanta	Haines City, Fla. Mariana, Ark. Collinsville, Va. Wiggins, Miss.
650	(WSM Nashville)	—	Sacramento, Calif.	Woodburn, Ore.
660	(WNBC New York)	—	Albuquerque, N.M. Fresno, Calif. Phoenix	Shelton, Wash.
670	(WMAQ Chicago)	—	Miami	—
700	(WLW Cincinnati)	—	—	Rifle, Colo.
720	(WGN Chicago)	—	—	Dallas, Ore.
750	(WSB Atlanta)	Anchorage	El Paso	—
760	(WJR Detroit)	—	San Antonio, Tex.	—
770	(WABC New York)	—	—	Terrell, Tex. White Castle, La.
780	(WBBM Chicago)	—	—	Sedona, Ariz.
820	(WBAP Fort Worth)	Fairbanks	Buffalo, N.Y.	Newburyport, Mass.
830	(WCCO Minneapolis)	—	Los Angeles Tucson, Ariz.	Orange Park, Fla.
840	(WHAS Louisville)	—	Portland, Ore.	Lakeport, Calif.
870	(WWL New Orleans)	—	—	St. Helens, Ore.
880	(WCBS New York)	—	Shreveport, La.	—
1030	(WBZ Boston)	—	—	Milbank, S.D.
1160	(KSL Salt Lake City)	—	Mobile, Ala.	—
1181	(WHAM Rochester, N.Y.)	—	Houston	Dimmitt, Tex.
1200	(WOAI San Antonio, Tex.)	—	—	Canonsburg, Pa. Tomahawk, Wis. Selma, N.C.

Note 1: The FCC says this initial list will be supplemented with additional projected Class II assignments as continuing computer studies and engineering studies accompanying applications establish locations where additional Class II stations may be assigned. (Provision for nighttime operations by limited-time stations that arrange to give due protection to the Class I-A stations has been made on the basic station inventory.)

Note 2: Six other frequencies also have I-A clear channels, but they were not included in the FCC's initial inventory—although it is anticipated that new stations may be assigned on those frequencies as well. Those six and the I-A's now operating on them: 890, WLS Chicago; 1020, KDKA Pittsburgh; 1040, WHO Des Moines, Iowa; 1100, WWWE Cleveland; 1120, KMOX St. Louis; 1210, WCAU Philadelphia.

greater nighttime power, up to 50 kw will be allowed for stations meeting that requirement.

The 1 kw power level, the FCC said, "would provide satisfactory signals throughout most cities and to smaller cities and their nearby rural areas. The new stations will be required to protect each other sufficiently to provide that service."

FCC rules now specify that to qualify for consideration, applications for Class II stations must show that they will provide either the required proportion of first nighttime primary service, or the first or second local nighttime stations where there is no locally assigned FM station or FM channel available, or the first or second satisfactory nighttime signal throughout a community of license that lacks a locally assigned FM channel.

However, the commission views the new proceeding as another way to further its goal of increasing minority and/or non-commercial ownership or operation in broadcasting. And to that end, it added another "qualifying alternative"—showing 50% minority ownership and/or non-commercial operation. Applications with that qualification will obviously fare better in the competition for the new channels.

Commissioner Anne Jones expressed concern that the commission was discouraging anyone else from applying for these stations. "What we're really looking for [in our minority goal] is programing for minority groups," she said, "and there's no guarantee that a minority owner will mean minority programing." Jones added that she felt the commission should take programing into consideration "in this type of proceeding, and in distress sales, to insure we are achieving the end we want."

General Counsel Robert Bruce defended the new consideration, saying, "I feel it's rational for the commission to make selections to further its goals of increasing minority ownership."

The commission's action was taken under a May 31 deadline, imposed by the Region 2 (western hemisphere) conference (an arm of the International Telecommunication Union), for member countries to provide an inventory of AM stations in operation or to be authorized or operational by the end of 1981 for which they want protection. The United States now has priority use of its 25 clear channels under international agreements.

The commission, therefore, approved a partial list of 37 station assignments that are to be included in the inventory as projected results of the clear channel action. The assignments, on 19 channels, are in areas where there would be a first local unlimited nighttime service, and/or in locales where there is a minority population of more than 50,000. The FCC said these are "areas of need," although the listing does not preclude other assignments on those or other channels (see chart page 28).

The commission refused to defer clear

channel action until next year, when the western hemisphere regional broadcasting conference takes up a proposal to reduce AM channel spacing from the present 10 khz to 9 khz. If the reduction is adopted, as the United States recommends, 12 new AM channels would be created. The FCC also refused to defer action until it acts on proposals to increase FM assignments. "Only the clear channel spectrum space is immediately available to meet the most urgent need for more stations," it said, "and it is needed in addition to other potential spectrum resources."

The FCC also authorized limited-time stations on all the clear channels to apply for interim waivers to allow operation during all nighttime hours, and deferred acceptance of applications for new daytime stations on the clear channels until the locations and frequencies of the new unlimited stations are set.

Broadcast Bureau Chief Richard Shiben urged the commission to send a letter to Congress asking for additional appropriations to alleviate the administrative burdens that will be imposed by an expected flood of new applicants. He estimated that there may be as many as 2,000 applications for new stations—both in the clear channel spectrum as well as from spectrum

space opened up by other Region 2 negotiations. And he estimated 87 additional persons would be needed for the

Shiben said he would also recommend that some legislative action be taken to "unstymie the process," particularly with comparative proceedings. If the FCC wants to meet the next Region 2 deadline, for the November meeting, it must have all applications processed by Oct. 31, 1981.

The Clear Channel Broadcasting Service obviously was disappointed with the ruling. Russ Eagan, counsel for CCBS, said "A lot of people are going to lose service in areas that are already well-served."

Len Hensel, vice president of WSM(AM) Nashville, the *Grand Ole Opry* station that conducted a massive campaign against breaking down the clears, said: "We had hoped for the status quo. We have a large Canadian audience that's really going to lose out." He believes the station will petition for reconsideration.

Ray Livesay, of the Daytime Broadcasters Association, felt it "was a step in the right direction—but it doesn't go far enough." He feels that the commission is using a lot of spectrum space to serve too few people. "We would like to see protection only to the .5 Mv/M groundwave [rather than skywave] contour."

Joint board's Washington agenda

White House briefing and meeting with Carter are on tap for NAB; radio board considers changing network representation, bylaws; Fritts likely to be elected radio chairman; King unopposed for TV

The National Association of Broadcasters joint board goes to Washington this week with a resolve to continue and strengthen the association's more visible and more aggressive image. It intends to make its presence known at the White House, for one, when it meets on Thursday for a briefing on international and domestic policy matters followed by a meeting with the President.

The meeting was initiated by NAB's director of government relations, Ken Schanzer. Schanzer has coordinated the affair with Anne Wexler, assistant to the President, and Steve Simmons, associate director for government reform on the White House Domestic Policy Staff.

The full board will meet in the East Room of the White House at 1:45 p.m. Thursday for a briefing on a number of policy matters, not limited to broadcasting. The White House was hoping to get G. William Miller, secretary of the treasury, to do the briefing. At 3 p.m. President Carter will address the group and answer questions. The board had previously requested that President Carter be sent the list of questions NAB had prepared and sent to all presidential candidates. The White House plans a reception afterward.

One item on NAB's agenda is a change in NAB bylaws to respond to the growing

number of radio networks, each of which, under present rules, is entitled to a seat on the radio board. There is concern that a proliferation of network votes could create an imbalance of network-to-station representation. Some of the proposals the board will entertain include minimum numbers of affiliates in a given number of states, a fixed number of network seats to be rotated and a requirement that networks provide service to not more than one station per market.

The radio board will also look at proposals of its bylaws committee to eliminate some or all of its eight at-large directorships and merge them into smaller, more clearly defined district bases. Proposals include eliminating the eight at-large seats and going from 17 to 25 districts, or eliminating four at-large directorships and going from 17 to 21 districts. One board member hinted that the second proposal is most favored.

Another high priority item for the board is its engineering committee reports. With the FCC placing great emphasis on reallocating frequencies in the aural spectrum, the NAB board is anxious to get good, firm engineering studies of the probable impact of the various proposals on existing stations. The board will consider a proposal to form an industry advisory committee to gather data on the impact of the FCC's proposals to increase FM frequencies, as well as form plans to garner industry support for a joint government-industry advisory group to look into all the FCC's aural proceedings.

Members of NAB's convention com-

mittee are preparing a critique of this year's convention, as well as working with members for next year's committee on plans for the 1981 convention.

The joint board will meet Tuesday and Thursday, with committee meetings on Monday, and the respective radio and television boards on Wednesday. Along with the radio board's agenda of discussions on radio deregulation, performers royalty legislation and the FCC aural proceedings, it will be electing a new chairman. Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass., present radio board chairman, is stepping down, and it's expected that Vice Chairman Edward Fritts of Fritts Broadcasting of Indianola, Miss., will succeed him. Cullie Tarleton, general manager of WBT(AM)-WBCY(FM) Charlotte, N.C., is expected to get Fritts's seat as vice chairman.

Robert King of Capital Cities Communications, chairman of the television board, is up for re-election and is unopposed. The TV board's vice chairman,

Mark Smith, of Landmark Broadcasting, Las Vegas, is nearly assured of retaining his seat, though Kathryn Broman, of Springfield Television in Springfield, Mass., had expressed an interest.

Besides elections, the television board will be updated on NAB's activities in the FCC children's television, cable and low-power television proceedings.

NAB's joint board chairman, Tom Bolger, of Forward Communications, Madison, Wis., also faces re-election to a second one-year term. He too, is unopposed.

Bolger said that although he does not expect a tremendous amount of activity on Capitol Hill in the next six months, primarily because of the elections, he feels a major item on the board's agenda is deciding the direction for this and next year's major governmental actions. Bolger said the NAB's chief aim is to maintain a visible profile. "If any hazard exists in association work, it is complacency," he said.

Cable Net Two is activated, but most of its transponders aren't being used

Second satellite is turned on, while lack of earth stations keeps most programmers from sending out their product

Cable Net Two, the Comstar II satellite loaded with cable programmers, was to become operational today (Monday), but the event will go unnoticed by most in the industry as only one programmer, National Christian Network, plans to start programming this week. And, what's more, only one other, Satellite Communications Network, has any definite plans to start.

In the wake of the loss of Satcom III last December (BROADCASTING, Dec. 17, 1979), RCA Americom, the satellite's owner, leased 11 transponders from AT&T on Comstar II to accommodate 10 customers that had been promised service. Although some of the programmers felt that they should be given slots on Satcom I, RCA's Cable Net One, they were all offered and accepted Cable Net Two assignments.

Although the 11 slots are filled with some of the biggest names in the cable business, there are simply not enough earth stations aimed at the Cable Net Two satellite to make it viable. While it is estimated that some 2,500 now look at Cable Net One, only 30 to 40 are now oriented toward Cable Net Two.

Southern Satellite Systems attempted to give life to Cable Net Two by creating a partnership among its various programmers which would install between 200 and 300 earth stations at selected cable systems. The plan fell apart, however, for a couple of reasons: SSS failed to get a spot on Cable Net Two for the Satellite Program Network that it moved off Cable Net One when it sold SPN's transponder to Premiere, the new pay cable venture headed by Getty Oil. And, some observers suggest, the other pay cable programmers were miffed at SSS for making Premiere an instant competitive threat by selling it a Cable Net One transponder.

(It should be noted that although SSS has a transponder assigned to it on Cable Net Two, it must hold it open in case Turner Broadcasting's suit to win permanent assignment for the Cable News Network on Cable Net One fails. Turner won the right to distribute the 24-hour news programming from the primary bird for six months starting in late May as part of a consent order in which it agreed to drop \$34 million in damage claims.)

The other attempt to increase the number of Cable Net Two earth stations is being made by Satellite Communications



Here we are at . . . The 11-member FCC delegation to China was back in Washington last week, bringing with them information, memories and snapshots. Here, the four commissioners on the trip are pictured at the Guangzhou (Canton) telephone center in front of a microwave dish used to transmit telephone traffic to Hong Kong. L-r are Chen Lanzhou, deputy director of the Guangzhou Telecommunications Bureau (GTB); an interpreter known to the FCC delegation only as "Miss Jaijie"; Commissioner Tyrone Brown; Li Changzian, GTB engineer; Commissioner Robert E. Lee; Huo Weizheng, deputy director of the Guangdong Provincial Administration of Posts and Telecommunications (GPAPT); Chairman Charles Ferris; Chang Chen, deputy chief engineer of the Beijing (Peking) Ministry of Posts and Telecommunications; Commissioner Joseph Fogarty; Zheng Kunliang, deputy director of the GTB, and Feng Linying, a branch deputy director for the GPAPT. At a briefing last week on the trip, Ferris said the tour was "great" — for several reasons, one being that "we all learned about our own system and telecommunications structure. A lot of what we take for granted is put in a very different perspective." Ferris said the Chinese are in what they call a "charter stage" in developing telecommunication policies and processes. Ferris noted that in the city of Canton, there are three million people, but only 21,000 telephones. In the country of China, there are about a billion people, and four million television sets, although nearly all have radios. But Ferris said these numbers shouldn't be put in the context of the U.S. system. "If you lived in a community all your life, as did your family and friends, why do you need a telephone to get in touch with them?" he said. "It's silly to think of our type of system being useful to them." Ferris was referring principally to telephones; the delegation, in fact, spent much of its time on that element of telecommunications in China. But Ferris said the Chinese are interested in other things — direct broadcast satellites and AM stereo among them. The Chinese, said Ferris, "are very receptive and desirous of establishing contacts and being part of future World Administrative Radio Conferences as well as other international meetings."

Network, a Cable Net Two programmer that has asked each of the Cable Net Two programmers to ante up \$25,000 each to install earth stations at any 20 systems the programmer chooses. In addition to the one-time payment into the earth station pool, the programmers would also contribute \$200 per month for each of the earth stations.

SCN is eager to see the earth stations in place since it plans to offer two programs over its Cable Net Two transponder, starting in September—Las Vegas Entertainment Network and Cinemerica.

Disturbed but undaunted by the lack of earth stations, Ray Kassis, president of National Christian Network, plans to begin transmitting his eclectic religious programming over his Harris-built uplink in Cocoa, Fla., this week.

Besides NCN and SCN, the only programmer of the 10 assigned to the bird that will use its transponder is the Entertainment and Sports Programming Network, but, according to Bill Rasmussen, executive vice president, ESPN will not be using it for program distribution. The transponder will be used, he said, to bring back feeds from around the country to one of the several earth stations installed at ESPN's Bristol, Conn., headquarters.

Rasmussen also noted that ESPN has agreed to sublease the prime-time hours on the transponder to Premiere when that pay service gets rolling early next year. Even after Premiere comes on line, Rasmussen said, the off-hours would continue to be used by ESPN.

The three biggest names in pay television—Home Box Office (with two transponders), Showtime and Warner Amex—all have transponders on Cable Net Two and all let the National Cable Television Association convention pass without announcing any plans for them. All now say that they are looking at their options and none expects to announce any plans soon.

It could be that the big three have their hands full programming their multiple outlets on Cable Net One or that they are merely waiting for the proliferation of Cable Net Two earth stations, but Noah Mandell of Satellite Communications Network thinks their inactivity is a deliberate attempt to suppress competition by sitting on four precious transponders.

Mandell feels strongly that it is wrong to "sit around burning up" transponder time when there are many would-be programmers, begging for transponders. He said their "prime motivating force" is to "stifle new competition."

Rainbow Communications, owned by Christian Television Corp., licensee of WCLF(TV) Clearwater, Fla., had at one time an agreement to carry Cinemerica, but it dropped that contract and currently has no plans to program its transponder. It is known that Rainbow Communications offered to sell out to Southern Satellite Systems when SSS was trying to find a spot for Satellite Program Network on Cable Net Two, but, according to Dick Smith

of SSS, its asking price was "outlandish." According to a number of industry sources the Rainbow asking price was around \$7.5 million, \$2.5 million more than Premiere paid SSS to take over SPN's spot on the far more lucrative Cable Net One.

Another programmer that has yet to figure out what to do with its transponder is Times Mirror. It apparently bought its transponder on Cable Net Two from Total Communications Systems on pure speculation. John Cooke, vice president, business planning, said that it is presently in the process of examining a number of options, including some informational uses.

Like Times Mirror, Spanish International Network hasn't decided what to do with its transponder. Fred Landman, vice president, said SIN is seriously considering moving SIN's Spanish-language programming, currently being distributed to cable systems and broadcasters via Westar III, to Cable Net Two to reach a wider cable audience. But, Landman said, he is not convinced that Cable Net Two will be the best way to do that.

He said that there is a possibility that Westar III might be the next cable satellite, since at least one cable programmer, Southern Satellite Systems, has already moved there and there are rumors that others will follow. It only takes one strong programmer like HBO, Landman said, "to lead the charge."

One who would like nothing better than to see Westar III become the next cable satellite is Dick Smith of SSS. When SSS was unable to find time for its Satellite

Program Network on Cable Net Two, it signed a deal with VCI Satellite Ltd. to share a transponder on Westar III. And to give SPN a needed boost, SSS has said that it will buy 100 earth stations and install them around the country.

There are other reasons why Smith is optimistic about Westar III as a cable satellite. First of all, he said, although CBS hasn't indicated what satellite it would use to distribute its cable programming, it already has a transponder on Westar III and it would have to pay a premium to buy onto Cable Net One or Two. He also suggested that if CNN is booted off Cable Net One it might choose to distribute via Westar III, where it has a transponder, instead of going to the SSS transponder reserved for it on Cable Net Two.

Premiere, Smith pointed out, also has the option of programming from Westar III by virtue of the transponder Hughes Television network has on that bird. (Hughes is a subsidiary of Paramount Pictures, one of the four movie companies involved in Premiere.) Smith also suggested that if ABC should decide to follow CBS's lead into cable programming, it too has a Westar III transponder.

Smith also said that Westar III has a couple of inherent technical advantages over Comstar II that make it more attractive. Westar III, he said, is the newest and most powerful of the domestic satellites now in orbit. That translates, he said, into smaller and cheaper earth stations. With the Westar, he said, 10-foot dishes can be used instead of 15-foot dishes and the "10-footers are half the price."

Cable Net One		Cable Net Two	
Transponder	Leasee (sub-leasee)	Transponder	Leasee (sub-leasee)
1	Warner Amex Satellite Entertainment	IV	Message traffic
2	PTL	1H	Message traffic
3	United Video	2V	Message traffic
4	Out of Order	2H	Message traffic
5	Warner Amex	3V	Message traffic
6	Southern Satellite Systems	3H	Message traffic
7	Entertainment and Sports Programming Network	4V	Message traffic
8	Christian Broadcasting Network	4H	Message traffic
9	UA-Columbia Satellite Services	5V	Entertainment and Sports Programming Network (Premiere)
10	Showtime Entertainment	5H	Message traffic
11	Warner Amex	6V	Rainbow Communications
12	Showtime	6H	Message traffic
13	Trinity Broadcasting	7V	Southern Satellite Systems
14	Southern Satellite Systems-Cable News Network	7H	Message traffic
15	Message traffic	8V	Showtime Entertainment
16	Showtime	8H	Message traffic
17	Showtime (Eastern Microwave)	9V	Home Box Office
18	Reuters (Spanish International Network)	9H	Home Box Office
19	Message traffic	10V	Satellite Communications Network
20	Home Box Office	10H	Spanish International Network
21	Southern Satellite Systems (Premiere)	11V	Message traffic
22	Home Box Office	11H	Total Communications (Warner Amex Satellite Entertainment)
23	Home Box Office	12V	United Video (Times Mirror)
24	Home Box Office	12H	National Christian Network

Resistance movement builds against Arbitron rate hikes □ Congress close to rewrite action □ Region 2 sets date for 9 khz □ PACE: maker of money for public television? □ WSB-TV puts the squeeze on NBC

Advisory board proposes that radio form all-industry unit to fight rating service's fee escalation

Plans by Arbitron Radio to put a rate increase into effect next year brought a call from its own advisory council last week for formation of an all-industry committee to face up to the ratings firm in negotiations.

Broadcaster members of the council, which is headed by George Nicholaw, vice president and general manager of CBS-owned KNX(AM) Los Angeles, said in a resolution that the council could not itself discuss rates with Arbitron for fear of antitrust consequences. But it felt that an all-radio-industry committee, patterned after those that for years have negotiated industry-wide music-license agreements, could do the trick.

Don Nelson, vice president and general manager of WIRE(AM)-WXTZ(FM) Indianapolis, was leading an effort to round up seed money to retain lawyers to pass upon the legal feasibility of the all-industry committee approach. He said last Thursday that he had already received \$9,500 in commitments. He had said earlier that he was shooting for about \$10,000.

Both Nelson, who is a member of the advisory council, and Nicholaw emphasized that the council itself was having nothing to do with organizing an all-industry committee, except to recommend that it be done. Nicholaw said copies of the resolution were being distributed to stations late last week.

The resolution was adopted unanimously by the 12 broadcaster members attending a council meeting with Arbitron leaders at El Paso. Nicholaw said it came about because many broadcasters had approached council members and expressed concern about the proposed rate increase, suggesting that the council negotiate with Arbitron. But for antitrust reasons, he said, the council unanimously decided not to talk rates with Arbitron but instead to refer all such issues to the all-industry committee that it felt should be created.

Some broadcasters ventured that Arbitron Radio's proposed new rates would mean that, as one put it, "every broadcaster will be paying up to 40% more within two years."

Arbitron sources questioned that estimate, but declined to say what the average increase might be. A check in one market, they said, indicated an increase of about 15%, before discounts. "Every station must look at its own circumstances before saying it would be paying more or less," one official said.

Arbitron authorities also challenged the legality, under antitrust laws, of the all-industry negotiating approach.

Current Arbitron Radio rates are com-

puted on three rate cards that equate with the number of times a market is surveyed in a year, using a station's highest one-minute rate as a factor.

Tony Kelsey, Arbitron general counsel, said the new plan, to be effective in 1981, calls for a single rate card—also using the highest one-minute rate as a factor—that will cover normal service plus other features that now must be bought separately. These include Expanded Sample Frame, for which an extra 5% is now charged; additional measurements, which add 7.5%, and larger sample size.

Kelsey compared the current system with a car that costs \$6,000, to which the buyer adds \$4,000 in options, and the new system with a \$10,000 car on which the options are standard equipment.

On average, he said, markets across the U.S. will get a 39% larger sample under the new plan, and discounts will be available too: A station that has been a subscriber more than 12 months will get a 10% discount; a station that is a member of a group will get 10% off if all stations in the group subscribe; and if Expanded Sample Frame has not yet been implemented in a market, a 5% discount will apply.

Kelsey said Arbitron will also offer three-year contracts that will provide for additional discounts—15% during the first contract year, 7.5% during the second contract year and no discount in the third year.

The new contracts are slated to become effective Jan. 1, 1981. Subscribers up for renewal in October and November of this year may switch to the new contract or stay on the old.

House version of communications legislation scheduled to be marked-up next week; Senate bill, with broadcast provisions, is just about ready too, but may be delayed by budget matters

The House Communications Subcommittee met in a closed meeting last Thursday, and indications are that differences on a communications bill have been resolved. Representative Lionel Van Deerlin (D-Calif.), chairman of the subcommittee, announced that he has scheduled a mark-up for next Wednesday (June 11). It is possible, however, that the situation could change.

But it is believed that the subcommittee is as close to agreement on compromise legislation as it has ever been, and had the schedule permitted, the mark-up might have taken place this week.

The Senate is also apparently ready to begin consideration of a bill. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, has been tied up with his responsibilities as Budget Committee chairman, and the compromise bill that has been in the works has

still not been introduced.

There was word late last week, however, that Hollings was ready to go ahead with a mark-up. Senator Howard Cannon (D-Nev.), chairman of the full Commerce Committee, is apparently also ready to proceed with consideration of the bill, which, unlike the House version, contains broadcast provisions.

Cannon has scheduled a meeting of the key players for early this week to discuss how and when to move on the bill. Sources indicate that, because of final work on the budget this week, which will occupy Hollings, introduction of the legislation may be delayed again. They say, however, that next week may finally be the one.

AM channel reduction the topic at Nov. 1981 meeting; site not set

The second and concluding session of the Region 2 (western hemisphere) conference that will, among other things, resolve the question of AM channel separation, has been scheduled for six weeks beginning in November 1981. But the exact date and place remain to be set. One place where it will definitely not be held—to the annoyance of a number of U.S. broadcasting interests—is Washington.

The Administrative Council of the International Telecommunication Union, meeting in Geneva, has settled on plans for 13 world and regional radio conferences—many of them spin-offs from the general World Administrative Radio Conference held in Geneva last fall—to be held between 1981 and 1986.

The council tentatively decided on Geneva as the host city for the second session of the Region 2 conference on AM broadcasting, and set the date for Nov. 2, 1981. However, Brazil has expressed an interest in offering Rio de Janeiro as the host city, and has been given until Aug. 15, 1980, to make a decision. Brazil is uncertain whether it can raise the \$1 million it believes it would cost to host the conference.

Some U.S. broadcast interests feel that the State Department erred in not seizing the opportunity to offer Washington. They say U.S. interests would benefit by making it easier to bring industry expertise to bear on the proceedings. Issues involving the proposed reduction of channel spacing from 10 khz to 9, are expected to spark long, arduous debates.

Last week, State Department officials said the possibility of Washington serving as a host city had come up only in January—too late, as one put it, "to be cranked into the programming cycle for conferences." One official said the \$1 million the conference would cost would deplete a large portion of the department's budget

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already allocated, for international conferences. And the prospect of obtaining White House and congressional approval for a supplemental appropriation—given the large share the U.S. already provides for support of international organizations generally, the official added, did not seem promising.

Three of the other upcoming international conferences for which the administrative council set dates are of particular interest to broadcasters. A conference to plan use of the broadcast satellite service in the western hemisphere has been scheduled for five weeks beginning June 13, 1983.

The WARC to plan use of the HF (short-wave) broadcasting band will be held in two sessions—the first, to set technical standards, beginning January 1983 and running for five weeks; the second, to draft the plan, beginning October 1984 and lasting seven weeks.

And the Region 2 conference to plan use of the additional AM frequencies made available by the 1979 WARC has been scheduled for four weeks, beginning in mid-April 1985. The WARC expanded the band from 1605 khz to 1705 khz (BROADCASTING, Dec. 10, 1979).

CTW-type set-up proposed for selling of high-brow programs

A nonprofit pay-cable service for Performing Arts, Culture and Entertainment (PACE), requiring a \$30-million investment in grants and loans, has been recommended by a Carnegie Corp. of New York task report "Keeping PACE with the New Television: Public Television and Changing Technology."

A follow-up to last year's findings by the Carnegie Commission on the Future of Public Broadcasting, the report suggests that the public-television community get behind PACE not only as an eventual program supplier to the Public Broadcasting Service but also before a commercial competitor comes in with a PACE-like service and grabs PTV's dominance in the cultural arena.

PACE, like the Children's Television Workshop, would be independent of, but work closely with, the PTV system. Capitalization of \$30 million would be sought from private underwriters and government agencies, with the Corporation for Public Broadcasting asked to be a lead funder and also to guarantee loans for half the needed amount. The break-even point is projected for the fourth year of operation with 750,000 subscribers paying \$9 monthly, divided equally among PACE and cable system operators.

Distributed via satellite, the PACE service would offer 210 hours each month, with 20-30 new events including opera, movies, museum exhibitions and contemporary music. "Arts magazines" also would be included.

The proposal is to be presented to the Public Broadcasting Service annual meeting this week.

Ted Turner warmed up Cable News Network facilities in Atlanta last week with live press conference fed to 34 cable systems around country. In response to questions submitted by telephone, CNN founder said: **two million, not hoped-for three million, subscribers** would be on line first week of operations; **17 national advertisers are firm** for first year; in first 18 months of operation, CNN will **pull revenues of \$2 million monthly, pay out expenses of \$3 million monthly**. CNN President Reese Schoenfeld also announced that cable network has worked out exchange agreement for news with about 30 TV stations. □ According to its own calculations, **CBS-TV was national prime-time winner in both Arbitron and Nielsen May sweeps**. In Arbitrons: CBS 16.3 average, ABC 16.1, NBC 14.6. In Nielsens: CBS 16.2, ABC 15.9 and NBC 14.7. □ **FCC is set to use lottery for first time** in comparative proceeding. Commission found both Greater Media Radio and Alexander S. Klein Jr. equally qualified for FM channel in Media, Pa., and has instructed staff to set up by-chance selection process. □ **National Cable Television Association**, which nearly swamped facilities in Dallas at this year's convention, is **concerned it won't fit into Los Angeles venue next year**. Staff is checking out West Coast site, although, as one member said, "I don't know if there are any options." **National Association of Television Program Executives**, meanwhile, is so happy with **San Francisco** for convention purposes that its board has approved **seven-year commitment** for that city for 1984-90 meetings. New York is 1981 site; it's Las Vegas for 1982 and 1983. □ House approved money to keep Federal Trade Commission operating Friday, but Senate did not take up matter, and **commission finds itself out of business again today**. Problem this time around was not whether to appropriate funds for agency, but where to get funds from. There was talk late Friday that Senate would debate another continuing resolution, but chairman of House Appropriations Committee informed Senate that House would not be able to consider that idea so late in week, and Senate decided to hold off entirely on matter. Since FTC now has its authorization, it won't suspend operations totally. Staffers will report to work today, but activities will be limited; travel status will be revoked, and people will have to return to agency. All this comes about because temporary funding expired May 31. □ **Mike Weinblatt**, who until last January was president of



Weinblatt

NBC Entertainment, and since then has headed NBC Enterprises (videodisk programming, overseas distribution), **will become president of Showtime Entertainment**, pay cable service owned jointly by Viacom and Teleprompter. He succeeds **Jeff Reiss**, named executive VP, Viacom Entertainment Group. Weinblatt joins such senior broadcast executives as Jack Schneider (former head of CBS/Broadcast Group now with Warner Amex) and Robert Wussler (former president of CBS TV Network now with Turner Broadcasting System) in shifting to cable—medium Weinblatt sees as "the most challenging area of TV in the 1980's." His successor at NBC hasn't been identified. □ **Charles Kenneth Banghart**, 70, radio and television news reporter in New York and Washington for more than 30 years until his retirement in 1968, died at his home on Delray Beach, Fla., on May 25 after long illness. He worked for NBC Radio in Washington; NBC's WRC(AM) there and WNBC(AM) and CBS's WCBS(AM) both New York, handling political assignments and wide range of areas, including theater, books, interviews and business and finance.

Television affiliate shake-up may be in offing in Atlanta

NBC-TV was marshalling arguments and forces Friday in an attempt to stave off what could be one of its most serious affiliate defections yet—a switch by WSB-TV Atlanta to ABC-TV.

The *Atlanta Journal*, which is associated in ownership with WSB-TV, reported earlier in the week that the switch was all set. But officials of WSB-TV, NBC and ABC all said that was not true—at least not yet.

Fred Barber, vice president and general manager of the station, said he had served "protective cancellation" notice on NBC in March, and that negotiations on a new contract have been in progress. Without the protective cancellation, the current contract would have automatically renewed at its Sept. 30 expiration date.

WSB-TV, on channel 2 and for years one of the leading stations in the NBC line-up, has a substantially higher rate of compensation as one of its goals for a new contract. "We certainly feel we're entitled to more," Barber said.

ABC, currently affiliated with channel 11 WXIA-TV in that market, has also been talking with WSB-TV about a switch, according to several reports, although neither Barber nor ABC executives would say so. "In the normal course of business," ABC said Thursday in a statement, "we do have discussions with representatives of various stations while assessing our strength in those markets. We have not changed our affiliation in Atlanta."

The ABC-WXIA contract is said to extend to June 1981.

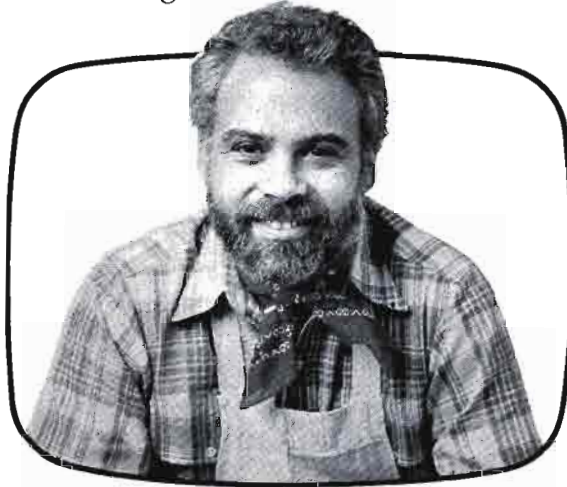
An NBC-TV delegation headed by President Robert E. Mulholland was scheduled to meet again with WSB-TV executives in Atlanta Friday afternoon. The meeting had been set for some time, but Mulholland apparently was a late addition. Other members included Ray Timothy, executive vice president, and Pier Mapes, vice president for affiliate relations. NBC sources said President Fred Silverman, who made a personal visit to Minneapolis in a vain attempt to keep KSTP-TV there from switching to ABC 19 months ago, did not plan to attend the Atlanta session.

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Cox walks out of the church

Corporate marriage with GE is off as reluctant bride petitions FCC for reconsideration of order that blessed biggest-ever merger in broadcasting; other forces were already at work to stop the wedding

Cox Broadcasting Corp., which had once looked forward to being absorbed by General Electric Co. in the largest merger in the history of broadcasting, last week filed with the FCC the pleading that could be considered the fatal blow to those once bright hopes. It was a petition for reconsideration of the commission order, issued on a 7-0 vote on April 28, granting GE's acquisition of Cox in a transaction the FCC valued at \$560 million (BROADCASTING, May 5).

Cox filed its petition—which was based on one of the conditions the commission attached to its order—on May 28, one day before the deadline for such pleadings. But Cox was not alone. On the next day, three pleadings were filed, including a court appeal, by parties that for months had been threatening such action if settlement of their respective differences and concerns were not resolved.

But one pleading was sufficient, in effect, to kill the merger. For it blocked issuance of a final commission order by May 31, the deadline set in the contract. After that date, either party is free to terminate the agreement.

And Cox has left no doubt it wants to be free of the agreement. It feels that the value of its properties—particularly its cable holdings—has increased to such an extent that the price on which the contract was based is woefully low. Indeed, GE's offer to increase the price by what sources say was \$130 million was rejected by Cox as inadequate.

(Cox did not stop with its petition. As a "precautionary" move against the petition proving defective, it filed a notice of appeal in the U.S. Court of Appeals in Washington on May 29.)

Cox, in any event, maintains that the merger agreement has been terminated by "mutual agreement"—a position with which GE does not agree. Cox says that a letter of agreement signed on April 17 committed the parties to terminating negotiations looking toward the merger if they were not able to agree on revised merger terms or to agree to extend the deadline. The letter added that the parties agreed there was "no reasonable expectancy" that a final order could be issued by

May 31. And the talks ended on April 24. GE, however, insists the negotiations looked toward completion of a merger on the basis of a "preliminary order."

The belief that a final order could not be issued by the contract deadline was based in part on the difficulty GE was experiencing in negotiating settlements with other parties opposing the merger—Virginia Beach Telecommunications Corp., National Citizens Committee for Broadcasting, Committee for Open Media, Friends of the Earth and Community Coalition for Media Change, the last a citizen group in the San Francisco Bay area.

And they did in fact file on the 29th—petitions for reconsideration by VBTC and CCMC, and a joint court appeal by NCCB-COM and FOE.

Cox's petition for reconsideration seeks removal of the requirement in the commission order that two Cox sisters—Anne Cox Chambers and Barbara Cox Anthony—and their husbands divest themselves of the aggregate GE stock they would own in excess of 1% of GE stock outstanding. Each sister and her husband would own about 1% as a result of the merger, and the divestiture order was designed to bring them into compliance with the commission's media crossownership rules, since Cox Enterprises, in which they have an interest, would continue to own newspapers in four cities where GE would own television stations.

But Cox's petition says the "Cox family shareholders have not agreed to, nor do they accept, the divestiture condition . . ." It adds that Cox and GE never agreed on the basis on which the proposed merger could proceed in the event the commission required the Cox family shareholders to dispose of a substantial portion of the GE shares they were to receive. And the amount is substantial—1,802,710 shares valued at more than \$87,200,000, according to Cox.

Sale of that "enormous block of GE shares," Cox said, would prevent the Cox family shareholders from retaining a large

part of the investment in GE which they had expected to gain and would subject them to federal income-tax liability of about \$24,500,000.

Cox asks that the condition be removed or waived. Or, it adds, in a suggestion not likely to heal the breach between it and GE, the commission should determine if GE is prepared to assume responsibility for conforming its broadcast holdings with the multiple ownership rules. If the commission does neither, Cox says, "the only remaining alternative is to rescind" approval of the merger. For commission rules and precedent, it says, bar the grant of an assignment application based on terms to which a party has not agreed and which adversely alters the underlying agreement.

Cox's filing had come as a surprise. Cox had been expected to use the letter agreement and the commission condition involving the Cox sisters if forced to defend itself against a breach of contract suit by GE. It was to one or another of the four parties that had opposed the merger that GE looked for a pleading that would block issuance of a final order by May 31.

A GE spokesman last week confirmed that GE had ended its talks with the groups "because it had become evident to us that we couldn't come to any mutually acceptable agreement."

It was understood that the groups' proposals would have cost GE some \$25 million. But, as one source said, it wasn't necessarily the money involved so much as "the principle."

For instance, VBTC had filed its petition to deny as the result of a bitter franchise battle it had fought, and lost, with Cox in Virginia Beach, Va. It is now suing Cox for \$9 million, charging Cox used fraud to obtain the franchise. VBTC according to sources, sought \$9 million as a settlement from GE. GE is said to have felt such a settlement would be improper; instead, it offered \$250,000 to cover VBTC's litigation expenses and said it would abide by the outcome of the court case. VBTC evi-

Just a joke, Gene. John Backe is out at CBS, but what's this about Gene Jankowski?

Since Backe was ousted as president of CBS on May 8, rumors had been flying that other top executives were on the way out. At 9:52 p.m. on May 23, UPI carried an announcement that Jankowski, president of the CBS/Broadcast Group, had resigned. Forty minutes later UPI sent a "kill" bulletin advising its clients that Jankowski had, in fact, not resigned. What happened? It seems that a man who said he was a spokesman for CBS and identified himself as "Bill Fahan" released the story by telephone. There is a Bill Fahan at CBS but he is not with the press department; he's an anchorman at WCBS(AM) New York. Paul Gottschalk, vice president, corporate information, CBS, phoned UPI shortly after the news service released the story and denied the Jankowski resignation. Gottschalk said the story was a hoax. She said Fahan was on the air at the time and was not involved. She added that the phony story had also been called in to AP, the *New York Times* and the *Wall Street Journal*. An official of UPI said the news service tried to confirm the story but could not reach any of its contacts until about a half hour after it had put it on the wire. He also said he didn't think any newspapers or radio stations had carried the original announcement although some reported the follow-up story denying Jankowski had resigned.

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dently regarded that as inadequate; it petitioned the commission for reconsideration on, among other grounds, the lack of character allegedly demonstrated by Cox, in the manner in which it sought the cable franchise, and by GE, in various non-broadcast related matters the commission has already considered.

FOE had made several demands, at least one of which was said to be unacceptable to GE. It was for a \$10-million foundation to "undo," as Andrew Baldwin, FOE legal director put it, "the damage done" by a GE nuclear reactor in California. The reactor has been shut down since 1977, when the Nuclear Regulatory Commission received information GE had had in its possession for three years that the plant was built near an earthquake fault.

Baldwin said the foundation would have promoted the use of solar rather than nuclear energy and would have encouraged energy conservation. It also would have sought to "minimize" what Baldwin said was the health and public-safety damage the reactor had caused. (He also said FOE would have retained 3% of the \$10 million as reimbursement of its expenses in fighting GE on the reactor issue since 1976). GE, a major force in the nuclear energy field, "was not interested," Baldwin said.

NCCB-COM, which had originally opposed the proposed merger on grounds that it would result in an undue concentration of media control and that GE lacked the necessary character qualifications, agreed to seek a settlement at least in part to heal a breach with other citizen groups that felt the proposed merger was in the best interests of minorities. NCCB-COM sought an elaborate package, estimated to cost some \$7 million and designed to promote citizen participation in the operation of access channels of the cable systems GE would own, as well as on advisory committees at each of the 17 broadcasting stations that would carry the GE label. The centerpiece was a \$6-million foundation that would provide the groups with organizational, technical and programing support.

That proposal, sources indicated, did not appear unacceptable to GE. Nor did the Community Coalition for Media Change seem to be an obstacle. Marcus Garvey Wilcher, who heads it, originally sought some \$2.25-million over three years for a foundation in Oakland to aid minorities interested in gaining access to broadcasting. Later, he abandoned that proposal and reportedly concentrated on a request for reimbursement of expenses and for settlement of two equal employment opportunity claims filed against KTVU(TV) Oakland, now owned by Cox. Sources said the parties had not reached a final figure but that Wilcher was "being reasonable." (CCMC's petition for reconsideration claims the commission failed to resolve issues of misrepresentation, bad faith and character qualifications it had raised regarding GE and Cox.)

However, sources noted that it would be pointless to settle with any of the parties unless agreements could be reached with

all.

The failure of the citizen groups to obtain benefits as a result of the merger does not constitute the total so-called public interest dividend that would be lost as a result of the failure of GE and Cox to consummate the merger.

The proposal itself had been structured in a way to include substantial benefits for minorities. GE had agreed to establish a \$9-million foundation to train minorities and women interested in broadcasting as a career. Perhaps of even greater significance was that the proposal would have resulted in an increase in the number of minority-owned stations. For companies scheduled to purchase six of the 11 stations that would have been spun off to comply with commission rules are owned or controlled by blacks.

Nor is that all. GE and Cox last August had reached an agreement with the Atlanta chapter of the National Association for the Advancement of Colored People and the American Civil Liberties Union of Georgia as part of an effort to clear the way for FCC approval of the proposed merger, the local groups had petitioned the commission in 1977 to deny renewal of Cox's WSB-AM-FM-TV Atlanta on grounds of discrimination against blacks in

programing and employment and concentration of media control.

The agreement provided for a \$750,000 trust fund to be provided in equal parts by GE and by Metromedia Inc., which was to acquire WSB(AM), for the establishment of a programing facility. It would have provided training for minorities interested in production as well as a means for providing programs to be presented on WSB-TV under the terms of a public-access agreement.

Cox has said the benefits promised under the proposed merger need not be lost. It has told the commission that it would review the agreements to determine what portions of the benefits, "or alternatives," can be arranged. It also promised an early meeting with the groups in Georgia, and expressed the belief an accord can be reached "in due course."

The local NAACP and ACLU chapters, whose petition to deny will be reinstated in the event the merger is aborted, also filed on May 29—a "conditional petition for reconsideration," one that becomes effective if the merger is not consummated. The pleading could also lead to the last word: It asks the commission—in the event the merger collapses—to vacate its order in the case, and thus wipe it out as a precedent.

Intermedia

Same thing. Regulatory problems facing Canadian broadcasters are not dissimilar to those facing American broadcasters. Speaking before Canadian Association of Broadcasters, its president, Ernest Steele, said "Somehow, something else must be done, as well as in the meantime, about regulations that are no longer pertinent to the broadcasting system." Steele feels that there are many outmoded regulations being enforced by Canadian Radio Television and Telecommunications Commission and he is concerned about "mood of the CRTC demanding existing regulations that are to be scrupulously enforced until new ones are forthcoming." Some of conditions concerning Canadian broadcasters: AM allocations, proliferation of illegal reception of foreign TV signals off satellites, pay TV and role of cable.

More. With franchise awards for Richmond Heights, Mayfield Heights, Woodmere Village and Orange Village, all Ohio, Viacom will add another 14,300 homes—passed to its Cleveland-area territory, bringing total around city to more than 112,000 and in state, to more than 200,000.

Jewish archives. Charles H. Revson Foundation and Jewish Museum are creating National Jewish Archives of Film and Broadcasting. Foundation's grant of \$550,000 will launch project as part of museum, which is under auspices of Jewish Theological Seminary of America and is located in New York. Archives will include films and television programs including dramas, interviews, news and documentaries, copies of which are to be secured by special agreement with three commercial networks and Public Broadcasting Service.

Newsroom-to-home television. Florida Times-Union and Jacksonville (Fla.) Journal are providing cable subscribers of Area Cablevision's Jacksonville cable system 24-hour-a-day news service, seven days per week. Textual news service called Cablevision 12, is provided by Florida Publishing Co., publisher of newspapers. Four-man staff selects stories from memory bank of newspapers' computerized newsroom system, rewrites them in broadcast news style and enters them into character generator. Generator produces video "pages" that are sent by telephone line to Area Cablevision's head-end for distribution over channel 12 of system. In addition to text service, Cablevision 12 staff has produced and cablecast several consumer and public service programs. It also provided live coverage of regional spelling bee. Florida Publishing owns nearly 10% of cable system and furnishes programing in exchange for use of channel.

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Los Angeles	Superman	UP 98%	UP 469%	UP 336%	UP 184%	UP 187%	UP 52%
Philadelphia	Hogan's Heroes	UP 87%	UP 196%	UP 181%	UP 54%	UP 163%	UP 118%
Boston	6 Million \$ Man	UP 122%	UP 186%	UP 126%	UP 152%	UP 119%	UP 111%
Detroit	Dinah	UP 30%	UP 86%	UP 136%	UP 112%	UP 174%	UP 578%
Houston	Andy Griffith	UP 127%	UP 100%	UP 105%	UP 60%	UP 258%	UP 150%
Atlanta	Every Day	UP 92%	UP 88%	UP 120%	UP 280%	UP 513%	UP 1950%
New Orleans	Andy Griffith	UP 89%	UP 141%	UP 129%	UP 37%	UP 211%	UP 175%
Jacksonville	Bewitched	UP 68%	UP 88%	UP 92%	UP 114%	UP 109%	UP 11%
Huntsville-Decatur	6 Million \$ Man	UP 188%	UP 233%	UP 250%	UP 700%	UP 100%	UP 180%
Augusta	Newlywed Game	UP 105%	UP 120%	UP 183%	UP 175%	UP 233%	UP 144%
Montgomery	My 3 Sons	UP 13%	UP 58%	UP 40%	UP 60%	UP 50%	UP 33%
Lafayette, La.	Partridge Family	UP 76%	UP 113%	UP 100%	UP 100%	UP 50%	UP 35%
Columbus, Ga.	Various*	UP 71%	UP 95%	UP 92%	UP 53%	UP 78%	UP 146%
Panama City	Bewitched	UP 57%	UP 193%	UP 164%	UP 48%	UP 71%	UP 30%

*Match Game/Gong Show/Candid Camera/Family Feud/Muppets

Source: A.C. Nielsen, Feb. 1980/Feb. 1979.

AWRT: deep in the heart of Texas

Women's convention heads for San Antonio and four days of sessions, ceremonies this week

Presentation of the American Women in Radio and Television's Silver Satellite Award to syndicated TV host Phil Donahue (BROADCASTING, May 19) will be one highlight of the Friday night banquet during AWRT's 29th annual convention June 3-7 at the Marriott and Hilton hotels in San Antonio, Tex.

Other honors to be conferred during the evening will be the First Women in Broadcasting Awards, a project initiated last year by the AWRT, which has been soliciting nominees in an effort to establish a factual record of women pioneers in broadcasting (BROADCASTING, Feb. 25). AWRT also said it will make commendations for programming that presents positive women's images.

Liz Carpenter, veteran Washington correspondent and now assistant secretary for public affairs at the new Department of Education, will be banquet speaker.

A particularly heavy part of the agenda will take place Friday afternoon, June 6, when 12 workshop sessions will take place.

On Thursday, a morning general session will be "The Invisible 65%: Women, Minorities, Children, the Aging, the Han-

dicapped." It will feature Dorothy and Jerome Singer, professors of psychology and co-directors of Yale University's Family TV and Research Consultation Center, as well as Dean George Gerbner and Nancy Signorielli of the Annenberg School of Communications.

In charge of the convention arrangements is Mary Denman, producer/broadcaster of *Morning Magazine*, weekday talk show on WOAI(AM) San Antonio. Timatha S. Pierce of NBC, New York, is national president of AWRT. She will be succeeded at the convention by President-Elect Martha Pell Stanville, director of advertising, WCCO-TV Minneapolis.

Battle in Britain

The Independent Broadcasting Authority, the body in charge of Britain's commercial television network (ITV), has announced the bids received for the renewal of the 15 regional franchises and for starting a breakfast television service.

At present, neither ITV nor the two BBC channels operates any morning programming. People instead turn to news and current affairs on radio. Eight groups are competing for the breakfast franchise, including some well known figures in British television and one former British ambassador to the United States.

One company, however, has an edge in the competition. That is Independent

Television News, which is jointly owned by the regional franchise companies and produces three network newscasts daily for ITV. Since most proposals for the morning service provide for a heavy dose of hard news, the cooperation of ITN would be vital for any applicants since setting up a new international television news service would hardly be worth the money. Since ITN has put in its own bid, no agreement has been reached with any of the other competitors for providing newscasts within a breakfast program.

The other applicants are also powerful figures in British broadcasting. The Associated Communications Corp., owned by Lord Grade, has put in a bid, and so has a company called TV-AM, which is managed by David Frost and former Ambassador to the U.S. Peter Jay, among others.

The IBA has not even guaranteed that any morning franchise will be awarded. The authority states only that "it would be prepared to consider applications from people interested in providing a nationwide breakfast-time service."

Aside from the breakfast bids, 36 companies are competing for the 15 regional franchises. In Britain, all franchises are awarded at the same time, and the renewal of existing franchises is not automatic. The system is much like one huge comparative hearing before the FCC in the U.S., and when renewals last came up in 1968, some companies lost their



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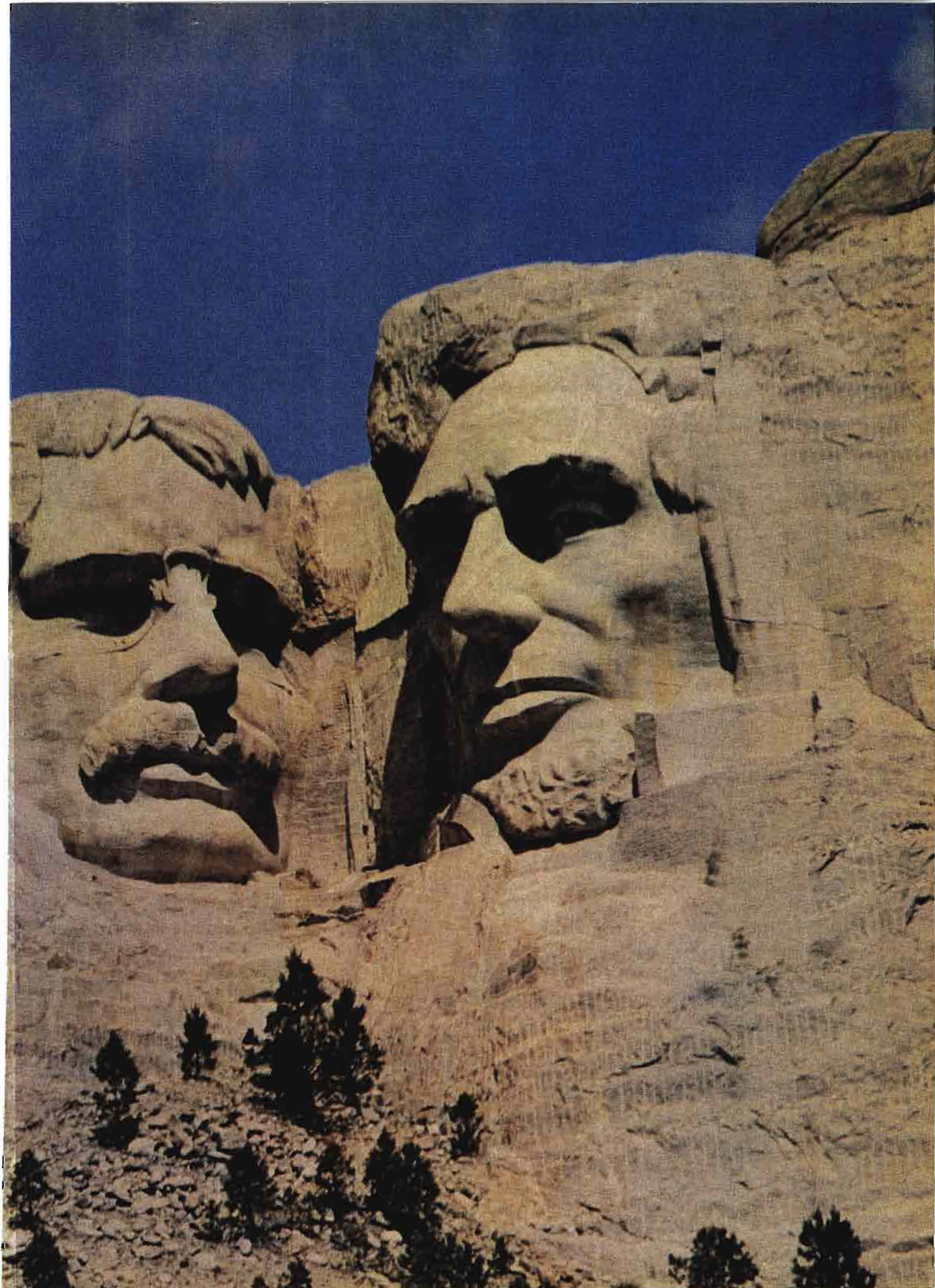
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Chicago	WGN	Las Vegas	KVBC
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Columbus, GA	WRBL	Louisville	WDRB
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franchises.

The rewards of winning a franchise away from someone else are immense, especially since each franchise enjoys a monopoly on television advertising in its area. Because of this, rival bids are not dismissed lightly, and usually involve major communications companies, especially large newspaper groups.

Lord Grade's ATV franchise faces bids from two other groups, and Southern Television has six rival bidders.

Yorkshire Television faces a bid from its own employees, who are upset over what they consider the poor state of labor relations at the company. A thousand employees are represented by three former Yorkshire workers.

Changing Hands

PROPOSED

■ **WBOC-TV Salisbury, Md.:** Sold by A.S. Abell Co. to Mid-Atlantic Communications for \$8 million (including industrial park and printing company, both Salisbury). Seller is publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. It also owns WBOC-AM-FM Salisbury, which it has sold, subject to FCC approval, to

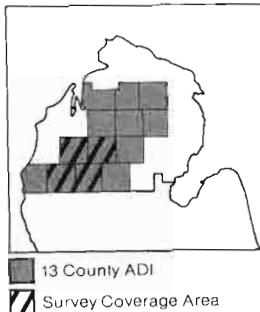
separate buyer (see below). Buyer is owned principally by Thomas H. Draper who is president and principal owner of WTHD(AM)-WAFL(FM) Milford, Del. WBOC-TV is primary CBS affiliate (secondary ABC and NBC) on ch. 16 with 225 kw visual, 38.1 kw aural and antenna 620 feet above average terrain.

■ **WUBE-AM-FM Cincinnati:** Sold by Kaye-Smith Radio to Plough Broadcasting for \$3.9 million. Seller is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (20%). It is Bellevue, Wash.-based group owner of four AM's and five FM's, but has also sold, subject to FCC approval, KJR(AM) Seattle (BROADCASTING, March 17). Buyer is owned by Schering-Plough Corp., Memphis-based manufacturer and distributor of consumer products and pharmaceutical drugs. Its broadcasting division owns five AM's and five FM's. H. Wayne Hudson is president of Plough Broadcasting. WUBE(AM) is on 1230 khz with 1 kw day and 250 w night. WUBE-FM is on 105.1 mhz with 11 kw and antenna 920 feet above average terrain. Broker: R.C. Crisler & Co.

■ **WBOC-AM-FM Salisbury, Md.:** Sold by A.S. Abell Co. to Evening Post Publishing Co. for \$2.35 million. Seller is also selling WBOC-TV to separate buyer (see above). Buyer is Charleston, S.C.-based newspaper publisher *News-Courier* and *Evening Post* [both Charleston]; *Aiken* [S.C.]; *Standard*; *The Banner* [Cambridge, Md.]; the [Waynesboro, Va.] *News-Virginian*, and *The Buenos Aires* [Argentina] *Herald*. It owns KDBC-TV El Paso, Tex., and KOAA-TV Pueblo-Colorado Springs, and cable system in Aiken. It is owned principally by Peter Manigault (president) and family. WBOC(AM) is on 960 khz with 5 kw day and 1 kw night. WBOC-FM is on 104.7 mhz with 30 kw and antenna 610 feet above average terrain.

■ **WPAP-FM Panama City, Fla.:** Sold by Deltona Co. to Shore Broadcasting for \$1,050,000. Seller is publicly traded construction and real estate development company based in Miami. Frank E. Mackle Jr. is chairman, chief executive and .043% owner. It has no other broadcast interests. Buyer is owned by Lykes Brothers Inc., Tampa, Fla.-based diversified corporation with interests in insurance, meat packing, shipping, canning, citrus fruits, building and banking. There are a total of 175 stockholders. Chester H. Ferguson is chairman, chief executive officer and .1% owner. Charles P. Lykes is president and .3% owner. Shore has also purchased, subject to FCC approval, WTAN(AM) Clearwater, Fla. (BROADCASTING, May 12). WPAP-FM is on 92.5 mhz with 100 kw and antenna 1,230 feet above average terrain. Brokers: Blackburn & Co. (seller) and Reggie Martin (buyer).

**Northern Michigan listeners still prefer...
WWAM/WKJF-FM
49% Total audience share, 12+**



DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.5%	18.6%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978...four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)...1554 calls attempted with 744 completed calls, a 51% completion factor.



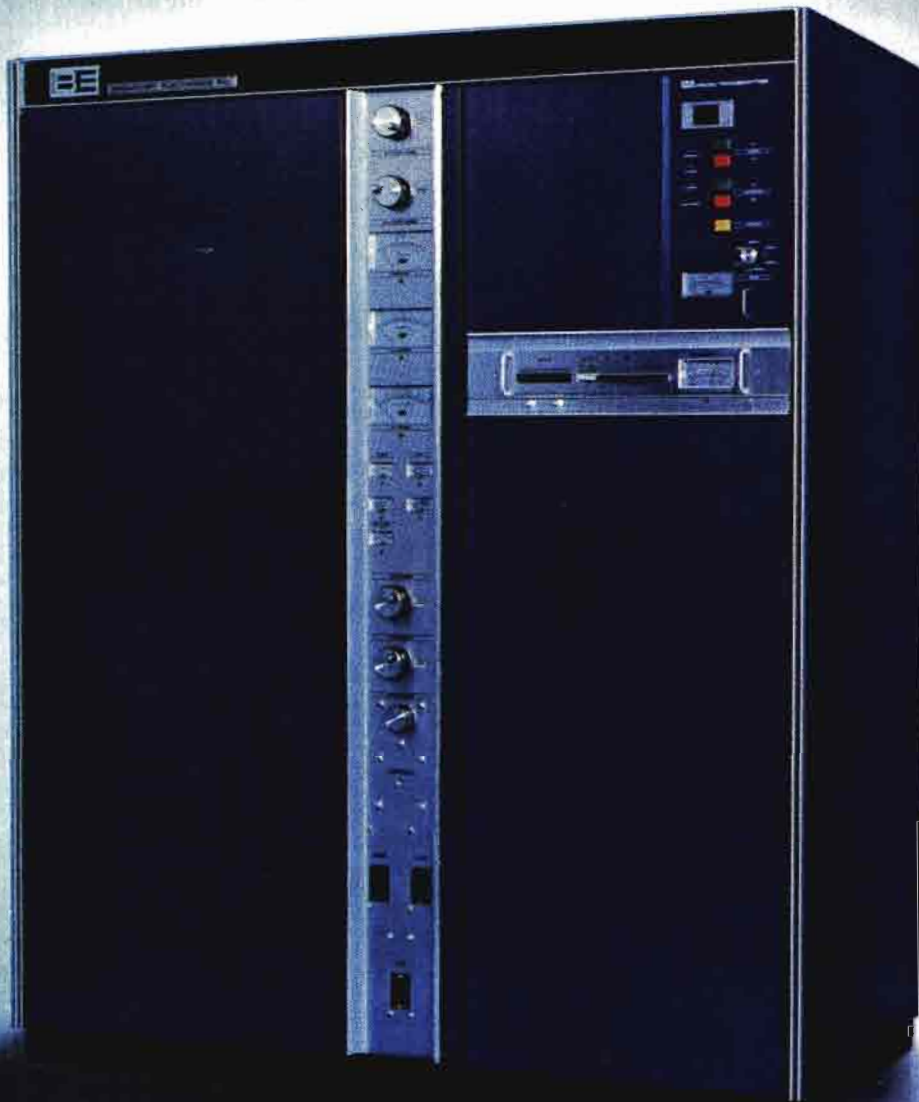
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Then there's the totally new synthesized 30-watt FX-30 Exciter with extremely low IM distortion.

And a conservative 30KW output provided by the Eimac 8990/4CX20,000A tetrode driven by four solid state IPA modules with 25% drive power reserve.

With its elegant appearance and outstanding design, the new FM-30 is engineered for top reliability and the finest FM sound.

For more information about BE's exciting new FM Transmitters write or call Joe Engle today. 217-224-9600

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*Patent Pending

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■ **WCER(AM) Charlotte, Mich.:** Sold by Mid-American Broadcasting Inc. to Sharon Broadcasting for \$375,000 plus assumption of liabilities. Seller is owned by Ralph Gregory (63.3%) and Charles S. Hayes (36.7%). They have no other broadcast interests. Buyer is owned by Howard N. Gilbert, Robert L. Haag and Alvin R. Umans (20% each); Avis Cohn and Samuel Feigenbaum (15% each), and Frederick C. Jacob (10%). Gilbert is Chicago attorney; Haag is Chicago investor; Umans is 25% owner of Melrose Park, Ill., real estate investment company; Cohn is president and 50% owner of WGLY(FM) Goulds, Fla.; Feigenbaum is senior buyer for Sears, Roebuck & Co., Chicago, and Jacob is vice president and general manager of WGLY. Other buyers having interest in WGLY are: Gilbert (7.4%); Haag (21%); Umans (8.4%); and Feigenbaum (5.2%). WCER is on 1390 khz with 5 kw day.

■ **KGHM(AM) Brookfield, Mo.:** Sold by Gary S. Yantes to Ham Pro Wireless Inc. for \$375,000. Yantes owns KBUH-AM-FM Brigham City, Utah. Buyer is owned principally by James Dunn and family. He is broadcast consulting engineer in Salinas, Calif. KGHM is on 1470 khz with 500 w day. Broker: Select Media Brokers.

■ Other proposed station sale is **WGSE(TV)** Myrtle Beach, S.C. (see "For the Record," page 63).

■ **WHFT-TV Miami:** Sold by Lester Sumerall Evangelistic Association Inc. to Trinity Broadcasting of Florida for \$10 million. Seller is Indiana-based nonprofit religious organization. Lester Sumerall is chairman. It also owns WHME-TV South Bend, Ind., and WHMB-TV Indianapolis. Buyer is also nonprofit religious corporation, Paul Crouch president. It also owns KTBN-TV Fontana, Calif., and KPAZ-TV Phoenix. It also has applied to FCC for new TV's in Seattle, Oklahoma City, Denver and Richmond, Tex., and for number of TV translators and fixed earth stations as well. WHFT-TV is on ch. 45 with 2,400 kw visual, 475 kw aural and antenna 142 feet above average terrain.

■ **WATU-TV Augusta, Ga.:** Sold by Augusta Telecasters to WATU Television Inc. for \$5 million. Seller is owned by J. Thomas Jones (55%) and Francis Robertson (45%). They have no other broadcast interests. Buyer is owned by Schurz Communications, South Bend, Ind.-based publisher/group broadcaster, which is owned principally by Franklin Schurz. It owns WSBT-AM-TV and WWJY(FM) South Bend, Ind., and WDBJ(TV) Roanoke, Va. Also owned by parent are cable systems in Hagerstown, Md., and Carl Springs, Fla. Schurz is chairman of parent, and Warren Wheeler Jr. is president. WATU-TV is NBC affiliate on ch. 26 with

26.3 kw visual, 29.5 kw aural and antenna 1,603 ft. above average terrain.

■ **KMEO-AM-FM Phoenix, Ariz.:** Sold by B&D Broadcasting Inc. to Scripps-Howard Broadcasting for \$4 million. Seller is owned by Gail Beauchamp (50%) and Bruce M. Dodge and wife, Joan (50% held jointly). They have no other broadcast interests. Buyer is publicly traded, Cincinnati-based group owner of two AM's, one FM and six TV's. E.W. Scripps Co., parent of Scripps-Howard newspapers, holds more than 70% of broadcast group's stock. Jack Howard is chairman of Scripps-Howard Broadcasting, and Donald Perris is president. Group recently sold WITH-AM Baltimore, where it is acquiring WITH-FM (BROADCASTING, April 14). KMEO is 1 kw daytimer on 740 khz. KMEO(FM) is on 96.9 mhz with 3 kw and antenna 1,560 feet above average terrain.

■ **WJYW(FM) Tampa, Fla.:** Sold by Rounsaville of Tampa Inc. to Combined Communications Corp. for \$4 million. Seller is owned by R. W. Rounsaville who also owns WSNY(AM)-WAIV(FM) Jacksonville and WLOF(AM)-WBJW(FM) Orlando, both Florida. He sold WDAE(AM) Tampa for \$5.5 million a year ago (BROADCASTING, April 2, 1979) and, subject to FCC approval, WVOL(AM) Berry Hill, Tenn. (BROADCASTING, Oct. 15, 1979). Buyer is subsidiary of the Gannett Co., publicly owned newspaper chain and group broadcaster headed by Allen Neuharth, chairman and president. Alan Flanagan is president of broadcast group. WJYW will be Combined Communications' seventh FM, maximum allowed by FCC; company also owns six AM's and seven TV's. WJYW is on 100.7 mhz with 100 kw and antenna 460 feet above average terrain.

■ **WDNR(AM)-WNTQ(FM) Syracuse, N.Y.:** Control sold by Wechsler Coffee Corp. to WN Broadcasting Inc. for \$1,871,980. Seller is controlled by Harry F. Wechsler and Jack Burris as voting trustees. It owns no other broadcast properties. Buyer is owned by Ralph C. Guild and McGavren-Guild Inc. Guild is president of the employe-owned McGavren-Guild, radio sales representative firm. Guild is also principal owner of KFAC-AM-FM Los Angeles. WDNR is on 1260 khz with 5 kw full time. WNTQ is on 93.1 mhz with 97 kw and antenna 660 feet above average terrain.

■ **KCEE(AM) Tucson, Ariz.:** Sold by Strauss Broadcasting to 790 Inc. for \$1.4 million. Seller is owned by Robert Strauss, President Carter's campaign manager (41.5%); brother, Theodore (47.5%), and son, Robert (11%). They have no other broadcast interests. Buyer is owned by Steve Jacobs, Dennis Behan and Sam Young (30% each), John Young (Sam Young's uncle) and Marvin Strait (5% each). Jacobs is president and general manager of KSDO(AM)-KEZL(FM) San Diego, position he will resign to manage Tucson station. Behan, Sam Young and Strait are owners of Behan Broadcasting, license of KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz. which they have sold (see

East AM/FM \$650,000

Long established stations with history of profits and increasing revenues. Only stations licensed to County. Terms available for qualified buyer.

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New Address

6/2/80

below), and KCEY(AM)-KMIX(FM) Turlock, Calif. Behan also owns 60% of KLMR-AM-FM Lamar, Colo. John Young is Tucson real estate investor. Strait owns Colorado Springs accounting firm. KCEE is on 790 khz with 5 kw day and 500 w night.

■ **KSMA-AM-FM** Santa Maria, Calif.: Sold by James M. Hagerman and Nona M. Groom to Bayliss Broadcasting Co. for \$1.4 million. Hagerman and Groom are equal partners with no other broadcast interests. Buyer is owned by John Bayliss, who is former president of Gannett Radio Division, radio group subsidiary of the Gannett Co. He is now president of radio division of Charter Media Co., newly formed joint venture of Charter Co. and Karl Eller, which has purchased KIOI(FM) San Francisco (BROADCASTING, March 10) and owns, WDRQ(FM) Detroit; WOKY(AM) Milwaukee; KSLQ(FM) St. Louis; and KCBQ(AM) San Diego. KSMA(AM) is on 1240 khz with 1 kw day and 250 w night. KSMA-FM is on 102.5 mhz with 27.5 kw and antenna 12 feet above average terrain.

■ **KTAN(AM)-KTAZ(FM)** Sierra Vista, Ariz.: Sold by Behan Broadcasting to Richter Broadcasting Co. for \$1.2 million. Seller is owned by Dennis Behan (40%), Sam Young (30%) and Marvin Strait (30%). They also own KCEY(AM)-KMIX(FM) Turlock, Calif. Behan, Young and Strait have bought KCEE(AM) Tucson, Ariz. (see above). Behan is also majority owner of KLMR-AM-FM Lamar, Colo. Buyer is owned by media broker Edwin Richter and wife, Mary (40% each), and Charles Stretton (20%): Stretton is manager of stations and will continue in that role. Buyers have no other broadcast interests. KTAN is on 1420 khz with 1 kw day and 250 w night. KTAZ is on 100.9 mhz with 3 kw and antenna 46 feet below average terrain.

■ **KAKC(AM)** Tulsa, Okla.: Sold by Mark/Way Inc. to Salem Media of Oklahoma for \$1,107,000. Seller is owned by Sidney Mark (60%) and wife, Patricia (40%), who also own KFUN(AM)-KLVF(FM) Las Vegas. Buyer is owned by Stuart Epperson (55%) and wife, Nancy (45%). They own KCFO(FM) Tulsa and 25% each of KMFM(FM) San Antonio, Tex. He owns WKBA(AM) Vinton, Va., and 47% of WEZE(AM) Boston. KAKC is 1 kw daytimer on 970 khz.

■ **WHLD-AM-FM** Niagara Falls, N.Y.: Sold by Hilda C. Hull to Butler Communications for \$1,036,000. Seller has no other broadcast interests. Buyer is owned by Paul Butler who was general manager of WWOL(AM)-WWOR(FM) Buffalo, N.Y., through 1979. He has no other broadcast interests. WHLD is daytimer on 1270 khz with 5 kw. WHLD-FM is on 98.5 mhz with 46 kw and antenna 420 feet above average terrain.

■ **WVLC(AM)-WLOM-FM** Orleans, Mass.: Sold by Seashore Broadcasting Co. to Donald Wilks and Michael Schwartz for \$900,000. Seller is Howland Jones, of Chatham, Mass., who has no other broadcast interests. Buyers Wilks and Schwartz (50% each) are president and vice president, respectively, and co-owners (50%

each) of WIXY-AM East Longmeadow and WAQY-FM Springfield, both Massachusetts. They each own one-third of WPET(AM) Greensboro, N.C. WVLC is daytimer on 1170 khz with 1 kw. WLOM is on 104.7 mhz with 50 kw, and antenna 300 feet above average terrain.

■ **WXUS(FM)** Lafayette, Ind.: Sold by Twin Cities Broadcasting to U.S. Broadcasting Inc. for \$700,000. Seller is owned by Donald Walters and Charles Bradshaw (50% each), who have no other broadcast interests. Buyer is owned by Michael Sigelman (50%), S. Walter Richey, F. A. Koscielak, C.W. Arend Jr. and R.W. Carlson (12½% each). Sigelman is former vice president and general manager of WEET(AM)-WDSY(FM) Pittsburgh. He will become general manager of WXUS upon acquisition. Richey is chairman and Koscielak is financial vice president of Collateral Control Corp., St. Paul, Minn., financial services firm. Carlson and Arend are St. Paul realtors. They have no other broadcast interests. WXUS is on 92.7 mhz with 3 kw and antenna 215 feet above average terrain.

■ **WQFL(FM)** Rockford, Ill.: Sold by Quest for Life Inc. to First Assembly of God Church for \$590,000. Seller is Rockford nonprofit religious organization. Joe Wilderman is president. It has no other broadcast interests. Buyer is also nonprofit religious organization in Rockford. The Rev. Ernest Moen is president. It has no other broadcast interests. WQFL is on

100.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KVLG(AM)-KMUZ(FM)** La Grange, Tex.: Sold by Riverside Broadcasting Co. to Fayette Broadcasting Co. for \$525,000. Seller is owned by Victor Armstrong (18.17%); Seymour Berns, Bernard Heumann, Robert Lewine and Lee Schulman (17.54% each), and Thomas Kalcattera and William Hallen (5.84% each). They also own KATY(AM) San Luis Obispo, Calif. Buyer is owned by Raymond Schindler (52%), son, Paris, daughter, Sherry, and son-in-law, Timothy Brown (16% each). Senior Schindler is president and owner of Hurricane Steel Industries, Houston, has various real estate holdings in Houston as well as 25% interest in Bremond, Tex., bank. Son is general manager of father's steel company. Daughter owns Houston bicycle shop. Brown is Houston attorney. Buyers also have varying interests in applications for new UHF TV stations in Galveston, Nacogdoches, and San Antonio, all Texas, and new VHF in San Angelo, Tex. KVLG(AM) is 250 w daytimer on 1570 khz. KMUZ(FM) is on 104.9 mhz with 3 kw and antenna 205 feet above average terrain.

■ Other approved station sales include: KGEN(AM) Tulare, Calif.; WKYR(AM) Burkesville, Ky.; KCLF-FM Clinton, Okla.; KVRB(AM) Medford, Ore.; KABR(AM) Aberdeen, S.D.; KCLR(AM) Ralls, Tex., and WKYY(AM) Amherst, Va. (see "For the Record," page 63).

Jan. 31, 1980

Raymar Communications, Inc.

has completed the sale of the assets of radio station

WMOH
Hamilton, Ohio
to
raKel Inc.

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

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

TV network sales rise in 1st quarter

ABC posts biggest gain in quarter containing Olympics

Television network sales for the first three months of 1980 rose 13.7% above the level for the same period a year ago, reaching \$1,232,079,700, with ABC-TV getting 38.7% of the total, CBS-TV 32.1% and NBC-TV 29.2%.

ABC, which was nosed out by CBS in the prime-time ratings race this season after four years of dominance, boosted its first-quarter sales by 22.6% to \$476,529,700—no doubt with some help from the February Olympics, though individual monthly totals were not disclosed. CBS's three-month total was up 12.8% to \$395,364,300 and NBC's was up 4.6% to \$360,185,700.

The estimates were compiled by Broadcast Advertisers Reports, which has replaced its weekly reports on network sales with monthly and quarterly reports ("Closed Circuit," Dec. 3, 1979). Individual network totals are shown only in the quarterlies.

Across the broadcast day, ABC had the fewest commercials but got 30% more for each one, on average, than did CBS, and almost 40% more than NBC.

Thus ABC's commercial minutes totaled 9,744 over the quarter, averaging out to \$48,905 a minute. CBS had 10,540 commercial minutes, averaging \$37,511 each, and NBC had 10,243, averaging \$35,164.

A total of \$607,618,700, or virtually half of all three-network revenues for the quarter, came in the Monday-Sunday 7:30-11 p.m. NYT block, which corres-

ponds closely with prime time. There were 5,327 commercial minutes in that period, averaging \$114,064 each.

Weekday daytime (10 a.m.-6 p.m. Monday-Friday) had \$277,473,100 in revenues from 13,519 commercial minutes, which averaged \$20,525 each. Saturday-Sunday daytime (sign-on to 6 p.m.) had 4,732 minutes yielding \$150,936,800, or \$31,897 a minute.

Early fringe (6-7:30 p.m. Monday-Sunday) produced 1,630 minutes and \$91,497,600, or \$53,133 a minute, while late night (11 p.m. to sign-off) had 3,267 minutes that yielded \$88,258,600, averaging \$27,046. Early-morning (sign-on to 10 a.m. Monday-Friday) accounted for 2,052 minutes and \$16,194,000 for an average of \$7,892 a minute.

Network revenues for March alone reached \$435,148,700 for a 17.5% increase over March 1979. The February total was \$400,674,700, up 13.4% from February a year ago. In January the figure was \$385,473,700, a 10.0% increase from the year before.

Radio's not doing so badly, either

'Red Hot' campaign lauded as hit, with 35% increase in national business over '79

Radio's substantial advertising gains in the first quarter and efforts to consolidate those advances were highlighted at a Radio Advertising Bureau board of directors meeting in Tarpon Springs, Fla.

Speakers credited the RAB's "Radio. It's Red Hot" advertising campaign as one factor that has contributed to the robust state of radio. The board of directors

agreed that the six-month campaign should be continued, and that a consistent advertising effort should be sustained over the next few years.

RAB President Miles David cited these indicators of the success of the campaign: Stations have received more than 500 inquiries from advertisers for more information about radio; hundreds of stations have sold local advertisers who had telephoned in response to the "Red Hot" messages, and a readership study showed that the campaign had higher-than-usual scores.

David also reported that the percentage gain in national radio for the first quarter of 1980 promises to be higher than for any first quarter in the past 10 years. David said the data points to an increase of upwards of 35% in national radio expenditures over 1979, which he said was "rather flat."

Good news also came from an agency speaker, Tony Nacinovich, senior vice president and associate media director of Ogilvy & Mather, New York. He said O&M's "One-on-One" presentation on the future of media in the 1980's [BROADCASTING, March 3] indicates that radio will grow in economic efficiency in relation to other media. He also said that O&M had increased its use of radio in the first quarter of 1980 by 92% over last year's first quarter.

Robert H. Alter, RAB's executive vice president, disclosed plans for an RAB-sponsored Managing Sales Conference to be held in early 1981. He said the three-day meeting, the first of its kind, would concentrate on sales management in the areas of hiring, training, rate-card planning, inventory control, motivation, goal setting and development of new sources of revenue. A committee of broadcasters, headed by Richard Harris, president, radio stations group, Group W, will develop topics and concepts for the conference. RAB officials said they expect 700 or more station sales managers and general managers to attend the conference.

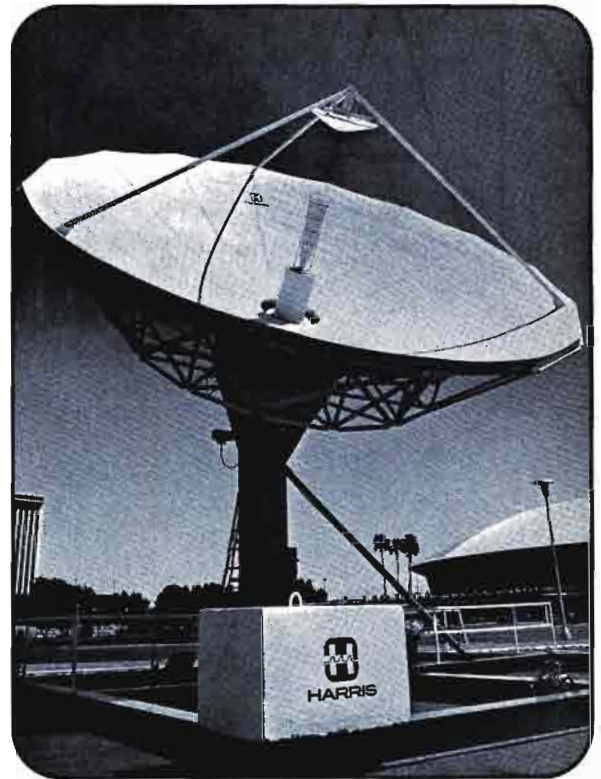
Mark Mullin, who recently joined the bureau as senior vice president, national sales, outlined the strategy RAB will follow to bolster national advertising. He and his staff will emphasize to agencies that there is a need to upgrade the creative output in radio. They intend to bring examples of stimulating commercials to the attention of agencies.

Michael Lareau, chairman of the RAB Plans Committee and executive vice president and general manager of WOOD(AM) Grand Rapids, Mich., reported that member stations are pleased that RAB had adopted many of their ideas for the sales tools the bureau has developed.

Richard Montesano, senior vice president, RAB, sales services, described some of the sales tools, including those pro-

Television network sales				
March				
	1979	1980	% change	
Daytime	\$130,928,000	\$155,782,800	+19.0	
Mon.-Fri.	83,524,800	98,574,400	+15.3	
Sat.-Sun.	45,403,200	57,208,400	+26.0	
Nighttime	239,353,300	279,365,900	+16.7	
Total	\$370,281,300	\$435,148,700	+17.5	
January-March				
	1979	1980	% change	
Daytime	\$372,836,900	\$444,604,800	+19.2	
Mon.-Fri.	243,024,500	293,668,000	+20.8	
Sat.-Sun.	129,812,400	150,936,800	+16.3	
Nighttime	710,328,600	787,474,900	+10.9	
Total	\$1,083,165,500	\$1,232,079,700	+13.7	
Quarter	ABC	CBS	NBC	Total
Jan-March	\$476,529,700	\$395,364,300	\$360,185,700	\$1,232,079,700

Now Harris puts low cost multiple TV program sources at your fingertips!



With the new Harris Satellite to Studio Link (SSL), over 40 additional program sources are instantly available to your station—with many more on the way on a regularly scheduled basis over the coming years.

The Harris SSL system provides complete satellite receiving flexibility...from transponder to transponder, and from satellite to satellite. Type a keyboard entry and the system will reorient a precision satellite antenna to a preselected satellite/transponder, and provide you with a broadcast quality signal for retransmission. All within the time required for a commercial break (72

seconds maximum). The cost is much lower than individual antennas for each satellite, and the signal quality is superior!

Take advantage now of the new alternatives in programming that are available through Harris' Satellite to Studio Link. Also, remember that Harris is a complete system supplier, from satellite antenna to studio to transmitter to broadcast antenna—and all the required links in between.

For more information contact your Harris TV District Sales Manager, or Harris Corporation, P.O. Box 4290, Quincy, Illinois 62301. 217-222-8200.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

duced to fit specific demographic categories. He added that RAB intends to experiment with several member stations represented on the plans committee in distributing bureau sales information on telefax equipment.

Joe Vincent, senior vice president of RAB, told the board that the bureau will soon publish a book containing information on 1,500 manufacturer co-op advertising plans. He said the book will point to hundreds of products involving manufacturers who pay 100% of the cost of approved radio advertising campaigns.

Katz and Field set up new rep for independents

Katz Agency Inc., New York, has formed a new division, Independent TV Sales, to represent the five television stations owned by Field Communications and other independent TV outlets.

In the process Field's national representative organization, Field Spot Sales, will be merged into the new company, which will become a wholly owned subsidiary of the Katz Agency.

The Field stations are said to account for almost \$70 million in national spot TV billings. They are WLVI-TV Cambridge,



Greenwald and Curran

Mass. (Boston); WKBD-TV Detroit; WKBS-TV Burlington, N.J. (Philadelphia); WFLD-TV Chicago and KBHK-TV San Francisco. All are UHF's. In addition, Independent TV sales will represent four independent stations now represented by Katz—WGTW(TV) Buffalo, N.Y.; WCCB(TV) Charlotte, N.C.; WUAB-TV Lorain, Ohio (Cleveland), and WVTW(TV) Milwaukee. The new Katz unit will begin operations on July 1 with about \$100 million in billings.

A Katz spokesman said that virtually all employees of Field Spot Sales will be absorbed into Independent TV Sales. Donald Robinson, executive vice president-marketing of Field Communications, will be named chief executive officer of Independent TV Sales and senior vice president of the Katz Agency, based in New

Bottom Line

Ups and downs. Newspapers and newsprint/forest products had record net incomes, but broadcasting group was down for first quarter of 1980, according to report to stockholders of Tribune Co., Chicago-based parent of WGN Continental Broadcasting and associated station operations, production and cable. Report from Stanton R. Cook, president, to closely held company's 300 stockholders (8,000 shares of stock outstanding) stated net income was \$18,580,000, up 43% from \$13,000,000 for 1979 quarter, with newspaper group (*Chicago Tribune*, *New York Daily News*, plus four other dailies) up 68%; newsprint/forest products group up 40%. Although broadcasting group (three TV's, four AM's, two FM's plus cable systems) had first-quarter revenues 11% above those of 1979, operating profit was down 25% because of "substantial increases in expenses, principally higher programing costs." Cook said trend in earnings "is bound to be affected by deteriorating economic conditions in the remainder of the year." □

Wait until next year. Acton Corp. has delayed for one year implementation of its proposal to split itself into communications company and food company. Samuel J. Phillips, president, made announcement last week after annual meeting and explained "such a spin-off wouldn't be ruled a tax-free dividend" by Internal Revenue Service at this time because company has not yet been in food business five years. Five-year period will be up in 1981 when formal proposal for split will be made. Acton, Mass.-based company's communications holdings include more than 40 cable television systems and WMYD(AM) Wickford, R.I. □

Expansion. Golden West Broadcasters has acquired Subscription Television of America franchises in Chicago, Dallas, San Francisco and Providence, R.I., for undisclosed sum, it was announced last week. Through its Golden West Subscription Television division, headed by Michael Marcovsky, GWB currently operates multipoint distribution services in Omaha and Memphis and is constructing UHF facility in Oklahoma City for STV use. □

More chips on communications. Valtec Corp., West Boylston, Mass., stockholders have approved issuance of an additional five million shares of common stock and divestiture of two noncommunications divisions. Current outstanding common stock is 4,604,000 shares. Its sale of Valpey-Fisher, Hopkinton, Mass., and Fantasia, Worcester, Mass., is subject to favorable tax rulings and is expected to be consummated by end of June. Valtec Chairman Frank M. Drendel said divestitures are to allow company to concentrate its resources on its communications activities, both as CATV cable supplier and as integrated fiber optics manufacturer. □

Million-share offering. Andrew Corp., Orland Park, Ill., has filed with Securities and Exchange Commission registration statement covering proposed public offering of one million shares of common stock—600,000 shares by company and 400,000 shares by stockholders. Proceeds are to reduce short-term bank borrowings and expand company's equity base. Offering will be underwritten by group managed by Kidder, Peabody & Co. Andrew's principal products are microwave antennas, earth station antennas, special application antennas, coaxial cable and waveguides. □

Good one. Taft Broadcasting Co. reported record revenues and net income for fiscal year ended March 31, amounting to \$235,946,000 (up 41%) and \$31,715,000 (up 23%), respectively. Fiscal year 1980 results include four properties acquired subsequent to fiscal year 1979—WDAE(AM) Tampa-St. Petersburg, Fla.; QM Productions; WDCA-TV Washington and Worldvision Enterprises. Taft said new properties added \$44 million to net revenues (64% of increase) and \$4.9 million to operating profit (49% of increase). Operating profit in fiscal 1980 was \$59,491,000, up 20%. □

Post operations. Post Corp., Appleton, Wis., shareholders voted to increase company common stock from two million shares to five million shares. Also, as previously proposed ("Bottom Line," April 21), articles of incorporation were amended to conform more precisely to FCC limitations on foreign ownership and to restrict crossownership in other companies in compliance with commission's 1% rule. □

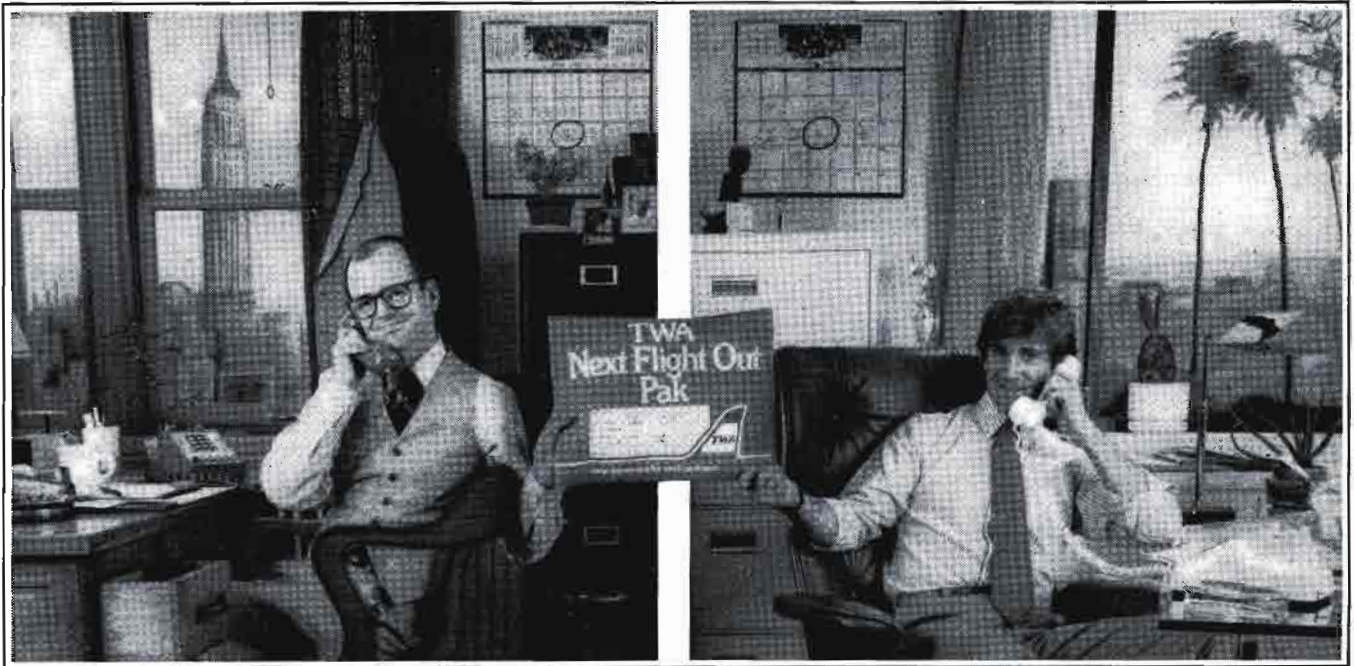
York. Robert A. Roganti, president of Field Spot Sales, will become president and chief operating officer of the new company.

Don Curran, president of Field Communications, said the decision to merge with Katz was made after a number of independent TV stations expressed interest in having Field represent them. He added that in discussions with Katz, Field

realized that Katz already had elements needed for expansion—branch offices, research and marketing resources and sales expertise.

James L. Greenwald, president of Katz, said he expected Independent TV Sales to grow rapidly from the base of \$100 million. With the addition of the Field business, Katz over-all billing is reported to be close to \$500 million.

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DuPont still finds plenty of fault in on-air journalism

Annual survey cites shortcomings at both networks and stations, ponders effect of new technologies

The decade from 1969 to 1979 brought growth in scope and skill to broadcast journalism but at the same time produced a growing sense of frustration among many of its practitioners and close observers.

That is one of the conclusions that Marvin Barrett, director of the Alfred I. duPont-Columbia University Survey and Awards Program in Broadcast Journalism, reaches in "The Eye of the Storm," the program's seventh comprehensive look at TV and radio journalism in the U.S. The 240-page book, written by Barrett and Zachary Sklar, a 1973-74 duPont fellow, was published last Friday by Lippincott & Crowell, New York (\$6.95).

The authors note that in the 1968-69 season, the year of the first duPont-Columbia survey, "200 examples of broadcast journalism were rated of sufficient interest to be considered by the [duPont-Columbia] jurors. Last year the number had grown to 1,300, and the quality of submissions, particularly from individual stations, had dramatically improved."

Yet the survey faults local news—as well as network news—on several counts.

"If local news was acknowledged as the most important as well as the most lucrative service an individual station could render to its community," the report asserts, "quality local news, thanks in part to the influence of the consultants, remained the exception rather than the rule."

"DuPont Survey correspondents reporting this year from the field found local stations' performance questionable. In covering local government, only a quarter of the stations were rated as effective. Coverage of education, women, health and minorities was rated effective at one out of eight stations, with energy, politics and community issues doing somewhat better. Coverage of local disasters was highest of all, with one in three stations rated effective."

With occasional exceptions, neither stations nor networks come off well on the question of documentaries. Of stations, the report says: "As local broadcast journalists grew in the expertise and intelligence required to put together an extended essay on an important subject, the time and budgets for such concerted attempts at excellence were slowly being cut back or removed entirely." Instead, the

survey found a "dramatic rise" in minidocumentaries within regular newscasts and growth in magazine shows, with nine out of 10 reporting stations saying they had some form of the latter in 1978-79.

The authors find some comfort in an apparent decline in the visibility of news consultants—although they also suggest that, as one news director put it, consultants "have been replaced by a generation of their clones who masquerade as news directors."

"Either way," the report continues, "by the end of the decade TV news directors rated consultants 10th in a list of more than 20 possible hazards to quality broadcast journalism. Seen as greater threats were lack of First Amendment protection, the Supreme Court, public apathy, inadequate news budgets and staffs, biased journalism, management greed, too much government regulation, cable, the FCC and absentee ownership."

The report gives the networks low marks for insufficient foreign news coverage and traces the build-up of Iran coverage in detail, including the frequently heard complaints that the networks were providing propaganda outlets for the Ira-

nians. The report concludes:

"However expert and cynical the revolutionaries had become in their handling of the media, it was hard to dismiss such coverage as overkill. A big story got big attention—and for that, one had to be grateful. Still, it was difficult to reconcile this sudden and massive commitment with the day-to-day scanting that the circumstances of broadcast journalism dictated in the area of international news."

"Whatever the next flash point in the world might be, it was likely that U.S. broadcast journalists, dedicated though they might be, would be working at a handicap in arriving late on the scene, scrambling to catch up with their explanations as to exactly what was going on and why, and leaving the follow-up to others once the action moved elsewhere."

The survey also looks in detail at coverage of the Three Mile Island nuclear accident and the developing energy crunch, and it finds broadcast newsmen working in difficult and often frustrating circumstances.

"The broadcast journalist's task," it reports, "was to represent the interest of an increasingly bewildered American public, to ask the necessary questions and



Moving right along. WPix(TV) New York has brushed in some finishing touches on its *Independent Network News*, the Monday-through-Friday half-hour newscast in prime time for TV stations not affiliated with networks (BROADCASTING, May 5). At a news conference in Washington, John R. Corporon, WPix's vice president, news, who heads the new service, said it would start June 9 with a 30-minute news program produced at 9:30 p.m. EDT, in the studios of WPix and fed by Westar satellite to independents in other cities. Corporon also announced that Ford Rowan, former NBC Pentagon correspondent, has joined INN's staff as senior Washington correspondent; David Schoenbrun has been named as the service's news analyst, based in New York, and Elbera Ruby, most recently with noncommercial WETA-TV Washington, has been appointed chief of the Washington bureau, which will be in the National Press Building. The 30 charter affiliates announced early last month have been augmented by KXTX-TV Dallas and WANX-TV Atlanta. A third national sponsor, Block Drug, has been signed, joining Bristol-Myers and General Foods. The affiliate agreement is on a barter basis with WPix selling three minutes nationally and the local stations selling an equal amount. Corporon pointed out that within each program there would be separate segments for national sports, weather and business news. He emphasized that INN was not "trying to revolutionize" the presentation of news; that "our calling card will be network-type news at different time periods." Pictured above (l-r): Corporon, Ruby and Rowan.

to sort through and present fairly and simply the complex scientific, political and moral choices to be made on energy and environmental issues. TV and radio met this formidable challenge with varying degrees of success."

Of the energy crunch, the reports says that "once again, as at Three Mile Island, broadcast journalists had run up against the deliberate secrecy and misrepresentations of industry and the apparent inability of government to explain and regulate. And radio and TV were unable to penetrate the situation on their own."

The survey also looks at the emerging technologies and what they might do to broadcast news operations. At the networks, the report says, the ultimate effects seem "uncertain at best," with news budgets likely to be cut drastically if network revenues decline but also with most executives thinking it "more likely that the news divisions would come out on top when the dust settled." The theory, supported by a National Cable Television Association survey, was that "news was the least vulnerable kind of programing on television."

At the station level, the survey found "several news directors" who "felt threatened by the arrival of the new technologies. Their greatest fear was that satellite networks and superstations beaming in a wide variety of programing on cable systems would make the local over-the-air broadcaster obsolete.

"While these intruders could not compete with local news operations, they could potentially outbid broadcasters for important syndicated entertainment fare, snatch a large part of their audience and cut station profits. If that happened, according to this scenario, management would sacrifice news budgets and desperately throw all available resources into their sagging entertainment shows."

Nevertheless, the report continues, "a large majority—83%—of the news directors responding to the survey seemed confident that local news operations that offered a unique service to their communities would not suffer because of the new technologies"—and "many of the local news directors actually welcomed the new technologies and were eager to use them in their operations."

The report concludes that the technological revolution is already having an effect on local and network news and undoubtedly will have more, "but whether it would ultimately improve the quality of broadcast journalism or replace it was a matter of conjecture. It had the potential to do either . . . The real problem comes down to the performance of the individual station."

The report was issued as a follow-up to the duPont-Columbia awards for 1978-79, announced earlier this year (BROADCASTING, March 3). It was the largest number of awards ever presented in the duPont-Columbia program—11 Silver Baton awards and 12 citations. The awards were established in 1942. The survey and report features were added when Columbia became involved in 1968-69.

CBS fumes after State Department blocks delivery via satellite of story from Cuba

Government reconsiders policy banning use of earth station in that country by U.S. entities

The State Department last week was said to be reviewing an anti-Castro policy whose implementation had CBS hopping mad. But it wasn't immediately clear whether that was good news for broadcast journalists or bad. The policy—rooted in a trade embargo imposed against Cuba in 1963—resulted in CBS's being denied permission to use Comsat links to transmit a two-minute piece from Havana for inclusion in the May 22 *Evening News with Walter Cronkite*.

The 1963 embargo bars all trade with Cuba, as well as investments in that country and an upgrading of existing links, including telecommunications facilities. However, when Cuba introduced its own earth station for hooking into the international communications satellite network in September 1979—and invited the U.S. networks to use it to transmit coverage of the meeting of nonaligned nations then assembled in Havana—the U.S. modified its policy to permit use of satellites for the transmission of "a specific event of immediate international importance." The State Department applied the criteria and permitted use of the satellite in connection with the nonaligned nations' meeting. Since then, it has granted some 20 exemptions, including one to permit transmission of stories on the major anti-American rally in Havana on May 17.

But the report on Cuba's economic troubles, the State Department said, did not qualify for an exception. Spokesman Hodding Carter noted that the piece involved "several days of shooting."

He also made clear there is no ban on the transmission of such stories from Cuba. He said they can be reported through other channels—radio, the transport of film to the U.S., submarine cable, over-the-horizon transmitters, or even satellite hookup through a third country. The filmed piece on the Cuban economy, by Chuck Gomez, was sent by plane, and was aired on CBS's evening news show on Saturday.

Nevertheless, Bill Leonard, CBS News president, expressed his anger at the department's action. "CBS News believes that news should be free to move on satellites all over the world, divorced from political considerations," he said.

The State Department is the principal but not the only player in the matter of passing on requests for permission to use Comsat facilities for transmission of stories from Cuba. The request is formally addressed to Comsat, which passes it on to

the FCC and the Treasury Department, the latter because it is responsible for enforcing the embargo. Those agencies then ask State for a recommendation. And its recommendations have always been followed.

The controversy stirred by the denial of the CBS request—CBS's Fred Graham reported the incident on the *Evening News* on May 22—and CBS's complaint that it did not understand the policy, have caused the State Department to review the matter. Carter said it "is being studied intensively at the top levels of this building." However, it was not immediately clear whether the review would ease matters for journalists or make them more difficult. A spokesperson said the review could lead "either to better standards" or to a decision "not to grant any exemptions."

AP Broadcasters gather in Denver

Convention features speeches by Wald, Hammer, Asencio; Paley to receive Eunson award

More than 300 radio and TV executives are expected to attend the annual convention of the Associated Press Broadcasters at the Fairmont hotel in Denver Thursday through Saturday (June 5-7).

The bread-and-butter portion of the meeting will consist of news-related panel



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More armor. Press protection was advanced again in New Jersey when state supreme court ruled that reporter's notes and materials should be confidential when information is available elsewhere. That's second such decision by high court within month, latest involving letters sent to Robin Goldstein of *Daily Register* of Shrewsbury.

Reporter still missing. WHUR-FM Washington last week said that Rene Tamsen, its newsman missing in San Salvador, reportedly had been seen alive in jail there, but that government of Central American country denies knowledge of his captivity. Tamsen, freelancer for Howard University's station for less than year, was on assignment in capital city of El Salvador. According to family, he was last seen April 24 before interview assignment there. U.S. State Department and six congressmen have requested San Salvador aid in search. According to State Department, officials of that politically tense country report their search and missing-person bulletins have elicited no knowledge of Tamsen's whereabouts.

30 years of television. Museum of Broadcasting in New York has arranged exhibition of 10 television broadcasts it considers to have affected American thinking. Programs span 30 years of TV and include Edward R. Murrow's broadcast on Senator Joseph McCarthy; *The Banks and The Poor*; *The Guns of Autumn*; *The Selling of the Pentagon* and TV's coverage of Senate crime hearings in 1951. Exhibition continues until June 28.

discussions. In addition there will be speeches by Richard Wald, senior vice president, ABC News; Dr. Armand Hammer, board chairman of Occidental Petroleum Corp. and one-time owner of the Mutual Broadcasting System, and Diego Asencio, the U.S. ambassador to Colombia who was held hostage by terrorists there earlier this year.

A highlight of the APB convention will be the presentation of the annual Robert Eunson Award to William S. Paley, chairman of CBS Inc., on Friday. The award, given in the memory of the late Robert Eunson, a long-time AP correspondent and executive, honors an individual who has made significant contributions to broadcasting and broadcast journalism over the course of a career.

The first panel on Friday will be devoted to the computerized newsroom, with Paul McGonigle of KOY(AM) Phoenix as moderator. Participants are John McDonald, Jefferson Data Systems, Charlotte, N.C.; David Cunningham, Integrated Technologies, Kansas City, Mo., and Jerry Baker, Station Business Systems, Greenwich, Conn.

Later on Friday there will be two panels, one for radio and one for TV members, devoted to APRadio and APTV, the news services of AP. Peter Martin, WCAX-TV Burlington, Vt., will be moderator for the APTV session, which features Roger Biemer, KBTV(TV) Denver; Paul Brandt, KOB-TV Albuquerque, N.M.; Ridge Shannon, KMBC-TV Kansas City, Mo., and Jim Hood, AP's general broadcast editor. Bob Shilling, WCBM(AM) Baltimore, will moderate the APRadio meeting. Serving on the panel will be John Hultman, WBBM(AM) Chicago; Phil Brewer, KUAD(AM) Windsor, Colo.; Godfrey Herweg, WYBG(AM) Massena, N.Y., and Ed DeFontaine, managing editor, APRadio.

Charles Murdock, WLW(AM) Cincinnati, will moderate a panel on selling news to

advertisers. Speakers are Jerry Danziger, KOB-TV Albuquerque, N.M.; Jack Hogan, WZZM-TV Grand Rapids, Mich.; Dan Patrick, WWJ(AM) Detroit; Wayne Vriesman, WGN(AM) Chicago, and Jay Bowles.

Anderson may be sticky point in any debates

Carter says he won't play; League of Women Voters says independent candidate should be included; so does shoe-in Republican, Reagan

The League of Women Voters Education Fund, in organizing its presidential debates, which are sure to be televised, will be faced with a delicate question: Should the debates between the Democratic and Republican candidates—almost certain to be President Jimmy Carter and Ronald Reagan—include independent John Anderson?

White House spokesman Jody Powell did what he could last week to pre-empt that decision when he said the President would not debate Anderson—period. "Once you start opening up the system, it's hard to say where you draw the line," he said.

Anderson, in a reaction captured on network news shows, said, "For a President who has had chief responsibility for foreign and domestic policy for the last three and a half years, to decline to participate in a debate with an independent candidate, I think that shows contempt on his part for the democratic process."

Reagan, too, had a comment for the cameras. He said he would debate Carter or Anderson or both, and, as for Carter's unwillingness to debate Anderson, he suggested, "Maybe it's because he thinks

they might be trying to appeal to the same voters."

Observers were quick to suggest that the White House was attempting to isolate Anderson as a candidate with no chance of winning and therefore worthy of no consideration. Powell said it was a "fantasy" to think Anderson could win.

Certainly Carter has been discriminating in his acceptance of invitations to debate. Last fall, when his standing in the polls was at rock bottom, he accepted an invitation to debate his Democratic opponents for the nomination—Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown Jr. of California—in Des Moines, Iowa, then canceled when the hostages were taken in Teheran and his popularity began to rise. Since then, he has steadfastly rejected Kennedy's frequently taunting challenges to debate, although he has said that if nominated he would debate the Republican nominee.

Despite the White House's attitude as expressed by Powell, the league is not writing off the Republican congressman from Illinois. "We have made no decision as to who will be included [in the debates]," said Betsy Gutman, spokesperson for the league. "At this point, we have an open mind on third-party candidates."

The ultimate decision on participants, format and other matters in connection with the proposed debates will be made by the education fund's four-member board of trustees. But it would act on recommendations of the advisory committee to be appointed this month. The committee will be headed by Newton N. Minow, former FCC chairman, and Anne Armstrong, former U.S. ambassador to Great Britain.

Meanwhile, the Anderson campaign is proceeding with its own organization plans and has launched an advertising effort—in newspapers—to raise funds, recruit volunteers and gain Anderson a place on the ballot in various states.

A spokesperson for the Anderson for President Committee said the campaign is projecting radio and television advertising—which probably won't get under way until after the Republican and Democratic conventions—of \$5 million-\$7 million. The total budget has not yet been finally projected, but aides have talked of a \$15 million total. Most of that would be raised by direct mail aimed at a base of 100,000 contributors Anderson aides hope will increase to 250,000 by the fall; some money would be raised through television appeals.

Each of the major candidates will receive almost twice Anderson's hoped-for total in federal subsidies—\$29.4 million—as the amount they will be allowed to spend on their campaigns from the conventions until the election in November.

The question of whether Anderson, as an independent, would be entitled to federal funds is not clear. The federal election law refers to major, minor and new parties, but not to independent candidates. Eugene McCarthy raised the issue in connection with his candidacy in 1976, but the Federal Election Commission split, 3-3,

and before it could consider the matter again, the election was past, and McCarthy had received less than 1% of the vote. Since the law requires minor party candidates to win at least 10% of the vote to gain access to federal funds, the issue became moot.

The Anderson campaign thus far has made no decision on whether to revive the issue.

CNN: the clock can never stop

All systems were go for June 1 start-up of 24-hour news service

If Satcom I did not disappear in space as its intended replacement, Satcom III, did last December, and if some other catastrophe did not occur, the Cable News Network, the 24-hour news programming creation of Ted Turner, went on the cable yesterday (June 1), heralded by three military bands playing the Star-Spangled Banner.

When it started up, CNN was expected to reach between 2.5 million and 3 million homes subscribing to cable systems that pick the programming off Satcom I.

As the party was being planned last week for the extravagant inauguration ceremony that was to take place on the grounds of the CNN headquarters in Atlanta, CNN was well into its second week of dry runs of 24-hour news production. And, according to Reese Schonfeld, CNN president, "the first week didn't embarrass anyone, and the second week reflected credit on all concerned." In other words, Schonfeld said, "everything is on schedule, and so far things are going as well as we have any right to expect."

Schonfeld said that all the domestic bureaus have contributed to the final CNN product. The Chicago bureau, he said, has been on line for three weeks, Washington for two and New York for one. The Los Angeles bureau was to sign on last Saturday, Schonfeld said, and while the San Francisco and Dallas bureaus are not yet linked to satellite uplinking facilities, they have been contributing by carrying tapes to the nearest uplink points.

A total of 500 journalists, cable operators and dignitaries were expected for the inauguration. The guests, in addition to attending the 20-minute ceremony leading up to the turn-on of the system at 6 p.m. NYT, were invited to enjoy Turner's hospitality under two huge tents and take tours of the converted country club that serves now as headquarters for CNN and eventually for Turner's superstation, WTBS(TV) Atlanta.

The first 45 minutes of CNN's life, appropriately, were to be devoted to news, but at 6:45 p.m. a 15-minute taped tour, hosted by the husband-wife anchor team, Don Farmer and Chris Curle, were to be aired to introduce cable subscribers to the workings of the network.

According to Peter Vesey, the Washington bureau chief, the tour wasn't

the only special feature scheduled. Vesey said that George Watson, vice president and managing editor, and Daniel Schorr, senior correspondent, were to have taped a 40-minute to one-hour interview with President Carter on Saturday for airing on Sunday evening. (Vesey also expected to do an interview with Ted Kennedy on Sunday for Monday evening and interviews with Ronald Reagan and John Anderson some time this month.)

According to Schonfeld, the regular Monday-through-Friday schedule is firm but the weekend schedule "is subject to change" and should remain in flux for a while. The weekday programming is built around two two-hour newscasts, at noon and at 8 p.m. To compete with local and

network broadcast news, CNN is airing sports and financial news between 6 and 8 p.m. and sports at 11 p.m.

The rest of the day will be filled with continually updated news reports, features, daily columnists and talk shows.

Like the weekdays, the weekends are founded on updated news and one or two central news shows. In addition, many of the features seen earlier in the week are repeated. On Saturday, there are noon and 8 p.m. newscasts, but they are scheduled to run only one hour as opposed to the two hours of the weekday newscasts. Sunday also has a noon news, but the 8 p.m. news has been replaced with an hour sports report. The full schedule follows on page 56.

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- Staying Fit with Arden Zinn
- Evans & Novak's Capitol Hill Hotline
- The Day's Weather
- Sports Overnight
- Dan Dorfman's Behind the Money Market
- The National Farm Report with John Holliman
- The Home Handyman, Beau Wilhoit
- Nader's Consumer Report
- Barry Goldwater's Right Thinking
- Dr. Halberstam's Today in Medicine
- Your Astrological Day

8:00-12:00

The CNN Morning Report. Four one hour news and feature programs. Continuous cut-ins from Washington, New York and other bureaus. Sports and weather each half hour. Plus:

- The Law and You
- Dr. Joyce Brothers on Psychology Today
- William Simon's Financial Analysis
- Your Body and You, CNN Gynecologist
- Auto Mechanics
- Richard Reeves on Politics
- Dr. Elizabeth Whelan — The Other Side of Consumerism

PM

12:00-2:00

Midday USA. A two hour program of news, reviews and interviews. Hosted by Don Farmer and Chris Curle, updates from Washington, New York and international bureaus. Plus:

- Hollywood Report with Fred Saxon
- Pets and How to Care for Them
- Cooking
- How Does Your Garden Grow?
- Fashions with Elsa Klensch
- Bella Abzug
- Phyllis Schlafly
- Dr. Michael Ozer's You and Your Health
- Washington Lifetime with Rudy Maxa

2:00-6:00

CNN Afternoon. Four team-anchored newscasts each, one hour. National, international news, sports, Wall Street Report, weather and light features. Tips on health, gossip, music (from rock to country and western), movie criticism, gossip from Hollywood and New York.

6:00-7:00

Sports And News World. Daily news highlights and 15-minutes of sports. Live satellite cut-ins from bureaus.

7:00-7:30

Business And Wall Street Roundup. Financial, business and consumer news from the New

York bureau, with emphasis on the Wall Street day. Financial editor Myron Kandel and New York financial news staff host. Also, commentary by former Treasury Secretary William Simon and syndicated columnist Dan Dorfman. Special reports with business leaders.

7:30-7:50

Sports Tonight. A 20-minute report on what's happened and what's ahead in sports. Lineups. 'Inside information. News headlines from the CNN newsroom.

7:50-8:00

Television Tonight. CNN's media critic hosts a 10-minute preview of the best bets for televiewing that night.

8:00-10:00

CNN Prime Time Newscast. Satellite reports from around the nation and around the world. The best of the day plus reports and features from CNN contributing stations.

10:00-11:00

Crosstalk. A one-hour national call-in talk show with a live audience. A variety of issues. Guests live and via satellite. News updates throughout.

11:00-11:30

Sports Spotlight. Sports highlights, interviews, commentary.

11:30-12:00

Business And World News Roundup. West Coast edition.

AM

12:00-1:00

The News Tonight. A one hour mix of features and news with special segments from the Los Angeles and San Francisco bureaus.

1:00-2:00

Night Life. Lee Leonard hosts an hour of personality news, interviews and reviews from the Los Angeles studio. Highlife features from Los Angeles, New York and Washington. News headlines throughout the hour.

2:00-2:30

West Coast Sports Roundup. The latest sports results for the West Coast with action highlights and sports commentary.

2:30-3:00

Viewpoint. A survey of national editorial opinion.

3:00-6:00

Newswatch Hawaii. A three-hour, edited version of the highlights of previous programming. Continuous live news updates.

Saturday

AM

6:00 *Agriculture—the Week Ahead*

6:30 *Weekend Leisure Weather.* Includes skiing conditions, flying, boating, fishing, etc.

7:00 *Saturday Morning News*

8:00 *Personalities in Review*

9:00 *Medical/Science News*

9:30 *You and Your Money.* Consumer tips and information.

10:00 *News/Weather/Sports/Upcoming TV*

11:00 *You Speak To Us.* Telephone Call-In Show.

PM

12:00 *Midday Weekend News.* Oriented to West Coast.

1:00 *Sports Week In Review*

1:30 *As The World Sees The News.* Foreign viewpoints of the news produced at CNN's London bureau.

2:00 *Travel and Leisure Report*

2:20 *Real Estate Show.* National property review.

2:30 *Mr. Fix-It.* Repair-expert tips.

3:00 *News/Sports/Weather*

3:30 *Viewpoint.* Commentary from CNN columnists.

4:00 *Week's News Review*

4:30 *Real Estate Show**

4:40 *Travel and Leisure**

5:00 *Personalities In Review**

6:00 *Music Reports*.* Information about all forms of music, classical, rock and roll, etc.

6:30 *This Week in TV.* Critique of past week's shows.

7:00 *Sports Personalities Talk With The Press*

8:00 *Prime Time Weekend News*

9:00 *CNN Press Conference*

10:00 *Business—The Week To Come*

11:00 *Sports Roundup*

11:30 *Music Reports*

AM

12:00 *Personalities Review**

1:00 *This Week in TV**

1:30 *This Week in Sports*

2:00 *You Speak To Us**

3:00 *Best News Stories of the Day*

Sunday

AM

6:00 *News/Sports/Weather*

6:30 *News Of The Week*

7:00 *Weekend Morning News*

8:00 *You Speak To Us**

9:00 *Agriculture—The Week Ahead**

9:30 *Music Reports*

10:00 *Personality program including arts and entertainment critiques*

11:00 *Financial Week In Perspective*

11:30 *Sports Of The Week*

PM

12:00 *News At Noon*

1:00 *Health and Science News*

1:30 *You and Your Money**

2:00 *Features For Women*

4:00 *Real Estate Show**

4:10 *Travel and Leisure**

4:30 *Mr. Fix-It**

5:00 *CNN Press Conference**

6:00 *Financial Week In Perspective**

8:00 *Sports Today.* A review of the day's sports news.

9:00 *The National Debate Line*

11:00 *Sports Final*

11:30 *The Week Ahead in TV*

AM

12:00 *As The World Sees The News.* From the London Bureau.

12:30 *Editorial Wrap-Ups*

1:00 *Wall Street Week Ahead*

2:00 *West Coast Sports Final*

2:30 *World News Final*

3:00 *National Debate Line**

5:00 *Best of Previous Day*

*Repeat segment

Hill unit looking into R&D for communications

Government and industry witnesses agree that developments are coming rapidly in digital modes, satellites and computer networks

Two House subcommittees that ordinarily concern themselves with different types of issues, last week concluded four days of hearings on communications research and development.

The Transportation, Aviation and Communications Subcommittee, along with the Science, Research and Technology Subcommittee, examined such issues as the role of the federal government in communications R&D and how the government can encourage innovation in telecommunications technology.

The hearings, which concluded last Wednesday (May 28), brought together government and private telecommunications experts, including FCC Chief Scientist Stephen Lukasik.

Lukasik predicted there will be at least three important trends for users of communications in the future: the growth of digital techniques, more intensive use of available spectrum, along with the development of higher frequencies, and expansion of the use of satellites.

The FCC, Lukasik said, takes an active role in technology R&D if there is either a market failure of some sort or a direct need for technical development in support of the regulatory function of the commission.

A. A. Penzias, executive director of research, communications sciences, at Bell Telephone Laboratories, offered his assessment of the areas that hold the greatest promise for technological advances. In addition to communications satellites, Penzias said that the future points to heavy use of solid state electronics, computers and lightwave communications.

But he added that the private sector has been quite successful in developing communications technology, and except for highly specific needs relating to communications satellites, the federal government should not get involved.

Government support should come, Penzias said, in the form of funding of university research programs in science and engineering. In addition, he suggested that private industry be given incentives to invest in development and manufacturing.

The subcommittees also heard from, among others, representatives of the National Telecommunications and Informa-

tion Administration, NASA, the Department of Defense and the Communications Satellite Corp. One concern of Representative Tom Harkin (D-Iowa), who chaired the three days of hearings, was that federal agencies are duplicating communications research projects.

A spokesman for NASA, however, said that the Office of Management and Budget audited programs to insure there is no overlap, and he said the agency has successfully worked with NTIA and the FCC on such things as public service-related activities with satellites and preparations for last year's World Administrative Radio Conference.

Representative Harold Volkmer (D-Mo.), expressed concern that by funding R&D for agencies such as NASA, the government was, in effect, providing a subsidy to private common carriers who rely on NASA for technological assistance.

John Harrington, senior vice president of Comsat, and director of its laboratories, said Comsat labs has a \$28.4 million budget for 1980, only about 1% of which comes from federal programs. He said that the government should continue to sponsor basic research on satellite technology, and NASA should continue to sponsor

satellites designed for scientific and government applications. But in prepared remarks, Harrington offered the opinion that NASA's role should go no further.

"We do not believe NASA should be in the business of flying experimental satellites with proved technology where such services can and should be provided by the private sector," he said.

"Detailed design and specialized R&D peculiar to satellites for operational use such as communications, maritime and broadcasting, should be undertaken by nongovernment entities."

Robert Hall, president of Satellite Business System, which will begin next January to provide all-digital communications via satellite, said there were a number of reasons for the government to support R&D in communications technology, and he pointed to higher radio frequencies as one area for exploration.

Hall said that SBS is one of four U.S. carriers that have proposed using the Ku-band frequencies at 12 and 14 ghz, and domestic satellite services will then have to look to the Ka band at 20 and 30 ghz. The government should play a key role in this development, Hall said, with full support offered for NASA efforts.

N.J. senators covet WOR-TV New York

FCC is petitioned to reallocate RKO station, which is in renewal jeopardy, to neighboring state as its first VHF

New Jersey's two Democratic senators, Bill Bradley and Harrison Williams, last week filed a petition for rulemaking with the FCC that would reallocate WOR-TV, the RKO General-owned station, from New York City to New Jersey.

The petition, filed on behalf of the residents of New Jersey, requests that the commission reallocate channel 9 to any city in that state that would not require moving channel 9's present transmitter site in New York.

The commission's decision not to renew the license of WOR-TV, the petition said, offers an opportunity "to meet the 'New Jersey problem' head on, without dislocation or loss of service, and without disruption of a licensee's legitimate license expectations." New Jersey and Delaware are the only two states without VHF TV stations.

According to the petition, the FCC's solution to the existing situation—requiring New York and Philadelphia stations to "establish a presence" in New Jersey—has not worked. "New Jersey requires, and deserves, a local New Jersey VHF station," it added.

Although the RKO case will likely be tied up in the courts for years, the petition asks that a decision on channel 9 be made independently of any litigation. "Whether or not the facts concerning RKO General's misconduct are found ultimately to warrant denial or renewal, they nevertheless distinguish that licensee from the other New York licensees to choose channel 9 as the channel to be reassigned and reopened to new competing applicants," it noted.

At a press conference to announce the filing, Bradley said he hoped to have the matter resolved within one year, and he believed this was the best possible opportunity to provide New Jersey with VHF service. "If the FCC is ever going to bite the bullet and make the reallocation of a station to New Jersey, this is the time, these are the circumstances, and this is the station," Bradley said.

Williams said a version of a bill introduced in the House, which would assign the next available channel to New Jersey, would soon be introduced in the Senate. But he added that the preferable solution would be through FCC action.

Williams said that every approach had been tried, with no success. "We're mass-media boat people," he said, "adrift between New York and Philadelphia."

Although the reallocation of channel 9 would give New Jersey a VHF station

Washington Watch

Signed at last. President Carter last week signed Federal Trade Commission authorizing legislation, despite objections to some provisions in bill. Of particular displeasure to Carter was provision empowering Congress to veto FTC rules, which he labeled "unwise and unconstitutional." But he added that, although he had reservations, bill was necessary. "I am signing this bill despite the congressional veto provision because the very existence of this agency is at stake," Carter said.

No thank you. Former broadcaster, now Senator Nancy Landon Kassebaum (R-Kan.), who was mentioned last week as possible running mate on Republican party ticket next fall, said she didn't feel qualified and wasn't interested in position. "It certainly could well be that this is the right time for a woman, but I don't think I have the experience needed at this time for anyone assuming the office of Vice President," Kassebaum said.

Fighting for full time. National Radio Broadcasters Association has asked FCC to amend its rules to permit daytime-only licensees to operate full time "as long as it would not create objectionable interference or prohibited overlap with other stations." In petition for rulemaking filed last week, NRBA said "discriminatory" and "unjustifiable" effects of such restrictions as "two-station-to-a-community rule" will become even more pronounced should proposals to increase FM assignments be adopted. Eliminating artificial barriers to full-time service would "permit freer interplay of marketplace forces to ultimate benefit of public interest," NRBA said.

More time. Joint Council on Educational Telecommunications and CenTex, nonprofit, public service educational organizations, have asked FCC to extend its comment deadline for proceeding looking toward allocating more spectrum space for multipoint distribution service. Proposal is to reallocate frequencies in 2500-2690 mhz band, now set aside primarily for instructional television fixed service (BROADCASTING, March 24). Both groups say that importance of proceeding to educational community requires that detailed studies be conducted before comments are filed.

Extra two weeks. FCC, in response to petition from Public Broadcasting Service, extended its comment deadline for children's rulemaking from June 2 to June 16. PBS asked for extension, saying its legal department had been tied up with "unforeseen difficulties" from its May 12 airing of *Death of a Princess* (BROADCASTING, April 28), and has not been able to concentrate on other issues.

Government to watch. Broadcasting is likely to be changed in years ahead not by all new technologies combined but by developments in Congress and regulatory agencies. Gene F. Jankowski, president, CBS/Broadcast Group, told Ohio Association of Broadcasters at King's Island, Ohio. Among Washington activities he cited as having potential for far-reaching effects on broadcasting were FTC proceeding on children's television advertising; FCC approach to equal employment that he said will determine program content by employment regulation; FCC staff proposals to mandate quotas for children's television programming, and congressional bills that would require station financial reports to be made public and would require broadcasters to accept editorial and advocacy advertising and replies to such commercials. He urged broadcasters to do better job of telling their story in Washington.

under this proposal, its area of coverage would not extend beyond the northern portion of the state. Bradley said, however, that he would also continue to press for VHF coverage for southern New Jersey as well.

Stick to the point, say critics of FCC network study

Comments from the networks, AMST say that proposal for conversion to all U's and other ideas are beyond original charter of inquiry

As comments pile up on the various reports released by the FCC's network inquiry special staff, one consensus emerges—that the staff has strayed from its initial goal to study whether the three commercial networks have engaged in anticompetitive practices or practices that hamper the independent judgment of affiliate stations.

ABC, while not commenting per se on one report released in February and challenging the FCC's spectrum allocation policies, said it anticipates a "wider range of reaction as the inquiry strays into areas such as spectrum management and multiple ownership."

The report, by Thomas Schuessler, professor of law, University of Arizona, concluded that the FCC's decision to adopt an "intermixed" UHF and VHF assignment plan, "which greatly reduced the number of technically comparable assignments made to each market," and its decision to base the plan on the principle of localism, "thereby greatly reducing the total number of assignments which could be made to each market," limited the entry of new networks in the top 100 markets (BROADCASTING, Feb. 11).

ABC did say that, depending on how the commission intends to use the reports, it would challenge some aspects of them.

On the FCC's reports on multipoint distribution service, subscription television, cable/pay cable and home video, ABC believes that "no consideration of the role of the three commercial networks in national television would be complete" if it failed to take into account all television alternatives, "whether one calls them networks or something else." When all alternatives are considered collectively, ABC added, "it should be evident that the time has come to consider deregulation, not more regulation for commercial networks."

ABC also said that the reports were "irresponsible" in evaluating alternative television forms solely on the basis of new kinds of networks when other policy considerations are involved. ABC gave two examples—(1) A substantial reliance on pay television could result in a loss of service to the disadvantaged and (2) increased emphasis on national forms of distribution (satellite-to-home broadcasting for exam-

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ple) may prove to be at the expense of local service.

CBS, commenting on Schuessler's report, said that although CBS favored an all-UHF system when television was in its infancy in the 1940's and early 1950's because it believed it would facilitate the development of color television, it now believes the "time has long passed for a dramatic reversal of regulatory policy."

CBS does not believe that the present spectrum allocation scheme creates an insurmountable barrier to the emergence of a fourth network. "More fundamentally," CBS said, "the report produces no measure or assessment of the substantial costs of a conversion to UHF, both to the broadcaster and the viewer."

CBS estimated the cost of such a conversion for the more than 600 VHF stations, "would exceed \$3.5-\$4 million each, plus the increased costs of operation." Broadcasters are not the only ones who would face problems with an all-UHF conversion, CBS said. Viewers owning older sets that don't meet current UHF technical standards "would have to buy new sets or lose the adequate VHF service they now receive."

As to other services such as home video, cable, MDS and STV, CBS warned the commission to "tread carefully" in considering regulatory action in these areas. CBS said it is significant that the network inquiry staff "eschews technological or economic projections of the likelihood of future developments" and said "the commission should not engage in drastic action based on speculation that such action is necessary or speculation that regulation could achieve a desirable goal."

CBS concluded that "with the advent of new technologies that will greatly increase the diversity of television services available, even though they are not over-the-air in the traditional sense, the commission should be hesitant to adopt drastic regulatory changes such as radical alteration of the current allocation of frequencies to television broadcasters."

CBS also commented on the report's multiple ownership appendix, saying the FCC has never offered a convincing explanation of why television networks, among all media entities, should be barred from competing in some new and growing technologies.

NBC's comments addressed this issue principally. NBC said the multiple ownership appendix fails to "take note of the commission's recognition of the value of network ownership of stations" and it fails to "treat accurately various commission decisions concerning multiple station ownership and the prospects for a fourth network."

NBC concluded that "in the changing world being created by these technological developments, it would make no sense for the commission to contemplate new regulation of conventional broadcasters, or even to maintain certain existing regulation as if the new technologies did not exist."

The Association of Maximum Service

Telecasters agreed that the inquiry has strayed. "Spectrum management and television broadcast allocations principles are too important and complicated to be dealt with in a superficial study which uncritically restates highly controversial, and ultimately disproved, contentions regarding the commission's basic TV broadcast allocations policies," AMST said.

AMST added that the Schuessler report fails to deal with basic public policy issues and is incorrect in important respects. AMST advised that a "preoccupation with national commercial networks must not

blind consultants, policy advisers and policy makers to the meaning and purpose of all critical elements of the system."

Insilco's EEO suggestions

As follow-up to White House briefing, group owner submits proposal for changes in FCC's employment reporting requirements

The president of the Insilco Broadcast Group has sent a memorandum to the

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White House calling for reform of the FCC's equal employment opportunity reporting procedures.

The memorandum was the result of a recent press briefing at the White House for the general managers and news directors of the Insilco group stations. Steve Simmons, associate director for government reform on the White House Domestic Policy Staff, invited comment on FCC deregulation.

Fred Walker, whose group owns AM-FM combinations in Hartford, Conn.; Coral Gables, Fla.; New Orleans, and Oklahoma City, feels that the present FCC system of evaluating EEO compliance is "unfair" and said the group entertains "serious doubts as to whether the FCC should apply percentage guidelines" to a station's EEO effort.

Walker proposed three alternatives of compliance. The first would be abiding by the status quo, with broadcasters compar-

ing raw workforce data to the station's employment profile during a single pay period.

The second choice would be use of "more refined data." Insilco said for jobs requiring little or no training stations would continue to compare their employment statistics to the workforce as a whole. But for the skilled positions "that constitute the majority of broadcast employment, stations would be allowed to use the data that the Supreme Court has recognized to be most relevant: the percentage of qualified women and minorities in the local labor market. This data could be derived from Census Bureau reports or from other studies. The burden would be on the station, if challenged, to demonstrate that the data it submits is relevant."

The third proposal would be a station averaging of four quarterly pay periods. The station's annual employment report is now based on statistics from a single pay

period during the first quarter, and a station is required to use the same pay period each year. "This system is unnecessarily rigid," the Insilco proposal states, adding that "the typical station, with perhaps 10 or 20 employees, is vulnerable to the sudden departure of a single employe, which may unexpectedly drop minority employment below the percentage guidelines." Insilco believes the averaging proposal would minimize abnormal fluctuations and present a fairer picture of a station's employment practices throughout the year.

Insilco said that by adopting its proposal, the FCC could "maintain its policy of vigorous EEO enforcement while refining the yardsticks used to measure compliance... The stations would still be obligated to maintain effective EEO programs, but their reporting system would be more flexible, more realistic and considerably more equitable."

Programing

Detroit pay station takes program supplier to court over fees

WXON alleges that National Subscription Television upped charges for decoders, installation and deposits, but reduced them for programing—from which station was to take a cut

WXON Inc., licensee of channel 20 in Detroit, has filed a \$250,000 law suit there charging that National Subscription Television has attempted to reduce its monthly payments to the pay-TV station. The station has asked a federal district judge to dissolve the contract between the two companies and to require NST to pay damages and court costs.

NST began operating ON-TV of Detroit last July under a contract signed with WXON in March 1976. With over 30,000 subscribers paying an average fee of \$22 a month, NST, WXON alleges, has altered its fee structure so that subscribers pay more for ancillary STV services but less for programing. Under the 1976 contract, WXON was to receive a portion of the monthly program charge.

Despite the 70-page filing that is public record, the general manager and the local attorney for WXON refused to answer questions concerning the specifics of the suit. *The Detroit News* reported last week, however, that the suit charges that NST more than doubled its installation fee, decoder rental and security deposit while reducing the monthly program fee.

According to the projected fee structure, NST was to charge subscribers \$20 for installation, a \$25 security deposit, a \$5 monthly decoder rental and a \$12 monthly

program charge.

Subscriber fees currently are \$49.95 for installation, \$50 security deposit, \$12 decoder rental and \$10 programing charge.

NST "juggled the category of fees in order to reduce channel 20's share of fees," said the *News*.

Aben E. Johnson Jr., president, general manager and principal owner of the UHF station, declined to comment on the case beyond confirming that WXON was, indeed, suing NST. He said the suit deals with "questions that have to be resolved" concerning the fee structure as well as "other things." (Among those, the station is charging that NST has used an inordinate amount of station time to promote the STV service.)

Attorney David Nelson also declined to comment, saying the principals in the suit had agreed not to discuss the case with the press.

Neither Johnson nor Nelson gave any indication that WXON wishes to stop the STV service, and Johnson made references to the station's "ongoing relationship with ON-TV" and the "quite pleasant relationship" between the two companies.

Andrew Wald, executive vice president of NST in Los Angeles, said he was surprised by the filing because many of the differences between the two companies had been resolved before the suit was filed, May 22. "I don't really understand why he went ahead with it," Wald said, adding that he had yet to read the suit.

Because of the general recession and the especially hard-hit Detroit economy, Wald said, "We are all experiencing a little rough water in the market." He added, however, that he does not expect NST's relationship with the Detroit station to end—"not in the slightest."

CBS does it with reruns

CBS-TV continued its post-season winning ways for the week ended May 25, pulling out in front of its closest competitor by almost a rating point and a half.

For the seven evenings of prime time, A.C. Nielsen averages gave CBS a 15.9 rating and 29.8 share to ABC-TV's 14.5/27.0 and NBC's 13.7/25.8.

CBS won Monday, Thursday, Friday and Sunday, and ABC took Tuesday, Wednesday and Saturday, leaving NBC shut out.

Among the top-10 programs, CBS dominated with six. Leading the list was CBS's *M*A*S*H* (22.7/36), followed by ABC's *Three's Company* (21.6/36); CBS's *Dukes of Hazzard* (20.9/41); ABC's *That's Incredible* (20.6/35) and *Taxi* (20.5/34); CBS's *House Calls* (20.4/32), *60 Minutes* (19.4/47), *Jeffersons* (19.4/35) and *Dallas* (18.7/36) and NBC's *Greatest Disasters that Shook the World* (18.3/32).

It was a week heavy with specials but in most cases, regularly scheduled programing—repeats—proved the strongest draw. Typical was the 18.0/36.5 earned by CBS on Friday with its repeats of *Incredible Hulk*, *Dukes of Hazzard* and *Dallas*, and ABC's 18.4/32.1 on Tuesday with *Happy Days*, *Laverne & Shirley*, *Three's Company*, *Taxi* and *Hart to Hart*.

Among the week's specials, Parts II and III of NBC's *Moviola* miniseries brought a 17.5/29 and a 11.6/20, respectively, for "The Scarlet O'Hara War" and "The Silent Lovers." ("This Year's Blonde," counted in the week before, drew 16.8/27.)

CBS managed a strong start on Thursday with a two-hour *Waltons* retrospective (18.0/33) but saw most of that ground lost when followed by *Shirley MacLaine: Ev-*

ery Little Movement (13.8/24). Neither Barry Manilow: *One Voice* (15.7/25) nor Cheryl Ladd: *Souvenirs* (14.0/23) was effective for ABC. Other specials ranged from not-so-great ratings for NBC's *The Greatest*, about Muhammad Ali (11.0/21), to a better showing with its *Golden Moment, An Olympic Love Story* (17.1/32).

In Britain, 'Dallas' rules the airwaves

With the broadcasting of the episode showing the shooting of J.R. on the BBC last Monday, Britain has been hit with *Dallas* fever.

American programs are popular in Britain, but seldom attract the attention brought about by *Dallas*. The CBS program has climbed into the top of the ratings in England.

The popular newspapers have also joined in with frequent splashy features on the characters in the show. Larry Hagman (J.R.) went on a publicity tour in London, appearing on television talk shows.

One newspaper there, *The Sun*, claims to know who shot J.R. In an article from Hollywood, the paper claims to have found the writers of the series, who disclosed that Dusty was the gunman.

The betting shops are also involved, and one chain of bookmakers claims to have taken in nearly \$250,000 on the subject. The bookies report that Dusty is the 6-4 favorite, while J.R.'s mother is 6-1. Even though she was seen with a gun just before shooting, J.R.'s wife is a 20-1 long shot. Also at 20-1 is J.R.'s enemy, Cliff Barnes.

Pretesting programing

Once TV viewers fill out their ratings diaries, broadcasters must live with the success or failure of past programing decisions. But how about diaries to help predict a station's competitive strength in a local market before it's too late?

That's the point of a new service from Reymer & Gersin Associates Inc., a Southfield, Mich., media consulting and research firm. Called "The Advanced Schedule Test," the service will pit a client station's proposed line-up against what's expected from the local competition. Viewers will be sampled by diary for which shows they're likely to watch and for other information.

The service will be exclusive to one station in a market, with sample size running from 600 to 1,000 households. Dayparts, tracked half hour by half hour, will be 4-8 p.m. (NYT) and, if requested, late night.

For one test, pricing is to begin at \$4,200. If second or third alternatives are wanted, with fresh samples, each would run \$3,800.

Reymer & Gersin also will be asking other questions for station use, such as channel reception and typical viewing hours.

Monitor

In the marketplace. Gerber/Carter Communications is hoping for knockout success with yet untitled hour television special of life of heavyweight boxing champ Muhammad Ali: it's available for mid-June and ABC-owned stations already are on board. . . For pay-TV market, Viacom Enterprises is offering 10 first-run theatrical movies: "Encounter with Disaster," "In Search of Historic Jesus," "Beyond Death's Door," "Gulliver's Travels," "The Runner Stumbles," "When Ya Comin' Back Red Ryder," "Tilt," "Dominique," "When a Stranger Calls" and "The Double McGuffin." There's also 60-minute pay special, *A New York Summer*, taped at Radio City Music Hall. . . Pro Sports Entertainment, which holds exclusive rights to distribute programs of NFL Films, has sold *Super Memories of Super Bowl* in 86 markets for June 1 start on stations including WABC-TV New York, KABC-TV Los Angeles, WBBM-TV Chicago and KRON-TV San Francisco. Series consists of 14 segments, half-hour episodes of 13 Super Bowl games and one-hour version including "Super Sunday XIV."

In rebuttal. Hollywood producers Aaron Spelling and Leonard Goldberg denied charges raised in *The New York Times* that their co-owned production company, Spelling/Goldberg Productions, attempted to defraud actors Robert Wagner and Natalie Wood of their share of profits of ABC-TV series, *Charlie's Angels* (BROADCASTING, May 5). At press conference last Tuesday, Spelling attacked "guilty-until-proved-innocent attitude" of news media in connection with reported scheme to transfer profits of *Angels* to another S/G series, *Starsky and Hutch*. Los Angeles Assistant District Attorney Jim Ferruzzo said that producers had "cooperated fully" in his probe of charges.

Mickey Mouse in the house. Walt Disney Educational Media Co., Burbank, Calif., has formed new home video division to handle marketing of Disney's theatrical releases and animated cartoons. Mark Zoradi, MBA candidate at UCLA, has been named coordinator of new division.

Carson questionable. NBC-TV *Tonight* show host Johnny Carson revealed to his audience last week that he'll undergo tests this week to determine if there's blood clot in his left leg. If so, surgery is good possibility, and that could mean he'll be off the air for much of summer.

PlayBack

Waltz and operetta concerts. Broadcasting Foundation of America plans to offer new series of six Vienna Waltz and Operetta Concerts, recorded from performances by Weiner Hofburg Orchestra. Concerts are to include music by Austrian composers, including Johanna Strauss and Franz Lehar and will feature performances by leading Viennese operetta singers. Following Viennese programs, BFA plans to offer series of recordings of performances in Budapest and Paris. For information: (212) 986-6448.

Family connection. Westinghouse Broadcasting Co.'s seven AM's and KODA(FM) Houston last Thursday (May 29) hooked up for live cross-country hour called *Making It Anyway: The Economics of the 80's*. Said to kick-off of radio group's year-long focus on economics, show was moderated in Washington by bureau chief Jerry Udwin, who was joined by Alfred Kahn, chairman of Council on Wage and Price Stability. Others guests tied in regional concerns from local-station studios.

Between the lines. *Inside Country*, daily, three-and-a-half-minute radio program interviewing different country music star each week, is being offered by Louisville Productions. Author Alana Nash ("Dolly," 1978, Reed Books) researches, edits and hosts program, which relates artists' views to lyrics of songs they have written. Program breaks twice for local advertiser and is currently aired in 15 states on stations including WJLD(AM) Chicago, WWVA(AM) Wheeling, W. Va., WAMZ(FM) Louisville, Ky., and WGNA(AM) Albany, N.Y. *Inside Country* is first radio program from Louisville Productions, which produces TV programs, TV commercials and industrial training films. For information: (502) 582-5787.

First fives. These are the top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Biggest Part Of My Life* by Ambrosia on Warner Bros.; (2) *Funky Town* by Lipps, Inc. on Casablanca; (3) *Call Me* by Blondie on Chrysalis; (4) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (5) *Lost In Love* by Air Supply on Arista. The top five in **country radio airplay**: (1) *Lucky Me* by Anne Murray on Capitol; (2) *Trying To Love Two Women* by the Oak Ridge Boys on MCA; (3) *My Heart* by Ronnie Milsap on RCA; (4) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (5) *Good Old Boys Like Me* by Don Williams on MCA.

U.S. Latino delegate to Region 2 blasts NAB 9 khz position and lobbying tactics

Cuellar letter attacks Wasilewski, Thurston; association stays quiet

National Association of Broadcasters' officials may have thought they had long since heard the last and the worst of the criticism engendered by the NAB's letter, in February, to foreign delegations to the Region 2 (Western Hemisphere) conference on use of the AM band. If so, they were wrong.

A letter arrived last week, and it contained by far the sharpest criticism of the NAB's action in urging the foreign delegations to delay a decision on the U.S. proposal to reduce AM channel spacing from 10 khz to 9 until further technical and economic studies were made (BROADCASTING, March 3).

Oscar Leon Cuellar, a communications consulting engineer from Denver who was the only Hispanic-American on the U.S. delegation to the conference in Buenos Aires, in March, called on NAB president Vincent Wasilewski to resign. And he suggested that the presence in Buenos Aires of Donald Thurston, the outgoing NAB chairman who observed most of the session, made delegation members ill.

"There is still more respect to be felt for those hecklers parading down Pennsylvania Avenue than for your letter to the foreign administrations," Cuellar began the letter that he addressed to Wasilewski.

"Your letter is not only a prime example of despicable behavior as a U.S. citizen, but is clear and undisputable proof that your knowledge and that of your pertinent NAB departments is of a 'meager and unsatisfactory kind' regarding 9 khz."

"If there is still left on the floors of your office those fundamental norms which characterize the cornerstone of a presidency, you must step down from the command of such a prestigious group whose credibility and integrity you have severely damaged before the eyes of the broadcasting world."

Cuellar also took note of Thurston's remarks, at the NAB convention in April, regarding the delegation. He spoke of a delegation "at odds within itself" and one that was poorly prepared (BROADCASTING, April 28).

"The fallacy of this statement mingles with the deceptiveness of your letter," Cuellar wrote, adding, "Never in the history of the FCC was a delegation more

solidly assembled as a team or more vastly prepared than the one sent to Argentina for the Region 2 conference."

If delegation members were "at odds," Cuellar said, "it was with our health, due to his presence at our meetings. Some felt headaches, others felt stomachaches, and I particularly had the privilege to experiment [sic] the sour taste the patriots must have felt by the presence of Benedict Arnold."

Cuellar's letter drew a moderate response from the NAB. Shawn Sheehan, vice president for public affairs, said, "We stand by our basic position. We have never come out against 9 khz. We just wanted Region 2 and the FCC to study the technical and economic consequences."

As for the attacks on Wasilewski and Thurston, Sheehan said, "That's his [Cuellar's] opinion. We're just not going to shout back."

EBU study group opts for component coding, hits snag on chroma-key

Engineers on the digital standards working party of the European Broadcasting Union (EBU) have put forward a set of general parameters for digital recording but have yet to determine an exact standard.

In a report to the technical committee of the EBU, which was meeting in London, the working party recommended that the digital coding should be in the component rather than the composite form. In addition, it said the sampling rate should be "picture repetitive," so that within a line of the picture, the coding would be the same each time.

John Baldwin, of Britain's Independent Broadcasting Authority and one of the

InSync

Teletext. First user evaluation of teletext in U.S. is being planned by noncommercial WETA-TV Washington and Alternate Media Center at New York University. Full details of project, which is being sponsored by Corporation for Public Broadcasting, National Telecommunications and Information Administration, National Science Foundation and Department of Health and Human Services, will be unveiled next Friday (June 6) in Washington. Preliminary plans call for installation of 50 decoders in Washington area. Test of another teletext project is scheduled to begin next year at KCET(TV) Los Angeles, also noncommercial outlet.

Opting for Optics. Valtec Corp. has contracted with American Television & Communications to install fiber optics link in ATC's new Kansas City, Mo., system. Fiber cable will connect city hall with ATC's studio facility 2.2 miles away and be used for transmission of city council meetings, mayoral speeches and special hearings. When Model VS-100 Baseband Video System is installed in August, it will be capable of carrying one video channel with audio and data channel.

For videophiles. Zenith has taught its 1981 line of television sets new tricks. With "Space Phone" option, television set equipped with microphone and linked to telephone line acts as speaker phone. When phone rings, television viewer may push appropriate button on remote control panel and conduct conversation through television set. Picture remains undisturbed. Zenith says Space Phone's voice-activated circuitry will pick up voice of anybody in room with set.

Round-the-clock service. Video Dub Inc. has been formed to provide videotape duplication and film-to-tape transfers on 24-hour, seven-days-a-week schedule. New firm is part of Video Services Corp., Northvale, N.J., which is active in standards conversion of tapes and films and in rental of equipment. Don Buck, executive vice president, sales, EUE Video Services, New York, has been named president of Video Dub.

Doesn't like. Western Union International has asked FCC to deny Comsat's petition to provide television transmission services between Mexico and United States, via Western Union's domestic satellite system and earth stations owned and operated in U.S. by Spanish International Communications Corp., affiliate of Spanish International Network. FCC has given Comsat authority to provide TV service to international television users via Intelsat. However, domestic satellite systems cannot be used for international purposes, WUI says, and since Westar is domestic satellite, Comsat cannot lawfully use it to provide service linking U.S. and Mexico.

leading figures in digital recording, said the repetitive coding would decrease the price of digital equipment and give greater flexibility.

The working party was near an actual standard for digital recording of 12 mhz for luminance and 4 mhz for each of the two color components. Troubles were found with this standard, however, especially in the area of the chroma-key.

Howard Jones of the BBC said that "people were, reasonably happy with the standard in other ways." He added that its not known if the chroma-key problems were caused by the test equipment used, or if they represent a fundamental defect in the 12-4 standard.

According to Baldwin, there are now

two major ways to solve the problem. One is to increase each of the bandwidths by around 20%. The other is to increase the two color bandwidths (believed to be the source of the chroma-key troubles) so that the ratio would be two to one rather than three to one, against the luminance.

Although some engineers advocate changing the color segments only, Baldwin is in favor of increasing all the bandwidths. He said he personally believes that 12 mhz for the luminance is itself too low.

The 12-4 standard does have the advantage of "commonality" between the 625 and 525 countries, going some toward producing a world standard for digital recording. The Europeans are concerned, however, about the recent involvement of the

U.S. Society of Motion Picture and Television Engineers in the digital standards question. While they say that cooperation with SMPTE is desirable, the Europeans do not want anything to slow down the progress being made.

They are especially concerned that a standard be ready to present to the International Telecommunications Union in the fall of 1981. Otherwise, the whole question would have to wait four more years to receive approval.

There is also a great deal of interest in a hierarchy-of-standards approach. This would provide for different but compatible standards for the various recording needs, ranging from ENG use to high-quality entertainment.

For the Record

As compiled by BROADCASTING May 19 through May 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SA—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TL—transmitter location. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV action

■ Springfield, Mo.—Christian Center of the Ozarks granted ch. 33; ERP 579.4 kw vis., 94.19 kw aur., HAAT: 1,634 ft.; ant. height above ground 1,611.5 ft. Address: Box 314, Ava, Mo. 65608. Estimated construction cost \$144,000; first-quarter operating cost \$26,100; first-quarter revenue \$37,500. Legal counsel B. Jay Baraff, Washington. Consulting engineer E. Harold Munn and Associates, Coldwater, Mich. Principals: Non-stock corporation, Lowell W. Hamilton is president.

Ownership Changes

Applications

■ WBOC-TV Salisbury, Md. (TV: ch. 16, 225 kw vis., 38.1 kw aur.)—Seeks assignment of license from A.S. Abell Co. to Mid-Atlantic Communications for \$8 million (including industrial park and printing co., both Salisbury). Seller: Publisher of *Baltimore Sunpapers* and owner of WMAR-FM-TV Baltimore. It is selling WBOC-AM-FM Salisbury to separate buyer (see below). Buyer is owned principally by Thomas H. Draper who is president and principal owner of WTHD(AM)-WAFL(FM) Milford, Del.

■ WBOC-AM-FM Salisbury, Md. (AM: 960 khz, 5 kw-D, 1 kw-N; FM: 104.7 mhz 30 kw)—Seeks assignment of license from A.S. Abell Co. to Evening Post Publishing Co. for \$2.35 million. Seller: Publisher of *Baltimore Sunpapers* which is selling WBOC-TV

Salisbury to separate buyer (see above). Buyer: Charleston, S.C.-based publisher of daily newspapers in S.C., Va., and Md., as well as one English daily in Buenos Aires, Argentina. It owns KDBC-TV El Paso, Tex., and KOAA-TV Pueblo-Colorado Springs, and cable system in Aiken, S.C. Peter Manigault is president.

■ WCER(AM) Charlotte, Mich. (AM: 1390 khz, 5 kw-D, DA)—Seeks assignment of license from Mid-American Broadcasting Inc. to Sharon Broadcasting Co. for \$375,000 plus assumption of liabilities. Seller: Ralph Gregory (63.3%) and Charles S. Hayes (36.7%). They have no other broadcast interests. Buyer: Howard N. Gilbert, Robert L. Haag and Alvin R. Umans (20% each); Avis Cohn and Samuel Feigenbaum (15% each) and Frederick C. Jacob (10%). Gilbert is Chicago attorney; Haag is Chicago investor; Umans is 25% owner of Melrose Park, Ill., real estate investment co.; Cohn is president and 50% owner of WGLY(FM) Goulds, Fla.; Feigenbaum is senior buyer for Sears, Roebuck & Co., Chicago and Jacob is vice president and general manager of WGLY. Other buyers having interest in WGLY are: Gilbert (7.4%); Haag (21%); Umans (8.4%), and Feigenbaum (5.2%). Ann. May 19.

■ WUBE-AM-FM Cincinnati (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 105.1 mhz, 11 kw)—Seeks assignment of license from Kaye-Smith Radio to Plough Broadcasting for \$3.9 million. Seller: Actor Danny Kaye and wife, Sylvia (40% each) and Lester Smith (20%). They own four AM's and five FM's and have sold, subject to FCC approval KJR(AM) Seattle (BROADCASTING, March 17). Buyer: Schering-Plough Corp., Memphis-based manufacturer and distributor of consumer products (Maybelline cosmetic line) and pharmaceutical drugs. Broadcast division has

five AM's and five FM's in portfolio. H. Wayne Hudson is president of broadcast division.

■ WGSE(TV) Myrtle Beach, S.C. (TV: ch. 43, 1,740 kw)—Seeks assignment of CP from King Communications to Carolina Christian Broadcasting Inc. for \$49,000. Seller: Ten equal partners, none of whom has other broadcast interests. Richard K. Burton is president. Buyer: James Thompson is principal owner. He owns Taylors, S.C. book printing co., WGGG-TV Greenville, and is permittee of ch. 57 at Columbia, both South Carolina. He is applicant for new UHF in Nashville. Ann. May 19.

Actions

■ KMEO-AM-FM Phoenix, Ariz. (AM: 740 khz; FM: 96.9 mhz)—Granted assignment of license from B&D Broadcasting Inc. to Scripps-Howard Broadcasting for \$4 million. Seller: Gail Beauchamp (50%); and Bruce M. Dodge and wife Joan (50% held jointly). They have no other broadcast interests. Buyer: Publicly traded group owner subsidiary (70%) of E.W. Scripps Co., Cincinnati, Ohio newspaper publisher. Jack Howard is chairman. Donald Perris is president. They have sold WITH(AM) Baltimore (BROADCASTING, Apr. 14). Action May 13.

■ KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz. (AM: 1420 khz, 1 kw-D, 250 w-N; FM: 100.9 mhz with 3 kw)—Granted assignment of license from Behan Broadcasting to Richter Broadcasting Co., for \$1.2 million. Seller: Dennis Behan (40%), Sam Young and Marvin Strait (30% each). They also own KCEY(AM)-KMIX(FM) Turlock, Calif. Behan and Young own 30%

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each and Strait 5% of KCEE(AM) Tucson, Ariz. (see below). Behan is also majority owner of KLMR-AM-FM Lamar, Colo. Buyer is owned by media broker Edwin Richter and wife, Mary (40% each) and Charles Stretton (20%). Stretton is manager of stations and will continue in that role. They have no other broadcast interests. Action May 12.

■ KCEE(AM) Tucson, Ariz.: Sold by Strauss Broadcasting to 790 Inc. for \$1.4 million. Seller is owned by Robert Strauss. President Carter's campaign manager (41.5%); brother, Theodore (47.5%), and son, Robert (11%). They have no other broadcast interests. Buyer is owned by Steve Jacobs, Dennis Behan and Sam Young (30% each), John Young (Sam Young's uncle) and Marvin Strait (5% each). Jacobs is president and general manager of KSDO(AM)-KEZL(FM) San Diego, position he will resign to manage Tucson station. Behan and Sam Young are owners of Behan Broadcasting, licensee of KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz., and KCEY(AM)-KMIX(FM) Turlock, Calif. Behan also owns 60% of KLMR-AM-FM Lamar, Colo. John Young is Tucson real estate investor. Strait owns Colorado Springs accounting firm. KCEE is on 790 kHz with 5 kw day and 500 w night. Action May 12.

■ KSMA-AM-FM Santa Maria, Calif.—(AM: 1240 kHz, 1 kw-D, 250 w-N; FM: 102.5 mhz, 27.5 kw)—Granted assignment of license from James M. Hagerman and Nona M. Groom to Bayliss Broadcasting Co. for \$1.4 million. Hagerman and Groom are equal partners with no other broadcast interests. Buyer is owned by John Bayliss, who is president radio division of Charter Media Co., newly formed joint venture between Karl Eller and Charter Co. Action May 12.

■ KGEN(AM) Tulare, Calif. (AM: 1370 kHz, 1 kw-D)—Granted assignment of license from Pappas Electronics to Walls and Sharp Inc. for \$400,000 plus \$72,000 noncompete agreement. Seller: Mike Pappas who has no other broadcast interests. Buyer: Henry Walls and Barney Sharp (50% each). Walls is general manager of station and Sharp is owner of beverage co. in Oahu, Hawaii and landscape design co. in Stockton, Calif. Neither has other broadcast interests. Action May 12.

■ WHFT-TV Miami, Fla. (ch. 7; 316 kw vis., 30.2 kw aur.)—Granted assignment of license from Lester Sumerall Evangelistic Association Inc. to Trinity Broadcasting of Florida for \$10 million. Seller: Indiana-based religious non-profit organization. Lester Sumerall is chairman, son Stephen is president. It also owns WHME-TV South Bend, Ind., and WHMB-TV Indianapolis. Buyer: Non-profit religious organization. Paul Crouch is president of Trinity Broadcasting Network which owns KTBN-TV Fontana, Calif., and KPAZ-TV Phoenix, Ariz. It also has pending before FCC CP's for new UHF's in Seattle, Oklahoma City, Denver, and Richmond, Tex., and number of TV translators and fixed earth station applications as well. Action May 14.

■ WJYW(FM) Tampa, Fla. (FM: 100.7 mhz, 100 kw)—Granted assignment of license from Rounsaville of Tampa Inc. to Combined Communications Corp. for \$4 million. Seller: R.W. Rounsaville who also owns WSNY(AM)-WAVI(FM) Jacksonville and WLOF(AM)-WBJW(FM) Orlando, both Florida. He sold WDAE(AM) Tampa for \$5.5 million last spring (BROADCASTING April 2, 1979) and subject to FCC approval, WVOL(AM) Berry Hill, Tenn. (BROADCASTING, Oct. 15, 1979). Buyer is subsidiary of Gannett Co., publicly owned newspaper chain and group owner headed by Allen Neuharth, chairman and president. WJYW is Combined's seventh FM, maximum allowed by FCC. It also owns six AM's and seven TV's. Action Apr. 30.

■ WATU-TV Augusta, Ga. (TV: ch. 26, 263 kw vis., 29.5 kw aur.)—Granted assignment of license from Augusta Telecasters to WATU Television Inc. for \$5 million. Seller: J. Thomas Jones (55%), and Francis Robertson (45%). They have no other broadcast interests. Buyer: Schurz Communications, South Bend, Ind.-based publisher/group owner, principally owned by Franklin Schurz. It owns WSBT-AM-TV/WJYJ(FM) South Bend, and WDBJ(TV) Roanoke, Va. Parent also owns cable systems in Hagerstown, Md., and Carl Springs, Fla. Schurz is chairman and Warren Wheeler Jr., president. Action May 14.

■ WQFL(FM) Rockford, Ill. (FM: 100.9 mhz, 3 kw)—Granted assignment of license from Quest for Life Inc. to First Assembly of God Church for \$590,000. Seller: Nonprofit religious organization. Joe Wildeman is president. It has no other broadcast interests. Buyer: Also nonprofit religious organization in Rockford. Rev. Ernest Moen is president. It has no

other broadcast interests. Ann. Feb. 26.

■ *WXUS(FM) Lafayette, Ind. (FM: 92.7 mhz, 3 kw)—Granted assignment of license from Twin Cities Broadcasting to U.S. Broadcasting Inc. for \$715,000. Sellers: Donald Walters and Charles Bradshaw who have no other broadcast interests. Buyer: Michael Sigelman (50%), S. Walter Richey, F.A. Koscielak, C.W. Arend Jr., and R.W. Carlson (12 1/2% each). Sigelman is veteran broadcaster. Koscielak and Richey are associated with Collateral Control Corp., St. Paul, Minn. financial services firm. Richey is chairman, Koscielak, financial vice president. Carlson and Arend are St. Paul, Minn. realtors. They have no other broadcast interests. Action May 14.

■ WKYR(AM) Burkesville, Ky. (AM: 1570 kHz, 1 kw-D)—Granted transfer of control of WKYR Inc. from Edward Johnson & Robert Gallaher (51% before; none after) to Silas Norris, H. Poindexter, Ray Mullinax (49% before; 100% after). Consideration: \$82,500. Principals: Johnson (25%) also owns WTNR(AM) Kingston; 49% WCSU(AM) Crossville; 33.33% WHAL(AM) and 49.33% WTCV(FM) both Shelbyville, all Tennessee. Robert Gallaher (26%) is 70% owner WUCR(AM) Sparta, Tenn., 33.33% WHAL(AM) and 20% WKXN(FM) Greenville, Ala. Buyers have no other broadcast interests. Action Apr. 29.

■ WVLC-AM-WLOM-FM Orleans, Mass.: Granted assignment of license from Seashore Broadcasting Co. to Donald Wilks and Michael Schwartz for \$900,000. Seller is Howland Jones, of Chatham, Mass. who has no other broadcast interests. Buyers are Donald Wilks and Michael Schwartz (50% each). Wilks and Schwartz are president and vice president (respectively) and co-owners (50% each) of WIXY(AM) East Longmeadow and WAQY-FM Springfield, both Massachusetts and one third each of WPET(AM) Greensboro, N.C. (see below). WVLC is one kilowatt daytimer on 1170 kHz. WLOM is on 104.7 mhz with 50 kw, and antenna 300 feet above average terrain. Action May 13.

■ WHLD-AM-FM Niagara Falls, N.Y. (AM: 1270 kHz, 5 kw-D, DA; FM: 98.5 mhz, 46 kw)—Granted transfer of control of WHLD Inc. from Hilda C. Hull (100% before; none after) to Butler Communications (none before; 100% after). Consideration: \$1,036,867. Principals: Seller is Hilda C. Hull who has no other broadcast interests. Principal owner of buyer is Paul J. Butler who was general manager of WWOL(AM) and WWOR(FM) Buffalo, New York until Dec. 30, 1979. He has no other broadcast interests. Action Apr. 30.

■ WNDR(AM)-WNTQ(FM) Syracuse, N.Y. (AM: 1260 kHz, 5 kw; FM: 93.1 mhz, 97 kw)—Granted transfer of control of Tower Broadcasting from Wechsler Coffee Corp. (90% before; none after) to WN Broadcasting Inc. (none before; 100% after). Consideration: \$1,871,980 plus adjustments at closing. Seller is owned by Harry F. Wechsler and Jack Burris as voting trustees. Arthur C. Kyle Jr. owns 10% interest. Control of WNTQ will also be transferred to buyer since Tower controls 51% of Signal Broadcasting Co., licensee of WNTQ. Buyer is owned by Ralph C. Guild and McGavren-Guild Inc. Guild is president of employe-owned McGavren-Guild, radio sales representative. Guild is also principal owner of KFAC-AM-FM Los Angeles. Action May 13.

■ WPET(AM) Greensboro, N.C. (AM: 950 kHz, 500 w-D)—Dismissed application for transfer of control of Wido Communications from Donald L. Wilks and Michael E. Schwartz (66.66% before; none after) to Thomas V. Armshaw (33.33% before; 100% after). Consideration: App. \$510,000. Principals: Wilks and Schwartz each own 33.33% of station. They each own 50% of WAQY(FM) Springfield and WIXY(AM) East Longmeadow both Massachusetts, and 33.33% each of WRK(FM) Greensboro, N.C., and have purchased WVLC-AM-WLOM-FM Orleans, Mass. (see above). Armshaw is vice president, general manager and 33.33% owner of WPET. He would have acquired 100% ownership of station, pending FCC approval of instant transaction. He is also president, treasurer and 33.33% owner of WRQK(FM) Greensboro. Action May 15.

■ KCLI-FM Clinton, Okla. (FM: 93.5 mhz, 3 kw)—Granted transfer of control of Clinton-Cordell Broadcasting from Quinton and Lona Jenkins (100% before; none after) to Carroll and John Crispin (none before; 100% after). Consideration: \$190,000. Principals: Jenkins, married, have no other broadcast interests. Crispins, who are cousins, have farming and ranching interests in Putnam, Okla., and are equal partners in Putnam fertilizer sales company. They have no other broadcast interests. Action May 12.

■ KAKC(AM) Tulsa, Okla. (AM: 970 kHz, 1 kw-U, DA-2)—Granted assignment of license from Mark/

Way Inc. to Salem Media of Oklahoma for \$1,107,000. Seller: Sidney Mark and wife Patricia (60%-40% respectively) who also own KFUN(AM)-KLVE(FM) Las Vegas, N.M. Buyer: Stuart Epperson (55%) and Nancy Epperson (45%). Eppersons are married. They own KCFO(FM) Tulsa, and 25% each of KMFM(FM) San Antonio, Tex. Stuart owns WKBA(AM) Vinton, Va., and 47% of WEZE(AM) Boston. Action May 13.

■ KRVB(AM) Medford, Ore. (AM: 1300 kHz, 5 kw-D)—Granted transfer of control of Rouge Valley Broadcasting from J.P. Jones, R.L. Vickers, R.K. Mead, J.W. Sanders and M.F. Ravan (77% before; none after) to M.M. Lochrie, R.M. Brown and T.C. Howser (23% before; 100% after). Consideration: \$175,000. Principals: Transferors have no other broadcast interests. Transferees Lochrie and Brown each had 11.5% interest in station with option to buy controlling interest which they have executed. Two will now own 45.75% each with new shareholder Howser own 8.5%. Lochrie is operations manager of KRVB. Brown is sales manager of KRVB. Hower is Ashland, Ore., attorney. They have no other broadcast interests. Action May 12.

■ KABR(AM) Aberdeen, S.D. (AM: 1420 kHz, 1 kw-D)—Granted assignment of license from Transmedia Inc. to Dakota Broadcasting, Inc. for \$296,000. Sellers: Preston and Marilun Solem (75%-25% respectively). Solems are married and have no other broadcast interests. Buyer: T.L. Laidlaw (30%); G.D. Beiers and William Heigaard (25% each); Dale Olmstead (20%). Laidlaw is veteran broadcaster who owns 25% of both KNDK(AM) Langdon, N.D. and WQXO-AM-FM Munising, Mich. Olmstead is 50% owner of KKAQ(AM) Thief River Falls, Minn., Beiers is 80% owner of Langdon, N.D. heating and appliance store, and with Heigaard (Langdon attorney) owns Langdon real estate firm. Heigaard is 25% owner WQXO-AM-FM Munising, Mich. Action May 15.

■ KVLG(AM)-KMUZ(FM) La Grange, Tex. (AM: 1570 kHz, 250 w-D, DA; FM: 104.9 mhz, 3 kw)—Granted assignment of license from Riverside Broadcasting Co. to Fayette Broadcasting Co. for \$525,000. Seller: Victor Armstrong (18.17%), Seymour Berns, Bernard Heumann, Robert Lewine, and Lee Schulman (17.54% each). They also own KATY(AM) San Luis Obispo, Calif. Buyer: Raymond Schindler (52%), son Paris, daughter Sherry and son-in-law, Timothy Brown (16% each). Raymond is president and owner of Hurricane Steel Industries, Houston steel products manufacturer. He has various real estate holdings in Houston as well as more than 25% interest in Bremond, Tex., bank. Paris is general manager of father's steel company. Brown is Houston attorney. Sherry is owner of Houston retail bicycle shop. They have varying interests in applications for new UHF stations in Galveston, Nacogdoches, and San Antonio, all Texas and new VHF in San Angelo, Tex. Action May 13.

■ KCLR(AM) Ralls, Tex. (1530 kHz, 5 kw-D)—Granted assignment of license from KCLR Inc. to Pete Rodriguez for \$215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriguez owns restaurants and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. Action May 13.

■ WKYY(AM) Amherst, Va. (AM: 1420 kHz, 1 kw-D)—Granted assignment of license from Amherst Bestg Associates to Amherst Bestg Corp. for assumption of liabilities. Sale is contingent on FCC approval of merger of mutually exclusive applicants for a new FM in Amherst: the two parties named above and BYRAH Broadcasting Corp. Seller: Marshall Mays whose merger into Amherst Broadcast Partners will give him 49% interest in application for new FM in Amherst. Buyers: Charles R. Brown (15.6%); Fletcher Hubbard (25%); Mays and Thomas Tucker (20% each) and six others. Hubbard is veteran broadcaster; Mays owns and operates Mays Farm Service, Amherst; Tucker is insurance agent; Brown is restaurateur. They have no other broadcast interests. Action May 12.

Facilities Changes

AM action

■ KYFR(AM) Shenandoah, Iowa—Granted CP to increase power to 2.5 kw; install DA-1; change TL to 2.5 miles SSW of Coin, Iowa; make change in ant. sys. (increase height); install new trans.; conditions (BP-780926AA). Action Apr. 30.

In Contest

Designated for hearing

- Anderson, Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of Shasta Broadcasting Inc., Jancur, Inc. and Mountain Valley Broadcasting Inc. for new FM on 94.3 mhz at Anderson, to determine all three applicants' ascertainment efforts; whether Jancur and Mountain Valley are financially qualified; whether Shasta complied with Section 73.2080 of Rules; whether John Bach misrepresented his financial status in section III of Mountain Valley's application; which, application, on comparative basis, would best serve public interest; and which, if any, should be granted. (BC Docs. 80-224-26; BPH-10640, 11115, 11112). Action May 9.
- Palm Springs, Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of RTC Broadcasting Corp. and Palm Springs Broadcasting Co. for new FM on 106.1 mhz at Palm Springs, to determine if RTC is legally qualified to construct proposed station; whether applicants are financially qualified; Palm Springs' ascertainment efforts; which of proposals, on comparative basis, would better serve public interest; and which application, if either, should be granted. (BC Docs. 80-227-28; BPH-10991, 780831AD). Action May 9.
- Redding Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of Colgon FM Communications Corp. and Redding FM Communications Inc. for new FM on 104.3 mhz at Redding, to determine whether both applicants are financially qualified; whether Redding has complied with Section 73.2080 of Rules; which of proposals would, on comparative basis, better serve public interest; and which, if either, should be granted. (BC Docs. 80-222-23; BPH-10273, 10275). Action May 9.
- Hinesville, Ga.—Designated for hearing in consolidated proceeding mutually exclusive applications of Liberty Broadcasting Co. and Hinesville Broadcasting Corp. for new FM on 92.1 mhz at Hinesville, to determine whether applicants are financially qualified; whether Liberty misrepresented its financial status by concealing \$131,452 corporate obligation to First Bank of Savannah; which of proposals, on comparative basis, would better serve public interest; and which, if either, should be granted. (BC Docs. 80-229-30; BPH10493, 10665). Action May 9.
- Eunice, La.—Dismissed application of Tri-Parish Broadcasting Co., for new FM on 105.5 mhz at Eunice, and designated for hearing in consolidated proceeding mutually exclusive applications of Acadiana Broadcasting Co. and Eunice Broadcasting Inc. for new FM on the same frequency and location to determine if Eunice is financially qualified; Eunice's ascertainment efforts; which of proposals, on comparative basis, would better serve public interest; and which if either, should be granted. (BC Docs. 880-231-32, BPH-11123, 780828AC, 780831A0). Action May 5.
- Eastland, Tex.—Designated for hearing in consoli-

dated proceeding mutually exclusive applications of MicroMedia and Carnette Broadcasting, Inc. for new FM on 96.7 mhz in Eastland, to determine if applicants are financially qualified; MicroMedia's ascertainment efforts; which of proposals, on comparative basis, would better serve public interest; and which, if either, of applications should be granted 80-220-21, BPH-11194, 781023AO). Action May 9.

Allocations

Requests

- Phoenix, Ariz.—Donald C. Jerome et al request amendment FM Table of Assignments to assign 103.5 mhz to Phoenix (RM03661). Ann. May 20.
- Augusta, Ga.—Santee-Cooper Broadcasting Co. requests amendment FM Table of Assignments to assign 98.3 mhz to Augusta (RM—3658). Ann. May 20.
- Rushville, Ill.—Steve Waters requests amendment FM Table of Assignments to assign 96.7 to Rushville (RM—3657). Ann. May 20.
- Lagrange and Auburn, both Indiana—Paul D. Mowery requests amendment FM Table of Assignments to assign 105.5 mhz to Lagrange, and substitute 102.3 mhz for 105.5 mhz at Auburn (RM—3662). Ann. May 20.
- Bend, Ore.—Terry A. Cowan, requests amendment FM Table of Assignments to assign 97.5 mhz to Bend (RM—3660). Ann. May 20.
- Batesburg and Saluda, both South Carolina—William K. Durst requests amendment FM Table of Assignments to reassign 92.1 mhz from Batesburg to Saluda, and that 95.3 mhz be substituted for 92.1 mhz at Batesburg (RM—3666). Ann. May 20.
- Kingwood, W. Va.—Preston Communications requests amendment FM Table of Assignments to assign 96.7 mhz to Kingwood (RM—3663). Ann. May 20.
- Romney, W. Va.—Peter A. Bozick requests amendment FM Table of Assignments to assign 100.1 mhz to Romney (RM—3659). Ann. May 20.

Translators

Applications

- Arvin and Lamont, both California—International Panorama TV Inc., seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 20 ft) to rebroadcast directly KTVN(TV) Fontana, Calif. Ann. May 19.
- Trinity Center, Calif.—North Lake Translator Group seeks CP for new VHF translator on ch. 2 (TPO: 5 w, HAAT: 40 ft) to rebroadcast directly KTVL(TV) Medford, Ore. Ann. May 19.
- Hinkley, Minn.—Channel 10 Inc. seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 299 ft) to rebroadcast directly WDIO-TV Duluth, Minn. Ann. May 19.

■ Providence, R.I.—WTEV-TV Inc. seeks CP for new UHF translator on ch. 48 (TPO: 100 w, HAAT: 532 ft) to rebroadcast directly WTEV(TV) New Bedford, Mass. Ann. May 19.

Cable

- Following cable service registrations have been filed:
- Clinton Cablevision Assoc. for Clinton, S.C. (SC00094) add signal.
- Continental Cablevision of Ohio Inc. for Fostoria, Jackson, Loudon and Perry, all Ohio (OH0034,550-52) add signal.
- Omegavision Inc. for Smokey Straight, N.C. (NC0224) new system.
- Action CATV Inc. for Cedar, Utah (UT0039) new system.
- UA-Columbia Cablevision of Westchester Inc. for Elmsford, N.Y. (NY0468) new system.
- Dorchester Cablevision Inc. for Dorchester, S.C. (SC0148) new system.
- Helicon Corp. for Brownsville, Luzerne, Redstone and Jefferson, all Pennsylvania (PA1023,21,22,25) add signal.
- Fayette Cablevision Co. for Uniontown, North Union, South Union, Georges, and Fairchance, all Pennsylvania (PA0681,79,80,78,77) add signal.
- Master Telecable Inc. for Quinwood, W. Va. (WV0618) new system.
- Centex Cablevision Corp. for Rule, Tex. (TX0607) new system.
- Krumme Cable Co. for Okemah, Okla. (OK0191) new system.
- Audubon Electronics Inc. for Easthampton, Westhampton, Southampton, Mansfield, all New Jersey (NJ0416-19) new system.
- Tualatin Valley Videocable Co. for West Linn, Ore. (OR0226) new system.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

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Title/Position _____

Are you in cable TV operations Yes No

Signature (required) _____

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Payment enclosed Bill me

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■ Perry Cablevision Inc. for New Lexington, Somerset, and Junction City, all Ohio (OH315.650.649) add signal.

■ Selkirk Communications Inc. for Hallandale, Fla. (FL0465) add signal.

■ Landmark Cablevision Associates et al for Colorado City and Lorraine, both Texas (TX0066.0433.0254.0434) add signal.

■ Albert Cable TV of S.C. Inc. for Lee and Bishopville, both South Carolina (SC0113.0029) add signal.

■ TCI Cablevision Inc. for Titusville, Fla. (FL0081) add signal.

■ Calhoun Antenna Service Inc. for Calhoun, Miss. (MS0014) new system.

■ Kelly S. Segars et al for Tishomingo, Miss. (MS0095) new system.

■ Teleprompter Southeast Inc. for New Port Richey, Fla. (FL0126) add signal.

■ Hawkeye Cablevision Inc. for Iowa City (IA0090) add signal.

■ Landmark Cablevision Assoc. et al for Coleman, Tex. (TX0042) add signal.

■ Televents Inc. for Redlands, Camarillo, and Ventura, all California (CA0394.653.715) add signal.

■ Cablecom-General Inc. for Lufkin, Tex. (TX0182) add signal.

■ Northwest Kansas Cable TV Co. for St. Francis, Kan. (KS0109) add signal.

■ Long Beach/Signal Hill Cable Communications Inc. for Long Beach and Signal Hill, both California (CA0161.2) add signal.

■ West Coast Cable TV Ltd. for Siletz River, Lincoln County, Salmon River and Depoe Bay, all Oregon (OR0035.30.34.51) add signal.

■ Buhl Cable TV Co. for Buhl, Idaho (ID0080) add signal.

■ Summit Communications for St. George, Utah (UT0032) add signal.

■ OVC Telecommunications Inc. for Mount Sterling, Paris and Versailles, all Kentucky (KY0066.0121.0133) add signal.

■ Cablevision of Okla. Inc. for Sulphur and Davis, both Oklahoma (OK0052.72) add signal.

■ Community Television Cable Systems of Lee County Inc. for Lehigh Acres, Fla. (FL0037) add signal.

■ Crestview Cable TV for Enterprise and Joseph, both Oregon (OR0055.6) add signal.

■ Community CATV Corp. for Hooker Point, Fla. (FL0371) add signal.

■ Humboldt-Dakota City Cable TV Inc. for Pocahontas, Iowa (IA0059) add signal.

■ Dorate Interstate Co. for Burlington, Colo. (CO0015) add signal.

■ Community CATV Corp. for Clewiston, Fla. (FL0035) add signal.

■ Caddo Cable Communications Inc. for New Boston, Daingerfield and Naples, all Texas (TX0562.66.65) add signal.

Satellites

■ There are approximately 3,330 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.

Earth station applications

■ Sunnyvale, Calif.—Peninsula TV Power Inc. (5m; Hughes; E2138).

■ Monte Vista, Colo.—Community Communications Co. (5m; Hughes; E2140).

■ East Lakeland, Fla.—Northside Cablevision Inc. (7m; Fort Worth Tower; E2136).

■ Girard, Kan.—Crawford County Cable (5m; AFC; E2134).

■ Continental Cablevision of Michigan Inc.—

Jackson, Mich. (4.6m; S-A; E2139).

■ Bethany, Mo.—Bethany Cable TV (4.6m; S-A; E2133).

■ Ogallala, Neb.—Community Tele-Communications (5m; Hughes; E2137).

■ Rochester, New York—American Cablevision of Rochester Inc. (4.3m; AFC; E2131).

■ Elyria, Ohio—Continental Cablevision of Ohio Inc (5m; Fort Worth Tower; E2135).

■ Gilmer, Tex.—Gilmer Cable Television Co. (6m; Harris; E2130).

■ Richland Center, Wis.—Richland Cable System Inc. (5m; Hughes; E2141).

Earth station grants

■ Lexington, Mass.—Western Union Telegraph Co.

■ Mound Bayou, Miss.—Mound Bayou Cable Television.

■ Durham, N.C.—Satellite Business Systems.

■ Swanton, Ohio—Community Cable TV Inc.

■ Vernonia, Ore.—Vernonia CATV Inc.

■ Commerce, Tex.—Teleprompter Corp.

■ Reston, Va.—Western Union Telegraph Co.

Other

■ Following dates will constitute composite week for use in preparation of program log analysis submitted with renewal applications for commercial AM and FM station licenses which have expiration dates in calendar year 1981, and assignment of license and transfer of control applications for AM and FM stations which are filed in calendar year 1981. Nov. 25, 1979; Mar. 10, 1980; Apr. 1, 1980; Sept. 26, 1979; Jan. 10, 1980; July 27, 1979; Feb. 2, 1980. Commercial TV licenses and permittees with license expiration dates of Feb. 1 and Apr. 1, 1981 will use, in answering questions 5, 11 and 12 of section IV of FCC form 303, composite week dates previously used in preparing 1979 annual programming report. Stations whose licenses expire on June 1 and thereafter during calendar year 1981 will use composite week that will be issued in Nov. 1980. Composite week dates to be used in preparation of 1980 annual programming report (FCC form 303-A), required to be filed Feb. 1, 1981 will also be issued in Nov. 1980.

Call Letters

Applications

Call	Sought by
KSWA	New AM's Cochise Broadcasters, Sierra Vista, Ariz.
WSVC	Morgan Broadcasting Co., Dunlap, Tenn
*WQCS	New FM's Indian River Community College, Ft. Pierce, Fla.
*WPEB	West Philadelphia Educational Broadcasting Corp., Philadelphia
KOBH-FM	Sorenson Broadcasting Corp., Hot Springs, S.D.
WPCY	Existing AM's WLIQ Mobile, Ala.
WLOY	WADY Hollywood, Fla.
WXCM	WIBM Jackson, Mich.
WTGE	WEQC Kalkaska, Mich.
KODJ	KEYJ Jamestown, N.D.
WWBJ	WZZD Philadelphia
WBOW	WSCR Scranton, Pa.
WHJJ	WJAR Providence, R.I.
WKQA	Existing FM's WZRO Pekin, Ill.
KNJY	KLNO-FM Clinton, Iowa
KYLC	KRMS-FM Osage Beach, Mo.
WZKB	WLSE-FM Wallace, N.C.
WQTR	WENC-FM Whiteville, N.C.
KJRH	Existing TV KTEW Tulsa, Okla.

Grants

Call	Assigned to
KKQT	New FM's Snake River Valley Radio Inc., Rexburg, Idaho
*WVTH	Holmes Jr. College, Goodman, Miss
WUTK	Univ of Tenn., Knoxville, Tenn
KPCW	Community Wireless of Park City, Inc., Park City, Utah
WMSE	Milwaukee School of Engineering, Milwaukee
WROS	Existing AM's WQIK Jacksonville, Fla.
WFCV	WFWR Ft. Wayne, Ind.
KMYZ	KOLS Pryor, Okla.
KSAX	KLBK Lubbock, Tex.
WXLC	Existing FM's WEFA Waukegan, Ill.
KDCK	KGNO-FM Dodge City, Kan.
KTIZ	KSLI Alexandria, La.
KMYZ-FM	KKMA Pryor, Okla.
WVOZ-FM	WOLA-FM Carolina, PR
KRUN-FM	KCWB Ballinger, Tex.
WAHC	WMKC Oshkosh, Wis
KLKK-TV	Existing TV's KMXN-TV Albuquerque, N.M.
*WLPB	WLPB-TV Baton Rouge, La.

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RADIO

HELP WANTED MANAGEMENT

Aggressive, experienced, sales-oriented person to manage a successful FM station in medium-size Northern Wisconsin City. Send a confidential resume to: Box E-142.

Looking for experienced manager strong on sales, who can handle a new beautiful music station in deep south market of 40,000. Our manager is already a pro, and is looking for possible equity. J. Boyd Ingram, President, Superior Broadcast Group, PO Box 73, Batesville, MS 38606.

Major market station looking for a Sales Manager to motivate local sales staff by leadership and utilization of sales tools including research. Must be able to maintain strong personal billing. Excellent opportunity for the right professional. Excellent base, incentives and fringes. EOE. Box E-154.

Public Radio Station manager. Supervise six full-time, 50 part-time employees at University's 30KW, stereo, CPB, NPR, jazz, classical and public affairs-oriented station. Satellite. Newly-remodeled facilities and studios from HEW Facilities grant. Bachelors in broadcasting or other appropriate area; five years broadcast experience, two of which are in management/supervision; Third Class. \$17,000-\$20,000. Immediate opening. Letter of application, resume, list of three references to: Les Bradley Acting Station Manager, KUOP-FM, University of the Pacific, Stockton, CA 95211 Phone: 209-946-2582. An equal opportunity and affirmative action employer.

General Manager, Southeast, growing station in growing market. Must be able to supervise staff and program. Salary plus incentive and car. Opportunity for advancement. Strong sales background preferred. Submit resume and references in confidence. Box E-204.

General Manager/Sales for new FM 60 miles southwest of Chicago. Send resume and references to WLMT, PO Box 119, Wilmington, IL 60481.

We're looking for an aggressive sales manager. Must have proven sales record, and able to direct, train and motivate others. The right person is one who can offer leadership as well as actively sell. If you have a record as a strong closer and are looking for an opportunity to join a professional team, call or write for details on salary, fringes and incentive override. Contact Chuck Wilson, WIMG Radio, 609-924-3842 or send resume to WIMG Radio, Box 2050, Princeton, NJ 08540.

Florida—big money for a bottom line manager—sales pro a must, close and collect and self starter, firm leader. In total confidence call sole owner direct, night 1-813-453-7129, days—owner, Bob Stoehr at 813-453-3139.

Station manager-Radio: Owner of medium size station seeks proven leader to take charge of all operations. Managerial experience required in several areas such as sales, programming, expense control, FCC compliance, talent guidance, automation, engineering, and promotional activity. Western sunbelt area. Rewards can be worthwhile. Send resume with complete work history and salary to Box F-21.

HELP WANTED SALES

Experienced Sales Manager, for California daytimer, who can and will personally sell, recruit, motivate, direct sales staff, community oriented, with successful history of promotional, merchandising programs. Resume, references. Box E-148.

Growing broadcast group located in the Sunbelt seeking experienced sales manager and salespeople. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2811.

HELP WANTED ANNOUNCERS

Experienced Announcer: KURM Radio in Rogers, AR, the strongest signal in Northwest Arkansas, is looking for an experienced announcer who has production skills and can handle remote broadcasts, etc. KURM Radio is community involved. Send tape and resume to Dwayne Moseley, c/o KURM Radio, 212 North Second Street, Rogers, AR 72756.

Commercially experienced DJ to upgrade AM FM Southeastern New York. Adult contemporary. Salary open. EOE. Box E-173.

Country & Western program director announcer needed badly. Strong in production and promotions. Send tape and resumes to KHEM, Box 750, Big Spring, TX 79720. (915-267-2523).

WBT is now accepting tapes and resumes for their 5th (only) morning personality in our 58 year history! Only the best will be considered. Please send tapes and resumes to Andy Bickel, WBT, 1 Julian Price Place, Charlotte, NC 28208. EOE.

Are you a witty, mature and creative morning announcer? Do you have the ability to be one? If so, KEWI Radio has the perfect opening for you. Send a recent aircheck tape to J.R. Greeley, KEWI Radio, PO Box 4407, Topeka, KS 66604. Even if you're happy in your present position, call 913-272-2122. KEWI is an equal opportunity employer.

Music Director/Communicator: New fresh concept Entertainment Oriented Progressive Rock. Knowledge of Rock, folk rock, imports, blues, new wave, jazz rock, comedy cuts, ability to utilize trends for new music market leader. Plus perform an enthusiastic evening personality program for intelligent 18-34 audience. \$200-\$250 week, benefits. Tape, resume: Bob Allen, Operations Director, Wizard Radio, 160 Russell, Buffalo 14214. Border station/Canadians welcome.

Umbrella of big city. 250,000 market adjacent to Top 10 needs to sound great and willing to pay for it. A/C station. Replies to Box F-7.

Announcing opportunity. Evening shift. Knowledge of automation helpful. PBP experience makes you second sportsman. Minimum two years experience. Tape and resume to: Tom Parker, KTTR/KZNN, Po Box 727, Rolla, MO 65401 314-364-2525.

HELP WANTED TECHNICAL

South Florida FM and directional AM looking for aggressive, self-starting chief good with maintenance. EOE. Send complete resume and salary history to Box E-225.

Chief for leading AM-FM NY metro Experienced, take-charge worker can find a home with real pros in congenial operation. Good pay, good benefits, good future, EEO employer. Box E-174.

Chief Engineer—Immediate opening for person with experience in directional arrays and automation systems for AM-FM station. Please send resume and requirements to General Manager, WINA, PO Box 1230, Charlottesville, VA 22902.

Chief Engineer full-time AM/FM, must have experience and expertise in equipment and transmitter maintenance repair. Send resume to Calvin Booker, WYLD Radio, 2906 Tulane Ave. New Orleans, LA 70119.

Chief Engineer—for the leading AM/FM facility in one of the most attractive medium markets of the Pacific Northwest. Directional 10KW AM, Class C automated FM with transmitter on ski resort. Need permanent, hard working individual with good track record and good ears. This is a super opportunity with an excellent group organization. Send resume and salary requirements to Jeff Halch, Communications Investment Corp., 312 East South Temple, Salt Lake City, UT 84111

Growing, FM, Midwest, needs chief engineer with selling or sports. Send resume to Professional Communications, Inc., KIEE - FM, 207 East Pearl, Harrisonville, MO 64701. Equal Opportunity Employer.

Hands on 1st ticket desired, some announcing experience helpful, college degree preferred. Great working conditions in beautiful Central Virginia college town. Minorities are urged to apply. Forward tape, resume & references to: WXAM, PO Box 1294, Charlottesville, VA 22902.

Chief Engineer for AM/FM in large Midwest City. DA hands-on experience and state-of-the-art expertise necessary. Must be able to take charge of engineering department and staff. Excellent opportunity and employee benefits. Resume to Box F-19.

Chief Engineer needed AM-FM operation beautiful Western Maryland. Excellent opportunity for audio technician who takes pride in good sound. Experience in transmitters, STL's, audio processing, automation a must. We are looking for winning attitude. Send letter and resume to Roy Knotts, WTBO-WKGO Corporation, Box 1644, Cumberland, MD 21502.

HELP WANTED NEWS

Regional identity seeks individual for farm broadcasting. Minimum two years experience. Good production capabilities essential. Potential for personal growth excellent. Send resume and salary history. Box E-226.

News Director—Pacific Northwest, superb lifestyle, AM-FM powerhouse. A minimum of 10 years broadcast journalism experience and 5 years news-director or assistant news director experience required. Salary commensurate with qualifications. Send resume and recent aircheck to Dave Woodward, KPNW AM-FM, PO Box 1120, Eugene, OR 97440. No calls please. Equal Opportunity Employer.

Experienced News Director, (California daytimer) to gather, dig, write, produce actualities, community participating. Resume, references. Box E-162.

KLIX Radio: Southern Idaho's largest radio news department has an opening for the morning anchor position. Job includes gathering, editing and airing. Call Annette Jenkins, news director, for details. 1-208-733-1310.

Berkshires—award winning news dept, now accepting tapes, resumes and writing samples for possible future openings. Looking for a self-starter, go getter and aggressive news gather. WUPE/WUHN, Fred Lantz, PO Box 1265, Pittsfield, MA 01201.

All-news anchorperson for number 1 all-news station in number 2 radio market. Must have strong news background, not just announcing. Bright "up" sound essential. Send resume, tape, salary requirement, one-page essay on your anchor philosophy to: T. Landphair, 204 Larsson Street, Manhattan Beach, CA 90266.

Experienced News Director: An experienced news person, or news director is needed in beautiful Northwest Arkansas. KURM Radio, a community involved radio station, is looking for a news director. Send tape and resume to Dwayne Moseley, c/o KURM Radio, 212 North Second Street, Rogers, AR 72756.

News Director for public radio stations, KUAT-AM/FM. We are looking for an individual who maintains, supervises and directs the activities of the radio news department. The person will prepare and voice newscasts and assist in the production of news and news/public affairs programs. Requirements are bachelor's degree in related field and at least two years proven experience in news, plus 1 year supervisory experience. Salary approximately \$15,000 per year. Send resume to KUAT Radio, Modern Languages Building, University of Arizona, Tucson, AZ 85721. An Equal Opportunity/Affirmative Action employer.

HELP WANTED NEWS CONTINUED

Street Reporter wanted for top news station in Syracuse. Forward tape and resume to News Director, WHEN Radio, PO Box 6509, Syracuse, NY 13217 EOE.

Fully bilingual newscaster for Spanish language radio network. Writing, producing, delivering daily newscasts in Spanish to large Texas audience. Extensive broadcast journalism background preferred. Write: Manager, Spanish Information Service, 8585 North Stemmons, 901 North Tower, Dallas, TX 75247. Enclose resume and tape.

Need experienced news reporter dedicated to news to fill mid-day news slot with some night work. Three person news staff. Tape and resume to: Dave White, KTTR/KZNN, PO Box 727, Rolla, MO 65401.

Street Reporter needed to join great news team. 1st ticket and college degree preferred. Great working conditions in beautiful Central Virginia college town. Minorities are urged to apply. Forward tape, resume & references to: WXAM, PO Box 1294, Charlottesville, VA 22902.

WGIR News 61, New Hampshire's leading news station, is looking for a strong morning co-anchor. The successful applicant will be an aggressive broadcast journalist who works hard and enjoys the company of award-winning reporters, surrounded by the state's finest news-gathering facilities. Send tape, resume, and references to Barry Birr, News Director, WGIR, Box 610, Manchester, NH 03105. A Knight Quality Group Station and Equal Opportunity Employer, WGIR particularly welcomes applications from top female news broadcasters.

Full time newscaster wanted at suburban NYC AM and FM. At least 1 year experience. Tapes and resumes to Michael Weinfeld, WMMM and WDJF, PO Box 511, Westport, 06880.

Newspeople, anchors, reporters, writers, for expanding staff at Northeast, news/talk station. Heavily equipped, solid commitment, top 50 market. Box F-14.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production director needed for successful AM/FM operation in the West. Our standard is excellence. Individual must love the creative aspect of broadcasting, and be reliable, thorough, and willing to see the job done to the end. Box F-1.

Sarasota-Bradenton leader anticipates openings for Program Director and Production Director. AM: Contemporary Country; FM: automated Beautiful Music. Must be creative, yet attentive to detail. Experience necessary. Tapes and resumes (no calls). Bob Barnes WBRD/WDUV, Box 1038, Bradenton, FL 33506. EOE.

Operations Manager. News/talk station. Major market opportunity. Talk experience helpful. Equal opportunity employer. Box F-17.

SITUATIONS WANTED MANAGEMENT

Will buy in. Successful radio manager, strong sales background. Looking for turnaround situation, Prefer Florida, but will consider all markets. Will invest in right property. Box E-106.

General Manager or Operations Manager available. Record of good station programming and operation. Knowledge of traffic, engineering, sales, and computers. I can make a micro computer work for you with financials, traffic, avails, etc. 503-649-1551 or 503-648-9052, 6484 SW Skiver Dr., Aloha, OR 97007.

Successful broadcast executive (36) Eight years San Francisco radio station general manager. Current management for LA indie TV station with no expansion opportunity. Aggressive in sales management, programming, promotion and leadership. Seeking growth opportunity. Box E-209.

Aggressive salesperson seeking a future. Over 12 years of successful broadcast sales & management. Degree in marketing. Experience in local and national sales, promotion, advertising and merchandising. Willing to travel. Bottom line oriented. Growth position desired. Box E-171.

Motivated and motivating, experienced and successful general, sales and operations manager seeks position of growth and leadership in small or medium market. Box F-2.

SITUATIONS WANTED SALES

Daryl Burks—looking for sales position. Ambitious, creative. One year experience in Western Colorado. 1-303-831-4132 or write 1410 Marion St. No. 14, Denver, CO 80218.

Seven year radio veteran, former major-market female news director (D.C.) seeks to try her hand at sales. Promotion exper, some training necessary. You won't be sorry! Box F-12.

SITUATIONS WANTED ANNOUNCERS

Young black jock air personality 3rd will relocate immediately. Knowledgeable, creative, versatile. For tape, resume call 219-845-5978 Clarence Collins, 2912 178th Dr. Apt. 1, Hammond, IN

Combo? Yes! I have a first class ticket and personality to go with it. Call Doug Crouse 215-785-6100.

Ready to go! Male DJ know country inside and out! Prefer country. Tape and resume ready! Matt Swanson, 2149 Hartrey Evanston, IL 60201, 312-864-3304.

Ambitious articulate small market newsman-dj, serious about news. Looking for step up. Lets talk. Mike 703-980-4084.

Your pbp search is over. Sportscaster with commercial experience, capable air shift production sales, will relocate. Mitch 212-376-4664.

Mature self starter requests medium market AOR/MOR. Excellent news writing/production skills. Willing to really work. T&R on request. John Carlson, 9141 Federal Blvd., No. 314, Denver, CO 80221. 303-427-4226.

Award winning sportscaster wants more challenges; play-by-play all sports; telephone, talk, Box E-177.

Energetic Black male third phone, broadcast school grad, writing, announcing, some production seeking first start in radio. Hard working can relocate: PPhone R. Alexander 1-313-339-7699, 1055 Philip, Apt. 15, Detroit, MI 48215.

Air personality desires position within 120 mile radius of Chicago. Prefer top 40, AOR, all inquiries welcome. 3rd Will relocate immediately. Tape and resume. Call Kevin, anytime 414-437-0566.

Annxing/producing: classical & jazz; wide knowledge of CM; some experience; good written communication skills, audio editing, intercultural/cross-cultural sensitivity; also familiar with film/theater. Location less important than growth potential. Salary negotiable. McDonald, 201 Blackwood, Trinidad, CO 81082.

AFRTS broadcaster, 12 years on duty, 6 in field, wants to come home. Experienced all phases broadcasting, broadcast management. Box E-137.

Lady announcer wants day shift and 16K. I've worked personality formats in a top 25 market and I'm currently employed. Resume and tape available. Box D-106.

16-year morning pro wants a New England home. Vast music knowledge and production expert. Box E-12.

Latino air personality, 7 year pro. Spent 2 years with one of Sacramento's leading AORs. Adult communicator, reliable, hard working. Seek position in medium or large market. Prefer West Coast but will consider all opportunities. Rick Osuna, 916-456-4942.

Mr. Reliable—Experienced jock with pipes who loves radio would love to work for your top forty station. Music and production too—Bill 516-423-0167.

I want to be in Radio—presently working disco roller rink. Some prior radio sales experience. Need a break—trade long hours for break and experience. Kevin McAteer, 12 Whitford St., Warwick, RI 02886.

Mature, experienced announcer. Country or MOR. Excellent production and news. Prefer Nevada, Arizona or California. Available now. Box F-8.

Jock, good news, good commercials, dialects and impressions, will travel, ready now! Box F-18.

SITUATIONS WANTED TECHNICAL

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box E-117.

New Orleans and Pittsburgh radio, TV, markets please keep me in mind. Seeking assistant chief position. B.A., N.R.I., First. Three years experience, competent news, announcing. July availability. John Hadley, 272 West 4th Street, Bloomsburg, PA 17815. 717-784-4660.

Radio Engineer—BA, First ticket, broadcast school, first job behind me in TV as operations technician. Willing to learn maintenance or combo, affirmative action employer. Willing to travel & relocate. Box F-23.

SITUATIONS WANTED NEWS

Hard working sportscaster with strong writing skills. 3 years sports, news experience in Milwaukee. Some PBP Will relocate. Afternoons calls 414-276-8294.

Goodbye Japan, Hello America. Returning to America after 19 years in Japan. Presently news editor, announcer for NHK. Journalism BA. Proven creative commercial writer. Available for interview anytime in July. Minimum \$20,000. Prefer West Coast. For tape and resume, please phone or write: John Leinfelder, 746 Pinta Lane, Foster City, CA 94404. Tel. 415-574-2861.

Female major market News Director seeks Mid-day-Afternoon drive reporter/anchor position. Preferably East-Southeast; Top 15 markets-salary negotiable. Box F-6.

Medium market sportscaster seeks change. Top 200 markets only. Can combine with jockeying or news. 516-781-0037. Gary.

Sportscaster for all seasons. Currently play-by-play and producer for state-wide major college network. Award winner. Box F-22.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Horse for hire: GM, PD, major college play by play, sales, news, award winning morning man. ... Choose one or any combination. Box E-188.

Former W.W.R.L., W.L.I.B. N.Y. D.J. Ready for programmers position. Box E-190.

This is directed to the program director that thinks a pleasant voice and wit can get ratings. Willing to relocate. 3rd phone. Box E-211.

Program Director. Station sale makes available PD/O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box E-19.

Announcer with degree desires full time air-shift and other responsibilities. Experience in production and commercial AM university stations. Interested in sales also. Will relocate. Box F-4.

Female, continuity expert, now in major market. Writing, producing, editing, clearance. Excellent commercial voice work. Seeking position in Radio or Television. 17 years experience. Will relocate in Philadelphia, New York or Jersey. Must pay moving expenses. Box F-3.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFYR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

HELP WANTED MANAGEMENT CONTINUED

Operations Manager: Sunbelt area. Aggressive station wants an individual with heavy promotion background for southwestern market. Call, will discuss on phone—Station Manager 713—833-7512. EOE.

Assistant General Manager and Director of programming for public broadcasting KUAT-TV. This individual will have executive responsibility for programming of KUTA-TV, including local production, program acquisitions from PBS, independent producers and Pacific Mountain network. The person will supervise the professional activity of the Television Program Manager (national schedule), Executive producers, Producer/Directors and Production Manager, as well as maintaining a professional working relationship with station department heads. We are looking for a person who has had a minimum of ten years of increasingly responsible experience in television programming and production including work as a producer, director and programmer of a public television station. Must have a bachelor's degree in a relevant broadcasting discipline, with a master's degree preferred. Salary is open, depending on experience. Please send salary requirements and resume to General Manager, KUAT-TV-AM/FM, Administration Building, Room 116, University of Arizona, Tucson, AZ 85721. An equal opportunity/affirmative action employer.

Production Manager who is first and foremost a manager of people. Will supervise a 19-person department that handles operations, commercial production, art and film. Technical know how is required, of course, but fundamental management potential is far more important. Send resume to Doug Clemensen, WFRV-TV, PO Box 1128, Green Bay, WI 54305. WFRV TV is an equal opportunity employer.

Major market television station seeks top level promotion manager. Person must be experienced in management and administration in all phases of program and sales promotion, publicity, art, station image, etc. Person must be creative and conceptual, well-organized and detail-minded, with ability to train and motivate others. Salary commensurate with experience. An Equal Opportunity Employer. If you're ready for a new challenge write Box F-10.

HELP WANTED SALES

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

HELP WANTED TECHNICAL

Needed immediately. Two good TV supervisors, heavy on maintenance. One studio and one transmitter with studio responsibilities. Salaries low 20's. Opportunity Assistant Chief Engineer. Contact Bob Hardie 918—583-3344, 507 So. Main, Tulsa, OK 74103. EOE.

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WCECA-TV 904—893-3127.

Chief Engineer—TV. VHF group owned Rich, Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Forward resume to or contact Don Watkins, PO Box 2349, Knoxville, TN 37901; phone—615—637-9666. EOE.

Operating Maintenance Engineer for an expanding NBC affiliate. Must have First Class license and experience in all areas of engineering. Earth station experience helpful. Send resume to: William A. Canora, Chief Engineer, WVIT, Viacom Broadcasting Inc., 1422 New Britain Avenue, West Hartford, CT 06110. WVIT is an Equal Opportunity Employer.

Director of Engineering, Chief Engineer, and maintenance engineers for expanding Midwest AM, FM, TV operation. Installing new state of the art transmitter, new film island, 1" type-C VTR's, color radar, E.N.G. sony BVU, TCR 100, installing all new equipment for PM Magazine, new automation for FM, and more. Outstanding opportunity for experienced chief to bring along or hire at least two additional maintenance personnel. We mean business! (Live in beautiful Indiana). Contact: Personnel Director, WTHI-TV, Terre Haute, IN 47808, 812—232-9481. An Equal Opportunity Employer.

Engineering Supervisor for Midwest AM/FM/TV. Must have experience in state of the art audio systems, directional antennas and UHF Box D-73.

Chief Engineer for KVZK-TV, Pago Pago, American Samoa; salary \$20,000 to \$22,000 per year; inexpensive housing provided by government. Reply to Hammett & Edison, PO Box 68, International Airport, San Francisco, CA 94128.

Assistant Chief—immediate opening on the beautiful California Coast. Modern well equipped VHF network affiliate seeks a fully qualified working engineer capable of supervising maintenance operations. Self starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology. Career opportunity with excellent salary and company paid benefits, including pension plan. EOE/M/F. All replies in confidence to Box E-176.

Associate needed for San Francisco consulting engineering firm specializing in AM-FM-TV broadcasting, cable television, and microwave systems. Bachelor degree essential, advanced degrees welcome. Systems design, FCC applications, forensic engineering, limited field work and travel. PE registration essential but may be obtained later. Salary commensurate with qualifications and experience. Participation in ownership possible. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. Entry level position also available. Send resume in confidence to: Hammett & Edison, Inc., Box 68, San Francisco International Airport, San Francisco, CA 94128.

Wanted: Technician/operator, experienced, with 1st phone. Call Joe Diaz 1—303—544-5782. KOAA-TV, Pueblo, CO.

Television Remote Supervisor for public television KUAT-TV. Will supervise operation of TV remote unit including cameras, switcher, audio board, microwave and videotape equipment. Will be a working supervisor, spending approximately 25% of time in maintenance and 75% in production. Requires FCC 1st class license, three to five years experience, including some supervisory. Send resume and salary requirements to Technical Services, KUAT-TV, Modern Languages Building, University of Arizona, Tucson, AZ 85721. An Equal Opportunity/Affirmative Action employer.

Operations Engineer for PTV Station WNMU-TV in Michigan's Upper Peninsula. Requires broadcast related experience and Associate degree in electronic technology Preferred: FCC first class license. Entry level position. Send resume to Personnel Department, Northern Michigan University, Marquette, MI 49855. Equal Opportunity/Affirmative Action Employer.

Maintenance technicians needed immediately for the Space Shuttle program. Experience desired in CCTV systems, monochrome and color cameras, microwave, audio, digital electronics. Broadcast background preferable. Salary to \$23,000 per annum. Call 713—488-1625 for appointment.

HELP WANTED NEWS

Producer—West Coast medium market network affiliate looking for aggressive, innovative leader with at least 2 years experience producing a fast-paced, people-oriented one hour newscast. This position will be filled by someone who is used to having a lot of input into assignments and content. EOE M/F Resumes and salary history to Box E-201.

Reporter. TV news reporting experience required. Must be extremely enterprising, with above-average imagination and productivity. Anchor experience helpful. Send resume and tape to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74119.

Weather: M-F 6 and 10 p.m. Looking for weather person with versatility in either ENG photography, reporting, or fishing and hunting interest. Salary in low teens depending on qualifications. Send tape, resume to: Bob Nelson, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Executive Producer: Responsible for producing two nightly news casts. We're looking for an energetic person strong in writing and ENG production who can step in and take charge of putting out a fast-moving, contemporary newscast. No beginners. Send resume to News Director, WOC-TV, 805 Brady, Davenport, IA 52808. No phone calls, please. An EOE, affirmative action employer.

Group owned stations in Five Midwestern Markets looking for self-motivated TV people ... possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. We are an equal Opportunity Employer. M/F Send resume to Box E-222.

Reporter/Anchor—Prefer some broadcast reporting experience for our net-affiliated station in Northern New England. Knowledge of ENG equipment a plus. Tape and resume to Director of Marketing/Operations, PO Box 906, White River Junction, VT 05001. No phone calls.

News Director, small market in northwest seeks individual who can lead and teach 8 person news department. Anchor experience preferred. Send resumes to Larry Chase, Station Manager, KPVI TV, PO Box 667,ocatello, ID 83201. 208—233-6667 E.E.O.

Producer/Director needed for all locally originated television productions. Minimum 2 years experience in directing television news and commercial productions. An Equal Opportunity Employer. Send resume to: Personnel Office, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Position open for writer, co-producer of film, video productions depicting research, instruction and clinical efforts of faculty, University of Florida Health Center. Must be skilled in writing, cinematography, and film editing. Masters degree required. Starting date 6/20/80, Title, Assistant-In. Send resume by 6/2/80, to J. Chance, College of Journalism, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Producer/Host—Coordinate and develop public affairs programming. Responsibilities will include producing and hosting a weekly public affairs series; participating in regular legislative coverage; and working on periodic public affairs specials. Applicants should have a journalistic background and prior on-air broadcast experience. Experience in producing public affairs programming, location production ENG equipment, and VT editing is desirable. College degree or comparable experience required. \$15,000-16,500. Contact Dick Hoffman, Senior Producer, WMUL-TV, Third Avenue, Huntington, WV 25701. Closing date—June 9, 1980. EOE. Please send resume and videocassette.

Development Associate for KUAT-TV-AM/FM, public broadcasting stations. Individual will coordinate underwriting activities for the stations, aid in membership activities, work on direct mail solicitation, brochure and promotion preparation and be an active participant in fund raising campaigns. Requirements are bachelor's degree, plus two years of proven experience in the field. Additional experience considered in lieu of degree. Salary, approximately \$15,000 per year. Send resume to Development office, KUAT-TV-AM/FM, Modern Languages Building, University of Arizona, Tucson, AZ 85721. An Equal Opportunity/Affirmative Action employer.

Producer-Director for NBC Affiliate. Work in commercial, promo, public affairs, and news. Send resume, tape, and salary requirements to: Production Mgr, WOC-TV, 805 Brady St., Davenport, IA 52808. No phone calls. M/F EEO.

Top 20 News leader seeking director for hour news block. Major group needs solid experience, strong leadership. Reply in confidence to Box F-20.

Senior Traffic Clerk: Six months BIAS experience, order entry, conflict and inventory control. Send resume and salary history to: KHJ-TV, 5515 Melrose Ave., Hollywood, CA 90038.

SITUATION WANTED MANAGEMENT

Aggressive 10 years radio & television station & sales management. Experience in local/regional and national sales. Excellent references. Box E-196.

General Manager—young experienced professional with outstanding track record seeking challenge and opportunity. Box E-206.

Sales Manager experienced in local, regional, national sales. Knowledgeable in all areas of television operation. Box F-15.

SITUATIONS WANTED SALES

Organized AE—(50 kw sold)—print, R-TV, Agency PR, on-air experience—seeks R-TV. All offers considered. Credentials, References, Degree. Box E-129.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2969.

SITUATIONS WANTED NEWS

Major market news woman. 8 years experience including Milwaukee, Tampa. Seeking street reporting or anchor position in top 35 market. Call 414—282-0508 after 6:30 CST.

Nationally Known Sportscaster. Professional play by play network sportscaster and sports director radio/TV all sports, seeks to relocate in top 25 market. 21 years experience in all phases of sports announcing and sports production. Current contracts expiring please respond immediately to Box E-134.

Can't miss prospect looking for first sports anchor/reporter job. Creative, writing talent. Solid sports background. Intelligent approach good presence. Tape available. Call Lou Frangella 312—944-3488.

I am a 28 year old Sony executive who fills-in part time doing sportscasts at a major market station. I seek a full time position with a station, regardless of market size, that employs people who are positive, confident and enthusiastic. Have a college degree, know ENG. Paul Sherry 707—584-9481.

Degreed journalist with a fervor for features desires reporter spot. Reared in radio news. Currently CATV reporter. Box E-192.

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume Contact: Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704—552-2473.

Creative young newswoman—community oriented-seeks position in TV news/public affairs. Qualified writer-researcher-producer. Top 50 market experience. Network trained. Box E-198.

Strong 6 and 11 p.m. anchorman in medium market seeks major anchor challenge. Excellent credentials. Award-winning documentary producer. Solid writer and reporter. Box E-205.

Qualified black man: Producer-director turned reporter and on-camera talent, M.A. degree. Eleven years of commercial, public, and corporate TV preparing investigative documentaries, public and cultural affairs shows, and corporate CCTV news programs. Seek medium market or corporate communications management position. Box E-145.

Looking for a unique weathercaster? I draw while I talk. Bron Smith, 213—961-5132/796-7441.

Hard-driving, journalism graduate (Syracuse University) with news broadcasting experience, including ENG and 16mm editing, writing and reporting, plus newspaper accomplishments. Seeks entry TV news writer/reporting position. Jim Salmon, 927 Park Ave., Manhasset, NY 11030, 516—365-9197.

Creative Award Winning Newsmen seeks challenging position near metropolitan market. Wide range of dynamic capabilities including documentary and investigative reporting. Contact David Atkinson, 2 Free St. Milford, MA 01757, 617—478-0070 or 478-0808.

I'm a 31 year old male with some TV news experience looking to get back into the business. If you have an entry level reporter position open why not consider someone who can give you quality work from day one with minimal supervision. Double BA, Journ/Pol Sci, with first phone and many years in retail sales and management experience. Please contact Craig Caston 213—992-5285 any morning except Tuesdays.

Young, versatile "hustler" with strong camera presence. BA in Communications/Journalism. Seeking entry position in TV news. Four years experience in broadcasting, production, news writing and reporting. Don't wait contact Rick Sarro 504—345-0459.

Experienced young woman with 3 years at major newradio station ready to make transition to TV news reporting. Experienced in newsroom functions including: editor, general assignment reporter, court reporter, talk show co-producer and traffic reporter. Also some experience shooting film. Working on private pilot rating. Ready to relocate. Box F-9.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of Division of Information and publications services, University of Florida: With its own studio and complete ENG and editing facilities, the Division disseminates research news and other campus information through newspapers, magazines, radio and television stations and production of publications. Division also operates shop for phototypesetting and preparation of camera-ready mechanicals and photography studio and labs. Seeking applicants with a wide variety of mass communications skills and knowledge, with extra consideration for commercial television experience. Position requires supervision of staff of 14 full-time employees plus student assistants and \$400,000 annual budget. Must have at least a BA degree, five years media experience, including proven personnel and fiscal management responsibilities. Salary: \$18,000-\$29,000, commensurate with experience. Send complete resume by June 26, 1980 to: Robert L. Willits, Assistant Director, Personnel Relations, Second Floor HUB, University of Florida 32611 The University of Florida complies with Section 502 of the Rehabilitation Act of 1973 and Section 402 of the Vietnam Era Veterans Readjustment Act of 1974. Equal Employment Opportunity/Affirmative Action Employer.

Customer Service Manager needed by broadcast manufacturing firm. Applicant should have broadcast engineering experience, preferably including AM and FM transmitter maintenance, and be able to work well with people, especially over the telephone. Excellent location. Company has good growth record. Please send resumes with salary history to Personnel Manager, McMartin Industries, 4500 S. 76th St., Omaha, NE 68127. 402—331-2000.

HELP WANTED SALES

Video tape facilities salesperson needed for major television production facility in Hollywood. Thorough knowledge of television production and technology required. One year experience in facilities sales preferred. Please send resume to: MetroTape West Sales Department, 5746 Sunset Blvd., Los Angeles, CA 90028. Equal Opportunity Employer.

HELP WANTED TECHNICAL

A National Organization is looking for a Broadcast Technician with two years of electronic training (technical school or military) and at least one year of television engineering experience. The person must also have a basic knowledge of radio production facilities. Send resume to: Box E-138.

Customer Service Manager needed by broadcast manufacturing firm. Applicant should have broadcast engineering experience, preferably including AM and FM transmitter maintenance, and be able to work well with people, especially over the telephone. Excellent location. Company has good growth record. Please send resumes with salary history to Personnel Manager, McMartin Industries, 4500 S. 76th St., Omaha, NE 68127, 402—331-2000.

HELP WANTED INSTRUCTION

Broadcast Engineering Technology Instructor: For two-year associate degree program training technicians in maintenance of broadcast equipment and facilities. Formal teaching experience not required. Excellent opportunity for the person who likes to work with young people. Program presently one of fastest growing in Ohio's fourth largest technical college. College has own studio. Experience in the broadcast engineering field and First Class FCC license required. Salary commensurate with experience and education. Affirmative action, equal opportunity employer. Send resume or call Personnel Office, Hocking Technical College, Nelsonville, Ohio 45764 614—753-3591.

Broadcasting, Search Extended: Instructor, Assistant Professor; Tenure track position teaching a variety of courses in radio and television, plus a basic course in speech communication. Some professional broadcasting experience in addition to teaching experience is desirable. Masters Degree in appropriate field required. Apply by June 15, 1980 to Dean Ronald O. Champagne, Salem College, Salem, WV 26426. Affirmative Action, Equal Opportunity Employer.

Tenure track position open in Department of Mass Communication involving teaching broadcasting courses and administering university instructional television services. Doctorate preferred; master mandatory. Salary range from \$13,700 for instructor to \$19,600 for assistant professor with doctorate. 9 month basic contract; summers negotiable. Send complete resume with four letters of reference to Dr. David Eschelmann, Head, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. CMSU is an equal opportunity/affirmative action employer.

SITUATIONS WANTED SALES

Broadcast Equipment Sales—employed salesman with extensive broadcast background, including engineering and management, wants change. Now in Chicago. Box E-172.

WANTED TO BUY EQUIPMENT

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

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

FOR SALE EQUIPMENT

RCA TT-10AL VHF Transmitter—Working good, Channel 6, many spares, \$5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

CVS 504B Time Base Corrector—Recently reconditioned, \$4,000.

GE PE-400 Color Cameras—Pedestals, racks, super low price! ea. \$7,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

ADC 558-3 Switcher—\$40,000 if new, loaded, perfect, \$20,000.

CDL VSF 741 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shulter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projector—Optical and mag sound, ea. \$7,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. \$22,000.

IVC 980C VTR'S—Portable model, working good, ea. \$3,000.

Norelco PC-70 Color Camera—16x1 200M Lens, 2 available, new low price, ea. \$14,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

VHF Antenna—RCA BATWING, Available now, \$8,000.

UHF Antennas—Various Models and Prices.

30 Brands of New Equipment—Special Prices We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404—324-1271.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**FOR SALE EQUIPMENT
CONTINUED**

5' Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. **BASIC WIRE & CABLE** 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

3 KW FM CSI FM 3000E, 3 yrs. old w/exciter and stereo. Excellent condition. M. Cooper 215-379-6585.

FM Equipment, used-Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microlock 6401 stereo preamp. Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

Remanufactured Ampex 1200B VTR, Amtec, Colortec, Mark II Editec, overhead bridge, spare head, compressor, Venturi Vacuum System, manuals, and extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetnick 616-774-8338.

Ampex RA-4000 Editing Systems, Ampex HS-100 Slo-Mo Disc Recorders, Ampex VR-2000 Video Tape Machines, Ampex VR-1200 Video Tape Machines, Mobile Unit-1969 Reliance 40 feet complete with 6 PC-70 Cameras, excellent operating condition. For more detailed information and inventory list contact: Jim Richards/ABC, 40 West 66 Street, NYC 10023, 212-887-4906.

RCA TR50 VTR, CAVEC, DOC, editor, new headwheels. Laird character generator. 801-750-3128.

100KW Generator with change-over panel. International Harvester Diesel. Bill Elks, WECT-TV. 919-791-8070.

RCA 10 D FM transmitter with RCA BTE-15A Solid State Exciter. Now in use, available soon. Also RCA BC-6A Dual Channel Console, recently removed from service. 414-743-4411. Ed Allen, Jr.

An automation system that can do anything! BE Control-16 with time announce, four carousels, full logging. \$40,000 worth of equipment for \$25,000. Alvin Wood, WTRO. Box 100, Dyersburg, TN.

Hitachi SK-80 mini-cam ... excellent condition ... all accessories included. Reply to Potomac News, 5217 S. 11th. St. Arlington, VA 22204. Phone 202-484-4002.

FM radio station equipment for sale. Xmtr, tower, cable, monitors, stereo generator, 3 bay antenna, Marti remote, and much more to start or fully equip your 3,000 watt FM stereo station; Cash: \$39,570. Hear it, see it in operation. Rick Martin 303-392-4219, KWYD, Colorado Springs, CO.

Videotape machines: Three Ampex VR-2000 with velocity compensator, auto chroma, VHO, venture vacuum systems and 3M DOC. One with editor, one with editor editec. Excellent condition. Call Merle Thomas, PBS, 202-488-5120.

2 - Scully 280-2 with motion sensing. \$1050 each, 1 - Scully 280 full track, transport only, \$600; 4 - RCA RT-27 cart machines. \$500 each; 2 - RCA RT-17 cart machines. \$500 each; Contact: Jerry Martin, WNIC Radio, Dearborn, MI 313-846-8500.

100 Daven 3201 audio attenuators. 600/600, mono, 45db at 1db per step, cue, gold plated contacts. Unused. \$75.00 ea. Larry or Jim 412-545-9952.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Jock Shots! Fantastic, low-cost audio effects for sharp jocks. Free demo disc: LA Air Force, Box 944-B, Long Beach, CA 90801.

"Comic Relief." Just for laughs. Bi-weekly Free sample. Wilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

EMPLOYMENT SERVICE

Disc-Jockey and News openings—all formats—all markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

MISCELLANEOUS

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

Do you have a client who needs a jingle? The Ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Records wanted—Have format changes left you with unneeded records? Top dollar paid for all types LP's. We'll travel for quantity Nuggets—Boston 617-536-0679.

Air Checks of America's Top Jocks! From 1960 to present! Send for free catalog. Air Checks Unlimited, Box 87121, Chicago, IL 60680.

Prizes! Prizes! Prizes National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Sell more radio with SuperSpots! New radio commercial production sales service. For demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234, 214-661-8201.

RADIO PROGRAMING

"The Soviet objective is world domination by 1985"—Leonid Brezhnev. "It does not matter if three-quarters of mankind is destroyed; all that counts is that ultimately the last quarter becomes Communist"—Lenin. Robert Cunningham, former NBC correspondent, newspaper publisher and expert on communism analyzes the likelihood of a Soviet nuclear missile attack on the United States from Cuba and the Caribbean. Write on your station letterhead to Action 80, PO Box 597, Pawleys Island, SC 29585 for free 8 minute public affairs cassette; no obligation.

Big band breaks. Stereo library of newly recorded arrangements for adult radio. Sales/Programming feature. Demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201

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

INSTRUCTION

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

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 17 and September 2. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

San Francisco, FCC License 6 weeks 6/23/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics. 612 Howard St., SF 94105. 415-392-0194.

Announcers: Get a better job. My publication tells how. Send \$7. 2355 Ala Wai; Suite 206; Honolulu, HI.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News, Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Management

SALES MANAGER

Growing broadcast group looking for Sales Manager to run Sales department of AM/FM property in the East. We are only interested in someone with experience. This career opportunity offers salary and benefits commensurate with experience. Opportunity for advancement to Station Mgr. or G.M. All applications should include an extensive resume and personal references. We are only interested in success-oriented people. Please reply to Box E-224. Equal Opportunity Employer.

GENERAL SALES MANAGER

Upstate New York, highly rated AM/FM facility is looking for a self assured, aggressive and able to motivate four member sales staff, general sales manager. Thorough knowledge of retail sales a must. Candidate must be up and comer with strong organizational qualities. Annual salary \$27K plus override and car. Relocation costs paid. Send resume to Box E-65. Equal opportunity employer.

**GENERAL MANAGERS—
PROGRAM DIRECTORS—
SALES MANAGERS**

We are seeking aggressive, bright management personnel to join our expanding company. Our stations are located in medium sized Sunbelt and Midwestern cities and we will continue to expand in these two areas. You will be expected to work hard, be eager to learn, to be effective and committed to winning fairly and honestly. We in turn will give you the tools you need to work with, all the growth opportunities you can handle and major market remuneration and benefits. Box F-16.

Help Wanted News

WSYR Sports Director

Exceptional play by play skills required, result of sale of TV sister. Feeding station, Syracuse University football, basketball. Heavy sports commitment. Tape of both sports, resume, salary requirements. Hugh Barr, GM, WSYR Radio, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Help Wanted Announcers

SOUTHERN CALIFORNIA AM ADULT-CONTEMPORARY

needs Morning Personality. Strong signal, promotion-minded management, top salary and Southern California life-style in a very competitive market. Send resume, salary requirements to: General Manager, Box F-11. M/F—E.E.O.

Situations Wanted Management

GM, GSM, Corp. Officer

Experienced, ambitious, hard-working self-starter, leader. Knowledgeable in sales, pgm-mg, eng, regs, labor, acquisition. Currently GSM, increased sales 42% first year, in second 21%. Earning 45k. Single, 29, anywhere USA. 601-442-0336 after 7 PM. Peter.

TELEVISION

Help Wanted Management

PROMOTION MANAGER

TV Station in top ten market looking for a manager of creative services department. We are a strong VHF, network affiliate. If you are an experienced, creative, advertising person, good at both creating promotion and administrating a department maybe we should get together. Send resume to Box E-218. An Equal Opportunity Employer.

Help Wanted News

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box E-178. An Equal Opportunity Affirmative Action Employer, M/F.

Help Wanted News Continued

SPORTS ANCHOR/ REPORTER.

Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have ability to dig out interesting local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide open for right person. Send resume, video tape and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, N.Y. 13203. WSTM-TV is an Equal Opportunity Employer.

Help Wanted Programing, Production, Others



America's highest-rated PM station is losing female co-host to larger market. Her replacement will be a dedicated, experienced person who writes and produces stories. Previous magazine or news experience a must.

Send resume and tape to:

Deborah Messana, Producer
PM Magazine
KFDM-TV
P.O. Box 7128
Beaumont, Texas 77706

An Equal Opportunity Employer

Situations Wanted News

SPORTSCASTER WITH NETWORK EXPERIENCE

seeking new position with stable shop. 5 years television, 4 years radio, 1 year Group W. Dependable, reliable family man. Versatile and professional. All markets considered. Will respond to all inquiries. Box E-194.

Situations Wanted Programing, Production, Others

FIRST PHONE Production Person

... interested in all hands-on phases of TV production and news photography or entry level engineering (license has Radar endorsement). Broadcasting degree and professional production and news experience. Camera, audio, character generator, floor director, and much more. News experience with 16mm film and ENG including editing. Hard worker, fast learner, and willing to relocate. Box F-13

Situations Wanted Programing, Production, Others Continued

PRODUCER-DIRECTOR:

18 years experience. News production specialty, commercials and remotes. Mornings and evenings. 419-476-1755. Tom Perna

ALLIED FIELDS

Help Wanted Technical

ENGINEER FOR RANK CINTEL SERVICE

East Coast & Midwest

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Lento at (201) 791-7000.

Edit/ Maintenance Technicians

RCA Americom Services, Inc. is seeking qualified individuals to operate and maintain its Video Tape Operating Center located in our Vernon Valley Earth Station facility in Sussex, N.J.

Our current requirements include a minimum of 2 to 3 years experience in the maintenance and operations of computer editing, TR 600 VTR, Grass Valley 1600 switcher, TK-28 film chain, plus general maintenance and operation.

For prompt consideration, forward a resume including salary requirement to:

Mrs. Shirley Sator
RCA American Communications
400 College Rd. East
Princeton, N.J. 08540

An Equal Opportunity Employer



A Tradition On The Move!

**Help Wanted Programing,
Production, Others**

**ASSISTANT
DIRECTOR OF
MARKETING**

BBI Communications, Inc., which produces, markets, and sells television programs in the broadcast and non-broadcast areas, seeks an Assistant Director of Marketing. This person must have 3-5 years experience in marketing with an emphasis on new program introductions, packaging, merchandising and sales promotion activities.

This individual will assist the VP of Marketing/Operations in conceiving and implementing strategies and materials which are designed to sell BBI Communications' innovative syndicated television programs, (situation comedy, historical perspective series, health programs, documentaries, childrens shows), as well as new, developing ideas.

Television or product management background is highly desirable. A B.A. is required and a masters' in business administration is preferred.

If qualified and interested, please send resume to Boston Broadcasters, Inc., Personnel Department, K480, 5 TV Place, Needham, MA 02190.

An equal opportunity employer m/f.

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

Public Notice

The City of Erie, Pennsylvania is soliciting proposals for a cable television franchise. For a copy of the RFP contact: James Klemm, City Clerk, Municipal Building, 626 State Street, Erie, PA 16501

**PUBLIC NOTICE APPLICATION FOR CABLE
TELEVISION FRANCHISE**

The Town of Franklin, Massachusetts will accept applications for a license for a community antenna franchise. Applications will be accepted until 5:00 PM on Friday, August 29, 1980 at the address below. All applications received will be available for public inspection during normal business hours at the address below. Each application should be accompanied by a \$100 non-returnable filing fee, payable to the Town of Franklin.

J. Maynard Austin, Town Administrator
Franklin Municipal Building
PO Box 327
Franklin, Mass 02038
Franklin Town Council
Town of Franklin

Business Opportunity

FOR SALE

Profitable film and video tape production facilities. Video Tape—2 inch, 3/4 inch with 1 inch on order. All systems interconnected with computer interlock. Major Midwest city with good transportation both national and international. No unions. Price range \$2,500,000 terms available. Box F-5.

Wanted To Buy Stations

**Want to buy Television
Station**

western United States. Contact:
S.A. Huish, P.O. Box 25057, Salt
Lake City, Utah 84125

For Sale Stations

SUNBELT AM

Top market with high power.
Fulltime coverage of this top 20
Market. Cash preferred but terms
can be arranged. Box E-185.

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Brokers, Consultants & Appraisers**

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Suite 214
11681 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

For Sale Stations Continued

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

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, Tn. 38157

- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E \$4 million cash.
- S.E 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
- N.C. daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued

 **CHAPMAN ASSOCIATES®**
nationwide service

STATIONS		CONTACT			
MW	Small AM	\$160K	Terms	Bill Whitley	(214) 387-2303
E	Small AM	\$180K	29%	Art Simmers	(617) 848-4893
MW	Small AM/FM	\$500K	\$100K	Peter Stromquist	(218) 728-3003
NW	Medium Fulltime	\$700K	29%	Ray Stanfield	(213) 363-5764
MW	Metro Fulltime	\$1,300K	\$377K	Jim Mackin	(312) 323-1545
W	Major Fulltime	\$3,150K	29%	Corky Cartwright	(303) 741-1020

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E. Atlanta, GA 30341

SELECT MEDIA BROKERS

NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	375K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
CO	Fulltime FM	500K	Metro

912-883-4917
PO Box 5, Albany, GA 31708

FOR SALE

Top 25 market AM/FM combo
Class "C" FM.. Fulltime AM

Principals only: Box E-97

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

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312/467-0040



STEREO FM

Class B facility in Top 50 Market. Available on terms to credit-worthy buyer. Insert Box E-175.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 38
Lexington, Mo. 64067
Phone 816-259-2544

MAJOR MIDWEST MARKET

Fulltime AM signal in Top 20 market available. Very valuable real estate is included with package. \$4,250,000 is the asking price. Box E-221.

BROADCASTING'S CLASSIFIED RATES

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

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

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BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696 1022 • (303) 771 7675

Fates & Fortunes

Media

George H. Anderson, president-general manager of Harte-Hanks television group's WTLV-TV Jacksonville, Fla., named president-general manager of group's KENS-TV San Antonio, Tex., latter assignment relinquished by **William G. Moll**, who is also president-chief executive officer of television group. Anderson is succeeded by **James A. Kontoleon**, vice president/general manager, WGGB-TV Springfield, Mass.

William O. Taylor, executive VP and treasurer, Affiliated Publications, Boston-based newspaper publisher-group broadcaster, named president, succeeding **John Taylor**, who becomes chairman of the executive committee. **John Giuggio**, VP-assistant treasurer, succeeds William O. Taylor. **William Davis Taylor** continues as chairman. **Catherine E. Campbell**, with Bingham, Dana & Gould, Boston law firm, appointed corporate counsel and corporate clerk of Affiliated.



James

William James, VP and general manager, Capital Cities Communications' WJR-AM-FM Detroit, named Cap-Cities senior VP, responsible for company's cable television operations. He will continue to be based in Detroit. Successor at WJR-AM-FM will be named.

George Duncan, president of Metromedia Radio, elected to additional duties as vice president, Metromedia Inc., Secaucus, N.J.

Richard Reed, executive vice president, Hall Communications, Norwich, Conn., assumes additional duties as president of Hall's WICH(AM)-WCTY(FM) Norwich.

Charles Manson, VP and general manager, WXOR(AM)-WQLT(FM) named VP-operations for stations and co-owned WWEE(AM)-WLVS(FM) Memphis. **Chris Butterick**, from KYND(FM) Houston, joins WWEE-WLVS as general manager.

Bert Morrison, market and profitability analyst for CBS's Television Stations division, named director of planning for CBS Radio.

New officers, NBC-TV network affiliates board of directors: **Fred Paxton**, WPSD-TV Paducah, Ky., chairman; **Jon Ruby**, KVOA-TV Tucson, Ariz., vice chairman; **Blake Byrne**, KXAS-TV Fort Worth, re-elected vice chairman; **William Putnam**, WWLP-TV Springfield, Mass., re-elected secretary/treasurer. Paxton succeeds James Yager who resigned earlier this year.

James DiFiglia, station manager, WGRQ(FM) Buffalo, N.Y., named general manager.

Tom Johnson, VP, marketing, for Daniels & Associates, Denver-based cable operator, named executive VP of operations. Daniels owns cable systems in seven states.

Sandra DuPitka, manager of compensation and services, NBC, West Coast, named director of personnel, West Coast.

R. Earl Higgins, manager of business planning-controller, McClatchy Broadcast Division, Sacramento, Calif., joins KOVR-TV there, recently sold by McClatchy to Outlet Co., as VP business affairs.

Ernie Whitmeyer, VP, programing, WECT(TV) Wilmington, N.C., named VP and station manager.

William Shock, program operations manager, WDHO-TV Toledo, Ohio, named station manager.

Gretchen Engstrom, sales manager, KELN(FM) North Platte, Neb., named station manager.

Bruce Christensen, general manager, KUED(TV) Salt Lake City, elected chairman of Public Television Two. Christensen will advise PTV-2, new Public Broadcasting System national television service, on policy issues.

Geoffrey Holmes, senior investment analyst, Reliance Insurance Companies, New York, joins Warner Communications there as director of investor relations. **Peter Graves**, assistant director of investor relations at Warner, assumes additional duties as director of corporate communications.

Leslie R. Rubin, coordinator of publicity for public television's Festival 80 fund raising, joins Public Broadcasting Service as associate director/national promotion, based in New York.

Marvin Krantz, VP, personnel, Wometco Enterprises, Miami, resigns to open own personnel and labor consulting firm. Krantz will be labor relations consultant to Wometco.

Kathleen M. Carroll, manager of corporate underwriting, noncommercial WGTE-FM-TV Toledo, Ohio, joins Public Broadcasting Service, Washington, as assistant director of Station Independence Program, which assists local stations in development activities.

Bob Richmond, accounting and systems manager, WTIC-AM-FM Hartford, Conn., joins WFSB-TV there as assistant business manager.

Sally Samuel, administrative assistant, American Red Cross, Farmington, Conn., joins WFSB-TV as personnel administrator.

Jonathan S. Hayes, VP and general manager, KDKA-TV Pittsburgh, named to head three-month corporate study of parent Westinghouse Broadcasting Co. **Paul Yates**, assistant general manager, co-owned WBZ-TV Boston, fills in for Hayes in Pittsburgh. Both Hayes and Yates are expected to return to present posts when study is completed.

New officers of New Hampshire Associated Press Broadcasters: **Barry Bagnato**, WKXL-AM-FM Concord, president; **Dale Lonnroth**, WSMN(AM) Nashua, first VP; **Clark Dumont**, WGIR-AM-FM Manchester, second VP.

New officers, New Mexico Broadcasting Association: **Fred Sena**, KVSF(AM) Santa Fe, president; **Ron Sack**, KOB-AM-FM Albuquerque, president-elect; **David Herman**, KOB-TV Albuquerque, treasurer.

Advertising



Kinsella



Wiggins

John Kinsella, president, Leo Burnett International, Chicago, named president and chief operating officer of parent Leo Burnett Co. **Wayne Wiggins**, executive VP, administration and finance, named president, Leo Burnett International.

Hal Miller, senior VP in charge of media and programing department, SSC&B, New York, named executive VP. **William Ryan**, executive VP, administration and finance, Erwin Wasey, Los Angeles, named executive VP. **SSC&B. Karen Tatum**, account supervisor, SSC&B, named VP.

Mac Churchill, creative director, **C. Roger Lewis**, VP-management supervisor, and **Richard Rader**, management supervisor, named senior VP's at J. Walter Thompson, San Francisco. **Robert Broward**, associate creative director, and **John Lochridge**, account supervisor, named VP's, JWT, San Francisco.

Arnold Kusnetz, VP, research director, Kenyon & Eckhardt, New York, elected senior VP. Kusnetz is responsible for research activities of K&E's Detroit and Chicago offices. **Joe Frank**, art director, and **Molly Clevenger**, copywriter, named VP's.

Alan Kalter, VP, marketing, Herman's World of Sporting Goods, Detroit, rejoins W. B. Doner & Co., there as senior VP of Detroit office. Previously he had been account executive and supervisor for Doner. **Jack Brown**, account supervisor for Doner, named VP/management supervisor. **Harvey Rabinowitz**, associate media director, named VP/associate media director.

Martha Holmes and **Thomas Ruriani**, creative supervisors of BBDO New York, and **Peter Stassi**, associate buying director, named VP's.

Joanne Wayne, media group head at Grey Advertising, New York, named VP.

Bruce Beach, senior VP/management supervisor, Compton Advertising, New York, joins Doyle Dane Bernbach, New York as VP/management supervisor. **Ron Blaquiere**, management supervisor, **Willy Hopkins**, account supervisor, and **Carolyn Thoet**, special services manager in broadcast productions, Doyle Dane Bernbach, named VP's.

Recent appointments at Benton & Bowles, New York: **Rosalie Fasano**, international accounting manager; **Reynold Drews**, account super-

visor: **Gary Carlisle**, associate creative director; **Graham Griffiths**, associate creative director; **Mary Jo Clayton**, associate creative director, and **Karen Kaczmar**, personnel manager, named VP's.

Dennis Roy, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor. **Bob Simon**, creative director, Leo Burnett, Chicago, joins Tatham-Laird & Kudner there in same capacity.

Anthony Walsh, VP, account supervisor, Fahlgren & Ferriss, Cincinnati, joins Sive Associates there as VP, marketing director. Sive is a subsidiary of Young & Rubicam, New York.

Beverly O'Malley, VP, account supervisor, Dancer Fitzgerald Sample, New York, appointed to new post of VP, associate media director in charge of new technologies.

William Hayter, senior marketing manager, Citicorp Person-to-Person Inc., New York, joins D'Arcy-MacManus & Masius, St. Louis, as account supervisor on agency's Southwestern Bell account.

Hal Zwick, media supervisor, Case & McGrath Inc., New York, named associate media director. **Debbie Haber** and **Robin Margolin**, media planners, appointed media supervisors. **Joan Spollen** and **Eugenia Picullo**, media buyers, named media planners. **Patrick Keane**, assistant, media research, named supervisor, media research.

Jean Custer, **Susan Jennings** and **Laura Wagner**, media buyers, Kelly, Scott & Madison, Chicago, named senior media buyers-planners. **Karen Stankey**, assistant media buyer, named media buyer.

Marcia Zink, from Elintree Advertising, Cincinnati, joins Fahlgren & Ferriss there as media buyer.

Joseph Obermeier Jr., controller for Dial Media, Warwick, R.I., named VP of finance.

Steven Schwarz, formerly with Peters, Griffin, Woodward and MMT Sales, New York,

joins HR 3 Television there as account executive in Television One division.

Jeff Hodge, account executive, RKO Radio, New York, joins sales staff of Katz Radio's Los Angeles office. **Lorraine Robertson**, account executive with Katz Agency in Seattle, transferred to Portland, Ore., office in same capacity.

Susan Long, from WFLD-TV Chicago, and **Patrick Kennedy**, from Avery-Knodel, Chicago, join Adam Young Inc. in Chicago as account executives. **Michael Danaher**, from WXON(TV) Detroit, joins Adam Young in New York in research and programming.

Cecilia Voccoli, research analyst, TeleRep, New York, named assistant research director.

Ellen Schiebelhuth, WPIX-FM New York, joins Bernard Howard & Co. there as director of sales promotion.

Ted Jordan, account executive for various Westinghouse stations, named general sales manager for KODA-FM Houston, recently purchased by Westinghouse.

M.E. (Doc) Fidler, general sales manager, WOL(AM) Washington, joins WMZQ(FM) there as general sales manager. **Tom Robinson**, acting general manager, WOHN(AM) Herndon, Va.; **Jeffrey Cave**, account executive, WKYS(FM) Washington, and **Debbi Boland**, retail sales manager, WGMS-AM-FM Washington, join WMZQ as account executives.

Mel Abramovitz, national sales manager for WSB-AM-FM Atlanta named general sales manager. He succeeds **Jack Lenz**, named to newly created position of director of retail sales development.

Alan Gardner, account executive for WSB-AM-FM Atlanta, joins WRNG(AM) there as general sales manager.

Pat Knight, account executive, WSTX(AM) Christiansted, St. Croix, Virgin Islands, joins WRYZ-AM-FM Jupiter, Fla., in same capacity.

Gregory Burkhardt, assistant account executive, named associate account executive.

Programing

Richard Harper, VP, worldwide syndication, 20th Century-Fox Television, Beverly Hills, Calif., named senior vice president for international division.

Thomas Kuhn, executive VP responsible for operations and program development for television, Alan Landsburg Productions, Los Angeles, joins RCA Corp. as staff VP, West Coast, SelectaVision videodisks.

Arthur Reynolds, divisional VP for Walt Disney Productions, Burbank, Calif., joins Oak Communications, Escondido, Calif., in newly created position of VP, marketing. **Nyhl Henson**, VP of program operations for Warner Amex Satellite Entertainment Corp., joins Oak in newly created position of VP, programming.

Jean Anson, administrative coordinator, 20th Century-Fox Television, New York, named East Coast administrative supervisor.

Paul Meacham, VP-general sales manager, TM Productions, Dallas, resigns. Initially, he will take on assignment with O'Connor Creative Services in Australia, later hopes to pursue broadcast interests on his own.

Randis Schmidt, senior legal counsel, Columbia Pictures Television, Burbank, Calif., named vice president, studio legal affairs, for Columbia's television division.

Mari Lyn Henry, manager, casting, ABC Entertainment-East Coast, named director, casting, East Coast.

Margaret Boland Balbert, administrator, business affairs, CBS Sports, New York, promoted to manager, business affairs. She is succeeded by **Gail Kanover**, secretary to director of program negotiations, CBS Sports.

Mike Pearl, producer with CBS Sports, and **Ralph Abraham**, freelance producer who worked with ABC Sports during 1980 winter Olympics, join ABC Sports as producers, **Curt Gowdy Jr.**, associate director with ABC Sports,



Class photo. The new board of directors for the American Association of Advertising Agencies gathered for this picture during the 4A's convention in White Sulphur Springs, W.Va. (BROADCASTING, May 19). Front row (l-r): James Orthwein, D'Arcy-MacManus & Masius Worldwide; Bob Wilder, Lewis & Gilman; Don Johnston, J. Walter Thompson; Charlotte Beers, Tatham-Laird & Kudner; Eugene Kummel, McCann-Erickson; Leonard

Matthews, 4A's president; Milton Lynnes, Marsteller, and Bill Phillips, Ogilvy & Mather. Second row: Dick O'Conner, Campbell-Ewald; Dean Neill, Meldrum & Fewsmith; John O'Toole, Foote Cone & Belding Communications; Alexander Kroll, Young & Rubicam; Carl Ally, Ally & Gargano; Neil Austrian, Doyle Dane Bernbach; Louis Hagopian, NW Ayer ABH International, and John Bowen, Benton & Bowles.

promoted to producer. **Barbara Seipt**, manager, program control, ABC Sports, promoted to manager, sports unit managers, ABC Broadcast Operations and Engineering.

Bud Wilkinson, former college and professional football coach and commentator for NCAA football telecasts for NBC and ABC, joins Entertainment and Sports Programming Network, as analyst for ESPN's NCAA coverage.

Dick Newton, who has been on special assignment for Group W Productions' *PM Magazine*, named national creative services manager for *PM Magazine*, based in San Francisco.

Caren Shotton, associate producer for *PM Magazine*, WCMH-TV Columbus, Ohio, joins WRCB-TV Chattanooga, Tenn., as executive producer of *PM Magazine*.

Jim West, president of Kershaw-West Productions, Dallas, named VP-general manager of Fair-West Studios. Fair-West is new division of Fairbanks Broadcasting, group owner of five AM's and four FM's, which recently bought Kershaw-West.

Lee Jason, program manager, KFSN-TV Fresno, Calif., joins KMJ-TV there as program manager.

Tommy Hedges, program director, WCOZ(FM) Boston, named to same position at KLOS(FM) Los Angeles.

News and Public Affairs

Boyd Matson, anchor, KNBC(TV) Los Angeles, named NBC News correspondent, based in Los Angeles.

Reynelda Muse, co-anchor, KOA-TV Denver, joins Cable News Network, Atlanta, as prime weekend anchor. **Lou Dobbs**, news anchor and economics editor, KING-TV Seattle, joins CNN as financial news anchor and correspondent.

Diane Dimond, former anchor of National Public Radio's *All Things Considered*, Washington, joins RKO Radio Network as Washington correspondent. **Therese Crowley**, news director, KOPA-AM-FM Phoenix, joins RKO Radio Network as newscaster and correspondent.

Peter Leone, news director, WTEV(TV) Providence-New Bedford, R.I., joins WNAC-TV Boston, as news manager and executive producer.

Susan Mercandetti, talent coordinator for ABC-TV's *Good Morning America* in Washington, and **Frank Radice**, operations producer for ABC-TV's *World News Tonight* in Washington, named producers for ABC News *Nightline* in Washington.

Harold Greene, anchor, KABC-TV Los Angeles, and formerly with KGTV(TV) San Diego, rejoins KGTV as 5 and 11 p.m. anchor.

Ed Tobias, acting news director, WTOP(AM) Washington, named director of news and programming. **John Lynker**, from WEEI(AM) Boston, joins WTOP as morning co-anchor.

Dick Uliano, reporter, WASH(FM) Washington, named news director, WMZQ(FM) there.

Tappy Phillips, reporter, WEWS(TV) Cleveland, joins WKYC-TV there as general assignment reporter.

Carol Thayer, anchor/reporter, WASH(FM) Washington, joins Mutual Radio, Arlington,

Va., as anchor for new *Mutual Lifestyle Reports*.

Terri Imler, production assistant on KSDK(TV) St. Louis's *Newsbeat* named news photographer. **Wes Goodwin**, videotape editor, KTVI(TV) St. Louis, joins KSDK in same capacity.

John Hambleton, chief meteorologist, WHEC-TV Rochester, N.Y., joins WDSU-TV New Orleans in same capacity. **Vince Marinello**, agent for sports personalities in New Orleans area, joins WDSU-TV as weekend sports anchor and reporter.

Carole Getzoff, producer and host of *New Morning* and *A Woman's Place* on WPLJ(FM), New York, joins news staff as anchor/reporter.

Helen Lee, reporter, WNCT-AM-FM Greenville, N.C., joins WRNB(AM)-WAZZ(FM) New Bern, N.C., in same capacity.

Burt Goodman, KARZ(AM) Phoenix, elected president of Arizona Associated Press Broadcasters. Other new officers: **Mary Ann Carpenter**, KBLU(AM) Yuma, VP for radio; **Bob Richardson**, KVOA-TV Tucson, VP for television, and **Bart Graves**, KEOS(AM) Flagstaff, secretary.

Sherri Jensen, from news staff of KXCV(FM) Maryville, Mo., joins KWPC(AM)-KFMH(FM) Muscatine, Iowa, as reporter.

William Eure Jr., president and general manager, WSSV(AM) Petersburg, Va., elected president of Virginia Associated Press Broadcasters.

Kirk Leonard, reporter, KBIZ(AM) Ottumwa, Iowa, named news director.

Promotion and PR

Charlotte Kelly, VP for corporate communications, Charter Publishing Co., New York, appointed VP and communications director of McCann-Erickson Worldwide, effective June 11, replacing **Peggy Boomer**, who is leaving agency for personal reasons.

Roy Erickson, VP, public relations, for Northwest Orient airlines, Minneapolis, joins Meredith Broadcasting, Des Moines, Iowa, as staff VP and director of public relations.

Joel Kaplan, director of advertising, New World Pictures, Los Angeles, named director of advertising, promotion and publicity for Warner Bros. Television Distribution there.

Robert Estony, director of information services, Thomson-CSF Broadcast Inc., Stamford, Conn., joins Barnes Engineering, Stamford, as director of corporate communications.

Allen M. Faust, senior producer, TV-film department, Carl Byoir & Associates, New York, appointed manager of TV operations.

Technology

George Gould, founder-president of Video Corp. of America, New York, and **Joseph E. Bluth**, president of Image Transform, Los Angeles, received Pioneer Awards of Videotape Production Association for their contributions to the videotape industry over long period of time.

Herman Schloss, VP of professional video division, JVC, Maspeth, N.Y., joins Ikegami Electronics, Maywood, N.J., as VP distributor, sales and marketing.

Toshio Tamenori and **Hitoshi Hamamoto**, broadcast camera design engineers, join Hitachi Denshi America, Woodbury, N.Y., as senior engineers. **Fred Scott Jr.**, senior engineer, Sony, New York, joins Hitachi as director of VTR engineering. **Jack Russell**, advertising and sales manager for JVC, Maspeth, N.Y., joins Hitachi as marketing services manager. **Thomas Califano**, product engineer, Sony, New York, joins Hitachi as product manager.

Donald Carruth, director of Western telecommunications operations for M/A-Com, Germantown, Md., named director of international marketing.

Robert Corwin, manager of marketing and sales, Sinclair Radio Laboratories, joins Phelps Dodge Communications Co., Marlboro, N.J., as manager of international sales.

James Duffy, national sales manager, Magnavox CATV, Manlius, N.Y., named director of marketing services. **Thomas O'Shea**, administrative assistant in Onondaga county (N.Y.) government, joins Magnavox as assistant credit manager.

Dorie Johnson, customer services manager, Audio-Technical U.S., Fairlawn, Ohio, named regional sales manager.

Harold Bjorklund, director of international sales, American Data Corp., Birmingham, Ala., joins Jerrold Division of General Instrument as Western sales manager, based in Denver.

Allied Fields

Linda A. Cinciotta, of Arent, Fox, Kintner & Kahn, Washington, has become first woman elected president of Federal Communications Bar Association. She moved up from VP. Other new officers elected for fiscal year beginning July 1 are Earl R. Stanley, Dow, Lohnes & Albertson, VP; Margot S. Humphrey, Koteen & Burt, secretary; Lloyd D. Young, Chadbourne, Parke, Whiteside & Wolff, assistant secretary, and Peter D. O'Connell, Pierson, Ball & Dowd, treasurer.

Richard Burch, assistant general manager of National Association of Broadcasters Code Authority, resigns to open law practice and teach mass communications in Washington area.

Frank Reynolds, anchor, ABC News's *World News Tonight*, named recipient of annual Lowell Thomas Award for electronic journalism by International Platform Association of professional lecturers.

Deaths

Jesse Prisock, 47, executive director, Kansas Association of Broadcasters, died of heart attack May 21 in his home in Wichita. Prisock operated public relations firm, Prisock Consulting, and served as KAB director for past 10 years. Survivors include his wife, Marita, one son and two daughters.

Mary Snow Ethridge Abbott, 57, co-owner with her husband, Frank, of WWGP(AM)-WFJA-FM Sanford, N.C., died in Sanford May 15 of heart attack. Abbotts bought stations in 1958; previously, she had been public relations director for Radio Free Europe in Munich. She also is survived by four children and her parents. Her father, Mark Ethridge, is retired editor of *Louisville* (Ky.) *Courier-Times* and was early president of National Association of Broadcasters.

Who really owns Standard Oil (Indiana)?

62.95%

21,215 institutions, including insurance companies, retirement plans, colleges, estates, trusts, charities, foundations, banks, religious and fraternal organizations, etc.



29.59%

154,869 individuals



7.46%

Standard Oil (Indiana) employee savings plans.



Maybe *you* do. Maybe *you* participate in the company profits and don't know it.

If you are in a pension plan, or a union—or own an insurance policy, or invest in mutual funds—there's a good chance you have an interest in this company. Many Americans own its stock indirectly. In fact, about 63% of the company is owned by 21,000 separate institutions that represent millions of people. People like you who want their money to grow for their retirement and other future needs.

Plus that, about 155,000 private individuals own nearly 30% of its stock directly. And employees own more than 7% of the com-

pany stock through the company savings plans.

It's easy to picture an oil company as greedy and impersonal. But that image fades fast when you understand that it is millions of individuals like you who really own it. It is people who own the refineries, the pipelines, the tank trucks. It is people who risk their money on exploring for energy and drilling the wells that may or may not pay off. This is free enterprise.

Broad ownership through shareholding is something we can all be thankful for. Because it's shareholders who help provide the funds we continue to invest in America. To find the energy it needs. To help reduce America's

dangerous dependence on foreign oil. And to strengthen America's economy so that people everywhere can prosper.

We feel that this investment in American energy is the best we can make. For America. For you. And for the millions of people like you who are the real owners.

America runs better on American oil.

Standard Oil Company (Indiana)

Pierce of NBC and AWRT: an all-around perspective

For the women's movement and for Timatha Pierce, times have changed.

Almost a decade ago, she was fighting the system, as vice chairperson of a women's group that filed a class-action suit against NBC, charging sex discrimination at network-owned WRC-AM-FM-TV Washington. Today, she's still working for change, but from an entirely different vantage point, as the director of affirmative action programs at NBC.

Being able to please only some of the people some of the time comes with the territory. Now Pierce is the one who hears that, for women in broadcasting, "the push is not fast enough" or perhaps too fast. But even those with grievances would have to concede one qualification in Pierce's favor: She's been there.

It's too easy to say that Timmi Pierce sued herself into a job, but, as Pierce herself puts it, NBC "took a person who had knowledge of how things work from both sides."

Given Pierce's long-standing involvement in community and professional activities, it's no surprise that NBC isn't the only organization to benefit from that perspective. At this week's 29th annual convention of American Women in Radio and Television, it is President Pierce who will be presiding in San Antonio, Tex. And if the membership approves the board recommendations that have been promoted during her tenure, the organization stands ready for some dramatic change.

For the first time, AWRT (now counting just under 2,800 members including about 120 men) may be opening its doors to anyone in the industry, as well as students. To date, it has taken "professional" status in radio and television and allied fields to qualify for membership.

It's not a new idea and also was one of the suggestions by the American Society of Association Executives which this year was contracted to take a good look at AWRT. This week's vote is expected to be tight.

For Pierce, approval would mean "opening the ranks to women coming up behind us." And she sees that as a reflection of the employment progress made by women—now secure enough about their own future to bring new competition into the club.

If a larger AWRT comes to be, it will mean even more of a challenge for the organization's leadership, which already deals with a group so diverse, Pierce says, that "it is difficult to unify around issues other than career advancement." As president, Pierce explains that she already has had a "fine line to walk" between factions



Timatha Stone Pierce—director, affirmative action programs, NBC, New York, and president, American Women in Radio and Television; b. Nov. 8, 1940, Hartford, Conn., BA in dramatic arts and speech, Mary Washington College, 1962; assistant to director of information, WTOPIAM Washington, 1962-64; manager, advertising and promotion, WRC-AM-FM Washington, 1964-71; manager, advertising and promotion, NBC Radio division, New York, 1971-74; present position (first as director, equal-employment opportunity) since January 1974; single.

wanting a more feminist tone for AWRT and others satisfied to keep the organization as a place to make contacts.

At 39 and as a 17-year veteran of the broadcasting business, Pierce not only has acquired the necessary industry knowledge for AWRT leadership but the necessary diplomacy as well. Says Martha Pell Stanville, AWRT president-elect from WCCO-TV Minneapolis-St. Paul, "she has set a standard of excellence for leadership that is difficult to follow." Stanville, who takes over as president next Saturday at the convention's close, credits Pierce with increasing AWRT visibility among a long list of plusses. Not only that, she adds, Pierce has been able to speak out strongly and knowledgeably in various areas and leave with different sides respecting her. That's a characterization not unlike others that come from NBC regarding her affirmative-action work.

After college summers behind the scenes in the theater and another look at her goal to be "the world's greatest living playwright," Pierce landed her first broadcasting job as assistant to the director of information at WTOPIAM Washington. Within a year and a half, in 1964, she began her NBC career in the same city as manager of advertising and promotion for WRC-AM-FM. And then in 1971, shortly after the WRC women filed charges, it was up to New York with the same title for the

NBC Radio division—a move she recalls as the "absolutely natural next step."

In her current job, Pierce is in charge of plans and programs affecting female and minority training, promotion, recruitment, compensation and other employment conditions. That can mean everything from coordinating a management seminar to compiling data for an FCC inquiry.

It's unlikely that NBC would have handed such a job over to a militant, and Pierce isn't one. Taking over the directorship, she claims, didn't alter her commitment to improved employment balance, but she's now "much more attuned to working in the system; it really produces better results." Knowing the problems faced internally at a corporation also has toned her down a bit. "Being uninformed about how things are in the corporate structure makes it easier to march forward" with complaints, she explains.

In 1980, Pierce is by no means content with the employment status of women and minorities but she is quick to assert that progress has been made, particularly at networks and group-broadcasting operations—although, she adds, women are moving up faster than minorities. The track record across the country, however, she says, is "spotted," with a long way still to go in the smaller markets "where the majority of broadcasting is."

At NBC, Pierce answers when asked for a couple of statistics: Women make up about 23% of the managers at year-end 1979 as opposed to 13% five years earlier; minority managers went from 6.5% to 8%.

Being inside has taught Pierce not to expect monumental changes overnight, not when turnover averages 10%-15% per year and 80,000 applications and job inquiries come in for about 7,000 positions. And she also believes it's an "easy cop-out for both sides" and a lack of understanding of the system when a woman or minority-group member automatically assumes he or she lost a job because of discrimination or if a white male believes the opposite case has to be true.

The field is too wide open for that, she explains, and while affirmative action does by nature mean special consideration for some, she says it is no longer just a numbers game and "the remedy is not necessarily exclusionary of the individual."

All this work on the workforce, not to overlook her AWRT duties, has led to 10-12-hour days for Pierce. Come Saturday, when the AWRT job becomes Stanville's, she'll have more time to finish painting her sailboat or maybe start showing her three French poodles again. Or maybe for this self-admitted workaholic, find time to come up with a new way to change the system from within the system.

Governmental handiwork

Sifting the debris left from the collapse of the GE-Cox merger provides an archaeological examination of FCC policies at work. From the findings a museum could be filled with the artifacts of failure in social and economic tinkering.

The merger was incubated by the FCC's announced desire to break up co-located media crossownerships. As was noted on this page at the time, Cox principals felt it prudent to protect their considerable newspaper holdings by transferring their broadcast and cable equities into a corporation so large that individual interests would be lost in the FCC's crossownership counts.

The proposed consolidation of GE and Cox broadcast stations required the spin-off of some, to comply with the FCC's multiple ownership rules. A significant number of the spin-offs went to ethnic minorities, to comply with the FCC's policy of favoring minorities for entry into broadcast ownership.

Meanwhile, the sidelines were filling with the scavengers that FCC policies have invited to gather at all events of this kind. Suddenly petitions to deny the station transfers began coming from familiar places, the National Citizens Committee for Broadcasting, Marcus Garvey Wilcher, the American Civil Liberties Union, the National Association for the Advancement of Colored People, Friends of the Earth, and from one newcomer, a loser in a contest with Cox for a cable franchise in Virginia Beach, Va. The squalid history of the intervenors' proposed settlements is recounted elsewhere in this issue of the magazine. It can be summarized in two words: attempted blackmail.

While all this was going on, conditions in the economy changed. Inflation outran the stock market. From the Cox stockholders' point of view, the deal turned sour as dollar prices of cable systems and broadcast stations rose faster than the price of GE stock—the currency in which Cox was to be bought. FCC policy cannot be directly blamed for that. It is not irrelevant, however, to mention that the marketplace can move faster than federal review of broadcast license transfers.

At one of those brown-bag luncheons where deep thinkers of the FCC gather to think deep thoughts, it might be interesting to discuss this question: Just how has the public interest been served by the GE-Cox experience?

Distant tremors

For the average American broadcaster, the word that a UNESCO commission has at last completed a massive report on the role and responsibility of news media may not rank with the latest P&L statement or Arbitron report. UNESCO is not among the organizations that broadcasters think of when they wake up in the morning.

Still, the UNESCO commission's report could eventually cause journalistic disturbances strong enough to reverberate detectably on Main Street. It is to be proposed for adoption by a general conference of UNESCO in Belgrade, Yugoslavia, next fall. If adopted in its present form, it would endorse journalistic practices that are grossly out of key with the First Amendment principles that Americans are used to.

The report emanated from a special UNESCO commission headed by Sean MacBride, a former foreign minister of Ireland. It is in final form a marked improvement over earlier drafts that showed the heavy footprints of such closed societies as the USSR and its Third World dependencies. For example, this one advo-

cate free access to news sources and opposes censorship. There are, however, other passages that are disquieting from the free world's point of view.

One recommendation urges news media to promote social, cultural, economic and political goals set by governments. Another proposes a UNESCO agency to monitor news media. Still another suggests a United Nations broadcast arm with satellite distribution, perhaps the beginning of a UN "news" service. American readers of the UNESCO report also detect signs of bias against private ownership of media, against large and "transnational" organizations, against advertising. The asserted purpose is to establish a "New World Information Order."

Allen H. Neuharth, chairman and president of the Gannett Co., and chairman of the executive committee of the American Newspaper Publishers Association, had another name for it in a speech he gave last week. He called it the "New Government Information Order." Neuharth, who has also become a broadcaster of substance since Gannett acquired the Combined Communications station group, was addressing an international federation of publishers, meeting in Tel Aviv.

Of course, Neuharth is right. The role of the press, print and broadcast, is neither to promote nor to suppress. It is to illuminate. The role of the government should be benign, to step aside and let the journalistic process operate.

Those are the principles that the U.S. government must espouse at Belgrade and practice at home.

Calmer tone

The latest duPont-Columbia report on broadcast journalism, described elsewhere in this issue, strikes us as more even-handed than some of its predecessors. It does not shrink from pointing out perceived flaws and shortcomings—and it perceives plenty of both—but it tends to make its points with more awareness of the realities of broadcasting and broadcast journalism.

This is a good sign. Broadcast journalism can profit from a fair-minded evaluation by competent outside professionals, as the people at the Columbia University Graduate School of Journalism, which administers the duPont Awards and accompanying survey and report, must be presumed to be.

TV and radio newsmen are the first to say that their work is not always—some say is never—as good as they'd like. But they labor under constraints that do not apply to print journalists. Judging them against standards that take these constraints into account can be helpful. Judging them against ideals unrelated to reality helps nobody.



Drawn for BROADCASTING by Jack Schmidt

"There is something wrong with our speech computers."

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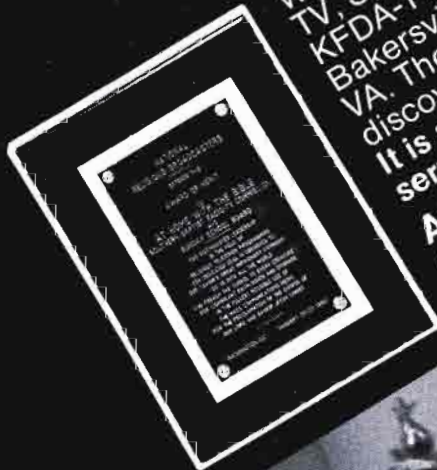
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