

Dec. 24, 1979

**Diplomacy: TV's newest dilemma**  
**The uncommon market of British TV**

# Broadcasting Dec 24

The newswweekly of broadcasting and allied arts

Our 49th Year 1979

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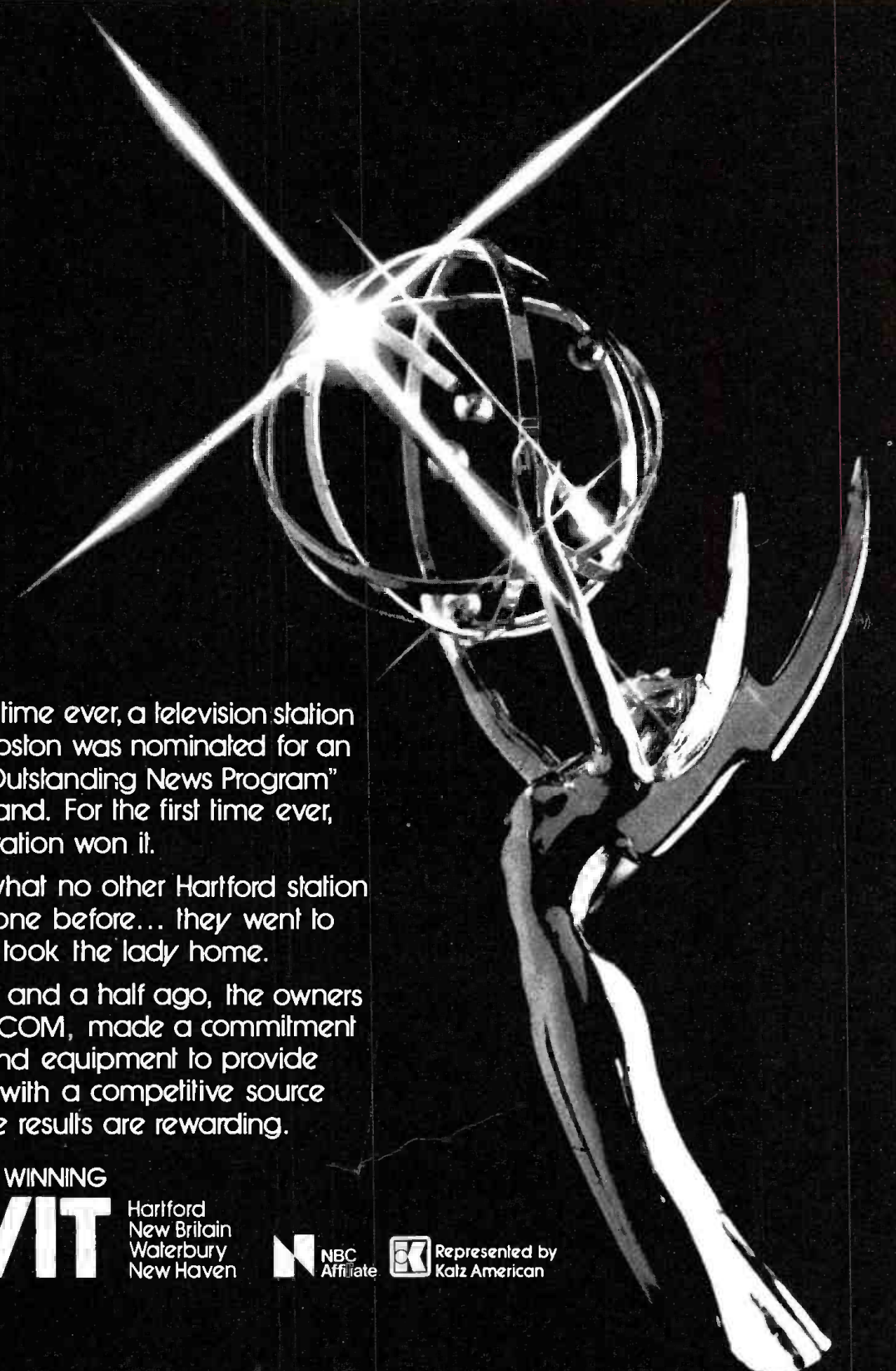
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# FIRST LADY

# The Week in Brief

**PICKING UP THE TAB** □ The FCC sets wheels in motion towards a reimbursement program for public participants in commission proceedings. **PAGE 19.**

**ULTIMATUMS** □ The FCC's notice of proposed rulemaking on children's TV programs offers five options for broadcasters and sets mid-summer as the deadline for comments. **PAGE 19.**

**MORE FINGERS IN THE PIE** □ The White House's Neustadt says the administration wants more diversity in broadcast ownership and favors those procedures that will increase the number of stations available. **PAGE 20.**

**MORE FLAK** □ The media, particularly television, continue to come under fire for coverage of the Iranian hostage crisis. A BROADCASTING "Perspective" assesses the charges. **PAGE 22.**

**DEREGULATION INPUT** □ In early comments to the FCC on its radio proposal, ABC asks for a definition of "public interest;" citizen groups fear that easing of rules will mean public service will be ignored, and Representative Mottl contends standards are necessary. **PAGE 24.**

**LONDON COMES CALLING** □ Four executives of the BBC, in Washington for a presentation at the Kennedy Center for the Performing Arts, sat down for a Q-and-A session with BROADCASTING. From it emerges an overview of broadcasting in Great Britain and its relationship to the U.S. **PAGE 25.**

**STICKING TO STORIES** □ The FCC, the networks and other interested parties in the Carter-Mondale Committee access case submit further filings to the courts. Both sides contend they are right in fact and law. **PAGE 29.**

**DEBATE LIMITS LOOSENED** □ The Federal Election Committee proposes rules that would allow media to stage debates. Some broadcasters continue to object to the FEC's authority over them. **PAGE 30.**

**GINSBURG TO APPEALS COURT** □ Carter selects a well-known advocate of women's rights to fill a vacancy on the Washington bench. **PAGE 31.**

**DON'T SEND IT BACK** □ Tandem Productions and a Hollywood group urge the San Francisco appeals court not to return the family-viewing case to the FCC for further input. **PAGE 32.**

**SEE-SAWING** □ The race between ABC-TV and CBS-TV for prime-time leadership finds ABC-TV back in first place for the week that ended Dec. 16. **PAGE 33.**

**LIFE AFTER SATCOM III** □ RCA reassures its cable-television customers that if the missing satellite is not found, they still will be served somehow. **PAGE 36.**

**LOOKING SKYWARD** □ Scientific-Atlanta reports that its business is booming and promises to get even better for the Georgia equipment maker. A confident Topol discusses how satellites are revolutionizing communications. **PAGE 41.**

**NEWS WATCHING INCREASES** □ Nielsen statistics show that audiences for network early-evening newscasts are up 13% from a year ago. **PAGE 43.**

**LANDSBURG: PRACTICAL PRO** □ Alan Landsburg has made more than his share of memorable television shows since started learning the mechanics of the business at Wolper Productions in the early 1960's. Now chairman of Alan Landsburg Productions, he continues to produce successes that come from his penchant for knowing what sells. **PAGE 65.**

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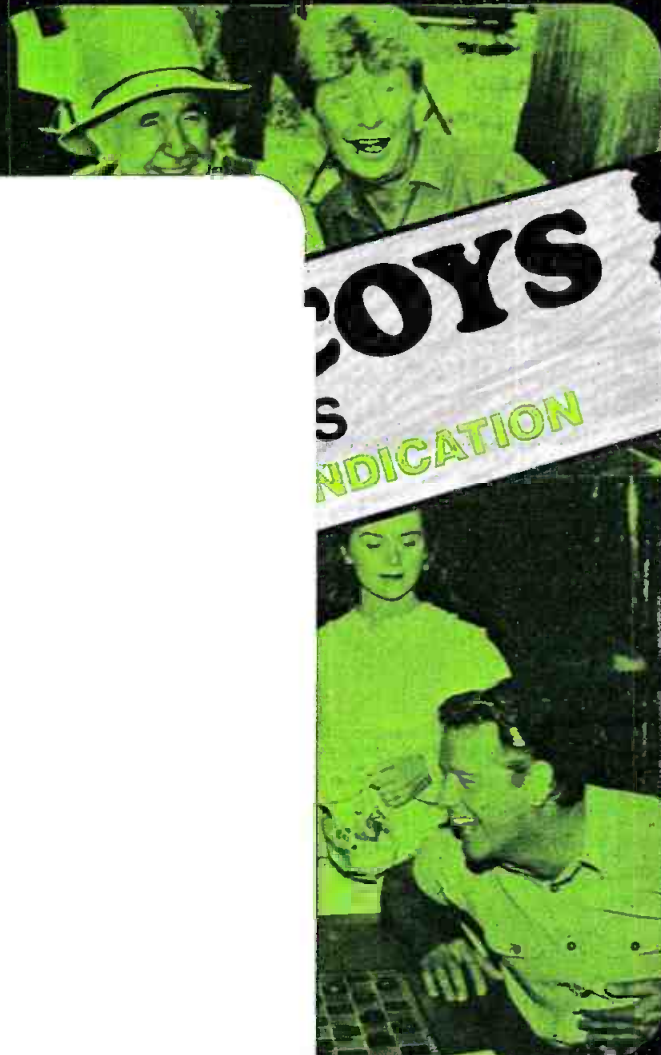




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## Overblown?

Everybody credits Iran crisis with stimulating TV news viewing, but extent of its influence is hard to measure. CBS researchers, keeping track of such matters, say that in five weeks immediately preceding Iranians' Nov. 4 taking of hostages, ABC, CBS and NBC evening newscasts had total Nielsen rating of 37.8. In six weeks after hostage taking, it was 44.7. That's jump of 18% from before to after.

But researchers warn against jumping to obvious conclusion: Between same two periods last year, they say, there was jump of 16%. Safest conclusion, they suggest, is that, for whatever reasons, viewing has been higher this year—up 2% in first quarter, 5% in second, 6% in third and 13% thus far in fourth (also see page 43).

## Out and up?

National Association of Broadcasters' chief government affairs specialist, Senior Vice President Donald P. Zeifang, is contemplating major career change. He's had number of offers to practice communications law in Washington—at compensation levels above present \$70,000 NAB salary—and is understood to have them under serious consideration. Before joining NAB in 1973 he was partner in Dow, Lohnes and Albertson.

Should change come, organization's leadership could decide to combine government affairs with legal department under Erwin G. Krasnow, who has received high marks as senior vice president and general counsel. Among leading lights on present government relations staff are David Markey, legislative counsel, and Belva Brissett, legislative representative, along with veterans Bill Carlisle and Roy Elson.

## Big gainers

You could have doubled your money since this time last year if you put it in some of stocks on BROADCASTING's Stock Index—but not broadcast issues. Best bet there was Mooney, with 65.4% price climb to \$10.75 by last Wednesday, closely followed by Taft's 64.1% jump to \$32. Charter's 580% aside (it's really oil company), big scorers among broadcast/other major interest companies were Tech Operations, up 181.8%, and Adams-Russell, up 97.4% in share price with 40% stock distribution in October.

A-R's heavy cable involvement is clue to where growth stocks were: Cable companies Burnup & Sims and Comcast were each up over 100%, and Athena was up 211.7%. In electronics issues, Oak saw

122% price climb, Farinon 116.3%, Varian 101.7%. And stock of service company, Movielab, at \$5 showed 122.2% improvement over year earlier.

## Bugs in space

When Satcom III disappeared two weeks ago it reminded cable industry that satellite technology is not to be taken for granted. Broadcasters received like reminder—although far less dramatic—when Westar II went haywire and disrupted service to users for almost hour (4:22 p.m. to 5:17 p.m. NYT) on Dec. 11.

Problem occurred when Westar's antenna, which is supposed to remain stationary with relation to earth, began spinning with body of spin-stabilized satellite. Disruption caused stations of Spanish International Network to substitute recorded programming for satellite feed and CBS-TV to delay transmission of three news feeds. Westar engineers are still trying to find out what happened and whether it could happen again.

## Political season

Preliminary ballots are out for National Association of Broadcasters radio and television board elections, and hard campaigning is going on for some seats. Twelve seats on 25-member radio board are at stake, with incumbents running for re-election in five. District 2, New York and New Jersey, is typical of contention. William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., is ineligible for re-election, having served two terms, and is said to be actively backing candidacy of Marty Beck, WBLI(FM) Babylon, N.Y., but others running hard are Rick Devlin, WOR(AM) New York, and Robin Martin, WRUN(AM)-WKGW(FM) Utica, N.Y.

On TV board, six of 12 seats are up, with incumbents running in four. Board Chairman Bob King (Capital Cities) is considered certain to be re-elected, perhaps on first ballot which can be won without run-off with 51% of votes. King will run also for re-election as chairman next June.

## Bench's bench

Court administration moved quickly in 10-year-old CBS per-use music-license case to minimize delay resulting from sudden death last week of Appeals Court Judge Murray Gurfein. Gurfein, 72, wrote opinion supporting CBS view that blanket licenses of American Society of Composers, Authors and Publishers and Broadcast Music Inc. are illegal, but that

decision was remanded by Supreme Court and he presided over three-judge panel that heard new arguments last month (BROADCASTING, Nov. 26).

Colleagues said he had planned to work on new opinion over current holidays. Named last week (but not announced) to replace him: John Newman, 47, former district judge elevated to appeals bench last summer. With him on panel: Senior Circuit Judges J. Edward Lumbard, 78, and Leonard P. Moore, 81. Lawyers wouldn't speculate on whether Newman would ask for reargument, or work from briefs and transcripts.

## Schmidt and Wiley

Robert L. Schmidt, former president of National Cable Television Association, will become special partner and of counsel in Washington office of Chicago-based Kirkland & Ellis law firm. He'll be associated with Richard E. Wiley, former FCC chairman and now Washington resident partner of firm. Schmidt's new legal duties won't conflict with development of Communications Technology Management, venture he has announced to explore new nonentertainment uses of cable (BROADCASTING, Dec. 3).

## Ray of light

NBC-TV may have lost prime-time race in November sweeps (BROADCASTING, Dec. 3), but NBC researchers say they scored at least one stunning "upset." That was in Knoxville, Tenn., where NBC's VHF affiliate, WATE-TV, had switched to ABC, and NBC had taken on ABC's UHF outlet, WTVK(TV). As NBC affiliate, according to NBC analysis, UHF station made substantial audience-share gains in virtually every day-part, with sign-on to sign-off average 50% better than year ago when it was ABC affiliate. And shares of VHF station as ABC affiliate declined in virtually every day-part, by over-all average of 32%.

ABC's V still won, but NBC researchers calculate its over-all margin was cut from 217% last year, when it was on NBC, to 44% this year. Such audience shift, researchers said, is rare.

## LaBontè on Potomac

Among Washington's pre-Christmas visitors was C. Joseph LaBontè, recently installed president of 20th Century-Fox, who made get-acquainted rounds at FCC, NAB and other broadcast-oriented sectors. In quest of expansion opportunities, LaBontè would like to add two VHF's to present three-station roster and is exploring radio station market.



# Business Briefly

TV ONLY

**Life Savers** □ Six-month campaign for Bubble Yum bubble gum begins Jan. 1 in New York, Philadelphia, San Francisco and Boston. Spots are placed in early fringe and children's programming. Agency: Foote, Cone & Belding, New York. Target: children, 2-11; women, 18-49.

**American Home Products** □ First-quarter campaign for Woolite cleaner begins Jan. 14 in about 20 markets including Los Angeles. Some spots will run during prime and late fringe times. Agency: Cunningham & Walsh, New York. Target: women, 25-54.

**Weight Loss Clinics** □ Fourteen-week campaign begins in first quarter 1980 in about 30 markets including Portland, Ore., and Buffalo, N.Y. Some spots will run during day times. Agency: Fortune Advertising, Los Angeles. Target: women, 18 plus.

**Max Factor** □ First-quarter campaign for various cosmetic products begins Dec. 31 in about 24 markets including Los Angeles, Denver and Philadelphia. Spots will run during all dayparts. Agency: SFM, New York. Target: women, 18-49.

**Great Western Savings & Loan** □ First-quarter campaign for bank begins Dec. 27 in five California markets. Spots will run during prime, prime access, early news and day times. Agency: Daily & Associates, Los Angeles. Target: adults, 18 plus; adults, 35 plus.

**Schmid Labs** □ Campaign for Super CD, house deodorizer, will run during the first quarter in five markets including Houston and Fort Worth, Tex. Agency: Howard Marks Advertising, New York. Target: women, 18-49.

**Quaker** □ Eleven-week campaign for 100% Natural Cereal begins Jan. 7 in about 20 markets. Some spots are in prime and late fringe times. Agency:

Bozell & Jacobs, New York. Target: adults, 18-49.

**Austin-Nichols** □ Nine-week test campaign for Croft Original Sherry begins in January in Washington. Agency: Compton Advertising, New York. Target: adults, 25-49.

**Drake's** □ Nine-week campaign for snack cakes begins Jan. 7 in six northeastern markets including Philadelphia. Spots will run in early fringe and prime times. Agency: Bozell & Jacobs, New York. Target: women, 25-49; teen-agers, 12-17; children, 6-11.

**Canon** □ Nine-week campaign for calculators begins Jan. 21 in New York, Los Angeles, Chicago and Atlanta. Spots will run during late fringe and news/sports times. Agency: Dentsu Inc., New York. Target: adults, 25-54.

**Public Service Gas & Electric** □ Eight-week campaign for utility company begins Jan. 14 in New York and Philadelphia. Agency: Allscope, New York. Target: total adults.

**Family Kitchen** □ Six-week campaign for food products begins in February in 15 markets. Agency: Dilorio, Wergeles, New York. Target: women, 25-49.

**Flav-O-Rich** □ Six-week campaign for dairy products begins Jan. 28 in North Carolina markets of Raleigh-Durham, Greensboro-Winston-Salem-High Point, Charlotte, Asheville-Spartanburg and Roanoke-Lynchburg, Va. Spots will run during day, fringe, news and prime access times. Agency: D'Arcy MacManus & Masius, Atlanta. Target: women, 25-54.

**Carnation** □ Six-week campaign for evaporated milk begins Jan. 7 in about 35 markets. Some spots will run during fringe times. Agency: SSC&B, New York. Target: women, 25-54.

**Renault** □ Five-week campaign for Le Car begins Jan. 21 in 20 markets including Denver, Atlanta, Minneapolis and Pittsburgh. Spots will run during prime and late fringe times. Agency: Marsteller, New York. Target: adults, 18-49.

**Gillette** □ Four-week campaign for Good News disposable razors begins Jan. 7 in 35 markets. Agency: Benton & Bowles,

## It's "The Wink & Jack Hour" on

WKBW, Buffalo



**Tic Tac Dough**

7 PM **7** TIC TAC DOUGH—Game.  
Host, Wink Martindale.

#1. TOPS  
"PM MAGAZINE"  
BY 11 SHARE  
POINTS.



**THE JOKER'S WILD**

7:30 **7** THE JOKER'S WILD—Game.  
Host, Jack Barry.

#1. ZONKS  
"THE NEWLYWED  
GAME" BY 12  
SHARE POINTS.

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Source: Arbitron Television Audience Estimates: Nov., 1979.

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New York. Target: men, 18-34.

**Allen Products** □ Four-week campaign for Liv-A-Snaps dog food begins Jan. 7 in 23 markets including New York, Minneapolis and Pittsburgh. Spots are placed in day and early fringe times. Agency: Weightman, Philadelphia. Target: women, 25-64.

**General Mills** □ Four-week campaign for Kix cereal begins Jan. 7 in 15 markets. Spots will run during day and fringe times. Agency: Dancer Fitzgerald Sample, New York. Target: women, 25-49.

**Princess Cruises** □ Two-to-four-week campaign promoting travel begins in early January in Los Angeles, San Francisco, San Diego and Seattle. Spots will run during fringe times. Agency: Grey Advertising, Los Angeles. Target: adults, 35-49; adults, 50 plus.

**Gillette** □ Three-week campaign for Heat Wrap adjustable heating appliance begins Jan. 21 in 40 markets including New York and Los Angeles. Agency: Grey-North, Chicago. Target: men, 25-54.

**National Appliance** □ Three-week campaign for hair dryer begins Jan. 21 in about 25 markets including New York, Atlanta and St. Louis. Some spots will run

during day and fringe times. Agency: Media Bureau International, Chicago. Target: women, 18-49.

**Olympia Brewing** □ Three-week campaign for Olympia beer begins Jan. 3 in various west coast markets. Spots will run in prime and sports times. Agency: Dancer Fitzgerald Sample, New York. Target: men, 18-34.

**Stride Rite** □ First-quarter campaign for children's shoes begins in January in about 30 markets including Houston and Fort Worth, Tex. Spots are placed during children's programming and early fringe times. Agency: SFM, New York. Target: children, 6-11.

**White Lily** □ Ten-week campaign for flour begins Jan. 14 in 15 markets concentrating on Southeast. Spots will run during day and early fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 18-49.

**Starkist** □ Four-week campaign for 9 Lives cat food begins this week in 23 markets including St. Louis. Spots will run during day and fringe times. Agency: Leo Burnett, Chicago. Target: women, 25-54.

## Rep:Report

WNWS(AM) Miami; WSBB(AM) Daytona Beach, Fla.; WBIC(AM) New Bern, N.C., and WSFL(FM) Bridgeton, N.C.: To Savalli/Gates (no previous reps).

□  
WQXI-AM-FM Atlanta: To Blair Radio from Radio Advertising Representatives.

□  
WMJX(FM) Miami: To Pro Radio from P/W Radio Representatives.

□  
WEBB(AM) Baltimore: To Savalli/Gates from Frederick W. Smith Station Representatives.

□  
WGOK(AM) Mobile, Ala.: To Savalli/Gates from Dore/Walton.

□  
WESC-AM-FM Greenville, S.C.: To Blair Radio from Buckley Radio Sales, New York.

□  
KEYS(AM)-KZFM(FM) Corpus Christi, Tex.: To Torbet Radio from McGavren-Guild and Buckley Radio Sales, respectively.

□  
WRIN(AM) Rensselaer, Ind.: To Savalli/Gates from Regional Representatives.

□  
KRNA(FM) Iowa City, Iowa: To Roslin Radio Sales from Walton Broadcasting Sales.

□  
WIXZ(AM) McKeesport, Pa.: To Savalli/Gates from Pro Radio.

□  
W5SUB(AM)-WQGN(FM) Groton, Conn.: To P/W Radio from Market 4 Radio.

□  
KKAL(AM) Arroyo Grande, Calif.: To J.L. Lucas & Co. from Walton Broadcasting.

## Advantage

**Christmas buying.** Doyle Dane Bernbach, New York, has reached agreement in principle to acquire Barickman Advertising, Kansas City, Mo., and Bernard Hodes Advertising, New York, recruitment specialist in which Barickman has 50% interest. Combined billings amount to \$90 million. DDB's worldwide billings last year were about \$600 million. In another transaction, Foote, Cone & Belding Communications, New York and Chicago, has signed agreement to buy Spasm Advertising, Melbourne, Australia, agency and its subsidiary, Lucas Emery Advertising, which have combined billings of \$12 million. Plans are to merge Spasm with Melbourne office of FCB, forming operation that bills \$32 million. FCB's worldwide billings exceed \$800 million.

## It's "The Jack & Wink Hour" on

WGHP, High Point



THE  
**JOKER'S  
WILD**

7 PM **THE JOKER'S WILD**—Game.  
Host, Jack Barry

#1. BEATS "PM  
MAGAZINE" AND  
"THREE'S A  
CROWD."



**Tic Tac  
Dough**

7:30 **TIC TAC DOUGH**—Game.  
Host, Wink Martindale.

#1. WHIPS "MATCH  
GAME" AND  
"HOLLYWOOD  
SQUARES."

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Source: A. C. Nielsen Co. Viewers in Profile: Nov., 1979



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**WE TV**  
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KMEL  
San Francisco



# CENTURY





# Monday Memo®

A broadcast advertising commentary from Allin W. Proudfoot, executive vice president, marketing, Jos. Schlitz Brewing Co., Milwaukee

## Telethons: an added marketing dimension

A corporation, especially one that is heavily engaged in mass-marketing of consumer goods, can effectively use the telethon as a marketing tool.

Jos. Schlitz Brewing Co. now runs a multimillion-dollar television advertising campaign, using 30-second and 60-second television spots. However, we still recognize the special qualities of a national telethon through which we can reach a varied audience that includes many people our ad campaign might not now reach.

A company like Schlitz can never forget that its real business is people, and reaching people through a more personalized use of the television medium can favorably affect our business and our corporate image.

For our company, with a national sales force and network of independent wholesalers, this special use of television ideally should be national in scope, yet local in application.

The United Cerebral Palsy (UCP) and its national *Weekend with the Stars* telethon provides a perfect vehicle. In addition to television exposure on the broadcast itself (seen on over 114 stations), the telethon demonstrates a national corporation's commitment to communities where it does business. For this reason, Schlitz, for the second year, is a major sponsor of the UCP telethon, the next edition of which will be broadcast on Jan. 12-13, 1980.

We see definite marketing benefits from participation in the telethon for the Schlitz brand and all who sell it. At the same time, we see it as an opportunity to give maximum support to an important health problem. Use of the Schlitz logo in connection with promotional material is subdued, and our "sell" is aimed at getting dollars for UCP. As the official beer of the winter Olympic Games, our primary broadcast emphasis during the telethon period is going into Olympics-related messages.

The telethon will also give us an opportunity to discuss contributions to UCP and will give the Schlitz brand excellent identification with a community concern.

The television exposure and benefits afforded by participation in this broadcast medium can be multiplied by 175, since that is the number of Schlitz wholesalers that will be represented on local segments of the telethon. The broadcast exposure for the individual wholesalers has great impact out in the field. For those involved, it generates personal excitement and enthusiasm which can increase their commitment to our brand. These appearances



Allin W. Proudfoot, executive vice president, marketing, for Jos. Schlitz Brewing Co. since 1978, has spent his career in the food and beverage industry. Previously he served as president of Coca-Cola Bottling Companies of Chicago and Wisconsin, and later as senior vice president, marketing, for Coca-Cola U.S.A. His experience also includes extensive sales and sales-management assignments with Procter & Gamble.

can be merchandised to the sales force as well. This year, Daniel F. McKeithan Jr., Schlitz chairman and chief executive officer, and I will appear on the national telethon as our company spokesmen.

The telethon also provides us with a sales promotion theme that is supported from the grass-roots level on up. All Schlitz wholesalers in the United States will be putting material promoting the UCP campaign in front of consumers. This Schlitz material makes an important tie to television to reinforce the fact that the key event of the UCP effort—the telethon—will use that medium. The material carries a photo of John Ritter, star of ABC-TV's popular *Three's Company* and host of the past and upcoming telethons. This print matter increases audience share for the telethon, and increases awareness of our participation.

That's also very important to UCP, since countless individual donations make UCP's work possible, and the public, bombarded as it is with messages, must be frequently reminded of UCP's value and needs.

Cerebral palsy is the most widespread of all lifelong disabling conditions. It respects neither race nor geography. It usually re-

quires life-long support. The amount of money required by an individual or family to deal with it can be substantial.

For example, the 12-year-old daughter of an employe at our Tampa, Fla., can plant has cerebral palsy. Earlier this year she had a pioneering operation—which sprang from UCP research—that has immeasurably improved her life... at a cost. To date, Schlitz medical insurance has paid more than \$30,000 to care for her. This is far more than a typical American family has available to spend on something even as precious as a child's health. UCP works to help such children and their parents.

Also, research by UCP over the years has led to a 50% reduction in the number of babies born with the condition and, as in the case just cited, has dramatically improved the quality of life of persons who have the condition. We are proud to be associated with UCP.

Last year Schlitz was active with UCP for the first time on a national scale. We and our wholesalers were able to help raise \$170,000 for the organization's work, which we reported on last year's live broadcast. This year, with the wholesalers' continuing strong support, we hope to report on the telethon that we have raised a million dollars. To enjoy maximum exposure, we are gearing up fund-raising activities that will also increase public awareness of the telethon and Schlitz's involvement.

Beginning on Dec. 3, we and our wholesalers introduced a fully integrated package of on-site and off-site merchandising materials, including, in all states where the law permits, a sweepstakes designed to heighten consumer awareness of our product at point of purchase and interest in tying in with the telecast broadcast effort. The sweepstakes will bring further donations, though a contribution is not required to enter, because each entry sheet gives the consumer an opportunity to mail in an additional contribution with his or her entry.

In all states, including those where a sweepstakes is not permitted, an easel or stacker bearing Ritter's likeness is available with pledge cards. Further, 50,000 specially designed coin canisters are being set out in retail stores. We expect shoppers to drop considerable sums into the canisters, in view of the fact that these will be an open display throughout the country, during the holidays, of "the spirit of giving" time.

But an appearance by a corporation's representatives on a national telethon, such as UCP's, is not enough. Only a total, organized effort that involves the wholesaler, retailer and consumer will succeed—for all concerned.

# The Professional

## He Works For You: Charley Morey

"Charles Morey is excellent at his specialty, sports." Somebody wrote that about young Charles in May 1945.

It's still true...now more than ever. That's why he's AP Broadcast's Sports Editor.

Charley tells a great story on paper and in person. He's a sportsman's sportsman.

We like that. We're like Charley Morey.

Professional.

# AP

Associated Press  
Broadcast Services



## Datebook

■ indicates new or revised listing

### January 1980

**Jan. 4-5**—Radio-Television News Directors Association board meeting. Diplomat hotel, Hollywood, Fla.

**Jan. 5-8**—International Winter Consumer Electronics Show. Las Vegas Convention Center.

**Jan. 7-9**—Pacific Telecommunications Conference. Ilikai hotel, Honolulu. Information: Richard J. Barber, Social Science Research Institute, University of Hawaii, Manoa, 2424 Maile Way No. 704, Honolulu 96822; (808) 948-7879.

**Jan. 9**—New England Cable Television Association winter meeting. Biltmore Plaza hotel, Providence, R.I.

■ **Jan. 9**—Kentucky Broadcasters Association sales and news seminar. Western Kentucky University, Bowling Green.

**Jan. 9-10**—Virginia Association of Broadcasters meeting. Richmond Hyatt House.

**Jan. 9-11**—Arbitron Television advisory council meeting. Key Biscayne hotel, Key Biscayne, Fla.

**Jan. 10-13**—National Radio Broadcasters Association board of directors meeting. The Registry, Scottsdale, Ariz.

**Jan. 11-12**—National radio-television conference of Investigative Reporters and Editors. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016, or Richard Krantz, WHAS-TV Louisville 40202.

**Jan. 13-15**—California Association of Broadcasters winter convention. Palm Springs Spa hotel. Speakers: William Leonard, CBS News; Elton Rule, ABC Inc.; Richard Shiben, FCC.

**Jan. 13-16**—Association of Independent Television Stations (INTV) convention. Galleria Plaza, Houston.

**Jan. 14**—Deadline for entries in 40th annual George Foster Peabody radio and television awards sponsored by Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Ga. 30602.

**Jan. 14**—FCC deadline for comments on six preliminary reports released by network inquiry special staff. Replies due Jan. 29 (Docket 21049). FCC, Washington.

■ **Jan. 14**—Television Critics Association seminar on advertising. Century Plaza hotel, Los Angeles.

**Jan. 14-15**—Society of Cable Television Engineers regional meeting and technical workshop. Tallahassee, Fla.

**Jan. 15-17**—Georgia Association of Broadcasters 35th annual Radio/TV Institute. Georgia Center for Continuing Education, Athens. Speakers include

## Major Meetings

**Jan. 13-18, 1980**—Association of Independent Television Stations (INTV) convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

**Jan. 20-23, 1980**—National Religious Broadcasters convention. Washington Hilton, Washington.

**Feb. 18-21, 1980**—National Association of Television Program Executives conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

**March 18-20, 1980**—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

**April 13-18, 1980**—National Association of Broadcasters annual convention. Las Vegas Convention Center. Future conventions: Las Vegas, April 12-15, 1981; 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 18-24, 1980**—MIP TV international program market. Cannes, France.

■ **May 4-8**—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

■ **May 12-15**—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

■ **May 18-20**—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21, 1980**—National Cable Television Association annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

**June 3-7, 1980**—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, 1980**—Associated Press Broadcasters convention. Fairmont hotel, Denver.

**June 7-11, 1980**—American Advertising Federation, annual convention. Fairmont hotel, Dallas.

**June 11-15, 1980**—Broadcasters Promotion Association 24th 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 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

**Aug. 24-27, 1980**—National Association of Broadcasters radio programming conference. Hyatt Regency, New Orleans.

**Sept. 14-17, 1980**—Broadcasting Financial Management Association 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

**Sept. 20-23, 1980**—Eighth International Broadcasting Convention. Metropole Conference and Exhibition Centre, Brighton, England.

**Oct. 6-9, 1980**—National Radio Broadcasters Association annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

**Oct. 28-30, 1980**—National Association of Educational Broadcasters 56th annual convention. Las Vegas.

**Nov. 10-12, 1980**—Television Bureau of Advertising annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 16-18, 1981, Hyatt Regency, New Orleans.

**Dec. 3-5, 1980**—Radio-Television News Directors Association international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.



Charles Kuralt, CBS News; Senators Barry Goldwater (R-Ariz.) and Herman Talmadge (D-Ga.), and Zell Miller, Georgia lieutenant governor.

**Jan. 16-17**—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*, Hall of Congress, Philadelphia.

**Jan. 16-18**—Meeting of *South Carolina Broadcasters Association*. Carolina Inn, Columbia.

**Jan. 17**—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf-Astoria hotel, New York.

**Jan. 17-18**—*Florida Cable Television Association* annual winter management conference. Quality Inn-Cypress Gardens, Winter Haven. Information: Tom Gilchrist, (305) 842-5261.

**Jan. 17-19**—*Alabama Broadcasters Association* winter conference. Plaza Hotel South, Birmingham.

**Jan. 18-19**—Annual convention of *Utah Broadcasters Association*. Little America, Salt Lake City.

**Jan. 18-20**—National Television Workshop for local daytime programers and producers sponsored by *Meredith Broadcasting and Roger B. Fransecky & Associates*. Halloran House, New York. Information: Valerie Fischel, Roger B. Fransecky & Associates, Suite 700, 515 Madison Avenue, New York 10022.

**Jan. 20-23**—*National Religious Broadcasters* annual convention. Washington Hilton, Washington.

**Jan. 20-25**—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

**Jan. 24-26**—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

**Jan. 25**—Comments due on FCC inquiry and proposed rulemaking on radio deregulation. Replies due April 25 (Docket 79-219). FCC, Washington.

**Jan. 25-26**—*Broadcasters Promotion Association* board meeting. St. Francis hotel, San Francisco.

**Jan. 29**—*Association of National Advertisers*, new product marketing workshop, Hotel Fairmont, San Francisco.

**Jan. 30-31**—*New Jersey Broadcasters Association* midwinter managers meeting. Woodrow Wilson School of Princeton University.

**Jan. 31**—Deadline for entries in 12th annual *Robert F. Kennedy Journalism Awards* for coverage of the disadvantaged by radio, television, print and photo-journalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.

## February 1980

**Feb. 1-2**—*Society of Motion Picture and Television Engineers* 14th annual television conference. Sheraton Centre hotel, Toronto.

**Feb. 1-3**—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

**Feb. 3-5**—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

**Feb. 4-5**—*Ohio Association of Broadcasters/Ohio Sportscasters* state meeting. Galbreath Darby Dan Farm, Columbus.

**Feb. 5**—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

**Feb. 5-6**—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

**Feb. 5-6**—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

**Feb. 6-11**—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 7**—*American Advertising Federation/Federal Bar Association* Advertising Law Conference. Hyatt Regency hotel, Washington.

**Feb. 7-8**—*National Association of Broadcasters*

television conference. Century Plaza hotel, Los Angeles.

**Feb. 8**—Deadline for submitting entries for *Corporation for Public Broadcasting's* Local Program awards and nominations for Edward R. Murrow award. Information: Diana Calland, director of radio activities, CPB, 1111 16th St., N.W., Washington 20036.

**Feb. 8-10**—Third annual *Florida Agricultural and Mechanical University-Florida Association of Broadcasters* radio news minicourse. Hillsborough Community College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307; (904) 599-3083.

**Feb. 13**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speakers: Bob Daly, president, CBS Entertainment; Anthony Thomopoulos, president, ABC Entertainment; and Mike Weinblatt, president, NBC Entertainment.

**Feb. 14**—*National Association of Broadcasters* Law '80-Legal Answers workshop. Four Seasons hotel, Colorado Springs.

**Feb. 14-16**—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

**Feb. 15-18**—*Howard University School of Communications* conference on "Communications, An Agent for Social Change." Howard University, Washington. Speaker: FCC Commissioner Tyrone Brown. Information: Peggy Pinn, 2400 Sixth St., N.W., Washington 20059.

**Feb. 16-21**—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

**Feb. 17-20**—*Association of National Advertisers*, business and industrial conference, Marco Beach hotel, Marco Island, Fla.

**Feb. 19**—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

**Feb. 20-23**—*Texas Cable Television Association* an-

nual convention. San Antonio Convention Center, San Antonio.

**Feb. 24-26**—*North Central Cable Television Association* annual convention. Hilton Inn, Des Moines, Iowa.

**Feb. 25-27**—*Radio-Television News Directors Association* "Management for Performance" seminar. Marriott Airport hotel, Chicago.

**Feb. 28**—*Southern Baptist Radio and Television Commission's* 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

## March 1980

**March 2-4**—*Ohio Cable Television Association* annual convention. Sheraton-Columbus hotel, Columbus.

**March 4**—*Association of National Advertisers* television workshop, Plaza hotel, New York.

**March 4**—*Ohio Association of Broadcasters* "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

**March 5**—*International Radio and Television Society* anniversary banquet. Waldorf-Astoria, New York.

**March 5**—*Association of National Advertisers* media workshop, Plaza hotel, New York.

**March 10**—*Washington Association of Broadcasters* annual meeting. Red Lion Inn, Seattle.



**March 10-29**—Region 2 conference of *International Telecommunications Union* for medium frequency broadcasting. Buenos Aires.

**March 12**—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

**March 14-15**—11th annual *Country Radio Seminar* on "Answers to the Questions of the 80's." Hyatt Regency, Nashville.

# It's "The Wink & Jack Hour" on

## WKBN, Youngstown

### Tic Tac Dough

### THE JOKER'S WILD


7 PM **27** TIC TAC DOUGH—Game.  
Host, Wink Martindale.

**#1. HIGHER RATING AND SHARE THAN ALL OTHERS COMBINED.**

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7:30 **28** THE JOKER'S WILD—Game.  
Host, Jack Barry.

**#1. HIGHER RATING AND SHARE THAN ALL OTHERS COMBINED.**



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Source: A. C. Nielsen Co. Viewers in Profile: Nov., 1979

**March 16**—*Public Radio in Mid-America* business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

**March 16-18**—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Williamsburg, Va.

**March 16-20**—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo.

**March 17-19**—*Advertising Research Foundation's* 26th annual conference and research exposition. New York Hilton.

**March 21-23**—*Intercollegiate Broadcasting System* annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

**March 23-26**—Advertising financial management workshop, *Association of National Advertisers*, Sea

Pines Plantation, Hilton Head Island, S.C.

**March 23-29**—International public television screening conference, under auspices of *Rockefeller Foundation and various North American and European broadcasters*. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

**March 24-25**—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

**March 25**—*New York State Broadcasters Association* annual membership meeting. Essex House, New York.

**March 26**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**March 26**—*Ohio Association of Broadcasters* "Preparing-for-Political Season" workshop. Fawcett Center, Columbus.

**March 26-28**—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by *British Post Office*. Wembley Conference Center, London. North American coordinator: TMAC, 680 Beach St., Suite 428, San Francisco.

**March 31-April 1**—*West Virginia Broadcasters Association* spring meeting. Charleston House, Charleston.

**March 31-April 1**—*Alaska Association of Broadcasters* annual meeting. Anchorage Westward Hilton.

## April 1980

■ **April 4**—Deadline for nominations for *American Legion's* Fourth Estate award. Information: Fourth Estate Award, Public Relations Division, The American Legion, Box 1055, Indianapolis 46206.

**April 8-12**—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

**April 9-12**—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial Palace hotel, Las Vegas.

**April 10**—Research workshop of *Association of National Advertisers*, Plaza hotel, New York.

**April 10-11**—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

**April 15**—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

**April 18-24**—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

**April 20-24**—*American Institute of Aeronautics and Astronautics* eighth Communications Satellite Systems conference. Orlando Hyatt House, Orlando, Fla.

**April 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**April 23-25**—*Indiana Broadcasters Association* spring conference. Marriott Inn, Clarksville.

**April 25-30**—*Pennsylvania Association of Broadcasters* spring convention. Cancun Caribe hotel, Cancun, Mexico.

**April 28-29**—*Society of Cable Television Engineers* meeting and workshop. Sheraton Inn, Memphis.

**April 30**—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

## May 1980

**May 2-3**—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

**May 2-4**—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

■ **May 4-8**—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 7-9**—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

**May 9**—*American Advertising Federation* "Best in the West" awards ceremonies. St. Francis hotel, San Francisco.

■ **May 12-15**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 12-30**—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

**May 12-14**—International invitational conference on "World Communications: Decisions for the Eighties," sponsored by *Annenberg School of Communications*, University of Pennsylvania, Philadelphia. Information: World Communications Conference, Annenberg School. U. of Pa., Philadelphia 19104.

**May 14-17**—*American Association of Advertising Agencies* annual meeting. The Greenbriar, White Sulphur Springs, W.Va.

**If you could buy  
only one TV station  
in Nebraska,  
which would you choose?**

**How about the one that's  
second in the NATION in  
late-news audience share:**

**KOLN-TV/KGIN-TV.**




Our 65% audience share\* of TSA adults 18-49 during our late evening news indicates how KOLN-TV/KGIN-TV dominates Nebraska's big Lincoln-Hastings-Kearney market. Get all the facts and figures from Avery Knodel.

\*Television/Radio Age, Arbitron, February 1979  
Also second in the nation in ADI homes with 53%



*A Fetzner  
Station*

**KOLN-TV/KGIN-TV**

Channel 10  A CBS Affiliate Channel 11  
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA  
1500 FT. TOWER / 1069 FT. TOWER  
Avery-Knodel Television National Representatives



■ **May 18-20**—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

■ **May 18-21**—*National Cable Television Association* annual convention. Convention Center, Dallas.

■ **May 19-20**—*Society of Cable Television Engineers* Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

■ **May 20-23**—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

■ **May 21-22**—*Ohio Association of Broadcasters* spring convention. Kings Island Inn, Cincinnati.

■ **May 29**—*International Radio and Television Society* annual meeting. Waldorf Astoria hotel, New York.

■ **May 29-June 1**—*International Idea Bank* convention. Myrtle Beach Hilton, Myrtle Beach, S.C. Information: Tad Fogel (803) 546-5141.

## June 1980

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

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

■ **June 5-7**—*Kansas Association of Broadcasters* annual convention. Site to be announced. Hays.

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

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

■ **June 11-15**—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Associ-*

*ation* second annual seminar. Queen Elizabeth hotel, Montreal.

■ **June 12-14**—*Annual convention of Iowa Broadcasters Association*. Holiday Inn, Ottumwa.

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

■ **June 18-20**—*Maryland, District of Columbia, Delaware Broadcasters Association* annual meeting. 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 20-21**—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

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

■ **June 25-27**—*Florida Association of Broadcasters* annual convention. Disney World Contemporary hotel, Orlando.

## July 1980

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

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

## August 1980

■ **Aug. 3-7**—*Cable Television Administration and*

*Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

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

## September 1980

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

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

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

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

■ **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 1980

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

■ **Oct. 6-9**—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

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

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

■ **Oct. 22-24**—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington.

There's still time to enter  
**The Journalism Awards Competition**  
for distinguished service  
in health reporting  
sponsored by the  
**American Chiropractic Association.** Cash prizes  
and medallions of merit  
will be awarded  
for category  
entries in  
newspaper,  
magazine, radio  
and television.



If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation ... if your work has served to motivate your community to a better understanding of a health problem ... if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

Closing date for 1979 competition is March 1, 1980.

For Rules and Entry forms, write to:  
Journalism Awards  
American Chiropractic Association  
2200 Grand Avenue  
Des Moines, Iowa 50312

Plan also to do a suitable work for the calendar year 1980 and enter before March 1981.

# Open Mike®

## Iranian coverage

EDITOR: I suggest your editorial, "Growing Up Together" (Dec. 10), is seriously flawed. The issue is not whether TV's coverage of events in Iran is superb. It is rather the impact of U.S. television's availability to these international outlaws. How could any revolutionary anarchist in his wildest flights of fancy dream of gaining eye-to-eye contact with the whole American public, as well as that of most of the world?

What of the networks' responsibility as citizens to coordinate their activities with our government before giving all the sundry Iranian characters the platform from which to spew their ridiculous and venomous propaganda?

Ask yourself: What possible reason is there for Khomeini's maniacs to back off so long as they have this priceless access to the U.S. public?

Network TV's incessant exposure of the Iranian mobs, its gift of access to the hoodlums in charge of Iran, are far from responsible examples of free speech. I fear they are more in line with Justice Holmes's metaphor: shouting "fire" in a

crowded theater.—*Lawrence H. Rogers II, president, WOFL(TV) Orlando, Fla.*

Editor's note. See editorial, page 66.

## Of which we speak

EDITOR: Your editorial of Dec. 17, concerning the recent National Association of Broadcasters board action on radio deregulation, stated that the FCC can offer only limited relief from regulation and that action on a significant scale will have to come from Congress.

If you are referring to the regulatory philosophy inherent in the Communications Act, then I agree fully. However, if you are actually referring to the level of regulation as measured by paperwork and expenditure of man hours, then I disagree. In this latter respect, the deregulation proposals advanced by the commission's staff are indeed on a significant scale. When you eliminate all the paperwork and man hours incumbent in formal community ascertainment and in complying with radio program logging requirements, you are putting a terrific dent in the 18,000,000 annual man hours radio must devote to FCC paperwork.

Let's stop confusing regulatory philosophy with regulatory levels of paperwork and man hours. Broadcasters have a once-in-a-lifetime chance to rid themselves of a significant amount of unnecessary make-work. We shouldn't belittle this opportunity simply because the FCC doesn't have the power to change the philosophical thrust of the Communications Act.—*John B. Summers, executive vice president, NAB, Washington.*

## Archbishop Sheen

EDITOR: I was surprised at the lack of network and local TV coverage of Archbishop Fulton J. Sheen's passing [BROADCASTING, Dec. 17]. I didn't expect anything along the lines of the extensive coverage given Elvis Presley, John Wayne or Groucho Marx, but I did think there would be some specials on Sheen since he was so much a major part of early television.—*J.P. Forkan, Crain Communications, New York.*

Please send

## Broadcasting

The newsweekly of broadcasting and allied arts

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address

Home Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations  Yes  No

Signature (required) \_\_\_\_\_

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## Errata

In Dec. 17 "Changing Hands" (page 59), KAUS-AM-FM Austin, Minn., is listed in item on approval of KULA(FM) Waipahu, Hawaii, as belonging to Russell Withers. He sold stations to Philip E. Nolan in December 1978 (BROADCASTING, Dec. 18, 1978).





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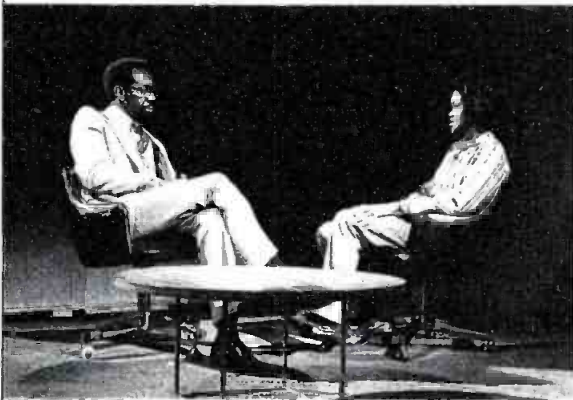




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TOP OF THE WEEK

## Public payback proposal up for rulemaking

**Commission proposes one-year trial of reimbursement program**

The FCC has issued a rulemaking that seeks to establish a reimbursement program for public participants.

Based on comments received in an inquiry, the FCC staff recommended that the commission request an appropriation from Congress for a one-year pilot reimbursement program for applicants who demonstrate that they can "reasonably be expected to contribute substantially to a full and fair determination of a proceeding," and that they "cannot reasonably obtain in other ways sufficient financial resources to participate effectively in the proceeding, absent reimbursement."

The rulemaking was adopted on a 4-3 vote at a meeting last Wednesday. The dissenters were Commissioners Abbott Washburn, Anne Jones and Robert E. Lee, who felt that the FCC should receive a signal from Congress on whether the agency should conduct such a program. Commissioner James Quello said he was "philosophically opposed" but was willing to try it out for one year.

Chairman Charles Ferris replied to their concerns: If Congress "gives us the money, that's all the sign we need."

The appropriation request from Congress will be for \$600,000, \$500,000 of it to go for reimbursement. The remainder will go to set up a three-person office, with \$50,000 of that allocated for salaries.

Jones had met with the Federal Trade Commission's general counsel, Mike Sohn, to discuss that agency's public program and its pitfalls and successes. Sohn stressed strongly to her the importance of an outreach program, so the agency would not be subjected to the same groups requesting money time after time.

Jones said that she was against the idea of reimbursement in any form, since she doesn't believe taxpayers should be made to pay twice for something the FCC should be doing in the first place.

Commissioner Joseph Fogarty said that a reimbursement program would "just balance the equities. Every industry uses money it gets from consumers to present its case before us."

Ferris agreed, saying, "whoever sup-

plies us with the facts, supplies us with policy options. And we should have the widest diversity of facts, we should not be dependent on hunch and guess." Commissioner Tyrone Brown agreed: "It will help strike a competitive balance so those who were not represented will now be, and help us come to better decisions."

Washburn, however, differed: "It's an awfully big flywheel for the size of the bolt."

The proposal that is being put out for comment says that an applicant must establish that it cannot get the funds elsewhere, and that it "has a small economic stake in the proceeding in comparison to the costs of effective participation, or if a group, then the economic interest of a substantial majority of its members must be small in comparison to the costs of effective participation."

The proposal will limit reimbursement to participants in rulemakings or inquiries only, since the commission feels those proceedings have a broader impact. Specifically, the staff says input is needed in common carrier proceedings, since they

are often complex and have broad economic effects.

The proposal calls for an evaluation board composed of the chief of the Office of Science and Technology, chief of the Office of Plans and Policy and the general counsel. The evaluation panel was chosen to eliminate the possibility of a staff person, involved in a particular proceeding, from becoming prejudiced in choosing participants. The FCC would then review any decisions made by the evaluation board. The proposed program would provide reimbursement of all costs authorized and actually incurred in a proceeding, "including salaries for employees of participants; fees for consultants, experts, etc.; transportation and travel-related costs; and clerical costs." The FCC intends to impose strict record-keeping requirements and to audit the applicant's expenses.

The commission has given 45 days to comment on its proposal. It concluded that since it already has decided that it has authority to establish such a program, it will expect comments on the feasibility of the proposal, or any alternative proposals.

## The challenge on children's TV

**FCC formally issues rulemaking with wide range of options, including imposition of mandatory program requirements; period for comments runs until June 1**

Broadcasters have eight months to convince the FCC that they have been and will continue to be responsible programmers of children's educational television. If they don't, the FCC possibly could mandate the number of hours per week of such programming that broadcasters must run, or adopt guidelines to be followed by broadcasters and reviewed at license renewal time.

This is the essence of the FCC's notice of proposed rulemaking on children's television programming adopted on a 6-1 vote last Wednesday. The notice lists five options, including those above, and commenters will be given until the end of summer to make a case for or against.

The options are: (1) Repeal the 1974 policy statement and rely on program sources other than advertiser-supported television; (2) maintain or modify the policy statement and modify the television renewal form to obtain more comprehensive and precise information about licensee program practices for children; (3) adopt interim mandatory programming rules, specifically two-and-a-half hours for

school-age children and five hours for preschoolers aired during weekdays between 8 a.m. and 8 p.m. (they would be mandatory until sufficient changes in the marketplace occurred to supply such programming independently); (4) adopt television license renewal processing guidelines to determine if a licensee is meeting the minimum standards for children's programming, and (5) increase both the number of advertiser-supported television outlets in each market and the amount of for-pay video programming through cable, over-the-air subscription TV and/or direct satellite-to-home broadcasting.

The FCC intends to adopt one of the options at the end of the rulemaking, and has said that should it choose the mandatory programming option, it would issue a further notice of proposed rulemaking on the aspects of such a rule.

Last week's decision was the culmination of a 10-year inquiry that saw the issuance of a policy statement in 1974, the issuance of a staff report last October that said broadcasters did not comply with that policy statement, and intense lobbying on all sides of the issue in the 45 days the notice was being drawn up. Despite congressional requests to hold off the rulemaking for another six months, the FCC adopted it, giving the opposition a long comment period to come up with

alternative proposals.

The lone dissenter was Commissioner Abbott Washburn, who issued a strong statement saying he would not vote for the mandatory programing option because it would be "counterproductive and disruptive," and "it would lead us into a legal morass of several years' duration" on First Amendment implications. Washburn said the staff report from which the conclusions and options are drawn "overlooks significant developments that have taken place in the past five years under the stimulus of the 1974 policy statement."

Commissioner Anne Jones, while not dissenting, said it would take some hard work to convince her that the FCC should be mandating programing at all. She voted for the rulemaking so as not to preclude any comments.

Commissioner Tyrone Brown said he too is concerned about mandatory programing, but said there are two advantages: (1) All broadcasters will be on equal footing, and (2) it means more programing for youngsters.

Commissioner James Quello concurred in the issuance of the notice, even though he believes the issuance of a rulemaking "at this point in the proceeding is premature and predicated on an incomplete record."

Chairman Charles Ferris was cautious in his statement. He said he hoped that the notice was "perceived in its correct light" because he feels the options listed are "as broad a range as we can set forth, with no

preferred option." He added that he hopes "broadcasters as well as viewers take this opportunity to reassess what has been done in this area during recent years and to determine whether additional initiatives, whether regulatory or industry-initiated, are necessary and possible." He admitted that perhaps "we have gone as far as we can go, as a nation, or as a government, in insuring that commercial television is able to educate and inform our children."

Peggy Charren, head of the Boston-based Action for Children's Television, which has lobbied for the rulemaking, called it "a victory for ACT and a wonderful Christmas gift for the children of America. This will only make their experience of watching television more meaningful."

John Summers, executive vice president and general manager of the National Association of Broadcasters, expressed the wariness of broadcasters at the rulemaking. "The entire proceeding is based on a staff report that is unrealistic and inaccurate," he said. "It does not take into consideration local instructional programing, no consideration of drop-ins like CBS's *In the News*, and no public broadcasting, which airs the bulk of children's programing." He did say that there was some encouragement in the grave reservations expressed by some of the commissioners on adopting mandatory programing.

Last Tuesday, the FCC received support for its rulemaking from Representative

Albert Gore (R-Tenn.), a member of the House Commerce Committee. In a letter to Ferris, Gore came out in favor of mandatory programing, saying, "The potential for increased children's programing through the development of new forms of communications media should not deter the commission from imposing a rule at this time that will insure protection of the public interest. The needs of today's young children should be met with actual action today rather than the promise of action in the distant future."

The National Education Association also wrote to Ferris last week supporting the rulemaking.

The FCC has given a June 1 deadline for initial comments, and an Aug. 1 deadline for replies.

## White House will push to bring the outs into broadcast ranks

**Neustadt says Carter wants more diversity of ownership, looks to creation of more stations as means**

The Carter administration will take an affirmative role in recommending how potential hundreds, if not thousands, of new radio stations are distributed. It will pro-

## In Brief

**Preliminary November-sweeps tally** by NBC researchers—with majority of markets reported but many yet to come—shows **CBS-TV affiliates most frequent gainers** in prime-time audience delivery, NBC-TV affiliates second, ABC-TV affiliates third. In Arbitron reports, CBS had 106 markets up from November 1978, 14 down and nine unchanged; NBC had 73 markets up, 48 down, 15 unchanged; ABC had 32 up, 93 down, nine unchanged. In Nielsen, it stood: CBS up in 138, down in 18, unchanged in five; NBC up in 89, down in 54, unchanged in 27; ABC up in 38, down in 116, unchanged in 12.

President Carter is expected to nominate **Mary Bitterman**, executive director of Hawaii Public Broadcasting Authority, as **head of Voice of America**. Bitterman, 35, who would be first woman to head VOA, would succeed Peter Straus. He resigned two months ago and has returned to family-owned WMCA(AM) New York. Bitterman, native Californian whose doctorate is in modern European history, moved to Hawaii 10 years ago to teach at state university. She was general manager of Environmental Simulation Laboratory at University of Hawaii when she was tapped for present job six years ago. She was first woman and youngest person (at 30) to head public broadcasting authority.

**Fuqua Industries**, publicly owned company with announced intention to pull out of broadcasting, has reached **agreement to sell wtvw(TV) Evansville, Ill.**, ABC affiliate on ch. 7, to Charles Woods for \$21.5 million. And Fuqua chairman and principal owner, J.B. Fuqua, has agreed to sell his personally owned **wjbf(TV) Augusta, Ga.**, ABC affiliate on ch. 6, to Dale G. Moore's Western Broadcasting for \$26 million. Moore was also buyer of corporation's **wvwm(TV) Columbus, Ga.**, for \$19.25 million ("Closed Circuit," Nov. 26). Final papers of that deal were signed last Thursday. Fuqua last month agreed to sell its only other television property, **wvvc(TV) Chattanooga**, to Belo Broadcasting ("Closed Circuit," Nov. 19). All that remains of broadcasting division is **wroz(AM) Evansville** and

**WTAC(AM) Flint, Mich.**, on trading block with price tag of \$1.5 million each. In addition to Fuqua stations, Woods, owner of **wtvv-FM-TV Dothan, Ala.**, has purchased **KRCG(TV) Jefferson City, Mo.** (BROADCASTING, Nov. 26). All deals are subject to FCC approval.

New subsidiary of Taft Broadcasting, **Worldvision Enterprises**, is **taking over functions of Taft, H-B International and Taft H-B Program Sales** and making number of executive changes. Among them: **Colin G. Campbell** has been promoted to executive vice president, international sales, and **Bert Cohen** to senior vice president, international sales. From Taft, H-B International, **Stanley Moldow** becomes Worldvision vice president, technical services, and **Lucille Shevett** becomes director of advertising and promotion. Appointment of Regina Dantas as vice president, international sales planning, has been announced (page 60).

Senator Howard Cannon (D-Nev.), chairman of Commerce Committee, who expressed interest in mark-up early next session of communications legislation, has asked for **comments on Senator Ernest Hollings's new draft of Communications Act amendments** (BROADCASTING, Dec. 10). Comments are requested by Jan. 15, while Cannon and Senator Bob Packwood (R-Ore.), have reiterated their feelings that more than common carrier issues should be addressed. Whenever possible, they say, comments should help committee in achieving its goal of reporting bill containing "comprehensive amendments" to Communications Act. They add that committee expects to begin mark-up in early March.

Senate judiciary subcommittee last week approved legislation, day after it was introduced, that would mean **improvements in federal regulatory process**. Bill, which will be considered by full committee early next year, would require agencies to examine effects of rules on competition and small business, it would require logging of all contacts between regulators and outside lobby groups and it would mean regularly scheduled over-all review of each agency by President and new Committee on Regulatory Evaluation.



pose that they go to minorities, public radio, daytime radio broadcasters seeking full-time stations and areas with inadequate local service. Rick Neustadt, an assistant director of the White House domestic policy staff with responsibilities in the communications area, made that clear, if it wasn't before, in remarks at a Federal Communications Bar Association luncheon last week.

He spoke of the possible addition of up to 1,700 new AM stations, plus "more" FM stations. He said the decision of the recently concluded World Administrative Radio Conference to increase the AM band by 100 khz—10%—could mean an increase of 500 to 1,000 new stations by 1990. And if the proposal advanced by the National Telecommunications and Information Administration and now supported by the FCC for narrowing AM channel separation from 10 khz to 9 khz is adopted by western hemisphere nations, Neustadt said, room will be made for between 400 and 700 stations. The plan for creating room for additional FM stations was advanced by NTIA in April. It calls for the use of directional antennas and terrain shielding, as well as the creation of new classes of stations (BROADCASTING, April 23).

Neustadt, who offered an overview of Carter administration policies and accomplishments in communications, cited the efforts to increase the number of AM and FM outlets in discussing the administration's goal of communications policy

**Real life.** While the White House was outlining its hopes for the future composition of broadcast station ownership, the FCC was preparing a report on the present. Last week the commission approved publication of a report on minority ownership of broadcast facilities. The 64-page booklet, which will be available for distribution in a few weeks, was compiled by the FCC's Equal Employment Opportunity-Minority Enterprise Division and is based on research by CCG Inc. of Cambridge, Mass.

The research was begun following the commission's April 1977 conference on minority ownership of broadcast facilities, which identified obstacles to minority acquisition of broadcast properties. From the conference came a 400-page report, and the booklet was culled from that. "Although there is apparently no overt discrimination against minorities in the broadcast marketplace," the booklet states, "the broadcast marketplace is structured so as to make entry by minority owners more difficult than for nonminority owners."

The booklet is basically divided into two major parts: (1) a summary of problems minorities face when purchasing broadcast properties, along with current or proposed policies that may increase minority ownership and (2) a model financing proposal.

Part one describes commission policy regarding minorities, with an explanation of the tax certificate, distress-sale policy and list of potential minority buyers, along with current inquiries that may have an impact, such as expansion of the AM band, clear channel AM proceedings and the low power television inquiry. A second phase of part one describes barriers to getting on the air, with a description of the function of banks, brokers, insurance companies and other funding sources. It also discusses barriers that minorities are faced with when trying to acquire a broadcast property. The third phase of part one examines the problems of staying on the air, with a discussion of ratings and advertisers, with a focus on whether the rating services accurately measure the audiences of minority-programed stations. The booklet's answer is no, although it notes that, in many instances, the rating services have started to deal with the problems.

Part two presents a model financing proposal, with a point-by-point look at all the steps involved in the purchase of a broadcast facility. Included are descriptions of how to develop the proposal, and a further discussion of sources of financing and the role of communications attorneys and station brokers.

generally to increase competition and diversity.

The administration's "top priority," he said, has been the common carrier industry, with its revenues of over \$50 billion

and more than one million employees. But he also said the media side of the business "is rushing toward diversity."

Neustadt said that as growth continues, the administration wants "to give all

Broadcasting industry representatives are **not satisfied with Federal Election Commission's overhaul** of proposed regulations for governing media's staging of political debates (see page 30). Curtis Beckmann, of WCCO(AM) Minneapolis, president of Radio-Television News Directors Association, contends proposal would impose second set of political-broadcasting regulations on broadcasters, who already are subject to such regulations under equal-time section of Communications Act. He said he expects RTNDA, at its next meeting, in January, to decide to **seek congressional veto**. Senate in September vetoed FEC's first effort at such regulation (BROADCASTING, Sept. 24).

□

ABC News announced it would provide **live coverage of Republican and Democratic presidential candidate's debates** in Iowa on Jan. 5 and 7, respectively, but reserved right to change plans if debate structure or candidate participation changes. NBC News and CBS News announced similar plans earlier (BROADCASTING, Dec. 17). ABC scheduled Republican debate at 8:30-10:30 p.m. NYT, followed by ABC News analysis at 10:30-11. It scheduled Democratic debate at 8:30-10 p.m., followed by premiere of ABC's returning *Family* series at 10-11.

□

Merger between Viacom and Sonderling, advancing early last week (see page 42), found **another obstacle in its path** by week's end. Second law suit—**class action seeking monetary damages**—was filed against companies and Sonderling directors. Action, brought in U.S. district court in New York by individual identified as executor of estate of former shareholder, alleges Nov. 14, 1978, joint proxy was false and misleading. In latest statement, companies noted that consummation of merger is subject to "customary conditions," among them absence of any suit posing "substantial risk of liability for money damages."

□

National Association of Broadcasters has submitted comments on revised version of Senate Republicans' Communications Act amendments (BROADCASTING, Nov. 12). NAB reiterated **opposition to spectrum fee**, and also opposed provision that would have FCC study possibility of such fee in future. In addition, NAB **supported indefinite license**

**term for radio**, although it said it would be satisfied with "a reasonable term extension" if indefinite term has too many opponents; for TV, it called for five-year term. NAB also suggested **abolition of comparative renewal hearings** and endorsed radio deregulation.

□

FCC has **lifted license of WHBI-FM Newark, N.J.**, for violations of licensee-control, lottery, logging and other rules. Commission originally denied Cosmopolitan Broadcasting renewal of station's license in 1976, but appeals court sent case back to commission for further look at programming aspects. Commission also denied attempt by station to dispose of station in distress sale.

□

ABC Pictures International has been **merged into ABC Video Enterprises** with **Herb Granath** heading consolidated operations as vice president in charge of ABC Video operations. Art Schimmel will continue to direct activities handled previously by ABC Pictures International as vice president and general manager of ABC Video Enterprises, reporting to Granath.

□

**James D. Parker**, staff consultant, telecommunications, CBS-TV engineering and development department, has been selected to receive National Association of Broadcasters' 1980 **Engineering Achievement Award**, which will be presented during NAB convention in Las Vegas, April 13-18.

□

**John J. Reilly**, executive vice president, DiscoVision Associates, joint venture between MCA Inc. and IBM Inc., elected president, succeeding interim president of new firm, James M. Fiedler. Reilly was formerly marketing executive for IBM's data processing and general systems division and general business group.

**Editor's note.** BROADCASTING will not publish a Dec. 31 issue. The annual double issue—featuring a special report on the top 100 companies in electronic communications—will be the first 1980 issue, on Jan. 7.

## Perspective on the News

### Without portfolio: delicate dilemma of TV journalism

**A medium struggles to keep its perspective while still getting the story; television gets criticized for influencing events as it tries to report them**

There is a quality of *deja vu* about much of the criticism being leveled at the press generally and television in particular in their coverage of the hostage story in Tehran. It recalls the hostility directed at the media during the Vietnam war—at least during the 60's, before the national mood on that conflict shifted—and at the time of the bloody Democratic national convention in Chicago in 1968. But now, some critics are packaging their views under a single, eye-catching label—"TV diplomacy."

The media, particularly television, they say, are being used—"manipulated"—by the "students" who seized the embassy and are holding the 50 Americans hostage and by leaders of what passes for a government. Every night, the networks show fist-waving demonstrators denouncing the shah and the United States, and the Iranian foreign minister, Sadegh Ghotbzadeh, has become at least as familiar to viewers as Cyrus Vance.

The media, then, are said to be going beyond the role of reporting to one of influencing events.

If the public finds the television coverage riveting—ratings for the regular and special news shows are up (see page 43)—there are those who find it disturbing, if not appalling. Former Under Secretary of State George Ball suggested on public television's *MacNeill/Lehrer Report* that the networks are "providing a propaganda forum for Iran." *TV Guide*, of all publications, went even further. In an editorial for which it bought space in a number of newspapers, it accused the networks, in "the race to be No. 1 in the ratings," of "scraping the bottom of the Iranian news barrel for another morsel to titillate the morbidly curious and the unquestioningly naive." Representative Norman F. Lent (R-N.Y.) expressed a similar view in a statement last week.

Officially, the Carter administration has remained silent on the issue, but only officially. Indeed, its spokesmen have attempted to avoid a controversy with the

media and thus guard against the kind of criticism the Nixon administration earned for its dealings with reporters. White House news secretary Jody Powell has said it is not in the interest "of what we are trying to do" to become involved in a discussion of the media's performance (BROADCASTING, Dec. 17).

But it seems to be a case of tongues being bitten. State Department spokesman Hodding Carter III, who has generally won reporters' praise for his objective and informed briefings, was quoted in an off-the-record meeting with Princeton students as saying network interviews with the Ayatollah Ruholla Khomeini had caused him to take a "rigid" position on the question of trials for the hostages (BROADCASTING, Dec. 10). And Jerrold L. Schecter, press secretary to President Carter's national security adviser, Zbigniew Brzezinski, has talked of NBC as having "exploited" Marine Corporal William Gallegos in the interview with him that it aired two weeks ago—a broadcast that created a major controversy within the ongoing one (BROADCASTING, Dec. 17).

Then there were the blistering quotes attributed to Schecter's boss, in the first of a three-part profile of Brzezinski that appeared in the *Washington Post* last week. Brzezinski was described as arriving at a dinner party in an agitated condition after viewing Mike Wallace's interview with Khomeini in CBS's *60 Minutes* and denouncing the press for "catering to the enemies of this country" and for "[being] out to make a buck." Later, he was said to have main-

tained, "There ought to be some way to control the press. The press in this country should be controlled."

Such outbursts are explained by some observers, in and out of the press, as a product of the frustration of seeing television and print reporters having easy access to officials in Tehran. U.S. officials have no such access; diplomatic channels do not exist.

That situation seems to suit those in charge in Tehran. They appear to be more interested in direct contact with the American people than with their government, and their skill in using the media has been remarked on by more than one reporter. They know about prime time, and about the networks' capability of instant communication, via satellite, with their audience. And they know how to stage media events. ABC News, in a 30-minute special on the hostage story on Thursday—a program devoted almost entirely to the media coverage angle—quoted Iranians as saying, "We have America by the networks."

But those Iranians appear to be victims



Oliphant in The Washington Star

groups the chance to participate." It also wants "to take advantage of the multiplying channels to deliver public services."

One program has been aimed at increasing minority ownership. Since 1977, when less than 1% of the broadcast licenses were held by minorities, 41 minority owned stations have been established, a two-thirds increase. Neustadt expects that trend to accelerate next year, "especially" after private loan funds, including one established by the National Association of Broadcasters, "come on stream."

Another program Neustadt mentioned involves public broadcasting. He said NTIA "will shortly announce a plan" under which public radio as well as public television will reach 95% of the country "in five to seven years." At present, public television reaches 90% of the country but public radio only 65%, even less at night. The NTIA plan, Neustadt said, "will be an important factor" for the next Public Telecommunications Financing Act, due early in 1981.

Neustadt also discussed a number of the new kinds of problems being created by rapidly changing technology—home information systems, for instance.

Viewdata, which transmits data to television sets over telephone lines, is not beset with a spectrum scarcity problem, "so there should be no regulation of content," he said. Teletext, on the other hand, transmits the same material over the air. As a result, "public trustee rules and the fairness doctrine may apply," he said. And since some of the blank lines teletext requires at the edge of the TV channel are being used for closed captioning for the deaf and for signal tests, planning is needed. But generally, he said, "government should get out of the way and let the marketplace" govern the growth of the new systems.

Neustadt also said increased efficiency in the use of the spectrum will permit the accommodation of the growing need for frequencies. And in that connection he cited the need for more efficient ways to assign disputed frequencies and for more incentives to conserve spectrum. "If the FCC assigns all those new AM radio stations by comparative hearings," he warned, "we will be dead before they are on the air." He noted that NTIA has proposed a way to speed up the assignment procedure—one that involves the use of a lottery. But he also noted that "there are questions" about the commission's authority in that regard and that, as a result, the President has asked Congress to grant the FCC explicit authority to experiment with new assignment techniques.

Administration proposals for conserving spectrum—which do not involve the broadcast band—assume the efficiency of an economic spur. "Users should have an economic spur to buy efficient equipment, drop frequencies they do not need, and use the bands that are least in demand," he said. NTIA will present proposals for an incentive program in the spring.





holiday greetings from all of us to all of you



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Kira Greene	Karen Parhas	Don West
Kathy Haley		Dave Whitcombe
Jerome H. Heckman		Len Zeidenberg

Broadcasting Publications INC.



of their own hype; their use of American television seems to have been counterproductive. If the polls are to be believed, Americans are more united and more supportive of their President, than they have been in years.

Of course, the journalists on the scene are aware of the danger of simply being used; it's a danger to which they became accustomed in their first news job. "All kinds of people try to use us," said NBC News President William Small last week. "Presidents try to use us, people with a cause try to use us. Ralph Nader does. It's nothing unusual." But, said Small, whose decision to go with the Gallegos interview continued to generate controversy last week, "this one is a highly emotional issue. It's frustrating to all of us. People are very sensitive."

But the principal defense against manipulation, he says, is the professionalism of the journalists. As Richard Wald, senior vice president of ABC News said, "We try not to take things uncritically. We examine motives, and try to place things in perspective . . . If you take it unalloyed, then you are a conduit, not a journalistic entity."

"We can't be asked to abstain from journalistic practices because a story will complicate diplomatic practices," CBS's Walter Cronkite said last week. "That's a diplomatic problem; it's not our problem. We have to be responsible, of course. But within that ethical framework of responsibility, we have to pursue the story. It would be terrible, if through self-interest or government interest, we didn't get a clear picture."

The controversy over TV diplomacy (in an earlier and simpler day, it would have been called newspaper diplomacy; a few years ago, a Soviet leader's interview with James Reston of the *New York Times* would have had the undivided attention of the State Department's Kremlinologists, and 80 years ago, William Randolph Hearst gave new meaning to the term "power of the press" when he used his newspapers to nudge America into war with Spain) may exaggerate the role of the medium. It may be true that events are staged to make it easier for the networks to cover them in time for the evening news programs. But, as CBS's Marvin Kalb remarked last week, "Even if all of the cameras were removed from Tehran, the hostages would still be hostages."

If the term TV diplomacy means anything, it does not mean a one-way channel of communications. After expressing his outrage at Mike Wallace's interview with Khomeini, Brzezinski appeared on CBS's *Face the Nation* and made an impressive presentation of the American position on Iran—a presentation that was clearly aimed as much at the Ayatollah and his advisers as at the residents of Keokuk and New York, if not more.

President Carter and Jody Powell, as well as Hodding Carter, have the same audiences in mind when they express their views to the print and television reporters

covering them.

And no one would suggest they are wasting their time. The impact of the media, particularly television, can be significant. Television coverage helped end United States involvement in the Vietnam war. And Wald recalls that it was coverage by the media from a number of countries that persuaded governments to rush aid to the Sahel section of the Sahara, where there was a danger of mass starvation.

Sometimes, the medium can play an even more direct and visible role. Cronkite, in back-to-back interviews with the two leaders in November 1977 opened the door to the invitation Israel's Prime Minister Menachem Begin extended to Egyptian President Anwar Sadat to visit Jerusalem (BROADCASTING, Nov. 21, 1977). Sadat's acceptance set in train the events that led to the peace treaty between the two countries.

But Cronkite, who feels strongly that journalists should stick to their particular last, says he was engaging "in a purely journalistic exercise": he was attempting to elicit information. Arranging a meeting between Sadat and Begin was not what he had in mind.

In any case, the diplomatic effect of that journalistic exercise did not generate controversy—even if it did require the U.S. to reshape its Middle East policy. But the TV diplomats in Tehran and New York are not so fortunate. They are more familiar with the kind of reaction that greeted Morley Safer's piece on the Marines setting fire to the Vietnamese village of Cam Nhe, or of Chicago cops chasing antiwar demonstrators through the tear gas in downtown Chicago in 1968.

But things could be worse. The critics could have their way. As Cronkite says, "How terrible it would be if we [the media] didn't have clear channels to the people, and the people thought that what they were getting was controlled by the government."

## Early comments on radio deregulation arrive at FCC

**ABC wants 'public interest' defined; citizen groups oppose easing rules for fear public service needs will be ignored; Mottl says standards are needed**

Comments have begun to trickle into the FCC's proposed rulemaking to deregulate radio. And as the Jan. 25 deadline approaches, the FCC expects an avalanche.

For the most part, comments already filed are from public interest groups such as the Ohio Council of Churches, Goodwill Industries and the Hawaiian Council of Churches which all oppose deregulation. They fear it will mean public service needs of the community will be largely ignored by the broadcaster who no longer

has to comply with minimum standards for local programming.

The Ohio Council said there are three themes dominant in broadcasting—"public interest, responsibility and accountability"—and all three must be met. The only way to insure that, they said, is for government to maintain standards. And this fear was echoed by the others.

But ABC also filed early comments, no doubt to get feedback on its proposal for the FCC to provide the "radio industry with a reasonable standard defining public interest operation for renewal purposes." ABC said this standard would not be mandatory, "but a licensee would have the option of meeting it and thereafter be confident of renewal." ABC said it was not asking the FCC to provide the definition of "operation in the public interest," but rather to "provide a definition which a licensee could choose to follow and which would provide a basis for legitimate renewal expectancies."

ABC urged the adoption of its proposal, rather than the quantitative guidelines in the FCC's notice. ABC said the standard should be adopted with these conditions:

- It should be based upon a single category—nonentertainment programming—rather than news, public affairs or other program categories.

- It should be based upon the number of hours of nonentertainment programming, including public service announcements, rather than percentages.

- It should prescribe a specific amount of such programming and PSA's as constituting substantial service and not rely on comparison of each licensee's performance with industry averages.

- The FCC should establish a "phase-in" period allowing licensees an opportunity to meet the new standard.

ABC believes its approach will eliminate regulatory requirements that "have proved onerous when applied across-the-board, induce maximum diversity in the development of radio services, but still provide a reasonable basis for legitimate renewal expectancies."

Representative Ronald Mottl (D-Ohio) submitted his comments as a member of the House Communications Subcommittee. He disagreed with the commission's conclusion that marketplace forces would insure that the public is provided with a sufficient amount of informational, public affairs or other nonentertainment programming. Mottl urged the adoption of quantifying standards—"one in terms of time, the other in terms of expenditures." He stressed that these standards should be "clear, and not just a raised eyebrow at renewal time."

As for ascertainment, Mottl considers it a "meaningless formality," although he does think that some standards should be retained for commercial practices "to provide a safety net against the abuse of the airwaves for private gain." He believes that program logs should be kept to insure that nonentertainment programming and commercial standards can be enforced.



# Broadcasting

## At Large



Milne



Sutton



Ralling



Parkin

*Among television's international jet set, few travelers are better known to American broadcasters than their counterparts/competitors of the British Broadcasting Corporation—by reputation, certainly, if not always by name. Four executives of BBC Television were in Washington to participate in ceremonies marking a BBC retrospective at the Kennedy Center for the Performing Arts, and BROADCASTING seized the moment for this conversation with Alasdair Milne, managing director of BBC-TV; Shaun Sutton, head of drama; Christopher Ralling, head of documentary, and Bryon Parkin, general manager of BBC Enterprises Ltd., the organization's international sales division. Their remarks constitute an overview of the ever-enlarging creative and business association between the U.S. and the United Kingdom.*

## How the other half lives

**For all our closeness with your country and your broadcast system, there remains a lot that the American broadcaster doesn't know about it. Of the commercial and noncommercial systems, which—in your opinion—is the better?**

*Milne:* Automatically, our own seems to us best. Without commercial competition I doubt, actually, that we'd be as sharp as we are. There's no doubt at all that the development of British broadcasting, with a long history of a very strong public service institution, and at the same time the commercial system which has grown in the past 25 years, has produced some of the best television in the world. They keep us on our toes; we keep them up to a certain standard.

Out of that comes a very mutual advantage, as we see it. Of course, as far as we're concerned, we're not in the business of making money. The commercial imperative doesn't apply. The only reason we have for existing is making the best telephotos we can.

**You're in the business of spending money,**

**I take it.**

*Milne:* We're in the business of receiving money, from the people we serve, in order, in return, to make the best programs we can achieve.

**Is it possible to determine, on a per capita basis, how much is expended in the United Kingdom as opposed to the United States for television programing, and if that has any effect on what comes out?**

*Milne:* The BBC spends about 180 million pounds a year, over-all, on running two television channels. ITV [the commercial network] spends a little more on one channel than we do on two.

**That would be quite a bit less than we spend here.**

*Milne:* Well, if you settle for a total of what, \$700 million, over-all, between the two systems, it's much less, I should say. Your costs are four to five times higher than ours are. An American series is about \$700,000 an hour now.

Our average cost in drama is \$100,000 to \$200,000.

**What accounts for the differential?**

*Milne:* Well, first, you're a much richer society than us, and therefore people expect bigger personal return. Second, we're more efficient. I think. The other difference between us and the American system is that we actually make 80% of what we put on the air, whereas the American networks are nonproduction companies.

**Is there a union differential?**

*Sutton:* There is an artist's cost. You pay artists much, much more than we do.

**How about below the line?**

*Sutton:* The fact that most BBC productions are in-house—it's a great, enormous production complex—reduces below-the-line costs very substantially. An independent company which sets up a separate operation, you know, that's much more expensive. We're setting out about 10 or 15 operations a day, and amortizing the

below-the-line costs all the time.

**Is there a big difference in volume as well?**

*Milne:* There's a great disparity in volume, yes. We don't start at 7 o'clock in the morning, but we start after lunch on one channel and in the early evening on the others.

**I understand that you're about to have four channels now—the two BBC channels and now a second commercial channel? How is that going to affect you?**

*Milne:* Well, that depends on the nature of the channel. There's been a lot of argument in the United Kingdom about trying to preserve this fairly precarious but interesting balance between public service broadcasting and commercial. If it's an all-out commercial channel, competing for the audience in the normal commercial way, then it's going to be a fairly blood-stained battle, really, because we are not going to sit back and watch our audience decline.

For a long time, we've had a balance—we've got a 50-50 share of the audience, effectively, we having two channels and they having one. That also leads to a reasonably healthy plurality of output. If that sort of balance were to come under severe attack, then we would become more competitive, necessarily, and I think the range of programs would diminish.

We don't want to see that happen—nor, we believe, does the government. There is a bill due out that will specify, in some form or another, the nature of the second commercial channel. Until we see the small print I'm a bit uncertain.

**Are they saying they want it to be more like the BBC?**

*Milne:* No, I don't think that. But they have said publicly they don't want it to be like the existing commercial channel. Well, I don't believe that. I mean, it's proper to be skeptical in these matters. Because we've seen commercial television in action and we know what it can be like at its worst. But if it were openly to go out for the audience, which I think they'll have to do if they want to raise the money, to attract the advertisers, they will be a problem.

**Is it fair to compare the BBC with the American public system?**

*Milne:* No. Just for a start, we live or die by the network operation, which is essentially centralized and is the strength of the BBC operation. PBS [the Public Broadcasting Service] is a loose amalgam of 200-odd stations, with no network capacity of any kind whatsoever. So that puts us poles apart from the start. We share very little, in my judgment.

**Where do the principal poles of production activity tend to be?**

*Milne:* The greater part of the output is created in London. We have major centers in Glasgow, Birmingham, Manchester, Bristol, Cardiff, outside London, where network programs are made in considerable volume. About 80% is made in London, about 20% outside.

**Of that 80%, how much is entertainment as opposed to documentary or news?**

*Milne:* Of the over-all output, about 20% is news, about another 20% is documentary feature material of various kinds, about another 25% is sports. And the rest is, no

doubt, Shaun's output and the light entertainment output. He and the light entertainment people spend most of the money, obviously, and use most of the resources because of the weight of resources needed for drama and entertainment. So Shaun and the entertainment side would be about 30%.

**I was amazed, in speaking with Christopher Ralling about documentary production, to find that you have just completed 13 hours or so on the Florida court situation. Do you often range that far afield and at that depth? On a non-British subject?**

*Ralling:* That proved a very rich vein, actually. It's a bit unusual. There's a tendency now to group documentary material in sort of strands, that run five to six weeks. That one, I think, was exceptional in its length.

**Could you tell us something about that particular series?**

*Ralling:* Well, the basis of it was that Florida courts opened up to cameras, which has never happened in Britain. Having got a crew there, we found, in fact, it was fascinating; the whole American system of justice in Florida was of endless interest. And the judges and the way the lawyers were trying plea bargaining and all that sort of aspect. It doesn't happen in the British courts. We picked up a very big audience, week after week.

**Were there any spectacular cases during that period?**

*Ralling:* Yes. There were some extremely sordid ones. It was really quite difficult to decide what to put on. We did rape, we did murder, all sorts of cases. But it wasn't simply filming the courts, which would have got tedious, actually. We did film in court, in greater depth than the American television people did, but that would have got tedious. It was because we gave the background, as well. We did interviews and we showed where things had taken place. It was a report of Florida society, actually.

**You may know more than Americans do about the Florida situation.**

*Ralling:* Well, you see, I think that's the advantage, as Alasdair was saying, of having a second channel. This all went on BBC 2. There's no way that BBC 1 would have dealt with the subject in that amount of depth.

**What about the balance of trade, in terms of television, between our countries? Who wins?**

*Milne:* We got into hot water, do you remember, over the Shakespeare series, because they kept saying, "Why is it that these British people—you're going to buy all this stuff and there are no American actors." So we worked out the figures and it became very clear that the balance was heavily weighted in the American favor. We have, and do, every year import three to four times more, in money terms, of American material than at most is invested in our own productions from the United States.

**Do you know what those actual dollars are?**

*Milne:* Well, for example, about three million pounds, \$6 million, is being invested this year in our productions, not all of it for Americans but largely—let's say two and a half million pounds—\$5 million. The figures I saw showed that we were spending, for combined series,

feature films and the rest, about three times that, \$15 million this year.

*Parkin:* My function is selling BBC programs around the world and this is our major market, obviously. But I thought you might be interested to know that I got news this morning that we've actually made our first BBC sale in China. And I'm thrilled about it because we've been negotiating about a year.

**What was it?**

*Parkin:* *Anna Karenina*. They bought three programs—two series and a single—*Anna Karenina*, *David Copperfield* and *Robinson Crusoe*. It is good news, because it opens up the gateway, so to speak.

**How much of the world is your product represented in?**

*Parkin:* Ninety-two countries we're selling to. I mean, anybody with a television service is buying BBC Television. We can say that.

**Is yours the second largest TV production area after the Hollywood majors?**

*Parkin:* That's right. My view is that it's certainly bigger than any single producer in the United States. There's nobody, I think, that produces 5,000 hours of programs a year, across such a wide spectrum.

*Milne:* MCA or Paramount or whatever, they simply don't produce that volume. That's the distinction I was making earlier—being our own factory, if you like. And we must be the biggest producer, biggest single producer, in the world.

**Do you think the general excellence that is ascribed to BBC productions is a function of the system as opposed just to talent?**

*Milne:* I think so, yes. It's probably a function of our freedom from all those other constraints. We have nothing else to do but make very good programs. We don't always make good programs, we hasten to add. We sometimes make some very bad ones. You don't see the bad ones, by the grace of God, not unless you come across and watch them in our country. But we have no other imperatives than to try to pursue excellence.

*Sutton:* There are very good practical bonuses. One is that you can make dramas or documentaries—any sort of program—which you know, right from the word go, are going to get a small audience. And that's accepted. In other words, you haven't got to go for a 10 million audience on an important adaptation or anything like that. If you get two million people watching on BBC 2, that's good enough. And you know that from the beginning.

So I think that's one of the bonuses. And the other one is the length. You can make programs of any odd length. You're not tied down to the absolute minutes or seconds, in drama particularly, where you can make programs up to two and a half hours or even a drama up to three hours, or 87 minutes or 62 minutes, and it gets fitted into the system.

**Is BBC an evolving thing? Is it changing with technology and are the impacts of technology going to be as dramatic upon you as they appear to be in this country?**

*Milne:* Oh, I think so. The very fact that the equipment is developing so fast is something that we really can't ignore. I think our problem is actually introducing a lot of it. There's a good deal of resistance and so forth.



**On electronic news gathering, for example?**

*Milne:* Oh, ENG was a classic case. We had a year's experiment, which ended more than a year ago now, and we've been trying to negotiate to get a proper deal on it ever since. I think we will get it within a month or two, but it's been a long time.

**But is that a union thing as opposed to a philosophical one? I had the impression that there was great reluctance among your news people.**

*Milne:* Not a bit, no. They had a very good year's experiment and they've been furious it's taken us another year, trying to get it sorted out.

No, I mean, the technological future, as it were, affects us all. In other areas we have developed rather more slowly than, for example, in the 1960's. We exploded, obviously, with the second channel. But the last few years, with acute inflation and the general financial misery in the UK, meant constraint on all sides, rather than expansion. We've got plans over the next 10 years to expand in a number of areas. Both in terms of production and time.

**Is cable a factor at all?**

*Milne:* Not actually so much as it is here. Because, you know, we're a small, heavily populated island with very good signals, unlike the United States. In most hotels in the United States I can't watch television because I can't see the picture. Therefore, cable came in partly to help that, partly as a factor for diversification. I don't think it's going to be really meaningful with us for another 10 years or more.

**How about satellites?**

*Milne:* Well, that's something we're actually talking about hard. The French and the Germans are moving toward some kind of satellite arrangement. Clearly, we can't be left out of it. In fact, before I came away we were taking a paper on it, at the senior management level, in order to invest some money into doing something about it in the next two or three years.

Again, of course, it's not so directly helpful to us because we cover 98.9% of the country with reasonable signals already. And a satellite would have the disadvantage, of course, of only carrying, initially, one program. And we've fractured the system enough to cover the regions and it wouldn't be a great help to us to have just one program.

**Are you not interested in a multiplicity of channels, as we seem to be? The pressure here is to have 50 channels.**

*Sutton:* There's a question whether there's the talent enough to fill that many channels. And I think it's better, say, to have at the most four channels in the close society of England, plus all the sound broadcasting, and concentrate the talents into that.

**What about the appetite of the people?**

*Parkin:* Well, the appetite on four major channels is a very wide, very wide choice of programs. If you're going to have 50 channels, you're going to be repeating a great deal of the time. It isn't enlarging the appetite, surely.

**How about things like videocassettes?**

*Milne:* There are 17 million viewers in Britain, 17 million sets that are licensed. Only 12 million of them, so far, have got color. So there's quite an appreciable number of people to convert

from monochrome to color already. That would come first.

And that will take a few years. If the price of cassettes and disks comes down fast, then I'm sure they will become a factor long before cable ever does.

**When does your 405-line system phase out?**

*Milne:* About 1985. That's the original system, of course, the original public service television system.

**Will that sort of dual broadcast development be possible again in the future? For example, we are stuck, if you will, with a 525-line system, and there are many who would like to go to a 1000-line system or some other type, and who would think that with broadcast satellites in the 12 ghz band, it might be possible. The question is, how do you do it? And the example I've been given is yours—that you've run a dual system all this time.**

*Milne:* The 405 system being the initial one on VHF was the one we developed to cover the country. It was only with the introduction of BBC 2 in 1962 that we started to match that with a UHF transmitter development on 625 lines.

And the color is only carried on UHF 625 lines so that it's the old monochrome system that remains on VHF. But there are five million people still operating on it and even when we get up to 1985, there actually is a political problem because when we turn the VHF tap off, there will be about 100,000 people who have had a black and white picture for 20 years and suddenly they have nothing because UHF with its line of sight makes it very difficult to match

systems exactly.

**Is your entire budget obtained from license fees?**

*Milne:* Yes.

**And what is it per capita?**

*Milne:* \$68 for color and \$24 for black and white, per year. That covers radio as well, of course. That's for all broadcasting in Britain.

**What do you see as the wave of the future between the BBC-type system and the commercial system? Is it conceivable that the public might think it's being served enough by the commercial channels, and would like to save the license fee?**

*Milne:* I don't think so. Both the political parties have accepted that the license fee—although some of them don't like it, because it's rather a crude kind of tax—has sustained a very remarkable institution for 50 years and they see it, therefore, as the best way of funding public service broadcasting in the future.

I doubt very much if the people as a whole really object to paying for the things. It's the politicians that worry about it. You don't find people complaining about license fees, much. There's no newspaper in Britain that costs less for a day to watch two television channels and listen to four radio channels, because they are all much more expensive. The *Guardian* is twice the license fee. It's very hard to remind people, \$68 a year seems a lot, but they go out and buy a newspaper without thinking twice.

**One of the controversial things in our system, between the public broadcasting**

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system and the commercial one, is the subject of underwriting. Indeed, I would anticipate that most of your productions that are shown on the public system in this country are underwritten. So, in a way they have an aura of sponsorship they didn't have when they appeared on the BBC itself. Do you have an opinion about that?

*Milne:* Yes, obviously when we started the business of co-production 10 years ago and the question of, for example, working directly with Mobil arose, was that a possibility, the answer was no, because we have to distance ourselves from straight-forward commercial activity of that kind, but once we began to work with Time-Life, what they do in terms about getting underwriting is fundamentally their business.

As long as we have a partner who stands between us and the straightforward commercial underwriting, that's fine.

**Would you, however, accept commercial underwriting on the BBC?**

*Milne:* No. We have talked about it a lot, but we had enough trouble, but honestly, at the beginning of the co-production structure because everybody said "if you work with the Americans they'll bend your product, they will argue you into a corner, they will insist on having Gregory Peck introduce this or insist on that star and they will want everything rewritten and they'll want it full of jazzed up musical numbers" and the rest of it. We've had our ups and downs occasionally but on the whole it doesn't happen.

*Sutton:* There's a minimum of interference. It's

astonishing. There is a danger the other way that you have to school yourself not to think of projects which will attract co-production money and that is a discipline that we have to apply to ourselves which I think we do. On the whole, there's no interference.

**Do you see a different kind of BBC television evolving? I was noticing the clips of what's coming up and it looked awfully familiar to what we've seen before, especially things like the *Prince Regent*.**

*Sutton:* Could I make a point about that right away? You only see on PBS or other stations one sort of a drama or one sort of a documentary or one sort of light entertainment. The great bulk of drama, made by the BBC group, doesn't count. It's very different — modern plays; single plays; fairly challenging plays and permissive plays; modern series which you have plenty of and you don't want over here anyway; accented plays with accents that wouldn't travel.

So the reason you see apparently a series of royals or a series of adaptations is those are the things that travel, those and mysteries, like *Rebecca*. The other stuff doesn't travel, it's indigenous. Of the total BBC production, only 8% gets here.

*Milne:* And that's why we're putting together a cable package of three hours a night of BBC programs and using material that's never been seen before.

*Sutton:* It's a natural process that you should want from us the things that aren't being made in the States. You don't want police series from us although we make them, or courtroom series or hospital series. We offer our modern programs, all sorts of programs, but the ones that get underwritten in the States are the things that aren't being made here.

**Why do our programs seem to travel better?**

*Sutton:* I think that's historical. We have been receiving American films in England since I was a boy and I think we are much more conditioned to American accents.

**So you can take a *Kojak* without blinking.**

*Sutton:* Very much so. But there hasn't been traffic the other way for a very long time.

**How are you changing? Are you going uphill or down?**

*Milne:* As I've said to you, we've had 10 pretty tight years. That is to say, the budgets have been constrained, alongside an expanding commercial system which is very rich and therefore, as Shaun would say, "pinches" people regularly — contracts, trained technicians — we're the only people who train the technicians and it takes four years to train a videotape editor and then he's bought up the next day. But that's part of life.

For 10 years we really have been very tight because of inflation and because of the economy in Britain as a whole. I want to see some expansion in the next 10 years and we have put plans before the government to that end, but it's all entirely now a matter of cash. And governmental initiative to deal with the license fee.

*Sutton:* I don't think we've gone downhill artistically. I really don't. I think we've maintained it artistically, and I think it gets a little bit better and more sophisticated each year.

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## On 312(a)(7): Both sides stick to their stories in court filings

**FCC and networks all argue that they're right in fact and law regarding Carter-Mondale case; amicus brief sides with commission**

To the FCC, the appeals of ABC, CBS and NBC from the commission's decision in the Carter-Mondale Committee "reasonable access" case constitute "a basic challenge ... to any standards or procedures which do not allow them an exclusive right to decide when and how much access a federal candidate has to the airwaves in an election campaign." The networks, the commission contends, want "to remain the sole arbiter of when, who and how much the public hears during the presidential campaign."

The commission made that argument last week in responding to the networks' briefs, which urged the U.S. Court of Appeals in Washington to reverse the commission's 4-3 decision that the networks had acted unreasonably in refusing to sell the Carter-Mondale Committee 30 minutes of time early in December. The committee wanted the time for a documentary on the President that was to have been aired in connection with Carter's announcement of his candidacy for re-election.

The commission was not alone in arguing it had been right on the law and on the facts. The Carter-Mondale Committee filed a brief in support of the commission. It said "the right of access to the media of a presidential candidate is directly at stake." So did 11 individuals and groups that ranged across the political spectrum. "The commission was right to decide that no broadcaster ... must be permitted to deprive the public of its ability to make intelligent electoral decisions," said the friend-of-the-court brief, whose signers include the liberal Americans for Democratic Action and the conservative James L. Buckley, former Republican Conservative senator from New York who is now seeking a Senate nomination in Connecticut.

On at least one point, the networks, which filed two weeks ago (BROADCASTING, Dec. 17), and the commission are in agreement: The case is important—"perhaps," as CBS said, "the most important political broadcasting case to come before this court in recent years."

But where the commission sees the ap-

peal as an effort by the networks to retain sole charge of how much the public hears from which candidate, the networks warn that it is the government that is reaching for power. "The commission," ABC said, "has thrust itself too deeply into the political process and assumed an editorial role over broadcasters that violates First Amendment principles." "As interpreted by the commission," NBC said, "Section 312(a)(7) imposes the most far-reaching and intrusive restriction on broadcaster editorial judgment ever sanctioned by the federal government in the name of 'access.'"

The commission does not deny that its decisions in implementing Section 312(a)(7) of the Communications Act—the section adopted in 1972 requiring a broadcaster to afford candidates for federal office "reasonable access" to their facilities on pain of losing its license—"will have an important impact on the electoral process." But, it adds, that is the result Congress intended when it established "a limited individual right of access for uses

of air time by federal candidates."

To the networks, the commission has made it clear that broadcasters' judgment counts for little against the expressed "needs" of candidates for broadcast time. And the commission's "deference to the candidates' perceived needs," CBS said, is not supported either by previous commission decisions or the legislative history of the statute.

The commission disagreed. Its orders, it said, "demonstrate an awareness ... that within the general scheme of the Communications Act, the public interest will best be served when the interests of broadcasters and candidates are kept in rough balance and when the commission's oversight is minimized."

The networks had rejected the request for time on essentially three grounds—it was "too early" to begin selling time for political programs; there was a real danger they would be obliged to sell half hours to the other Republican and Democratic presidential hopefuls, and the resulting disruption of their entertainment sched-

## It's "The Wink & Jack Hour" on

WEYI, Flint



**Tic Tac Dough**

7 PM  TIC TAC DOUGH—Game.  
Host, Wink Martindale.


**MORE THAN  
DOUBLES CBS  
NEWS LEAD-IN  
SHARE.**



**THE  
JOKER'S  
WILD**

7:30  THE JOKER'S WILD—Game.  
Host, Jack Barry.

**TOPS  
OPPOSITION  
CHECKERBOARD  
PROGRAMMING.**

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Source: A. C. Nielsen Co. Viewers in Profile: Nov., 1979

## Washington Watch

**Religious broadcasters turned down.** Federal district judge in New York has denied motion of group of religious broadcasters seeking injunction to bar American Society of Composers, Authors and Publishers from bringing copyright-infringement suits against them while their class-action suit against ASCAP is pending. Judge Whitman Knapp noted that under ASCAP consent decree, stations could get interim music licenses without prejudicing their lawsuit. Norman Bje of WSST(AM) Largo, Fla., attorney and one of plaintiffs, said following court's decision that this course was "unacceptable" and that "we will defend each [infringement] suit that they bring." Stations' suit against ASCAP, filed as class action on behalf of several hundred religious broadcasters, claims ASCAP blanket license is unconstitutional in their case and seeks different form of license.

□

**Detroit's second STV.** FCC Broadcast Bureau has granted WGPR Inc. authority to operate subscription television over facilities of WGPR-TV Detroit. WGPR, minority-controlled applicant, requested and received expedited processing of its STV proposal. It is first STV authorization made possible by repeal of FCC's one-to-a-community rule.

□

**Political parlays.** National Association of Broadcasters has plans to hold simultaneous political broadcasting clinics in 37 cities on Feb. 4 from 2 p.m. to 5 p.m. Purpose is to educate broadcasters and candidates to federal rules and regulations governing political advertising. Each clinic will be conducted by communications lawyer paying own expenses, and will be in telephone touch with counsel at NAB headquarters in Washington.

□

**Thrown out.** Because lower court had admitted videotape of NBC-TV's *Tomorrow* show into evidence in trial U.S. Court of Appeals in New York has reversed income-tax conviction of tax protester Irwin Schiff. Schiff had appeared on show twice in 1978. In one appearance, host Tom Snyder told him that "you are advising people to break the law," and attorney appearing as guest on same show said that "I'm convinced he is." Appeals court's decision said it was first case in which such court considered "the admissibility in evidence in a jury trial ... of the videotape of a 'talk show' which includes the opinions of unsworn strangers on the very issues before the jury."

Buckley, they include the presidential campaign committee of Representative John B. Anderson (R-Ill.); the National Education Association, which is backing the President; United Food and Commercial Workers International Union; National Citizens Committee for Broadcasting; National Black Media Coalition; Representative Albert Gore (D-Tenn.); Representative Bill Frenzel (R-Minn.); Stewart R. Mott, a philanthropist and backer of liberal candidates and causes, and Professor Jerome Barron, dean of the George Washington University Law School, who is known as a leading advocate of the theory of public access to the media.

## FEC loosens debate limits

**It proposes rules that would allow media to stage debates; some broadcasters still object to agency's authority over them**

The Federal Election Commission has made almost a complete turnabout on the question of media staging of political debates. But some feel the difference between "almost" and "enough of" a turnabout is significant. The FEC last Tuesday, on a 5-1 vote, proposed regulations—subject to veto by either house of Congress—designed "to permit certain nonprofit organizations and certain news media organizations to stage nonpartisan federal candidate debates."

The regulations would create an exemption from the Federal Election Campaign Act to permit labor organizations and corporations to contribute to the sponsorship of such debates by nonprofit, tax-exempt organizations like the League of Women Voters.

The FEC had proposed similar regulations last summer, at the urging of the League, which hopes to sponsor presidential debates in 1980, as it did in 1976. The FEC had earlier raised a question as to whether the law, which bans the use of corporate or union funds in connection with or to influence elections, applied to the League project. However, the Senate in September vetoed the proposed regulations when broadcasters and newspapers complained they contained language that would prohibit them, as corporations, from staging debates (BROADCASTING, Sept. 24).

Thus, the new regulations would also specify that broadcasters, newspapers, magazines "and other periodicals" may stage or cover "nonpartisan" debates and accept advertising from labor organizations and corporations in connection with the coverage. The regulations would also permit "underwriting" by corporations and unions of debates staged or covered by broadcasters.

The FEC justifies the proposed exemption on the ground that nonpartisan candidate debates have the same public educa-

ules would be heavy.

But those grounds were insufficient, the commission maintains. The "reasonable access" provision, it said last week, did not merely codify existing FCC rulings, as the networks maintain. "Rather," the commission said, "it added a new obligation for broadcasters and a new limited right for individual federal candidates."

Thus, the commission said, while the grounds cited by the networks were relevant, they did not exhaust those that were to be considered. Broadcasters, it said, must also take into account individual candidates' interests. And, the commission added, they must also give a full explanation of the basis for a decision to deny a request for time.

"The record in this case amply demonstrates that the commission properly found that the networks had not met their statutory obligations," the commission said. "The presidential campaign clearly was in full swing; the networks obviously had not considered and, by relying on blanket policies, had been unresponsive to the candidate's particular segment, and thus had failed to consider all of the relevant criteria."

The commission also rejected another argument of the networks—that Section 312(a)(7) does not apply to them, but only to individual stations. Congress adopted the section against long-standing commission precedent of applying the fairness doctrine and the equal-time law

"directly to networks," the commission said, adding: "It would have been anomalous for the Congress in adopting Section 312(a)(7) to place candidates for the highest office in the land at the mercies of those who control the only efficient means of quick access to the national electorate."

The Carter-Mondale Committee's request for a half hour of network prime time is no longer at issue. The Iranian crisis caused President Carter to change his plans for the announcement of his candidacy; he purchased a five-minute program on CBS Dec. 4 at 8:55 p.m. Later, ABC and NBC offered to sell the committee a half hour in January. The committee two weeks ago accepted the ABC offer; the Carter documentary will appear on ABC-TV at 7 p.m. on Jan. 6.

However, all sides agree that the issue is not moot. The networks last week, in a joint filing with the court, said the issues addressed by the commission "are bound to recur in this and other elections." Accordingly, they said, the order is one which, "by agreement of all parties, warrants and requires prompt appellate review."

The friend-of-the-court brief, which was prepared by the Media Access Project, a public interest law firm, was signed by backers of both Carter and Senator Edward M. Kennedy (D-Mass.), as well as Republicans and nonpartisans. Besides the ADA, which supports Kennedy, and



tional purposes as does an activity that Congress has already exempted—get-out-the-vote campaigns.

The FEC also cited the “news story” exemption already in the law as another ground for the one being granted the media. Because of that congressional acknowledgement of the media’s role in election campaigns, as well as the “historical role of the media in fostering public debate on issues,” the FEC said, “bona fide news corporations are permitted to sponsor nonpartisan candidate debates.”

The FEC expressed the view that the Communications Act, particularly the equal time section and the FCC’s rulings under it, “provide sufficient safeguards as to the nonpartisanship of debates staged by broadcasters.” As for the debates sponsored by other media, the FEC said that the “fundamental principles of journalism, combined with the requirement that such debates be nonpartisan, provide sufficient safeguards.”

The new regulations were hailed by some news media representatives as a great improvement over those that were vetoed. However, some broadcast industry representatives said they were still concerned over the continued determination of the FEC to claim regulatory authority over the media in general and broadcasters in particular. The only commissioner who has expressed the view the commission should not attempt to regulate the media—Max Friedersdorf—cast the lone vote against proposing the regulations.

One communications attorney noted the stress the FEC placed on “nonpartisanship” as a criterion for the exemption and its statement that the primary question in determining that condition is the selection of candidates to participate. “I was hoping the FEC would leave the media more discretion in determining what is nonpartisan,” he said. “The commission is still prepared to make case-by-case adjudications as to what constitutes a nonpartisan debate,” he added.

Some communications lawyers expressed relief that the FEC, in reviewing the staff’s draft, eliminated from the justification a number of examples of what constitutes nonpartisan debate; they feel that action leaves the media more leeway in structuring a debate. One of the examples, for instance, held that, in a general election debate, if one minor party was invited to participate in a debate, “all minor party candidates would be invited.”

That is more restrictive than the equal-time obligation imposed on broadcasters by the Communications Act. A station staging and covering a debate could limit it to those candidates it thought most newsworthy, provided it afforded equal time in some format to all other legally qualified candidates. Broadcasters would not even have that equal-time obligation in covering live a debate sponsored by a third party.

The examples were removed by a 6-0 vote on a motion by Commissioner Joan Aikens. Later, Commissioner Thomas E. Harris moved to restore the examples.

That failed when only Chairman John O. Tiernan voted with Harris.

It was not clear last week whether broadcast industry representatives are sufficiently concerned about proposed regulations to seek another congressional veto. But that remained an option.

## Woman picked for D.C. court

**Ruth Ginsburg, noted lawyer in field of sex discrimination, is reported choice to fill seat of the late Judge Leventhal**



Ginsburg

President Carter is reported to have settled on a Columbia Law School professor who is a well known advocate of women’s rights as his choice to fill a vacancy on the U.S. Court of Appeals in Washington. The court, regarded as second in importance only to the Supreme Court, hears most appeals from regulatory agencies, including the FCC and the Federal Trade Commission.

The President’s choice is said to be Ruth Bader Ginsburg, 46, who teaches constitutional law and civil procedure and who is known among women’s groups as the foremost attorney in the country dealing with sex discrimination issues.

Judith L. Lichtman, the executive director of the Women’s Legal Defense Fund,

in Washington, said Ginsburg, “either through her own effort or her advice to others has helped to formulate the legal framework for modern-day sex discrimination cases.” Ginsburg has played a leading role—she has either argued or written the brief, or both—in most of the sex discrimination cases that reached the Supreme Court in the past 10 years.

Her reported selection comes when Carter’s standing with at least one women’s group—the National Organization for Women—is not high. NOW has been critical of the President, contending he has not worked hard enough for the Equal Rights Amendment.

A formal announcement of Ginsburg’s selection is not expected for several weeks.

## It’s “The Jack & Wink Hour” on

WABI, Bangor



**THE  
JOKER'S  
WILD**

7 PM **5** THE JOKER’S WILD—Game.  
Host, Jack Barry.

**DOMINANT #1  
IN TIME PERIOD.**



**Tic Tac  
Dough**

7:30 **5** TIC TAC DOUGH—Game.  
Host, Wink Martindale.

**DOMINANT #1  
IN TIME PERIOD.**

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Source: A. C. Nielsen Co. Viewers in Profile: Nov., 1979

She must first undergo a background check by the Federal Bureau of Investigation and a screening by a committee of the American Bar Association. Her name is said to have been given to the FBI and the ABA about 10 days ago.

If she is nominated and confirmed by the Senate, Ginsburg would replace Judge Harold Leventhal, who died last month following a heart attack. He had served on the appeals court for 14 years.

Ginsburg would be Carter's fourth nomination to the court, and the second woman. Carter nominated former Representative Abner Mikva (D-Ill.) and Patricia McGowan Wald, then an assistant attorney general, after the court was expanded from nine to 11 seats. Both have taken their places on the court. In September, Carter chose Harry T. Edwards, 39, to replace Judge David L. Bazelon. Bazelon has assumed the part-time status of senior judge after 30 years on the court, 15 of them as senior judge.

Ginsburg is married to a lawyer, Martin, a former partner in the New York firm of Weil, Gotshal & Manges who now also teaches law at Columbia. The couple have two children—Jane, a student at Harvard Law School, and a younger son, James.

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## Family-viewing plaintiffs seek court rehearing

**Hollywood groups contend case should not be returned to FCC**

Tandem Productions Inc. and the group of Hollywood writers, directors and actors that initiated the family viewing case four years ago have petitioned the U.S. Court of Appeals in San Francisco for rehearing. The court last month vacated a lower court's opinion favoring the plaintiffs and ordered the case sent back for consideration by the FCC (BROADCASTING, Nov. 19).

The petition for rehearing contends that the appeals court based its opinion on "a mistaken interpretation of the primary jurisdiction doctrine." It also says the court "misuses the doctrine" to obtain the commission's "nonexpert view of its compliance with the due process dictates" of the Administrative Procedure Act.

At issue was the adoption by the television networks in 1975 of a policy restricting the first two hours of prime time to material suitable for the entire family, and the National Association of Broadcasters' inclusion of that concept in its television code.

The East and West chapters of Writers Guild of America, the Directors Guild of America, the Screen Actors Guild and Tandem charged that those actions resulted from a series of meetings and telephone calls in which then-FCC Chairman Richard E. Wiley applied pressure on the networks and, with their help, on the NAB. The suit charged a conspiracy to vio-

**315 cutback.** Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, made available last week final language of his new bill, H.R. 6103, that would partially repeal Section 315 of the Communications Act (BROADCASTING, Dec. 17). The new provision, inserted after the third sentence of Section 315(a), reads as follows: "Appearance by a legally qualified candidate for the office of President or Vice President for which no payment of a charge by or on behalf of the candidate is required also shall not be deemed to be use of a broadcasting station within the meaning of this subsection. The licensee involved shall not have any editorial control over the material broadcast in connection with such an appearance unless such appearance is part of a bona fide newscast, a bona fide news interview, a bona fide news documentary, or on-the-spot coverage of bona-fide news events (including any debate between candidates for the office of President or Vice President)." ■ In a statement inserted in the *Congressional Record*, Van Deerlin predicted that the bill would have several important consequences. "For the first time, broadcast journalists would have the freedom to produce special documentaries, interviews and debates with no other restrictions than their editorial judgment. In other words, they would have—for the first time—full editorial parity with their colleagues in the print media."

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late the First Amendment and a violation of the Administrative Procedure Act.

U.S. District Court Judge Warren J. Ferguson, in November 1976, agreed with the plaintiffs. He held that the commission had violated both the First Amendment and the Administrative Procedure Act. He also said that the networks and the NAB were liable for violations of the First Amendment for conspiring with the FCC to adopt the family viewing concept and enforce it against other licensees.

The appeals court said Ferguson may have been correct in his conclusions. But, it added, "we cannot believe that the ultimate judicial resolution of these issues will not be aided by the FCC's thorough consideration of them."

"The [appeals] court's misapprehension of the issues," the plaintiffs contend in their brief, transform a doctrine that is important to decision-making by the courts—that of referring cases to the agency of primary jurisdiction for full consideration—"into a pointless stumbling block for litigants and a wasteful drain" on limited resources.

Furthermore, they say, "the fact that this holding is in a case charging government encroachment on vital First Amendment rights, and undercuts the ability of courts to respond to such encroachments and preserve such rights, provides a particularly compelling impetus for rehearing by this court."

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## Upset by appeals court

The National Association of Broadcasters and four broadcasting companies that were supporting it were shocked last week when the U.S. Court of Appeals in Washington dismissed as "unripe for judicial review" NAB's appeal from the agreement the FCC and the Equal Employment Opportunity Commission reached in a memorandum of understanding last year. The same court in July had rejected the FCC's motion to dismiss the appeal (BROADCASTING, July 30), leading broadcasters to assume the case would be decided on merits. But after hearing oral argument, the three-judge panel on Dec. 14 dismissed the appeal in a brief unsigned order.

The court said that judicial evaluation

would require it to speculate on how the memorandum will operate in practice. It also said that broadcasters' rights would not be prejudiced by denial of review. If the procedures outlined in the memorandum are illegal or unfair, the court said, an "aggrieved broadcaster" can challenge them when they are applied.

NAB's senior vice president and general counsel, Erwin Krasnow, said the NAB is considering filing a petition for rehearing.

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## Broadcasters sound off against FCC's defining loudness in commercials

Surprisingly, there were only a handful of comments filed last week in the FCC's inquiry into regulation to eliminate loudness in commercials—but not surprising was their assertion that there are too few complaints to warrant FCC regulation.

NBC said "the public is well satisfied with the broadcaster's performance in controlling objectionable loudness." Moreover, NBC said, "human perceptions of loudness are highly subjective and the technology of sound measurement has not yet developed to a point where individual commercials can be rated before broadcast to determine whether they will sound objectionably loud to any particular percentage of the audience."

The National Radio Broadcasters Association agreed with NBC and added that even if loudness can be defined objectively and measured accurately, to regulate audio levels the FCC would have to "determine what degree of loudness can be tolerated by the public's sensitivities . . . It is frightening to imagine the commission, acting as an arbiter of taste, attempting to divine some nationally acceptable standard of loudness where no such standard can be said to exist."

The National Association of Broadcasters also agreed with NBC, saying that it is in the broadcasters' own interest to regulate the loudness of commercials. "As an entrepreneur, the broadcasters can ill afford to intentionally irritate the audience. Obviously, any practice which annoys the audience, promotes complaints or discourages watching or listening is harmful to the station," NAB commented.



# Programing

## Taking turns

**Ratings race has ABC back on top in week ended Dec. 16; CBS drops to second; NBC lags 3 points back**

The see-sawing between ABC-TV and CBS-TV for prime-time rating leadership found ABC in the lead again for the week ended Dec. 16. The winning edge was nine-tenths of a rating point, somewhat more than in the week before, which CBS won, and the week before that, taken by ABC. The scores: ABC, 19.9 rating and 32 share; CBS, 19.0 and 30.7; NBC-TV, 16.6 and 26.7.

ABC took Monday, Tuesday, Wednesday and Saturday nights—all with its regular programming. CBS's Sunday-night lineup, with a *Circus of the Stars* special replacing *Jeffersons* and *Trapper John* in the 9:30-11 period, turned in another powerful performance, averaging a 28.3 rating/44.3 share to take the night by more than 10 rating points, and CBS's regular Friday series took that night by almost four points. NBC, with a solid line-up of Christmas specials, took Thursday night by more than a point.

The week's schedule was dotted with specials, which produced mixed results. CBS got shares of 30 or better with repeats of *Charlie Brown Christmas* and *Raggedy Ann and Andy Christmas* on Monday, *Crystal Gayle Special* on Wednesday and *Circus of the Stars*—which claimed a 44 share—on Sunday. It did less well with *Country Christmas* (29 share) on Wednesday, "The Last Hard Man" (28) on Thursday and a Saturday night line-up of *The Bear Who Slept Through Christmas*, *The First Christmas* and *The Gift*, which averaged out to a 23 share.

NBC won shares of 30 to 33 with its Thursday night line-up of *Jack Frost*, *Bob Hope's Christmas* and *Dean Martin's Christmas*, but its "Christmas Lilies of the Field" on Sunday dropped to a 22 share. ABC could thank specials for its winning performance Friday night: *Donny and Marie Christmas*, *Perry Como's Christmas* and *Merry Christmas From the Grand Ole Opry* averaged out to a 31.6 share despite a 27-share performance by *Opry*. ABC did less well with its Sunday-night special, *A Pink Christmas*, which produced a 20 share.

CBS News's *60 Minutes* was again the week's highest rated show, pulling a 31.5 and a 50 share. CBS had six of the top 10 shows, ABC the other four. In order: CBS's *60 Minutes*, *One Day at a Time* and *Circus of the Stars*, ABC's *Three's Company*, CBS's *Archie Bunker's Place*, ABC's *Angie*, CBS's *Dallas* and *M\*A\*S\*H* and

ABC's *Monday Night Football* and *Happy Days*.

The *Monday Night Football* game, between Houston and Pittsburgh, drew a 25.1 rating and 40 share, making it the highest-rated game this season and the second highest rated in the 10 years of the Monday night series.

*Hawaii Five-0* and *Paris* were still suffering in their new Tuesday night positions in the CBS line-up, each coming in with a 19 share against regular competition on the other networks. Their lead-in, *California Fever*, did worse, with a 13 share.

NBC's controversial presentation of the interview with an American hostage of the Iranians on Monday night was presented without commercial sponsorship and thus was not rated. The movie it interrupted, "She's Dressed To Kill," averaged a 15.7 rating and 26 share.

The five lowest-rated shows of the week, from the bottom up, were CBS's *California Fever*, NBC's *Shirley* and *Prime-Time Sunday*, CBS's *Paris* and ABC's *Out of the Blue*.

## The return of Begelman

David Begelman is back on top again. The one-time head of Columbia Pictures, who resigned that post in the wake of the scandal caused by fraudulent endorsement of company checks, has been named president of MGM's motion picture operations. Since his resignation, Begelman had worked for Columbia as an independent producer.

MGM president and chief executive officer, Frank E. Rosenfelt, made the announcement last week, calling Begelman "eminently qualified to participate prominently as MGM moves into its new era of revitalized filmmaking activities." Rosenfelt credited the new appointee with having figured prominently in the production of recent Columbia hits including "Close Encounters of the Third Kind" and "Midnight Express."

Begelman is slated to assume his new post on Jan. 15. What effect, if any, the Begelman film division presidency would have on MGM's previously announced

## It's "The Jack & Wink Hour" in Wilkes-Barre/Scranton—Also With A Switch...



7 PM <sup>28</sup> WBRE THE JOKER'S WILD—Game.  
Host, Jack Barry.

#1 in the time slot.

<sup>16</sup> WNEP PM MAGAZINE

#2 in the time slot.

### ...AND HERE'S THE SWITCH.

7:30 <sup>28</sup> WBRE THERE'S A CROWD—Game.

#2 in the time slot.

<sup>16</sup> WNEP TIC TAC DOUGH—Game.  
Host, Wink Martindale.

#1 in the time slot.

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Source: A. C. Nielson Co. Viewers in Profile: Nov., 1979.

plans to split the company in two is a matter of speculation. Under that proposal, separate business entities would be established for MGM's film and hotel/casino operations.

## More of same old thing

An Ogilvy & Mather analysis of prime-time access programs on network-affiliated stations shows there is a continuing trend toward filling access periods with remakes of network programs, rather than with original programming.

Using the period Oct. 6-12 as a base, Ogilvy found that of 25 shows in prime-access slots, only eight had been produced specifically for syndication; the remainder are remakes of network programs such as *The New Price is Right*, *the Newlywed Game*, *Hee Haw* and *Lawrence Welk*.

Charles Bachrach, senior vice president and associate broadcast director of Ogilvy, said he believes this trend will continue in 1980 and stressed that its effects are heightened because these former network shows tend to be scheduled more than once a week. He noted that this practice runs contrary to the access rule's design to open up new sources of program supply but said stations and advertisers are loathe to take risks with original properties.

## Energy controversy

The Center for Non-Broadcast Television on Dec. 9 presented a live program that is believed to be the first simultaneous telecast to both cable systems and public television stations nationwide over two separate satellites.

The show, *Over a Barrel: Energy in the 80's*, which was underwritten by the International Association of Machinists and Aerospace Workers, ran into some last-minute problems, however, when the show's scheduled moderator, Nancy Dickerson, refused to participate.

The original format called for a 15-minute videotape on energy, produced by the Machinists Union, followed by a panel discussion by energy experts, with viewers able to call a toll-free number to question the panelists. But after viewing the tape, Dickerson decided not to moderate the debate; she felt the union was being given an unfair advantage. She was replaced by Shana Alexander.

When oil-industry representatives then objected to the format, only a two-minute, noncontroversial portion of the tape was run, and the program went directly to the debate and viewer questions.

Negotiations for satellite time on the Public Broadcasting Service satellite were handled by the Washington-based Public Interest Video Network. According to PIVN's Kim Spencer, at least 16 PBS stations carried the show live, and others are expected to carry it on a delayed basis.

Figures compiled by the Center for Non-Broadcast Television show that the program was carried by approximately 1,000 cable systems in 43 states.

## Monitor

**Not for sleepy heads.** Viewers in Boston who have been used to old movie and old syndicated series in wee hours of morning are in for something new: effective in late January, wcvb-tv will begin carrying two hours of in-studio live programming called *Five All Night* from 2 to 4 a.m., Tuesday through Saturday. Program is aiming to combine entertainment with information and station now is looking for host. Wcvb-tv says it's looking for someone who "can bring to television best qualities of late-night radio personalities who provide wide range of information and entertainment." And if program proves successful in Boston, wcvb-tv may offer it nationally via syndication—perhaps via satellite. Spokesman said "there's a large audience out there which has not been measured because ratings services don't go beyond 1 a.m. but we are now in process of doing some market research to determine who is watching and what they want to see."

□

**Reprise.** *Our Town*, which was carried on NBC-TV in 1977, is now available in barter syndication via Syndicast Services, New York. Program runs two and a half hours and will be offered to stations with 11 minutes for national advertisers and 11 minutes for local clients. AT&T, which sponsored telecast on NBC, has purchased partial sponsorship of syndicated presentation.

□

**Royal reaction.** Stations in 45 of top 50 television markets have agreed to telecast six-part *Edward & Mrs. Simpson* on Mobil Showcase Network, starting Jan. 23. Initial episode will run 90 minutes from 7:30 to 9 p.m. and remainder, one hour, 8-9 p.m.

□

**Helping hand.** Top British rock performers will participate in series of four concerts to be held this week in London and filmed for showing on television next spring. Profits from concerts and TV films, which will be distributed by EMI, British entertainment company, will benefit suffering people of Kampuchea (formerly Cambodia). Concert participants will include Paul McCartney, The Who, Rockpile and Ian Dury & the Blockheads.

□

**Return engagement.** Major league baseball games premiered on cable television this year, and last week Office of the Commissioner signed two-year pact to bring sport to cable homes during 1980 and 1981 seasons. Agreement with UA-Columbia Satellite Services (formerly UA-Columbia Cablevision) calls for a number of doubleheaders and total of 40 to 45 games per year. Games, which will be carried on Thursday night, are available for sponsorship.

□

**Looking ahead.** CBS Radio Network has scheduled seven 20-part *Weekend Specials*, covering such subjects as sports, movies, taxes and life in America. On each designated Saturday and Sunday, special will include a total of 20 reports lasting about four minutes on phase of subject under discussion.

□

**One-timers.** Group W has announced plans for six one-hour *PM Magazine* specials in 1980. Shows will be offered on syndication market. Subjects to be covered include retrospective look at music of 1970's, "dating and mating 80's style," America at play, fabulous American characters and other topics. Shows will feature segments from nightly programs as well as material shot expressly for specials. Richard Crew is national executive producer, and Bill Hillier will serve as executive producer of specials. *PM* is currently in 46 markets.

□

**Down to five.** Effective Dec. 31, *CBS Radio Mystery Theater* will be broadcast five nights per week instead of seven. Richard M. Brescia, vice president and general manager of CBS Radio, said decision to cut back was made because drama series scored highest during weekdays and station clearances (now at peak of 253) were highest during those five nights.

□

**In the market.** Rick Spalla Productions and Four Star International have joined forces to produce new half-hour syndicated show, *Portrait: The New Breed*, "in-depth studies of fresh, new talent" in television, films and music. Production was set to begin Dec. 20 with Four Star handling distribution. . . . Blion/Thorpe Productions and Viacom have received commitment from ABC for two-hour TV movie, "An Eclipse of Reason," on subject of school busing. . . . Beginning in 1980, Hanna-Barbera Productions will start distributing its 3,000 half-hours of animated product for home videodisks and cassette markets. Company has signed nonexclusive agreement with MCA DiscoVision Inc. to distribute programs. . . . *Look What They've Done to My Song*, pilot for weekly access comedy half hour, has been cleared so far in 70 markets, including five NBC-owned-and-operated stations. Barter pilot, scheduled for airing in January, was produced by Ernest Chambers Productions, is being distributed by Lexington Broadcast Services and will be sponsored by Procter & Gamble.



## How many are missed in motels?

**Nielsen thinks quite a few viewers aren't counted because they're watching out of home, and it runs a test in Florida that indicates substantial audiences are lost**

Rating services may be understating television audiences, in terms of individual viewers, by something like 9% through failure to count viewers in hotel and motel rooms.

At least that seems to be the case in Orlando-Daytona Beach, Fla., based on an A.C. Nielsen Co. study of out-of-home viewing which found that hotel/motel viewers would add, on average, about 9% to audiences measured only in homes, with the increment ranging from a low of about 4% in some dayparts to highs of 16% and 24% in others.

Nielsen described the study as "breaking new ground in syndicated television audience research," a pilot for ongoing surveys of out-of-home audiences in the Orlando-Daytona Beach market, as well as other markets with significant tourist populations.

The pilot study, conducted for WDBO-TV and WFTV(TV) Orlando and WESH-TV Daytona Beach during the week of Aug. 9-16, used one-day diaries placed in a total of 1,680 occupied hotel/motel rooms in the nine-county Orlando-Daytona Beach designated market area (DMA). A fresh random sample of rooms was used each day, with the diaries placed and picked up by the chief housekeeper of the hotel or motel. Usable diaries were returned from 551, or about one-third, of the rooms.

Along with the findings, the study turned up a new acronym—RUT, for rooms using television. The RUT levels ranged, during the survey period, from a low of an estimated 6% of all DMA hotel/motel rooms during the average quarter-hour in the period from 9 a.m. to 11 a.m. Monday through Friday to a high of 29% in the 11-11:30 p.m. period on week-nights.

But Nielsen said it did not want to suggest that a hotel/motel room is equivalent to a household, so it did not compare RUT levels with homes using television (HUT) levels. Instead, it used PUT levels—persons using television—comparing the number of persons viewing in hotel/motel rooms in August with the number of persons estimated to be viewing in homes during the regular Nielsen measurement

of the market last July.

On this basis, percentages of "indicated relative increase" were developed to show how much larger the DMA's "persons" audience would be if it included hotel/motel viewers instead of being based on home viewers alone.

By Monday-Friday dayparts, for example, the 7-9 a.m. audience would be 10% higher if hotel/motel viewing were included, the 9-11 a.m. and also the 11 a.m.-to-4:30 p.m. audiences would be 7% larger and the 4:30-6 p.m. total would be 11% higher. From 6 to 7:30 p.m., viewers in hotels/motels would add 6% to those in homes; from 7:30 to 8 p.m. the increment would be 4%, in prime time 9%, from 11 to 11:30 p.m. 16% and from 11:30 p.m. to 1 a.m., 24%.

Over-all, from Sunday through Saturday, 7 a.m. to 1 a.m., hotel/motel viewers would add about 9% to the homes-only total.

By age groups, combining the two studies would increase the number of women viewers age 18 and over by 7%; men 18

and over, by 11%; teens 12-17, by 10%; and children 2-11 by 7%.

Nielsen said that in addition to the support of the three stations, its pilot study received assistance from Peters Griffin Woodward, J. Walter Thompson Co., Leo Burnett Co. and Hyatt Corp.

## England's Oracle seeks to commercialize

Britain's second teletext service, Oracle, on the commercial television channel, is moving toward a regional system in an attempt to make the system commercially viable.

According to the chairman of the Oracle board, Peter Paine, the commercial television network is spending 1 million pounds (\$2.2 million) on the service annually, with as yet no revenue from it.

Oracle believes teletext could accommodate classified advertising to complement the display ads of normal television. A national ad could refer to a teletext page that

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WILD**

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**Tic Tac  
Dough**

7:30 **TIC TAC DOUGH**—Game.  
Host, Wink Martindale.

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Source: A. C. Nielsen Co. Viewers in Profile: Nov., 1979

would give local information on where to obtain the product.

With this kind of market in mind, one of the regional stations, Westward Television, is to have a regional teletext service ready by next summer.

However, Oracle is not permitted to contain any advertising. The commercial companies hope to change this in the forthcoming broadcasting legislation.

At present Oracle contains some sample advertising which is provided free to carry out market surveys.

## Network employment figures for women, minorities released

The FCC's Broadcast Bureau's 1979 report on women and minority employment at the three television networks and their 15 owned and operated stations shows that 16.5% of the total 13,994 employes at all three are minorities, and 32.5% are women. In the top four job categories, 11.7% are minorities and 19.1% are women.

Breaking it down by network, ABC leads with 18.2% of its total 5,549 employes being minorities, and 35.2% women. NBC is next with 16% of its 4,378 total as minorities, and 31.5% women. CBS, in last place, has 14.7% minorities out of 4,067 total, with 29.8% of that as women.

In the top four job categories, ABC has

11.4% minorities, 20.3% women; CBS has 12.1% minorities, 18.9% women and NBC employs 11.7% minorities and 17.9% women.

At the networks' O&O stations: NBC

leads with 26.6% minorities out of a total employment of 1,573, with 31.7% women. In the top four category, 23% are minority and 23.4% are women. CBS is next, with 22.8% of its 1,363 total as minorities, and 31.6% women. In the top four category, 18.4% are minorities and 22.1% are women. ABC comes in third, with a total of 1,451 employes, 19.8% minorities and 30.2% women. In the top four jobs category, 17% are minorities and 19.6% women.

FCC Chairman Charles Ferris said that while he was encouraged by the results, he is still "dismayed that for minorities, employment figures for the network headquarters lag behind those of the network-owned stations. And percentages of women in the top four categories, both at network headquarters and at the stations, are far from parity to the population."

## Keeping track

The FCC has issued its first report on cable television complaints, comments and inquiries—with a total of 2,043 public entries made during the January through September 1979 period.

According to the report, 22% of the filings related to the FCC's signal carriage rules, while 17% concerned the syndicated program exclusivity rules. Complaints of poor picture quality as delivered by the CATV system operator accounted for 17% and an inability to get CATV service accounted for 6%.

Requests for general information and nonfederal matters such as franchises, additional service, advertising and service quality have increased over the nine-month period, while federal inquiries have decreased.

## Intermedia

**Cable clash.** As number of proposals to wire New York City boroughs for cable grew (BROADCASTING, Dec. 10), so did controversy at various local government levels. City councilman charged favoritism, said Dec. 3 deadline for bids should have been extended, and council president called for outside firm to investigate franchising procedures. Audit report from city controller's office reportedly questioned financial information from Manhattan cable operators (Time and Teleprompter), claiming they haven't lived up to all obligations such as certain free institutional service; cable companies were said to have responded that they have, whenever it has been requested. Bureau of Franchises also was target of criticism from controller.

□

**NAB translates legalese.** National Association of Broadcasters has published "Getting What You Bargained For," broadcaster's guide to contracts and leases. Author Joe Smith is student at UCLA Law School who worked as law clerk in NAB legal department under tutelage of Senior Vice President and General Counsel Erwin Krasnow. Book is written more for broadcasters than for their lawyers. It contains, among other things, explanations and forms applicable to building, equipment, talent, advertising, political commitments, programming as well as certain forms for use in connection with FCC. Of interest to FM broadcasters is section dealing with subsidiary communications authorizations. Price is \$15 to NAB members, \$45 to non-members and \$25 to school libraries.

□

**Organizers.** Group of 58 New York women employed in cable television have formed what they hope will be first link in nationwide network of chapters of Women in Cable. Elected by New York chapter: Linda G. Brodsky, BroadBand Communications, president; Susan Denison, Showtime, vice president; Linda Lee Davis, Home Box Office, secretary; and Judie Carroll, Warner Cable, treasurer.



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# Changing Hands

## PROPOSED

■ **WRRD(AM) Minneapolis:** Sold by Metrocom to Minnesota Public Radio Inc. for \$975,000. Seller is partnership headed by Robert G. Liggett Jr. Partnership acquired station in August 1977 for \$2 million, but because of financial difficulties is now selling. (It has asked waiver of three-year rule.) Liggett has varying interests in WFMK(FM) East Lansing, Mich., WBUF(FM) Buffalo, N.Y., and WLOL(FM) Minneapolis-St. Paul. He was principal owner of WRDD(AM) Bay City, Mich., sold last October for \$625,000 (BROADCASTING, Oct. 22). Liggett also owns 51% of corporation that has purchased WRNN-AM-FM Clare, Mich., subject to FCC approval. Buyer is nonprofit group broadcaster. It owns KSJR(FM) Collegeville, KSJN(FM) Minneapolis-St. Paul, KCCM(FM) Moorhead, WSCD(FM) Duluth, KRSW-FM Pipestone and KLSE(FM) Rushford, all Minnesota. MPR is controlled by board of directors; William H. Kling is president. WRRD is on 1330 khz with 5 kw full time.

■ **WTAL(AM) Tallahassee, Fla.:** Sold by WTAL Inc. to Sun Media Ltd. for \$475,000. Seller is owned by Gene Camp (70%) and Frank Veihmeyer (30%). Camp has no other broadcast interests. Veihmeyer is applicant for new FM at Tallahassee. Buyer is owned by Thomas E. Dickey and Bob L. Cole, who also own WDLP(AM) Panama City and WFTP(AM) Fort Pierce, both Florida. WTAL is on 1450 with 1 kw day and 250 w night. Broker: Reggie Martin & Associates.

■ **KLAY-FM Tacoma, Wash.:** Sold by Clay Frank Huntington to RPM Broadcasting Inc. for \$550,000. Huntington also owns KQLA(AM) Lakewood, Wash. Buyer is owned by Ray Courtemanche, who also owns KRPM(AM) Puyallup, Wash. KLAY-FM is on 106.1 mhz with 25 kw and antenna 700 feet above average terrain.

## APPROVED

■ **KLIF(AM) Dallas:** Sold by Fairchild KLIF Inc. to Susquehanna Broadcasting Co. for \$4.25 million, 40% of what Fairchild paid for it in 1971 (BROADCASTING, Sept. 10). Seller is subsidiary of Fairchild Industries, Germantown, Md., publicly traded aerospace manufacturer. Edward G. Uhl is chairman; John Dealy is president. Buyer is group broadcaster with six AM's, one TV and six FM's, including KPLX(FM) Fort Worth, Tex. It is owned by Louis J. Appell Jr. and family. KLIF is on 1190 khz with 50 kw day and 5 kw night.

■ **WTMA(AM)-WPXI(FM) Charleston, S.C.:** Sold by Charleston Communications Corp. to Sconnix Group Broadcasting Inc. for \$2.6 million. Seller is owned by Jack Rice and family, who have no other broadcast interests. Buyer is owned by Scott R. McQueen, Theodore E. Nixon, Randall T.

Odeneal and Alfred W. Hill. They also own WOCB(AM)-WSOX(FM) West Yarmouth, Mass., WLNH-AM-FM Laconia, N.H., and WDOS(AM)-WSRK(FM) Oneonta, N.Y., and also have purchased WCMF(FM) Rochester, N.Y. (see below). WTMA is on 1250 khz with 5 kw day and 1 kw night. WPXI is on 95.1 mhz with 100 kw and antenna 360 feet above average terrain.

■ **WCMF(FM) Rochester, N.Y.:** Sold by Community Music Service Inc. to Sconnix Group Broadcasting Inc. for \$1.3 million.

Seller is owned by James Trayhern and large group of local stockholders. Buyer is owned by Scott R. McQueen, Theodore E. Nixon, Randall T. Odeneal and Alfred W. Hill (see WTMA(AM)-WPXI(FM) sale above). WCMF is on 96.5 mhz with 20 kw and antenna 290 feet above average terrain.

■ **WCOR-AM-FM Lebanon, Tenn.:** Sold by Andrew Jackson Hendrickson Jr. to Triplett Broadcasting Co. for \$1,025,000. Seller has no other broadcast interests. Buyer, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), also owns WTOO-AM-FM Bellfontaine, Ohio. In past year, it has sold WYAN-FM Upper Sandusky (BROADCASTING, Oct. 10) and

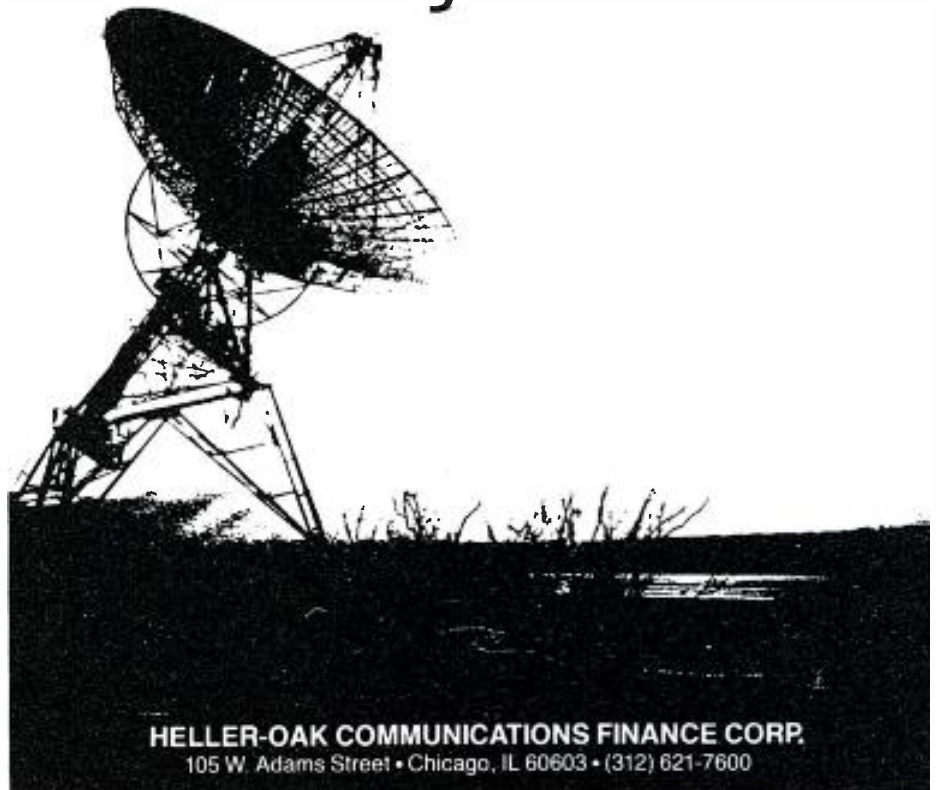
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WPNM(FM) Ottawa (BROADCASTING, Nov. 19), both Ohio, and purchased WBLG(AM) Lexington, Ky. (BROADCASTING, Sept. 24), and WRWR-FM Port Clinton, N.Y. (BROADCASTING, Nov. 19). WCOR(AM) is 500 w daytimer on 900 khz. WCOR-FM is on 107.3 mhz with 18 kw and antenna 175 feet above average terrain.

■ KTCH(TV) Helena, Mont.: Sold by Tim M. Babcock to Lynn H. Koch and his wife, Karen, for \$850,000. Seller has no other broadcast interests. Koch is former sales manager at KECI-TV Missoula, Mont. He has no other broadcast interests. KTCH is NBC affiliate on channel 12 with 214 kw visual, 21.4 aural and antenna 2,250 feet above average terrain.

■ KMUS(AM) Muskogee, Okla.: Sold by Horace C. Boren to Rick Parrish and his wife, Linda, for \$525,000. Boren also owns KWHN(AM)-KMAG(FM) Fort Smith, Ark. Parrish is vice president and general manager of Oklahoma News Network, Oklahoma City. Mrs. Parrish is Norman, Okla., certified public accountant. Neither has other broadcast interests. KMUS is on 1380 khz with 1 kw day and 500 w night.

■ Other approved station sales include: KINA(AM) Salina, Kan.; WTGF(AM) Pickens, S.C., and KSTB(AM) Breckenridge, Tex. (see "For the Record," page 45).



**Sent them a message.** Broadcasters last week remained in the forefront of the media in stimulating public reaction against the detention of American hostages in Tehran. Epitomizing the effort was a campaign, instigated by WJLA-TV Washington, that drew the support of 25 radio stations and four TV outlets, in cooperation with the Washington Area Broadcasters Association. In less than two weeks, the request for messages of protest to the Iranian embassy drew 17,000 letters that were delivered to the Iranian officials in Washington by representatives of the stations. Elsewhere throughout the U.S., broadcasters stirred up similar protests through reminders to audiences of the lengthy captivity; promotions for church-bell ringing activity, distribution of armbands and other forms of expression. One report from WMCA(AM) New York was that it has received 300,000 requests for paper armbands with the wording, "Unity is Strength," designed to show support for the hostages. WMCA launched its campaign three weeks ago after its talk show host, Barry Farber, spoke with Richard Pomerantz of WSOC(AM) Charlotte, N.C., which has been making a similar distribution.

## Technology

### Life after Satcom III

**RCA scrambles to find transponder space on other satellites after planned all-cable bird disappears; it says no one will be left out, but not everyone will fit on prime replacement, Satcom I**

The cable television industry will apparently survive the loss of Satcom III, the missing RCA Americom satellite that was to have been dedicated to the carriage of cable television programming.

When the satellite disappeared in space two weeks ago shortly after a small rocket that was to have placed it into its permanent orbit was fired (BROADCASTING, Dec. 17), there was some fear among the cable programmers who were counting on the 13 additional transponders it was to have made available that their costly and extensive planning would be disrupted.

But RCA has issued reassurances that if the satellite is not found—and RCA and the satellite's insurers are not ready to concede it won't be—it will somehow, somehow, somewhere find ample transponder time to accommodate all of its customers.

And after the initial shock abated, most of those directly affected by the mishap were viewing the loss as a delay but cer-

tainly not as a disaster.

As Andy Litsky of the National Cable Television Association put it: "The bottom line is that the industry is not falling apart, but there are some services that will have to be delayed . . . Exactly who will be delayed we don't know yet." And Litsky took it upon himself to reassure another segment of the cable business. "The subscribers are not going to lose out. They are going to continue to receive what they have been getting all along," he said.

RCA had planned to make Satcom III the all-cable satellite by combining on it the 20 transponders of cable programming currently on Satcom I and four additional programming services—Home Box Office, the Cable News Network, the National Christian Network and Viacom's Showtime.

Once the programming was set on Satcom III, a second cable "network" was to have been created on nine transponders of the then-empty Satcom I. RCA assigned those transponders to Rainbow Communications (subleased to Cinamerica, Entertainment and Sports Programming Network, Total Communications Systems, United Video (subleased to Times Mirror), Satellite Communications Network, Eastern Microwave (two transponders), Spanish International Network and Home Box Office.

With the loss of Satcom III—the

linchpin of the plans—the future of all these services was placed in jeopardy, but RCA spokesman John Williamson said, "We are certainly going to do everything we can do to help these people." Williamson said that RCA has been talking with other satellite carriers in the United States and with Telesat Canada in an effort to find sufficient transponders to carry out its original plans and satisfy its customers.

Williamson said that nothing has "definitely been decided. We're talking to all the carriers." He added that RCA's plans will not be announced until after the search for the satellite "is officially called off" and didn't expect that to happen for several weeks. "But even then," he said, "it's going to take a while before we finalize anything."

Apparently wanting to remain as flexible in its decisions as possible, RCA has refrained from giving out any specifics on its plans. But Ken Silverman, president of Cinamerica, one of the services that was to have gone on the second cable network, detailed "the game plan that RCA has laid out, but not officially announced." He said that RCA plans to lease large blocks of transponders on the Comstar system and move message traffic from Satcoms I and II to Comstar to clear the Satcoms for the cable customers.

He said that the cable programmers will be able to lease time at the same rate as origi-



nally promised and that RCA will absorb the cost of leasing the transponders on the Comstars.

The Comstar system consists of two operational satellites, each with 24 transponders, leased entirely to AT&T. A spokesman for AT&T, Nina Wood, acknowledged that the company has had discussions with RCA, but would go no further. "They are telling us what their needs are," she said.

Regardless of where the transponders come from, RCA has clearly left the impression that it will not desert anyone. "At the meeting we had at the convention [the Western Cable Show], they indicated loudly and clearly their intention to satisfy their customers, including us," Silverman said.

Ed Taylor, president of Southern Satellite Systems, the company that will carry the Cable News Network, although admitting that he and CNN had some moments of great anxiety, said: "We feel very comfortable at the moment." Taylor said, however, that Ted Turner, who is bankrolling the CNN project, wasn't taking any chances. He said that after sitting down and talking with him, Turner went out and began offering to buy transponders from some of the programers on Satcom I. He said that Turner met with some success, too, but declined to say who was willing to sell.

Ray Kassis, president of the National Christian Network, was hardly concerned at all. He said that he received a Mailgram from RCA discussing in a general way its plans to accommodate all its customers and that seemed enough for him.

He did, however, express concern about being one of the two or three programers that get on Satcom I if the message traffic is moved off. He said that a position on Satcom I is an "absolute priority until Satcom III is found or replaced."

(If room for the cable programers is made by moving message traffic from Satcom I and II to other satellites, as some have suggested, the far more desirable satellite would be Satcom I since that is where the bulk of the cable programers will be and where the cable systems will aim their earth stations. Satcom I would be the primary cable satellite then and II would be the secondary.)

National Christian Network along with the Cable News Network, Viacom and Home Box Office would all seem to have an inside track at a spot on Satcom I since they were slated for Satcom III which was to have been the primary cable satellite.

If all goes well for RCA and its cable customers, the end result of the loss of Satcom III will not be as great as originally anticipated. The cable programers will transmit their programing on two separate birds, but that was to have been the case even before the loss of Satcom III. Those who will suffer most will be the potential cable programers who were making plans to acquire transponders on Satcom IV. Their plans will have to be put off indefinitely and, according to Ed Taylor, the group includes such movie companies as Paramount, Disney and Warner.

## Some happy, some surprised at FCC stance on 9 khz for AM

**NRBA's Voron, NAB's Summers  
say commission acted without  
sufficient technical information;  
Kassens, Geller think it's timely**

In a move that caught many unaware, the FCC last week recommended to the State Department that the U.S., at the Region 2 Administrative Radio Conference in

Buenos Aires next March, recommend that AM channel spacing be reduced from 10 khz to 9 khz (BROADCASTING, Dec.17).

In announcing its decision, the FCC said that a reduction from 10 khz to 9 khz would increase the number of channels from 107 to 119 and "permit the authorization of an additional 200 to 1,400 full-time stations, depending on the action of the conference and assignments of the commission."

Abe Voron, executive vice president of government relations of the National Radio Broadcasters Association, was unprepared to react to the decision. "We don't know everything about the effects of [9 khz]. We are not negative [to the ideal]. We don't know enough to be negative."

But the point that Voron did make was

## Mickelson Media, Inc.

of New Ulm, Minn.

has acquired Sun Cable T.V., Inc.  
of Deming, N.M.

## Forum Publishing Company

of Fargo, N.D.

has acquired the West Central Daily Tribune  
of Willmar, Minn.

## ADZ, Inc. (*Potpourri*)

of Campbell, CA.

has been acquired by  
Harte-Hanks Communications, Inc.  
of San Antonio, TX.

*We, the undersigned, initiated and  
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**Bound for Buenos Aires.** The team that will represent the U.S. in Buenos Aires in March at the Region 2 (western hemisphere) conference on AM broadcasting assembled for its first meeting last week in the FCC meeting room. The members—actually, they are nominees; the State Department has not yet completed the appointment process—include seven from industry and 12 from government. And the selection of the members has already produced one complaint—from Ray Livesay, head of the Daytime Broadcasters Association. "It's odd that I haven't been invited to be on the delegation." Livesay noted that he was the first in the U.S. to call for a reduction in AM channel spacing from 10 khz to 9 khz, a proposal the U.S. will advance at the conference. Livesay a year ago offered the proposal as a means of generating enough new full-time stations to accommodate daytimers seeking to expand operation (BROADCASTING, Dec. 18, 1978). Wilson LaFollette, who is principal assistant to Commissioner Robert E. Lee, who heads the delegation, said, "There were only a limited number of slots for industry representatives, and we tried to get a certain type of expertise to advise the government people who will serve as spokesmen at the conference." Included:

seated (l-r): John C. Wang, FCC's Office of Science and Technology; James L. Winston, legal assistant to Commissioner Lee; LaFollette, who is chief of the FCC Broadcast Bureau's engineering branch; Lee; William H. Jahn, State Department's Office of International Communications Policy; Douglas Crombie, director of National Telecommunications and Information Administration's Institute of Telecommunications & Science; and Leo A. Buss, director of NTIA's spectrum plans and policies division. Standing (l-r): Thomas J. Johnson, FCC's facilities division; Elizabeth Dahlberg, Lohnes & Culver, consulting engineers; John H. Battison, director of engineering, Ohio State Telecommunications Center, Ohio State University; Robert O. Niles, director of engineering, Capitol Cities Communications; Gary L. Stanford, FCC Broadcast Bureau's engineering branch; Donald Everist of Cohen Dippell, consulting engineers; James Carroll, below 30 mhz assignment branch, Navy Electromagnetic Spectrum Center; Wallace E. Johnson, executive director, Association for Broadcast Engineering Standards; Steve Selwyn, FCC's Office of Science and Technology; Charles H. Breig, FCC's Broadcast Bureau, and Harold Kassens, A.D. Ring & Associates.

that he didn't think the FCC knew enough to make the decision either. "We are kind of surprised that the FCC accepted the staff's decision without waiting for all the facts. . . . The issue deserves a lot of careful study."

Voron said that he thought the FCC was guided to its conclusion by political pressures for creating more stations for minority groups. "We think that the decision was a political one," stemming from the FCC's "obsession with the minority situation" and, Voron said, "this obsession with minorities is beginning to interfere with good judgment."

Like Voron, John Summers, executive vice president of the National Association of Broadcasters, thought that the FCC's decision was premature. "It is unfortunate that the FCC had to take a position that they had to rush into," he said.

He said that the NAB has never taken a position one way or the other on the question of 9 khz, but had encouraged the FCC to consider the 9 khz issue in a broader context, with other issues that affect the AM band.

Summers said that 9 khz requires a lot

of study—mostly technical—to determine its impact, and that "there is no way the FCC devoted what they should have" to study it.

Summers also agreed with Voron in the opinion that much of the impetus behind the FCC decision came from pressure to accommodate minority groups. He said such pressure accounted for some of "the government's haste to adopt the position."

Harold Kassens, an engineer at A. D. Ring & Associates, a firm representing the Clear Channel Broadcasting Service, and a nominee to serve on the U.S. Region 2 delegation, also felt the decision was premature, but was more positive about 9 khz. "I think it would have been more desirable to come up with more answers, but, on the other hand, the conclusion the FCC reached is probably not far off the right one."

Kassens reiterated the same argument he and CCBS have made in the past: Just because 12 new channels will be created by reducing spacing doesn't mean the U.S. will get to use all or even one of them for full-time broadcasting.

Two who voiced unqualified support for

the FCC action were Henry Geller, director of the National Telecommunications and Information Administration, which got the 9 khz ball rolling in January 1979 with a petition for rulemaking at the FCC, and Ray Livesay, head of the Daytime Broadcasters Association.

Geller said that he was delighted by the FCC action and said that it was a "strong step" that will result in more "efficient use of the spectrum and assist daytimers and minorities."

He disagreed with those who think that the decision was premature. He said that NTIA has looked at it carefully and it is confident that 9 khz won't have any adverse technical effects.

Livesay was also delighted by the news. "I hope it will benefit the daytimers who are severely handicapped," he said. He was suspicious of NRBA's and NAB's caution and believed that it is an attempt on their part "to drag it out another five years" in an effort to kill the idea.

He discounted their claims that not enough testing was done. "Testing was done in Europe and the Orient, and it works," he said.



## Looking skyward

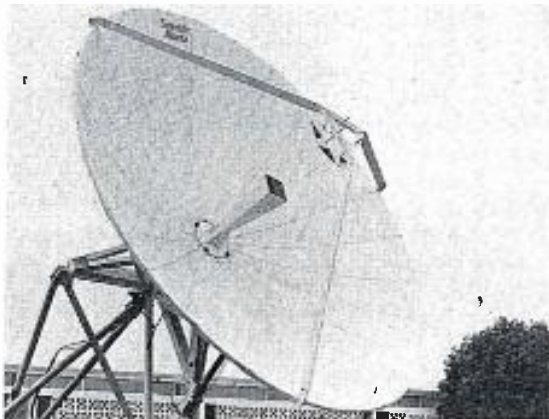
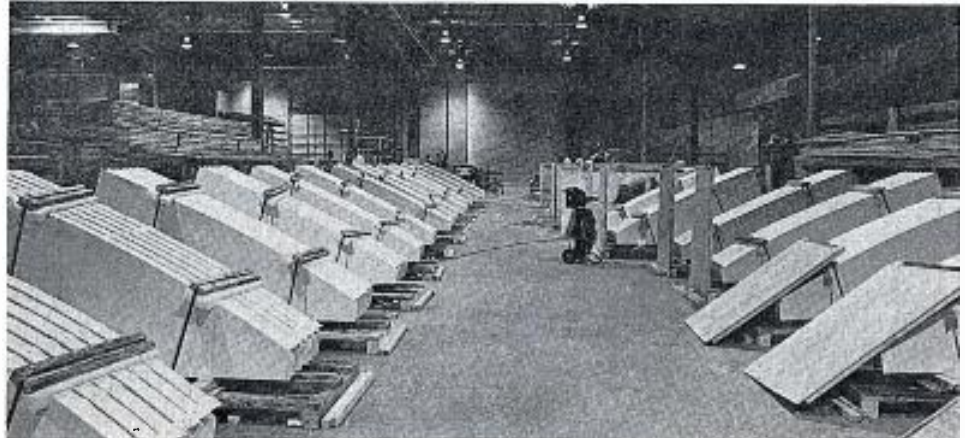
**Scientific-Atlanta reports business is good and promises to get even better; Topol says satellites are revolutionizing communications**

You've witnessed a similar scene if you've ever been inside an automobile assembly plant. Stacks of stamped metal sheets stand about the floor, while others with a yellow primer coat hang from an overhead trolley, like sides of beef in a meat locker, waiting for a final layer of paint and their turn in the baking oven. The production volume may not match that of Detroit's Big Three, but then these sheets are precision products, each curved wedge accurate to within a millimeter across its face. They're "petals" for Scientific-Atlanta's satellite earth terminals, and the company says this production line has been turning out an average of 100 dishes a month.

That 110,000-square-foot facility isn't the only place S-A has been applying its philosophy of serial production of a standardized product to generate high sales volume. Several hundred yards away, another S-A building houses the production of cable system head-end equipment. There, individual units are built from the ground up, and emerge from a U-shaped course rack-mounted and ready for testing. Ten miles south down I-85 lies S-A's headquarters, itself a sprawling complex with more research and testing facilities. And outside each of these Atlanta-area structures is at least one satellite dish, pointing skyward to the man-made moons that company Chairman Sid Topol believes are revolutionizing communications and that hold aloft the promise of soaring sales and earnings for Scientific-Atlanta.

It's been a good year for the company: Sales for the 12 months ended Sept. 30 were reported as \$142.9 million, earnings \$8.4 million. Just for the three months ended September, sales were up 50%; net earnings 54%. With fiscal years that end June 30, the seven years 1972-1979 have seen compound annual growth in sales of 27% and 37% for earnings. That growth has been reflected in the building program in Atlanta: The antenna facility only started production last May. Even with the new construction, the company says its facilities are "bursting at the seams." Three years ago there were 1,200 employees; now there are 3,500, about 2,200 of whom are in Atlanta, and there are still about 130 job openings.

Growth requires capital, and S-A has found it in the equity market. About \$35 million was raised through two stock offerings, one in 1978, the other just com-



**Sid Topol and Scientific-Atlanta.** What's earth bound and flying sky high?

pleted. That latest offering gives some measure of the interest Scientific-Atlanta has generated in the investment community: 600,000 new shares of common stock, a block one-seventh the size of the total number of shares outstanding, went on the market Nov. 30 and was sold out in a day. The financing move drew praise from Wall Streeters for the company and its chairman. They cite the rapidity with which the issue was brought to market, and the minor impact the new shares had on the stock's price. Right now it's selling at about \$36.25, down from \$38.50 the day before the offering. Said one analyst, Topol's done a good job promoting the S-A story and his financing moves are "reminiscent of Disney."

There are a lot of people who want to hear what Topol has to say. Appearing as a luncheon speaker before the New York Society of Security Analysts in October, Topol was faced with a crowd of investment types that overflowed the quarters provided. And their curiosity wasn't disappointed. The S-A chairman not only reviewed the glowing state of his company's finances, but delivered a rousing ad-

dress that tied the future of entertainment delivery and business communications to satellite systems, and showed his company as well-positioned to participate in those systems as a manufacturer of a broad spectrum of hardware.

Topol, who was out to the Anaheim cable show (BROADCASTING, Dec. 17), doesn't anticipate much of a negative effect on the industry from the apparent loss of the RCA Satcom III. He thinks everyone wanting a transponder will find one, although the services may be split among several satellites. That, of course, wouldn't hurt S-A, since CATV operators would need either a separate dish to get two signals off two satellites, or at least a more expensive directable one. In Topol's view, "there's more programming available and wanting to go on cable systems than there are transponders."

The big interest at Anaheim, as Topol saw it, was wiring up new franchises with 35-54 channels, and finding out who can deliver the necessary equipment. "That's where we come in," he says.

One of the company's new products is a 54-channel set-top converter. A cable

operator can pick up a satellite signal with an S-A dish, process it through an S-A earth station electronics package, pipe it into S-A head-end equipment, past S-A distribution amps, down to an S-A converter and into the subscriber's television set.

The more well-to-do of those viewers who aren't served by cable can get their own "Homesat" S-A dish right now through Neiman-Marcus, or from TCI, which Scientific-Atlanta has licensed as a Western U.S. distributor. Topol says his marketing concept for Homesat was "very well received" in Anaheim. It calls for CATV operators to be the distributors of S-A dishes within specific geographic areas. There's a significant market out there for Homesats, in Topol's estimate. He figures there are three million homes in the country that are served by fewer than two broadcast channels, one million

with no television reception. If 10% of the latter, or 100,000, were to buy Homesats, that would tie up Scientific-Atlanta's current production capacity for 83 years. With the cost of one of his mass-produced dishes approaching that of "a Chevrolet Impala," Topol believes it can realistically be viewed as a consumer item, albeit high priced. In discussing the Homesat concept, Topol often stresses the need to incorporate some mechanism for paying royalties to the programming providers, something he considers a legal and moral necessity. Homesat distribution through cable operators, with the operator collecting fees that are then passed on to the programmers, will permit a system meeting that criterion.

With a significant potential still remaining for sales to cable systems (Topol believes each will have two antennas), broadcasters and consumers isolated from

program sources, Topol sees other greater avenues for future growth. "Entertainment is outselling the business world by about four or five to one now," he told stockholders in October, adding "I think that in the '80's it will be the other way around. Earth stations of the future will be the electronic mailboxes of the future," said Topol, with a particular emphasis on the business applications of satellite terminals. "There's probably an end," says a company spokesman, "but we just don't see it," he concludes, pointing to the future needs of foreign countries where Scientific-Atlanta already does about 20% of its business. Then there's the contract for Comsat's Marisat marine communications system, for which S-A has delivered 200 terminals and is now building another 100. And in addition there is its instrumentation businesses, home security systems, energy management products line and defense contracts.

It's a long way from the legend of the \$600 investment by some Georgia Tech professors who founded Scientific-Atlanta in 1951. Seven years ago the company was doing \$60 million in annual sales, 95% to the government; by now it has more than doubled the sales volume and shifted the government sector percentage down to 20%. Along the way, S-A has made its government work more profitable, again through standardization, so that instead of making "one of this and one of that" the current theme across its operations is "standard products for world markets."

In its conversion from government to commercial supplier, Scientific-Atlanta has forged an interdependence with cable television. S-A's present growth is tied in large measure to the demand for its products from cable systems. But cable growth is almost universally acknowledged to have been a function of the availability of pay service, which in turn depended on satellite distribution and dishes. Scientific-Atlanta, having won the contract to build the earth terminal for Teleprompter's 1973 display of satellite distribution's potential, and having been a key factor in 1975 in the meeting between Home Box Office, RCA and American Television & Communications officials (out of which grew HBO's satellite network), could be seen as having masterfully engineered a demand for its own products. Coupled with the FCC's reduction in dish size from the original 10 meters, that demand has made it economically feasible to mass produce the earth stations, dramatically reducing costs, and thus widening the market. And behind all this can be found Sid Topol, who went to Scientific-Atlanta in 1971, with a decade of experience in the satellite terminal business for Raytheon.

Perhaps there's something in the air of Georgia's capital that causes its residents to look to the heavens. Topol's fellow Atlantan, Ted Turner, also saw satellites as the wave of the future and used a Scientific-Atlanta earth station to create his superstation. Now his Cable News Network has ordered \$700,000 worth of S-A products, including six dishes.

## Bottom Line

**Back in the family.** HR Television, New York, rep firm purchased last January by Fuqua Television Inc., has been bought back by group of key executives. Harry H. Wise Jr., chairman, and Edgar F. White Jr., president and chief executive officer, head buying group. They said no organizational changes would be made but that ownership base would be expanded in future. Fuqua has announced its intention to sell off broadcast properties (BROADCASTING, Nov. 19).

**Free and clear.** Anthony L. Conrad, who resigned as president of RCA in 1975 after admitting he had not filed federal, state and local personal income tax returns for 1971 through 1975, pleaded guilty last week to New York State charge of obstruction of governmental administration and was fined \$1,000. Spokesman for State Tax Commission said Conrad has "satisfied all state claims against him." At time of resignation, Conrad conceded he had not filed tax returns but said he had "recently" paid all taxes owed, plus interest (BROADCASTING, Sept. 20, 1976).

**Less than met the eye.** "A significant overstatement of assets" was term used by Filmways in announcing discovery that there was \$5 million less than believed in television production operations company received in \$30-million merger with American International Pictures. After discussions with outside auditor Arthur Andersen & Co., Filmways said "it does not believe this event will have a material impact" on 1979 earnings, but will be reflected on company balance sheet. "Normal fiscal review meetings" with now-subsidary AIP led to discovery; no suggestion of responsibility has been made.

**One step closer.** Viacom and Sonderling Broadcasting announced definitive agreements on previously reported merger proposals (BROADCASTING, Nov. 12, 19), as well as agreement upon "definitive litigation settlement documents" with plaintiffs in Delaware class action suit that challenged merger. Merger has FCC approval; announcement indicated that "in addition to the existing conditions," merger and related split-off agreements await "final determination by the Delaware courts that the settlement of the litigation is fair," plus favorable IRS ruling.

**Year-end bonus.** Metromedia stockholders got Christmas present from company's board of directors: quarterly dividend was boosted 14.3% to 80 cents. That knocks annual dividend up to \$3.20 per share, and is ninth quarterly dividend boost since 1975.

**Challenge ahead.** Ted Bates & Co. analysis of recently released A.C. Nielsen study, "Pay Cable Report," concludes that ratings reached by pay cable programs in prime time can pose threat in years ahead to three TV networks. Bates evaluation was based on data analyzed by agency and included Nielsen study (BROADCASTING, Oct. 1). Also considered significant by Bates: Pay cable homes have larger families, composed of more young people, than noncable homes.

**Into the business.** Investment banking firm of Oppenheimer & Co. has formed joint venture with Paul Field, CATV broker and consultant, and David Pardonner, senior vice president of CATV operations for Teleprompter. Called Essex Communications Corp., Norwalk, Conn., firm expects to close its first acquisitions, two mid-Atlantic region systems, by year-end.



## News viewing climbs steeply

**Iran coverage helps boost ratings by 13%; ABC late-night specials outscore regular programming**

Network TV news has been drawing decidedly larger audiences this fall.

Viewing of the ABC, CBS and NBC early-evening newscasts during roughly the fourth quarter—the 11 weeks ended Dec. 14—was up 13% from the comparable weeks a year ago, according to ABC compilations of Nielsen figures.

This study shows that ratings for all three evening newscasts were up—ABC's by 27%, CBS's by 9%, NBC's by 5%. For the 11 weeks, *CBS Evening News With Walter Cronkite*, the longtime leader, averaged 15.0 in rating and 28 in share; *NBC Nightly News* had a 13.5/25 and ABC's *World News Tonight* had a 13.0/24. The combined ratings totaled 41.5, up 13%

from 36.8 in last year's period.

ABC said that in the week of Dec. 10-14 its *World News Tonight* came within half a rating point of tying *CBS Evening News*, its closest approach yet to matching the front-runner—and did in fact tie it in audience share: *CBS Evening News* 15.0/26; *World News Tonight* 14.5/26; *NBC Nightly News* 14.2/25.

Much of the season's gain in news audiences is generally attributed to the Iran crisis (BROADCASTING, Dec. 17). This appears to be borne out by figures on ABC News's nightly Iran specials. The specials, some 15 minutes but most a half-hour in length, beginning at 11:30 p.m. NYT, started Nov. 8 and have been running nightly, Monday through Friday, since Nov. 14.

The 18 that had run through Dec. 7—latest for which ratings were available early last week—had an average rating of 9.5 and a 28 share, ABC said, representing an estimated 7.25 million homes or 12.15 million viewers per telecast.

ABC authorities say this is a bigger audience than usually tunes to the entertain-

ment programming that normally occupies that half hour, but that it's hard to say how much bigger because regular late-night programming is not rated by half hours. In October, before the Iran crisis started, they say, their entire late-night block averaged a 6.7 rating and 23 share. But they note that this is not directly comparable with the 9.5/28 average of the 11:30 specials, since ratings decline as it gets later, bringing down the average for the entire block.

On the one night during this span when all three networks presented Iran specials head-to-head (Nov. 21), ABC said, ABC scored a 12.0/28, NBC an 11.8/28 and CBS an 11.2/27.

## Salary ranges in TV and radio news

Top-paid newsmen at TV stations fared much better in salary increases between mid-1977 and mid-1979 than did their counterparts at the bottom of the stations' pay scale.

That is one finding in a study for the Radio-Television News Directors Association that was made by Vernon L. Stone of the School of Journalism, Southern Illinois University, Carbondale. Questionnaire returns from news directors at 473 TV stations and 400 radio stations were the base for such findings in TV and radio.

The typical (median) top salary at a TV station was \$413 per week this year, up 18% from 21 months earlier, according to the survey, while the typical lowest salary this year was \$175 per week, 9% more than in mid-1977.

Similarly, the average (mean) highest salary at a TV station was \$511 per week, up 27% from the earlier survey, and the average lowest salary was \$183 per week, just 6% more than in mid-1977.

Among other findings in the TV portion of the survey:

The typical news director makes \$20,800 per year, and the median for the stations' highest paid anchors was approximately \$20,000 per year. The largest salary reported in the survey was \$2,000 per week.

Stone noted that in some 35% of the TV newsrooms the news director is also the top anchorperson.

In radio, however, the survey found newcomers fared much better with the typical lowest salary at \$175 per week, up 17% from 1977, and the average salary now at \$182, 10% more than in 1977.

The typical highest radio salary is \$225 per week (up 12%), and the average highest salary is \$270 per week (up 16%).

The RTNDA survey also breaks down the TV and radio news salaries by market size and region.

## NewsBeat

**For a price.** ABC News officials confirmed a report that they paid a Panamanian journalist \$10,000 for film of interview he had with deposed shah of Iran shortly after shah's arrival in Panama. But they said there was nothing unusual about it, for them or any other network. "Whenever a story breaks before we get there, and somebody else gets something good, we see what kind of deal we can make," executive said. "So do all the others." The \$10,000, he added, was "not a high figure," but in the "low-to-medium range." ABC News bought interview from newsmen for Channel 4 in Panama City. It got \$1,000 back from Independent Television News Association by agreeing to let ITNA—which said it had dealt with the same newsmen in past—feed interview to its seven stations.

**Labor lost.** Although Philadelphia labor arbitrator ordered WCAU(AM) Philadelphia to reinstate, with back pay, five former members of its news staff, only one, arts reporter Gesa Sklaroff, has elected to return to station. WCAU, which switched from all-news to news-and-information format late last year, restructured its staff accordingly and earlier this year laid off employees. Five newsmen subsequently filed grievance with American Arbitration Association, charging violation of station's collective-bargaining agreement with American Federation of Television and Radio Artists. Labor arbitrator ruled that WCAU should have taken seniority into consideration in making lay-offs. Stations two weeks ago complied with order, but pointed out to complainants that subsequent reductions in staff now made the seniority issue moot and that lay-off at end of this month could be expected. Other four involved were political reporter Tia O'Brien, editor Jerry Grove, anchor William Smith and anchor Robert Houck, who has been news director at WPEN(AM) Philadelphia since August.

**In-service.** Radio-Television News Directors Association has set up "Management for Performance Seminar" for newsroom executives who need to sharpen management techniques. It will be held Feb. 25-27, 1980, at Airport Marriott, Chicago. Seminar is limited to 25 persons; tuition fee is \$500; personal expenses aren't covered.

**Fight for freedom.** Thirty-second public service television spot underscoring need to protect First Amendment is being released in mid-January by Public Relations Society of America, New York, to stations in 150 markets. Spot says in part: "And, if you've got a gripe, you've got a right to say so! The First Amendment—protect it." Spot was produced for PRSA by PCS Films, New York, which is handling distribution.

# The Broadcasting Playlist Dec 24

## Contemporary


Last week	This week	Title □ Artist	Label
1	1	<i>Escape</i> □ Rupert Holmes	Infinity
2	2	<i>Babe</i> □ Styx	A&M
6	3	<i>Rock With You</i> □ Michael Jackson	Epic
8	4	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
3	5	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
5	6	<i>No More Tears</i> □ Streisand/Summer	Columbia/Casablanca
9	7	<i>The Long Run</i> □ Eagles	Elektra
4	8	<i>Still</i> □ Commodores	Motown
15	9	<i>Cruisin'</i> □ Smokey Robinson	Motown
10	10	<i>Ladies' Night</i> □ Kool & the Gang	De-Lite
12	11	<i>Jane</i> □ Jefferson Starship	Grunt
18	12	<i>Coward of the County</i> □ Kenny Rogers	United Artists
7	13	<i>Take the Long Way Home</i> □ Supertramp	A&M
14	14	<i>Cool Change</i> □ Little River Band	Capitol
17	15	<i>Heartache Tonight</i> □ Eagles	Elektra
19	16	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
11	17	<i>Head Games</i> □ Foreigner	Atlantic
13	18	<i>Please Don't Go</i> □ KC & The Sunshine Band	TK
24	19	<i>I Wanna Be Your Lover</i> □ Prince	Warner Bros.
23	20	<i>This Is It</i> □ Kenny Loggins	Columbia
28	21	<i>Sara</i> □ Fleetwood Mac	Warner Bros.
22	22	<i>Don't Do Me</i> □ Tom Petty/Heartbreakers	Backstreet
25	23	<i>Deja Vu</i> □ Dionne Warwick	Arista
21	24	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
16	25	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
26	26	<i>Forever Mine</i> □ O'Jays	Phila. Int'l.
29	27	<i>Yes I'm Ready</i> □ Tori Desario/H.W. Kasey	Casablanca
33	28	<i>Romeo's Tune</i> □ Steve Forbert	Nemperor
27	29	<i>Third Time Lucky</i> □ Foghat	Bearsville
35	30	<i>Crazy Little Thing Called Love</i> □ Queen	Elektra
34	31	<i>Don't Let Go</i> □ Isaac Hayes	Polydor
—	32	<i>Do You Love What You Feel</i> □ Rufus/Chaka	MCA
32	33	<i>Wait For Me</i> □ Hall & Oates	RCA
—	34	<i>American Dream</i> □ Dirt Band	United Artists
—	35	<i>Working My Way Back To You</i> □ Spinners	Atlantic
31	36	<i>Half the Way</i> □ Crystal Gayle	Columbia
20	37	<i>Ships</i> □ Barry Manilow	Arista
37	38	<i>Voices</i> □ Cheap Trick	Epic
48	39	<i>Longer</i> □ Dan Fogelberg	Epic
50	40	<i>You Know That I Love You</i> □ Santana	Columbia
—	41	<i>Why Me</i> □ Styx	A&M
46	42	<i>Chiquitita</i> □ Abba	Atlantic
36	43	<i>Savannah Nights</i> □ Tom Johnston	Warner Bros.
44	44	<i>I'd Rather Leave</i> □ Rita Coolidge	A&M
—	45	<i>Daydream Believer</i> □ Anne Murray	Capitol
39	46	<i>On the Radio</i> □ Donna Summer	Casablanca
30	47	<i>I Want You Tonight</i> □ Pablo Cruise	A&M
38	48	<i>Damned If I Do</i> □ Alan Parsons Project	Arista
—	49	<i>Fool In the Rain</i> □ Led Zepellin	Swan Song
—	50	<i>Last Train To London</i> □ E.L.O.	Jet

## Playback

**Surprise success.** Despite predictions by many programers that the Dirt Band's *American Dream* (United Artists) would not make an impressive showing on "Playlist," it enters this week with a bolt at 34. Linda Ronstadt's background vocals and the band's former success as the Nitty Gritty Dirt Band are cited among the single's assets, and although many programers held off until last week to add it, Charlie Bennett, program director at KVOX(AM) Moorhead, Minn., reports strong request action for the single at his station. **Remake with a flair.** Good production, a disco beat and the Spinners have added up to a debut at 35 on "Playlist" this week for *Working My Way Back to You* (Atlantic), a remake of the song made famous during the sixties by the Four Seasons. Lou Simon, assistant program director at WAYS(AM) Charlotte, N.C., calls it, "a top-10 record, one of Atlantic's biggest records this year and the last of the 70's dance music." And Fred Brian, program director at WTAC(AM) Flint, Mich., comments: "Too many remakes are stagnating the national music scene right now, but this is an exception." **Time for a change.** Holding steady for a second week just below "Playlist" is Barry Manilow's new single, *When I Wanted You* (Arista), which many programers describe as a disappointment. "He seems to be putting out stuff just to be putting out a Manilow record," comments Brian, and Simon, who describes himself as Manilow's first fan, says of the single: "It's very much Manilow's formula, but his formula is getting old now and may not work in the 80's. He has so much more to offer, but if he's going to be the Sinatra of our lifetime, he's got to grow with his audience."

## Country

Last week	This week	Title □ Artist	Label
2	1	<i>Coward Of the County</i> □ Kenny Rogers	United Artists
5	2	<i>Missing You</i> □ Charley Pride	RCA
3	3	<i>Happy Birthday Darlin'</i> □ Conway Twitty	MCA
16	4	<i>Tell Me What It's Like</i> □ Brenda Lee	MCA
10	5	<i>I've Got a Picture Of Us</i> □ Loretta Lynn	MCA
7	6	<i>My World Begins</i> □ Dave & Sugar	RCA
19	7	<i>Help Me Make It Through the Night</i> □ Willie Nelson	Col.
6	8	<i>Whiskey Bent &amp; Hell Bound</i> □ Hank Williams Jr.	Elektra
8	9	<i>How I Miss You Tonight</i> □ Jim Reeves	RCA
13	10	<i>Holding the Bag</i> □ Moe & Joe	Columbia
20	11	<i>You Pick Me Up</i> □ Dottie West	United Artists
11	12	<i>Rusty Old Halo</i> □ Hoyt Axton	Jeremiah
1	13	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
9	14	<i>I Cheated Me Right Out Of You</i> □ Moe Bandy	Columbia
14	15	<i>Crazy Blue Eyes</i> □ Lacy J. Dalton	Columbia
4	16	<i>Pour Me Another Tequila</i> □ Eddie Rabbitt	Elektra
12	17	<i>Blind In Love</i> □ Mel Tillis	Elektra
—	18	<i>You Know Just What I'd Do</i> □ Twitty/Lynn	MCA
23	19	<i>Half the Way</i> □ Crystal Gayle	Columbia
15	20	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
18	21	<i>Nothing As Original As You</i> □ Statler Bros.	Mercury
25	22	<i>Wish I Was Crazy Again</i> □ Cash/Jennings	Columbia
—	23	<i>Coming Back For More</i> □ T.G. Sheppard	Warner Bros.
—	24	<i>Sharing</i> □ Kenny Dale	Capitol
—	25	<i>Lay Back In the Arms</i> □ Randy Barlow	Republic

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.



# For the Record<sup>®</sup>

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 3 through Dec. 7.

Abbreviations: 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. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## Ownership Changes

### Applications

■ WRRD(AM) Minneapolis (1330 khz, 5 kw)—Seeks assignment of license from Metrocom to Minnesota Public Radio Inc. for \$975,000. Seller is partnership headed by Robert G. Liggett Jr. Liggett acquired control of station in August 1978 for \$2 million, but because of financial difficulties is now selling station. (He has asked FCC for waiver of three-year rule.) Liggett owns interest in three other stations and of corporation which has purchased WRNN-AM-FM Clare, Mich., subject to FCC approval. Buyer is non-profit group broadcaster. It also owns KSJR(FM) Collegeville, KSJN(FM) Minneapolis-St. Paul, KCCM(FM) Moorhead, WSCD(FM) Duluth, KRWS-FM Pipestone and KLSE(FM) Rushford, all Minnesota. MPR is controlled by board of directors; William H. Kling is president. Ann. Nov. 21.

■ KOAX(FM) Dallas (105.3 mhz, 100 kw)—Seeks assignment of license from Metroplex Communications to Westinghouse Broadcasting Co. for \$7 million, most ever paid for FM ("Top of the Week," Sept. 17). Seller is owned by Norman Wain and Robert Weiss, who also own KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. Buyer is subsidiary of Westinghouse Electric Co. and major group broadcaster. It owns seven AM's, two FM's and five VHF TV's and has also purchased, subject to FCC approval, KODA-FM Houston. Ann. Dec. 12.

■ KLAY-FM Tacoma, Wash. (106.1 mhz, 25 kw)—Seeks assignment of license from Clay Frank Huntington to RPM Broadcasting Inc. for \$550,000. Huntington also owns KQLA(AM) Lakewood, Wash. Buyer is owned by Ray Courtemanche, who also owns KRPM(AM) Puyallup, Wash., purchased in October 1978. Ann. Dec. 12.

■ KENE-AM-FM Toppenish, Wash. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 2.4 kw)—Seeks transfer of control from Radio Broadcasters Inc. to Capitol Communications Inc. for \$350,000. Seller is owned by Donald R. Nelson and his wife, Patricia, who have no other broadcast interests. Buyer is owned by Roger C. Turnbeaugh and his wife, Beatrice, who have no other broadcast interests. Turnbeaugh is former general manager of WDAI(FM) Chicago. Ann. Dec. 12.

### Actions

■ KINA(AM) Salina, Kan. (910 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Salina Radio Inc. to Smoky Hill Broadcasting Co. for

\$415,000 plus accounts receivable. Seller is owned by Sherwood R. Parks, who has no other broadcast interests. Buyer is owned by H. Pat Power, president (10%), Russell W. Gibson (20%), Walter L. Cobler (19%), Robert Bundy (19%), Marvin H. Wilson (19%), Dale McCoy (10%) and Phillip Tysinger (3%). Cobler, Bundy and Wilson also own KTPK(AM) Topeka, Kan., where Powers is general manager and Tysinger is sales manager. McCoy owns 40% of KKOY(AM)-KQSM(FM) Chanute, Kan., and 10% of KTTR(AM)-KZZN(FM) Rolla, Mo. Gibson is salesman at KINA. (BAL791001HO). Action Nov. 30.

■ KTCH(TV) Helena, Mont. (ch. 12)—Broadcast Bureau granted transfer of Capital City Television Inc. from Tim M. Babcock to Lynn Koch and his wife, Karen. Consideration: \$850,000. Principals: Babcock has no other broadcast interests. Koch is former sales manager at KECI-TV Missoula, Mont. Neither he nor his wife has other broadcast interests (BTCTV-791003KI). Action Nov. 29.

■ WCMF(FM) Rochester, N.Y. (96.5 mhz, 20 kw)—Broadcast Bureau granted transfer of control from Community Music Service Inc. to Sconnix Group Broadcasting Inc. for \$1.3 million. Seller is owned by James Trayhern and large group of local stockholders. Buyer is owned by Scott R. McQueen, Theodore E. Nixon, Randall T. Odeneal and Alfred W. Hill who also owns WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WLNH-AM-FM Laconia, N.H., and

WDOS(AM)-WSRK(FM) Oneonta, N.Y. They have also purchased WTMA(AM)-WPXI(FM) Charleston, S.C. (see below) (BTCH791019HL). Action Dec. 11.

■ KMUS(AM) Muskogee, Okla. (1380 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Horace C. Boren to Rick Parrish and his wife, Linda, for \$525,000. Boren also owns KWHN(AM)-KMAG(FM) Fort Smith, Ark. Rick Parrish is vice president and general manager of Oklahoma News Network, Oklahoma City. Linda Parrish is Norman, Okla., CPA. Neither has other broadcast interests. (BAL790827GU). Action Dec. 4.

■ WTMA(AM)-WPXI(FM) Charleston, S.C. (AM: 1250 khz, 5 kw-D, 1 kw-N; FM: 95.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Charleston Communications Corp. to Sconnix Group Broadcasting Inc. for \$2.6 million. Seller is owned by Jack Rice and family, who have no other broadcast interests. Buyer has also purchased WCMF(FM) Rochester, N.Y. (see above). (BAL791025EQ, BALH791025ER). Action Dec. 11.

■ WTGF(AM) Pickens, S.C. (1540 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from TGF Broadcasting Co. to Mark Media Inc. for \$171,084, including \$109,000 owned by TGF to Mark Media. Seller, which purchased station from Mark Media in July 1977, has asked for waiver of three-year rule. It is owned by Larry E. Turner, George Galin and Lowell E. Fletcher. Buyer, principally owned by J. Ardell Sink, also owns WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina

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**The SP-15 and SP-10 (not shown) available for immediate delivery**

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(BAL790919EQ). Action Nov. 30.

■ **KSTB(AM)** Breckenridge, Tex. (1430 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Regal Broadcasting Corp. to Bintz Enterprises for \$305,000. Seller is principally owned by V. A. Moser, who has no other broadcast interests. Buyer is owned by James Bintz, who owns chain of convenience stores in western Texas. He has no other broadcast interests. (BAL791002HX). Nov. 30.

■ **KLIF(AM)** Dallas (1190 khz, 50 kw-D, 5 kw-N)—Broadcast Bureau granted assignment of license from Fairchild KLIF Inc. to Susquehanna Broadcasting Co. for \$4.25 million. Seller is subsidiary of Fairchild Industries, Germantown, Md., publicly traded aerospace manufacturer. Edward G. Uhl is chairman; John Dealy is president. Buyer is group broadcaster with six AM's, one TV and six FM's, including KPLX(FM) Fort Worth Tex. It is owned by Louis J. Appell Jr. and family. (BAL791005ER). Action Dec. 10.

## Facilities Changes

### Grants

■ **WGRK-FM**, Greensburg, Ky.—Granted CP to increase ERP: 2 kw (H&V); ant. height: 370 ft. (H&V); make changes in ant. sys. (BPH790601AG). Action Dec. 6.

■ **WVCA-FM**, Gloucester, Mass.—Granted CP to change TL to 8½ miles NW of Bayard; install new ant.; increase ERP: 3 kw (H); increase ant. height: 260 ft. (H) (BPH-790108AP). Action Dec. 7.

■ **KICJ(FM)**, Bayard, N.M.—Granted mod of CP to change TL to 8½ miles NW of Bayard; install new ant.; increase ERP: .180 kw (H&V) and ant. height: 1000 ft. (H&V) (BMPH790228AL). Action Dec. 6.

■ **Radio Broadcasting Co.**, Philadelphia, PA.—Granted mod. of CP to change ERP: 269 kw; change TL to Umbria and Paoli Aves., Philadelphia; change SL to Presidential Blvd. & Winding Dr., Philadelphia; change type trans. and ant. height: 1160 ft. (BMPCT790803KH). Action Nov. 29.

■ **KTXT-TV** Lubbock, Tex.—Granted CP to change ERP: 63.1 kw; ant. height: 740 ft. (BPET790226KH) Action Nov. 27.

### Applications

■ **KUCB(AM)** Tucson, Ariz. seeks CP to make changes in ant. sys. increase height of tower. Ann. Dec. 11.

■ **WIVQ(FM)** Peru, Ill.—seeks CP to make changes in ant. sys.; change TL to: 2 mi. S. of Peru, E. of County Rd. 16, Near Peru, Ill.; change type trans.; change type ant. (Collins GSCPM-2E, 2 sects. circular polarized); change ERP: 0.998kw (H&V); increase HAAT: 464' (H&V) & chg. TPO. 41° 17' 32" 89° 07' 58". Ann. Dec. 11.

■ **WLJC(FM)** Beattyville, Ky.—Seeks CP to utilize former main trans. & ant. as aux. ant. Ann. Dec. 11.

■ **KLFB(AM)** Lubbock, Tex.—Seeks Mod. of CP (BP-781205AE) to change TL to: Near VFW Highway and 82nd St., Lubbock, Tex. Ann. Dec. 11.

## In Contest

### FCC Decision

■ FCC has denied a petition filed by Robert E. Jacobson, coordinator for California Friends of Public Broadcasting, requesting reconsideration of June 20 action renewing license of noncommercial educational TV station KCET (Ch. 28) at Los Angeles. KCET is licensed to Community Television of Southern California (CTSC). FCC noted it had considered the group's petition to deny as informal objection, denied it and renewed KCET's license after concluding that rules neither prohibited way CTSC selected its directors, nor limited salaries that noncommercial educational stations could pay corporate officers and managerial staff. As for programming, FCC said group had submitted no specific facts connecting percentage of local programming with any failure to serve local needs or interests; nor had they shown that any local needs and interests had not been met. FCC said it had found no evidence of overt employment discrimination against Latinos

## Summary of broadcasting

### FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	962	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

\*Special temporary authorization

\*\*Includes off-air licenses

and women, nor that an interview with an Arco representative involved a controversial issue of public importance where CSTC failed to provide an opportunity for presentation of contrasting views. Action Dec. 4.

### Procedural Rulings

■ **Dewitt, Ariz.** (Dewitt Broadcasting Co., Inc. (KDEW-AM-FM)) **Renewal Proceeding.** (BC Docs. 79247-48)—ALJ Frederick J. Coufal set procedural schedule, including Feb. 26 for hearing at 10:00 A.M. in or near DeWitt. Action Dec. 5.

■ **Oakland, Calif.** (Rodney R. Thibodeaux) **Revocation proceeding.** (PR Doc. 79-319)—Chief ALJ Lenore G. Ehrig designated ALJ John M. Frysiak as presiding judge and scheduled prehearing conference and hearing for Jan. 8, 1980 at 10:00 A.M. in or near Oakland. Action Dec. 3.

■ **Clovis and Visalia, Calif.** (Golden-Door Properties, Ltd.) **TV Proceeding.** (RM-3516)—Policy and Rules Division extended through Jan. 7, 1980 the time for filing replies to oppositions to petition for rulemaking proposing deletion of TV Ch. 43, reserved for non-commercial educational use at Visalia, and its reassignment to Clovis, for commercial use (amendment of Section 73.606(b), Television Table of Assignments) (by Order Extending Time). Action Dec. 10.

■ **Seaford, Del.** (Seaford Television Co. and URC Management Services Corp.) **TV Proceeding.** (BC Docs. 79-297-98)—ALJ Joseph Chachkin granted to limited extent motion by Seaford and ordered that the Powley depositions will be taken in Altoona, Pa., and URC will not be precluded from inquiring into statements made by Powleys to citizens of Del. about STC's proposal; granted joint petition for leave to intervene. Actions Dec. 4 and 6.

■ **Avon Park, Fla.** (Charles A. Esposito and Highlands Ridge, Inc.) **FM Proceeding.** (BC Doc. 79-84-85)—ALJ Frederick J. Coufal at the request of Broadcast Bureau, extended the time for all parties to submit proposed findings of fact and conclusions of law to Dec. 17, and replies to Jan. 4, 1980. Action Dec. 6.

■ **Flemingsburg, Ky.** (Fleming County Broadcasting, Inc. and Flemingsburg Broadcasting Co., Inc.) **AM Proceeding.** (BC Docs. 79-278-79)—ALJ Frederic J. Coufal set procedural schedule governing the proceeding, including hearing for March 11, 1980 at 10:00 A.M., in Wash. D.C. Action Dec. 5.

■ **Boston, Mass.** (RKO General, Inc. WNAC-TV et al.) **TV Proceeding.** (Docs. 18759-61)—Office of Opinions and Review granted petition by The Dudley Station Corp. and amended its application to reflect Dudley's current address, issuance of new shares of Class B common stock and stockholdings of Dudley stockholders, and required information relating to certain new shareholders. Action Dec. 4.

■ **Jackson, Miss.** (Civic Communications Corp. et al) **TV Proceeding.** (79M-1457)—Chief ALJ Lenore G. Ehrig has ended 25-year-old WLBT-TV, Ch. 3, Jackson, Miss., television proceeding by approving a settlement agreement and merger of four of five competing applicants for new station on Ch. 3, and awarding license to black-controlled (51 percent) TV-3, Inc. Aaron Henry, president of Mississippi Chapter of NAACP will chair eight member board of directors of

TV-3, Inc. Board will be made up of directors from competing applicants—three from Civic Communications Corp., two from Dixie National Broadcasting Corp.; and one each from Jackson Television, Inc. and Channel 3, Inc. Stockholders will elect eighth director. Lamar Life Broadcasting Co., former licensee of Ch. 3 and competing applicant, is not part of merged corporation. Action Nov. 30.

■ **Omaha, Neb.** (Webster-Baker Broadcasting Co. et al.) **AM and FM Proceeding.** (BC Docs. 78-337-39)—ALJ Frederic J. Coufal granted petition by Omaha Broadcasting Service Co. and amended its application to increase number of authorized shares and to submit new subscription agreements executed by Omaha stockholders. Action Dec. 5.

■ **Lincoln, N.D.** (KBMR Radio, Inc.) **AM Proceeding.** (BC Doc. 79-253)—ALJ John M. Frysiak granted motion by KBMR and extended through Jan. 11, 1980, time to respond to Bismark-Mandan Communications, Inc.'s motion for production of documents and its first set of interrogatories. Action Dec. 5.

■ **Cincinnati, Ohio** (John V. Walker) **Revocation Proceeding.** (PR Doc. 79-320)—Chief ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference and hearing for Jan. 17, 1980 at 10:00 A.M., in or near Cincinnati. Action Dec. 4.

■ **Springfield, Ore.** **TV Proceeding.** Broadcast Bureau denied motion by Community Vision Systems, Inc. to dismiss Springfield Broadcasting Associates' application for CP for new TV station to operate on Ch. 16, Springfield, on the grounds that it was not substantially complete; and ordered that Springfield's application will be accepted for filing at the appropriate time (ARN790507KK). Action Nov. 19.

■ **Corpus Christi, Tex.** (KUNO FM, Inc. et al.) **FM Proceeding.** (BC Docs 79-223-26)—ALJ John M. Frysiak scheduled further-prehearing conference for Jan. 15, 1980 at 10:00 A.M. and continued without date hearing scheduled for Jan. 8. Action Jan. 6.

■ **Laredo, Tex.** (Radio Laredo, Inc. and Laredo Broadcasting Co., Inc.) **FM Proceeding.** (BC Docs. 79-316-17)—Chief ALJ Lenore Ehrig designated ALJ Joseph Stirmer as presiding judge; scheduled prehearing conference for Feb. 4, 1980 at 10:00 A.M. and hearing for March 3, 1980 at 10:00 A.M., in Wash. D.C. Action Dec. 4.

## Allocations

### Applications

■ **Anchorage, Alaska**—Alaska Public Broadcasting Commission requests amendment of sections 73.220(b) & 73.603(b) of the Commission's rules regarding the allocation and assignment of FM and TV broadcast channels in Alaska. Ann. Dec. 12.

■ **Houston**—Entertainment Communications Inc. requests amendment FM Table of Assignments to assign Ch. 292A to Lockhart, Tex.; substitute Ch. 296A for 292A at Gonzales, Tex. Ann. Dec. 12.



# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 642-4164</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p><b>A.D. RING &amp; ASSOCIATES</b> CONSULTING RADIO ENGINEERS Suite 500 1140 Nineteenth St., N.W. Washington, D.C. 20036 (202) 223-6700 Member AFCEE</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 1015 15th St., N.W., Suite 703 (202) 783-0111 Washington, D.C. 20005 Member AFCEE</p>
<p><b>CARL T. JONES ASSOCS.</b> (Formerly Gautney &amp; Jones) <b>CONSULTING ENGINEERS</b> 7901 Yarnwood Court Springfield, VA 22153 (703) 569-7704 AFCEE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCEE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCEE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 JOHN A. MOFFET, P.E. (703) 841-0500 Member AFCEE</p>
<p><b>STEEL, ANDRUS &amp; ASSOCIATES</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCEE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9233 Ward Parkway, Suite 285 816-444-7010 Kansas City, Missouri 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St., N.W. 659-3707 Washington, D.C. 20036 Member AFCEE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.-80206 (303) 333-5562 <b>DENVER, COLORADO</b> Member AFCEE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCEE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCEE</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCEE</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCEE</p>
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<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass 02138 Phone (617) 876-2810</p>	<p><b>DOWNTOWN COPY CENTER</b> FCC Commercial Contractor AM-FM-TV &amp; NRBA lists - tariff updates-search services-mailing lists, C.B., Amateur, etc. 1114 21st St., N.W., Wash., D.C. 20037 202 452-1422</p>	<p><b>dataworld inc</b> AM • FM • TV Directories Allocation Studies 1302 18th St., N.W., Suite 502 Washington, D.C. 20036 (202) 296-4790</p>
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## Actions

■ FCC by its Broadcast Bureau, took following actions involving the FM Table of Assignments on the dates shown:

■ Mayflower, Conway and Jacksonville, Ark.—In response to petition by Michael D. Harrison, assigned 92.7 mhz to Conway, Ark. as its second FM assignment, and deleted 100.3 mhz at Conway and reassigned it to Jacksonville, Ark., to reflect its usage there; effective Jan. 24, 1980. Action Dec. 10 by Report and Order (BC Doc. 78-220, RM-3063).

■ Warsaw, Ky.—In response to petition by Charles N. Cutler, proposed assigning 105.5 mhz to Warsaw, Ky. as its first FM assignment; comments due Feb. 8, 1980, replies Feb. 28, 1980. Coordination with the Canadian government is necessary because Warsaw is located within 250 miles off U.S.-Canadian border, and Cutler was requested to show that a city-grade signal can be provided to Warsaw. Action Dec. 10 by Notice of Proposed Rulemaking (BC Doc. 79-237, RM-3487).

■ Port Gibson and Fayette, Miss.—In response to two separate petitions filed by Donald G. Manuel and Fayette Broadcasters requesting the assignment of 97.7 mhz to Port Gibson, Miss. and Fayette, Miss. respectively, proposed assigning Channel 97.7 mhz to either community as its first FM station; comments due Feb. 8, 1980, replies Feb. 28, 1980. Action Dec. 10 by Notice of Proposed Rulemaking. (BC Doc. 79-236, RM-3305, 3341).

■ Bernalillo, N.M.—In response to petition by RFC Partners, licensee of AM station KXEW Tucson, Ariz., proposed assigning 101.7 mhz to Bernalillo, N.M. as its first FM assignment; comments and replies due Feb. 8 and 28, 1980. Action Dec. 10 by Notice of Proposed Rulemaking. (BC Doc. 79-235, RM-3444)

■ Rio Grande City and Roma-Los Saenz, Tex.—In response to petition by Tele-View, Inc., proposed assigning 103.1 mhz at Rio Grande City, Tex. in place of 97.7 mhz which it proposed assigning at Roma-Los Saenz; comments and replies due Feb. 8 and 28, 1980. Action Dec. 10 by Second Further Notice of Proposed Rulemaking. (BC Doc. 78-368, RM-3155).

■ Haskell, Tex.—In response to a petition by Kenneth Lane, assigned 95.5 mhz to Haskell, Tex. as its first FM assignment, effective Jan. 24, 1980. Action Dec. 10. (BC docket No. 79-120, RM-3197).

## Translators

### Applications

■ Colorado Springs, Colo.—Sangre De Cristo seeks CP for new UHF translator on ch. 30 (TPO: 1000 w, HAAT: 137 ft.) to rebroadcast indirectly KOAA-TV Pueblo, Colo. Ann. Dec. 13.

■ Livingston and Paradise Valley, Mont.—Paradise Valley Television District seeks CP for new UHF translator on ch. 66. (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KULR-TV Billings, Mont. Ann. Dec. 13.

## Other

■ FCC has amended four rules, bringing them under three headings. Four rules, pertaining to SL, main SL, authority to move main studio and program origination are reviewed, relaxed where possible, clarified and rewritten to correspond with FCC policy. FCC said that the revisions in no way impose additional burdens or remove provisions relied upon by licensees or public. Effective date of the amendments is Dec. 10. For additional information contact Steve Crane at (202) 632-9660. Action Nov. 20.

## Cable

■ The following cable operators have filed service registrations:

■ Pasco Cable Management Co. Inc. for Newport Richey, Holliday, and Elfers, all Florida (FL0472,3,4) new system.

■ Ruth Cablevision for Jefferson, Pa. (PA1831) new system.

■ Mid-State Cablevision Inc. for Cuba, Mo. (MO0176) new system.

■ Summit Cable Services for Kernersville, N.C. (NC0211) new system.

■ Texas Cablevision for Miles, Tex. (TX0579) new system.

■ Glade Spring for Glade Spring, (and surrounding area) (VA0221) new system.

■ CMI Cable Communications Inc. for Rankin and McCamey, both Texas (TX0267,8) new system.

■ Com-Star Cablevision Inc. for Mason, Mich. (MI0407) new system.

■ Parke County Cablevision Inc. for Rockville, Ind. (IN0214) new system.

■ Le-Mars Cablevision et al for Lemars, Iowa (IA0102) new system.

■ Big Spring Cable TV Inc. for Columbia, Ark (AR0137).

■ Stamps Cablevision for Stamps, Lewisville, and La ayeiteall Arkansas. (AR01745,5,6) nei system.

■ Gilmer Cable Television Co. Inc. for Gilmer, Tex. (TX0581) new system.

■ Landmark Cablevision Associates et al for Coleman, Tex. (TX0582), new system.

■ Cablevision of Chicago et al for Homewood and Justice, both Illinois (IL0335,6) new system.

■ Auburn Cablevision Inc. for Fleming, N.Y. (NY0784) new system.

■ General Electric Cablevision Corp. for Bellevue, Limestone and Medina, all Illinois (IL0341,2,3) new system.

■ Sammons Communications Inc. for Canton and Clyde, both North Carolina (NC0212, 3), new system.

■ Cablesystems of Farmers Branch Inc. for Farmers Branch, Tex. (TX0583) new system.

■ Orange County Cablevision Inc. for Middletown, N.Y.

■ L-B Cablevision Inc. for Chapmanville, Rum Creek and Dingess Rum, all West Virginia (WV0215,609,14) new system.

■ Mid-Hudson Cablevision Inc. for Coxsackie and Philmont, both New York (NY0817,8) new system.

■ Comcast Cablevision for Rockledge Borough, Pa. (PA1834) new system.

■ Mid-Hudson Cablevision Inc. for Stockport, N.Y. (NY0820) new system.

■ Emco CATV Inc. for Morrisville, Vt. (VT0124) add signal.

■ Riverside Cable TV for Riverside, Calif. (CA0468) add signal.

■ Visual for Muscoy, Ranch Verde, Alta Loma and Upland, all California (CA0137, 9, 28, 42) add signal.

■ Gloucester County CATV Associates et al for Wenonah, N.J. (NJ0380) new system.

■ Cable TV for Bessemer, Lipscomb and Bessemer, all Alabama (AL0172,92,3) new system.

■ Universal Video Communications Inc. for Richmond, Mo. (MO0178) new system.

■ Teleprompter of St. Bernard Inc. for St. Bernard Parish, La. (LA0172) new system.

■ Central Cable Corp. for Central, Neb. (NE0060) new system.

■ Gulftron Inc. for Goliad, Tex (TX0390) add signal.

■ Cablecom-General Inc. for Wellington and Childress, both Texas (TX027,18) add signal.

■ Cardinal Cable Inc. for South Pittsburg and Jasper, both Tennessee (TN0163,4) new system.

■ Orange/Sem-C for Edgewood, Naval Tran-Ctn Annex, and Eatonville, all Florida (FL0475,6,7) new system.

■ National Telecommunications Services of Virginia Inc. for Hurt, VA. (VA0223) new system.

■ Rialto Cable TV for Rialto, Calif. (CA0140) add signal.

■ Cablecom-General Inc. for Hobart, Okla (OK0016) add signal.

■ Cablevision of Washingtonville Inc. for Blooming

Grove and Washingtonville, both New York (NY0502,3) add signal.

■ Wamego Community Antenna System Inc. for Wamego, Kan. (KS0055) add signal.

■ Americable Associates for Homestead, Dade and Florida City, all Florida (FL0237,375,401) add signal.

■ West Lafayette TV Cable Inc. for West Lafayette, Ohio (OH0544) add signal.

■ Liberty TV Cable Inc. for Edmonds and Richmond Beach, both Washington (WA0099, 0107).

■ Crowley Cable TV for Crowley, La. (LA0168) new system.

■ Rex TV Inc. for Rexburg and Sugar City, Ind. (ID0053, 0094) add signal.

■ American Cablevision of Pennsylvania Inc. for Springfield, Pa. (PA1714) add signal.

■ Liberty TV Cable Inc. for Snohomish, Wash. (WA0100) add signal.

■ American TV and Communications Corp. and Mayfield Cablevision for Mayfield, Ky. (KY0004) add signal.

■ Teleprompter of Tacoma for McChord AFB and Tacoma, both Washington (WA0285,7) add signal.

## Call Letters

### Applications

Call	Sought by
	<b>Existing AM</b>
WREY(AM)	WMVB(AM) Millville, N.J.
	<b>New FM's</b>
*KIDE(FM)	Hoopa Valley Telecommunications Corp., Hoopa, Calif.
*WKYU-FM	Western Kentucky Univ, Bowling Green, Ky.
KJAV(FM)	Lonnie M. Horton, Alamo, Tex.
	<b>Existing FM's</b>
KIAH(FM)	KALF(FM) Ukiah, Calif.
WOWW(FM)	WAJB(FM) Pensacola, Fla.
*WSSD(FM)	WAEI(FM) Chicago, Ill.
WENS(FM)	WSVL-FM, Shelbyville, Ind.
KMYO(FM)	KGOW(FM) Broken Arrow, Okla.
WYFJ(FM)	WIVE-FM Ashland, Va.
	<b>Existing TV's</b>
WSVE(TV)	WNAC-TV Boston, Mass.
WCHT(TV)	WSOC-TV Charlotte, N.C.

### Grants

Call	Assigned to
	<b>New AM's</b>
KAAB(AM)	Maggie Inc. Batesville, Ark.
KKDI(AM)	Cliff A. Packer, Sheridan, Ark.
WBVD(AM)	Pauley Enterprises, Inc., Beverly, Mass.
KKO(AM)	Sturgis Radio, Jackson, Minn.
WKVL(AM)	Two Rivers Broadcasting Co. Clarksville, Tenn.
	<b>Existing AM</b>
WIZY(AM)	WKOG(AM) Gordon, Ga.
	<b>New FM's</b>
KZRK-FM	Valley Communications Inc., Ozark, Ark.
KCRE-FM	Pyramid Properties, Crescent City, Calif.
KWDE(FM)	Sierra Linda Broadcasting Inc., Montrose, Colo.
*WRAF(FM)	Toccoa Falls College, Toccoa Falls, Ga.
KQXL-FM	Progressive Broadcasting Corp., New Roads, La.
WGEO-FM	Leona Katherine Lacey, Beaverton, Mich.
KQRR(FM)	KBMR Radio Inc, Ronan, Mont.
WPLW(FM)	WIRD, inc., Lake Placid, N.Y.
*WPLS-FM	Furman Univ., Greenville, S.C.
KWRW(FM)	E.H. Whitehead, Rusk, Tex.
*WHCE(FM)	Henrico Cty. Schools, Highland Springs, Va.
KENB-FM	KWOR Inc. Worland, Wyo.
	<b>Existing FM</b>
WIZY-FM	WKOG-FM Gordon Ga.
	<b>New TV's</b>
KCBA(TV)	KLOC Broadcasting Co., Salinas, Calif.
KCWY-TV	Chrysostom Corp., Casper, Wyo.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Corporate Vice President**—Marketing & Sales Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

**General Manager** needed for southeastern regional rep firm. Aggressive leader with college degree and three to five years experience or equivalent as a radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. EOE, M/F.

**Manager needed** for new FM in central U.S.; ownership available, must have some capital; excellent opportunity to own your own! Box M-155.

**100kw FM Rocker**, highly-rated, seeks experienced, savvy sales manager. Strong sales experience required, programming background preferred. First year income should exceed \$30,000. Females/minorities encouraged. Resume to Paul Michels, WQSM, Box 35297, Fayetteville, NC 28303. EOE.

**New FM station** on eastern Long Island, N.Y. seeks General Manager. Must have sales and engineering background. Send resume to PO Box 278, Teaneck, NJ 07666.

**Job opening** at Major University FM radio station. Chief Administrator. Experience in commercial or non-commercial radio management, bachelor degree required, some teaching experience preferred. Send resume to: Chairman, Station Manager Search, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. Deadline Jan. 30, 1980. Syracuse University is an Affirmative Action, Equal Opportunity Employer.

**Southeast 5 kw daytime** single station owner seeks buy in GM-GSM. Organization and strong sales a must. Prefer experience in news and religion. Phone: 317-453-5072.

**Manager and Sales Manager** for AM/FM in southern New York. The best opportunity you'll have in the 80's. Make money with pride. Box M-169.

### HELP WANTED SALES

**Madison, WI.** Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Midwest Family Station (EOE).

**If you've been** to the Welsh Company, if you believe in selling total radio budgets... you'll like working with us... Send resume to Jim Nostrant, KRWC Radio, Box 267, Buffalo, MN 55313 or phone 612-682-4444.

**Your Sales Opportunity!** Full time ABC. Salary commission. Tell all. KFRO, Longview, TX 75606. E.O.E.

**Co-op specialist:** No. 1 station in major Mid South market. Responsible for all co-op activity. Must be managing co-op dept. now. Advancement potential. E.O.E. 901-726-0490.

**WHWH/WPST** top Arbitron-rated stations in Trenton-Princeton market offer tremendous income and growth opportunity to right radio sales pro. EOE. Send resume to Box 1350, Princeton, NJ 08540, or call Lewis Edge, 609-924-3600.

**Fill a vacancy.** Good account list. Beginner applications welcome. Continuous training. Midwest. Box M-90.

**Expanding FM sales staff.** Good opportunity for energetic, resourceful self-starter. Must have on-the-air and production experience. Send resume or contact Manager, KQNM-FM, 401 Coal Avenue, Gallup, NM

**Sales person** needed for an AM/FM operation on the Eastern Shore of Maryland. Call Sam Cannon, 301-228-4800.

**Experienced and successful** sales person desired as local sales manager of a major market south-eastern AM. Must be able to lead and inspire. Large chain operation with opportunity for advancement. Excellent salary. EOE. Send resume to Box M-125.

**Wanted**—Salesperson or combo person for small market, 2500 watt promotion minded station. Excellent benefits including company car. Experience helpful, but not essential. Chance for advancement. Call Ron Stewart at 717-462-2759.

**Experienced Account Executive** needed for top-rated AOR station in Midwest. Must have a minimum of 1½ to 2 years experience in broadcast sales. Send resume and references to Sales Manager, WSAI-FM, West 8th Street & Matson Place, Cincinnati, OH 45204. We are an Equal Opportunity Employer.

**Small market AM** has opening for sales manager, ideal for AE looking for management spot. Full-time contemporary station located in beautiful Lake Tahoe basin. Salary, benefits and excellent incentive overrides. Call 916-587-7455, ask for Gen. Mgr. EOE.

### HELP WANTED ANNOUNCERS

**Full time announcer.** Good production. Top midwest C&W station. Good starting salary. Immediate opening. Tape & resume KHMO Radio, Box 711, Hannibal, MO 63401 314-221-3450.

**Midwest AM-FM** seeks mature, community minded air personality. Box M-93.

**Central Pennsylvania.** A great place to live and work. We are looking for an air personality. If you are literate, well rounded and interested in being an adult communicator, let us hear from you. Experienced required. E.O.E. Tape, resume, salary requirements—first package. Manager WRTA, PO Box 272, Altoona, PA 16603.

**Your Opportunity!** Staff announcer, Production news. Full time ABC. Resume, cassette, KFRO, Longview, TX 75606. E.O.E.

**Evening DJ needed,** minimum 6 months experience. Tapes/resumes to Harry Dierks, KBIM, Box 910, Roswell, NM 88201. EOE.

**Cape Cod Beautiful Music Station** has opening for fulltime announcing position. The right candidate will be of stable and mature character, appreciative of Cape Cod's unique lifestyle, experienced with this format and automation, and capable of doing creatively polished production. We offer new studios and equipment, top level technical standards, a professional environment and opportunity for advancement. Send beautiful music aircheck, resume and salary requirements to John W. Miller, Station Manager, WQRC, 737 West Main Street, Hyannis, MA 02601. EOE.

**Top ten midwestern market** radio seeking indigenous morning announcer. Equal opportunity employer. Send resume and tape to "Top Ten Market," PO Box 1640, Grand Central Station, New York, NY 10017.

**Pacific Northwest,** medium market, needs M/F DJ. Personality and depth with one to one conversational approach. AM experience and thorough knowledge of music helpful. Box M-172.

**Full time night announcer** with 1st. Phone a must! Male or female for MOR station in Dover, NJ. Immediate opening call Jackie Rose, Program Director, WRAN 201-366-1510.

**Immediate opening** ... adult contemporary announcer bright format. Some news, production. Tape, resume to: Manager, WSER Radio, Box 38, Elkton, MD 21921.

**Florida-Sales Manager-Equity possible**—Key list, growth market, expanding company, E.O.E. Call 305-783-8660 Evenings.

**Maryland 1000 Watt** adult contemporary station seeking midday announcer. Must have production skills. Some experience needed. Opportunity for advancement. Tape and resume to WKIK, POB 346, Leonardtown, MD 20650. EOE.

**Looking for an evening DJ** for a small market with production and copywriting skills. Good first break for the right person. Send tape, resume, references to WSLB, PO Box 239, Ogdensburg, NY 13669.

**Small Market Rocky Mountain** Resort Area AOR station looking for experienced morning DJ. No smokers. No phone calls. Tape & resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

**50KW Southeastern Country Leader** seeking strong Afternoon Announcer. The person we are looking for must have the ability to communicate. If you have what we need, we have what you want—good salary, good fringe, good working conditions. Send complete resume and aircheck, salary requirements and references first letter to General Manager, WYDE, 2112-11th Avenue South, Birmingham, AL 35205. No phone calls. EOE.

**Production specialist needed!** Very heavy emphasis on quality production work. Excellent voice and delivery that sells, not bells, buzzers and strange sound effects. Work with excellent equipment and the best staff in this part of the country. Tapes and resumes to: Dave Ziebell, KAGE Radio, PO Box 767, Winona, MN 55987.

### HELP WANTED TECHNICAL

**Chief Engineer:** Exciting Las Vegas: 5 kw 3 tower AM, automated FM with new Collins transmitter and Cetec 7000 music system. A super station, seeking a super individual. Write or phone 702-385-4241, ext. 395. Director/Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

**Outstanding Salary** for engineer-announcer for Sioux City, IA. Call general manager after 4 PM. CST 712-239-2100. EEO.

**Chief Engineer** for Midwest AM-FM. First job applications welcome. Box M-95.

**First class engineer** needed for an AM/FM operation on the Eastern Shore of Maryland. Strong maintenance. Some "on air" announcing if desired, but not required. Call Sam Cannon, 301-228-4800. Resumes to WCEM, PO Box 237, Cambridge, MD 21613. Salary open.

**Chief Engineer**—5 kw DA-2, 50 kw FM Stereo both automated. FCC. 1st required. Knowledge of automation, FCC R&R, Proofs, DA's. Women and minorities encouraged to apply. Doug McKay, Station Mgr, WTVR, 3314 Cutshaw Ave., Richmond, VA 23230. Equal Opportunity Employer.

**Growth Opportunity** for engineer at Class B, group owned FM in one of America's most desirable cities. The engineer selected will have the opportunity to replace transmission system and site and build new studios within the next two or three years. Prefer combo with first ticket for minimum amount of air time on our religious music and information formatted station. WNWC is an equal opportunity employer. Send resume, references and air check (if applicable) to: Carl Ramsey, WNWC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

**Chief Engineer** wanted for outstanding midwest AM/FM facilities. Must be experienced in directional, automation, FM stereo and state-of-the-art audio equipment. Please submit salary requirements, resume and long range goals to General Manager, KEWI/KSWT, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer** for smaller market AM/FM in Oregon Cascades. EOE. Building directional and ready for proof. Exceptional facilities for market size. West Coast applicants preferred. Call Mr. Smith, 503-882-8833.

**Experienced engineer** needed to work in West Kentucky's beautiful lakes region. Primary responsibility to maintain modern 100,000-watt NPR radio station, but some television work also required. FCC 1st class license and technical degree, plus experience required. \$14,000 to \$16,000. Application deadline April 15, 1980. Position open July 1, 1980. Send resumes to Bruce L. Smith, Gen. Mgr. WKMS-FM, Box 3327 University Station, Murray, KY 42071. Murray State University is an Equal Opportunity/Affirmative Action Employer.

**Chief Engineer** 100kw public FM station. Must maintain high quality studio, STL, transmitter, and remote recording equipment. Construction experience, music recording ability digital knowledge helpful. Salary competitive. Contact: Employment Division, 111 Pettigrew Hall, UNC, Chapel Hill, NC 27514. Equal Opportunity/Affirmative Action Employer.

**Chief Engineer needed** immediately for WLSQ/WREZ Montgomery, Alabama. Call Gene Moorhead ... 205-832-4295.

**Chief engineer needed** for South Texas Class IV AM. Salary open. Send resume to KSOX, 345 57th, Raymondville, TX 78580 or call Chris Clinton, 512-689-3333. Equal Opportunity Employer.

**KRGO-AM** in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801-972-3449. Must have references.

## HELP WANTED NEWS

**Newsperson** for imaginative new contemporary. Exciting opportunity. FM 100, 555 W. Benjamin Holt, Stockton, CA 95207.

**WDEF AM/FM** news is accepting applications for future openings. Applicants should have prior commercial broadcast reporting and producing experience. Send resume and 3 year salary history to John Faulk, WDEF AM/FM, 3300 South Broad Street, Chattanooga, TN 37408. EOE.

**Challenging position** as News/PA Director to expand and direct AM-FM staff with heavy news-information commitment. Up to 3 years experience required. Excellent facilities and benefits. \$14-15 to start. A growing company dedicated to winning. Send tape & resume to Personnel Director, WKEE-WHTN, 623 Fourth Avenue, Huntington, WV 25724. EOE. M/F

**Looking for hard working pro** with strong news background to assume duties of news director. Tapes and resumes to Rick Scott, KKXL, Box 997, Grand Forks, ND 58201. No calls please. EOE/M-F.

**Radio Anchor: Radio Anchor/Reporter/Writer** needed for midwest EEO group owner's operation. Must be sharp and aggressive, experienced newspaper person to qualify. Send complete information including experience, salary required and writing sample to Box M-151.

**Minimum four years** in gathering and reporting local news. Eagerness and good voice a must for Chicago area Radio station. Salary negotiable. E.O.E./M-F. Box M-164.

**Experienced broadcast journalists** needed for expanding news department. New fulltime hours will require larger staff. If you are very good at gathering, writing and announcing local news, send tape and resume to Scott Witt, News Director WLNA/WHUD, Box 188, Peekskill, NY 10566. EOE M/F.

**Aggressive Contemporary news personality** needed for Capitol City leader. Enthusiastic, conversational writing and delivery a must. Tapes and resumes to: Greg Thomas, WCVS, PO Box 2989, Springfield, IL 62703. E.O.E., M/F

**Ass't News Director**—afternoon drive time and evenings—adult information station midwest. Resume and tape to KCJJ Radio, Box 2118, Iowa City, IA 52240.

**WHNC/WXNC Radio**, Henderson, N.C., expanding news department. Need experienced, dedicated reporter for local news, public affairs, features. Send resume & tape to James Simpson, PO Box 1240, Henderson, NC 27536. Call 919-438-8111.

**Newscaster** for university public radio stations. Must have broad interest in current affairs and excellent delivery. Starting salary \$14,680, one-month vacation, excellent benefits. Air check and resume to: Frank Stasio, Sr. Producer, WOI AM-FM, Iowa State University, Ames, IA 50011. E.O.E.

**Accepting tapes** for possible future opening at News/Programs/Sports station. Looking for a terrific voice, backed by 2 years' experience and untiring hustle. Send resume and tape of your own work to News Director, WRCG, Box 1537, Columbus, GA 31902.

**Immediate opening** for hard driving news person. News gathering, writing, announcing ability required. KLSS/KSMN, Box 1446, Mason City, IA 50401. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative copywriter/production announcer.** Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

**Program Director** for competitive midwest AM-FM. Must be community and promotion minded. Box M-133.

**Production Person/Announcer**, Chicago. Talented announcer wanted ... with solid experience in production/mixing. Real opportunity for an idea person who is enthusiastic and wants to grow with a broadcast-oriented agency. Complete responsibility for new, modern studio. If you're good, we want to hear from you — (no calls) resume, salary requirement and tapes, please. Gamzo Advertising Consultants, Inc., 624 South Michigan, Suite 800, Chicago, IL 60605.

**Radio Program Director & Announcer**, & creative copywriter for medium market adult contemporary station in West Texas. Heavy emphasis on production. Send tape & resume to Gary Bradbury, Box 750, Big Spring, TX 79720. 915-267-2523.

**Operations Manager:** Take over full management of all operations of successful high quality class C adult contemporary computer activated station. Train announcers, create fantastic local production and voices, supervise precise engineering. Big responsibility and opportunity for well motivated, skilled pro with high personal goals. Beaumont, TX 98th market 713-755-6155.

## SITUATIONS WANTED MANAGEMENT

**General Manager** who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

**Stations sold.** Must relocate. Manager AM/FM. Versatile. Sales, programming, news and PD experience small and large markets. Desire long term situation. Call Bill Brown, 305-464-1400 or 305-464-7186 nights.

## SITUATIONS WANTED SALES

**Sales pro**, returning to radio, desires sales position. Box M-153.

## SITUATIONS WANTED ANNOUNCERS

**Experienced Announcer** wants AOR, good voice, will relocate. Announcer Room 105, 9120 W. Hampton Avenue, Milwaukee, WI 53225.

**Female Announcer/News.** Excellent voice, scintillating personality. Hard working and dedicated 3rd class. Will relocate. Tape, resume. Shellie Peters, 639 Wellington No. 6, Chicago, IL 60657, 312-528-1955.

**An experienced mature MOR** or country personality. A skilled communicator, strong on production and copy. A creative, knowledgeable entertainer. All this rolled into one. Sunbelt and Southwest only. Call 813-332-7496.

**Baseball Play by Play ...** Seven year pro seeks position for upcoming season. Box M-111.

**Creative production**, great writing. Seven years radio/television production, multitrack, effects, maintenance, tight, entertaining board work, research, PR and PA, promotion and more. Prefer small/medium college market. Will consider all serious offers. Call Steve; 517-773-9273.

**Dedicated announcer**, experience in news, sports, production, also is music director. Currently in small market looking for medium or large market. Will relocate anywhere: Call Fred 814-362-1301.

**College graduate** with experience desires position in Florida or Gulf Coast area. Call Bruce, 512-452-6536.

**Experienced educational announcer** looking for break at progressive or AOR commercial FM station. College graduate. Will send resume and tape. Jay Grandmont, 11 Dean St., Taunton, MA 02780. 617-822-4915.

**Freelance announcer copywriter** wants return to permanency. Good resonant voice. Commercials, news, better music format. Third. Barry Rittenour, 208 North, Buffalo, NY 14201. 716-884-5073.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer:** Experienced; diverse background. 1st phone. Resume available. Box M-68.

**35 years experience**, AM and FM. Construction Directionals. Audio design. Family man. Desire West Coast. Box M-146.

**5 year experienced chief** looking to relocate in Florida but will consider others. Studio, transmitter maintenance, construction etc. Box M-110.

**Chief, 25 years**, automation, proofs, AM to 50,000 watts, DA, FM to 100,000 watts, constructed 4 radio stations; thoroughly experienced construction and maintenance. Florida 904-724-8693 after 6 PM.

## SITUATIONS WANTED NEWS

**Bright, Energetic Female** with MA in Communications. Currently News Editor/Anchor and extensive nationwide public speaking experience. Desires a forum for creative ideas. Box M-154.

**Veteran News Director** seeks new challenge, in upper-medium, major market. Creative motivator. Box M-158.

**AP Award Winning Sports Director** with excellent baseball, basketball & football PBP looking for better opportunity. Over 3 years at present position. Interviews, talk, reporting. Box M-166.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Automation Specialist:** Want to move into live, programing. Can do production and news. 3rd. FCC, endorsed. Call Ron, 316-524-7626, between 9 am and 4 pm, Wichita, KS. Ready to travel.

**Put over \$25,000** in audience research systems and programing expertise to work for your station's success. Invest in a programing specialist! For a complete presentation, write: Mark D. Olson, 2522 Norma Avenue, West Covina, CA 91791.

**Cool headed and creative MD** with definite PD potential and three years board experience in small markets looking to move up. Have first phone. Send your interested response to Box M-149.

**Talented, creative and ready to work!** Jack Levic, 2461 Keystone Avenue, Greensburg, PA 15601.



## TELEVISION

### HELP WANTED MANAGEMENT

**Development Director:** Directs fund raising activities including on-air campaigns and corporate underwriting. Prepares production grant proposals. Supervises membership office. Minimum BA degree and 2 years experience in development or public relations at PTV or radio station. \$18,000 annual salary. Send resume, official college transcript, and 3 letters of recommendation by January 25 1980 to: Ronald J. Gargas, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity/Affirmative Action Employer.

**Planning Project Director** needed to plan public telecommunication facilities in rural eastern Washington. Extensive experience in broadcasting, planning and community asertainment activities required. 15 month appointment at \$1,800 to \$2,150 per month. Resumes and 3 references by January 10, 1980 to General Manager, KWSU, Washington State University, Pullman WA 99164. WSU is an affirmative action equal opportunity employer.

**Director of Operations and Telecommunications** Projects f/Rocky Mountain Corporation for Public Broadcasting. Responsible f/operations of Denver Broadcast Center, including marketing of its services to provide base financial support. Experience in staff supervision and budget management vital. B.A. and general knowledge of public broadcasting required. Salary: 28K to 34K, standard benefits. EOE. Apply by January 10, 1980 to: Dr. E.W. Bundy, Executive Director, RMCPB, 1603 Sigma Chi Road N.E., Albuquerque, NM 87106.

**Business Manager Television:** BS Accounting or equivalent 3 years experience; working knowledge of budgeting and cost controls; send resume with salary history and requirement to Martin Siddall, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. E.O.E.

### HELP WANTED SALES

**National Sales Manager** needed by group-owned station within the top 20 markets. Applicant must possess a broad knowledge of the broadcasting industry, along with a successful track record in sales management. Equal Opportunity Employer, M/F. Send resume to Box M-159.

### HELP WANTED TECHNICAL

**Television Chief Engineer** for growing station in 195th market. Management experience necessary. All fringe benefits, station located in beautiful southern Idaho. An equal opportunity employer. Reply to Box K-153.

**Maintenance Engineer** for combined station-production house. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TKP46, TK76 and Grass Valley DVE and E-Mem. An EEO Employer, Write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

**TV Chief Engineer**—Midwest network operating five TV stations. Good benefits: retirement, insurance, car. Salary commensurate with experience. Send resume c/o Glenn Bell, KARD-TV, Box 333, Wichita, KS 67201, or phone 316-265-5631. Equal opportunity employer.

**UHF-TV Transmitter Engineer** wanted for large Central California station. Strong educational background required. Minimum 3 years experience in commercial TV engineering and extensive high power transmitter maintenance. Top salary, good working conditions and excellent benefits. Send resume to Chief Engineer, KMPH TV, 2600 South Mooney Blvd, Visalia, CA 93277. Pappas Telecasting Inc is an EEO/M-F Employer.

**UHF television transmitter engineer**, and studio maintenance engineer openings in Nashville. Both positions require experience, FCC First Class license, and dedications to technical excellence. Call C.E., 1-615-385-1717 collect.

**Need controlroom operator** for video tape editing. First phones only R. Hardie, 806-383-3321. KAMR-TV, Box 751, Amarillo, TX E.O.E.

**Maintenance Engineer:** Temporary position. Troubleshoot & repair 3/4" VTR's, microwave transmitters, video switchers, cameras, CATV distribution systems. Salary \$1379-\$1676 per month. Resume to Torrance School District, Personnel, 2335 Plaza del Amo, Torrance, CA 90509 prior to 12/28/79.

**TV Technician** experienced in ENG maintenance. Will repair TK-76 and BVU equipment. License preferred. Bob McAvoy, WROC-TV, 201 Humboldt St, Rochester, NY 14610. 716-288-8400. EOE.

**Operations Engineer.** First phone, technical school or 2 years experience in commercial TV operation. Resume/references-WIFR-TV, PO Box 239, Rockford, IL 61105. 815-987-5300. EOE.

**Engineering Manager.** Established UHF station Illinois-Indiana area. Minimum five years Chief Engineer experience. Working background maintenance RCA Transmitter, TCR 100 tape, ENG, Chyron, latest switching equipment. Must be strong administrator. Send resume and salary requirements. Replies held confidential. Equal Opportunity Employer. Box M-137.

**Chief Engineer** for network affiliate in SE sunbelt. Must have extensive maintenance experience in UHF, RCA Package, and ENG. Bring your No. 1 helper with you as Asst. Chief or Maintenance Engineer if you wish. Send resume and salary requirements to Jim Matthews, WECA-TV, Tallahassee, FL 904-893-3127.

**Maintenance Engineer** wanted immediately for expanding Florida PTV station. Must have 3 to 5 years in broadcasting or related field; strong background in maintenance of color studio and transmission equipment. If you're a self-starting problem-solver with 1st Class and tech training from recognized institution, contact: Chief Engineer, WJCT, 2037 Main St., Jacksonville, FL 32206. An Equal Opportunity Employer. M/F/H.

**Television Chief Engineer**—for Hernreich Broadcasting Stations. Experienced hands-on Chief Engineer wanted for rapidly-expanding group-owned UHF station in Fort Smith, AR. Fort Smith is the ninth fastest growing community in the nation: sun-belt, crime-free, pure air environment. Outdoorsman's paradise. The best living conditions in the country. Applicant must have excessive maintenance and supervisory experience. Great pay, benefits, opportunities for advancement. Send resume to Don Vest, Director of Engineering, Hernreich Broadcasting Stations, PO Box 4150, Fort Smith, AR 72914, an Equal Opportunity Employer.

**Television Engineer needed.** Immediate opening. Must have thorough knowledge of maintenance and operation. Send resume to WREX-TV, PO Box 530, Rockford, IL 61105.

**TV Chief Engineer** for network VHF station. Maintenance experience with RCA and Ampex equipment required. New studio facilities and hold C.P. for new transmitter and antenna. Send resume to WLSL-TV, PO Box 2161, Roanoke, VA 24009, or call Bob Teter collect at 703-344-9226.

**Assistant chief engineer** with 5-10 years broadcast TV experience for major market facility. Must be well versed in engineering/production/remotes. EOE, M/F. Send resume to Box M-20.

**Maint. Eng.** for midnight or 4 AM shift with TV station/Remote Operation/Production. FCC 1st and 3-5 years broadcast maintenance exp. required. Excellent base salary and fringe benefit package. EOE/M/F. Send resume to Box M-25.

**TV Technicians & Microwave Engineers** for state ETV Network, First Class FCC licensed. Starting salaries 8,710-10,400, Arkansas ETV Network, 350 S. Donaghey, Conway, AR 72032.

**TV Maintenance Engineer** with five years experience for major market station. Base salary in excess of \$20,000 plus overtime. EOE. M/F. Send resume to Box M-23.

**Maintenance supervisor** for government-owned television station on U.S. territory island in South Pacific. Heavy transmitter experience preferred. First phone preferred. Salary commensurate with experience. Send resume to Box M-85.

### HELP WANTED NEWS

**If you love sports**, show it in your field packages and anchoring, we'd like to talk with you. Work with a skilled group on a top 50 station. EEO employer. Resumes to Box K-224.

**KMOM TV Monahans**, Texas is looking for new air talent in news, weather and sports. Small operation with big plans for the future. Send 2 inch VTR or audio cassette for your audition to: Ray Alloway, KMOM-TV Drawer N, Monahans, TX 79756.

**South Florida network affiliate** seeks experienced reporter who shoots and edits own tape. Novices and previous applicants need not apply. Send resume and tape to Personnel Director, WTVX-TV, PO Box 3434, Ft. Pierce, FL 33450. EOE/MF.

**Weekend co-anchor** and state capitol reporter for aggressive, growing news team in beautiful midwest city. Net affiliate, strong ratings. EOE. Tape, resume and salary requirements to News Director, WKOW-TV, Box 700, Madison, WI 53701.

**WSOC-TV Charlotte, N.C.** has opening for film/tape editor and a sports photographer. Contact personnel office 704-372-0930. An equal opportunity employer m/f.

**Assignment editor** for top news station in eastern North Carolina. Experience required. Send resume to News Director, WNCT-TV, PO Box 898, Greenville, NC 27834.

**Rockford, Ill.** NBC affiliate needs TV news photographers: to shoot 16MM film, some RCA TK 76, edit film, write scripts, sometimes work alone. If you're serious about news, are a self-starter, not a clock watcher or comfort seeker, then send resume and tape (no phone calls taken) to Linda Fuoco, Asst. News Director, WTOV TV, Box 470, Rockford, IL 61105.

**Weekend Sports Anchor/Reporter;** SE major market. Must do it all. EOE. Call 305-751-8376.

**South Florida Radio-TV Reporter.** Must have strong radio background, and Anchor experience or potential. Send resume and salary requirements to Box M-156.

**TV Reporter/Weekend Weathercaster.** Looking for qualified TV reporter with 1-2 years current experience as field reporter, writer, ENG, plus on-air capability for Des Moines-Ames market. Must have B.A. in broadcast communications or related degree. Salary \$13,000 plus. Apply to Edwin Hart, News Director, WOI-TV Ames, IA 50011 before December 29, 1979. E.O.E.

**Meteorologist**, for top 25 sunbelt market. We need an experienced professional who can interpret radar and NWS materials to present an accurate, easily understandable weather forecast Monday through Friday. Equal opportunity Employer. Write Box M-170.

### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Associate producers, producers, on-air** talent for top 10 market morning studio/location show. Only the best. Equal opportunity employer. Box M-121.

**Print Production/Publicity Specialist:** We have a new position for a Print Production/Publicity Specialist in our Promotion Department. This person will be responsible for the coordination of print media for WDTN including: conceptualizing, writing, editing and executing of print advertising for newspapers, magazines, outdoor/transit, and sales promotions, developing weekly press information package. A degree plus experience in either advertising, promotion or sales desired. Send resume to Sharon Stinnette, WDTN TV2, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F/H.

**Director of Development** for public television station in medium-sized market. Person we hire is presently a development director for a small or medium-sized station, or is number two department of a large-market station. Person has proven track record and is interested in moving to a station where he/she can build a department and make it go. If you are this person and can produce, we are prepared to make it worth your while, and we want you here as early in January as possible. Send resume and letter to: Dr. George E. Lott, Jr., WGVC-TV, Grand Valley State College, Allendale, MI 49401. EEO/Affirmation Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Producer/Director** for group-owned station. Heavy commercial production. Must have at least 3 years station directing. An Equal Opportunity Employer. Send resume to Box M-113.

**Art Director** with strong production knowledge for Southern ABC affiliate. Creative self-starter needed to work closely with photo, continuity, promotion and production. Room for input and creative expression. An Equal Opportunity Employer, M/F. Send resume, sample of work and salary requirements to Box M-132.

**Promotion Manager:** Creative person—experienced in writing and graphic arts and all other phases of promotion and public relations. Must have working knowledge of on-air production. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EEO.

**Are you an energetic person** who wants more responsibility? We are seeking a producer/reporter to research, write, produce and host public affairs programs. Experience in producing legislative/governmental affairs programs and documentaries is necessary. Deadline: January 31, 1980. For complete job description send resume to: Andy Bendel, Executive Producer, WILL-TV, 1110 West Main St., Urbana, IL 61801. An affirmative action/equal opportunity employer.

**WIXT Television, Inc.** has an immediate opening for an experienced Photographer/Videographer proficient in the use of 16MM film, ENG, and still-photo techniques. Background in film and videotape editing. Knowledge of dark room operation helpful. Candidates will be judged on the basis of experience and demonstrated techniques. This is an opportunity to join a growing, dynamic organization. Contact Bernard Aiello, Operations Mgr., WIXT-TV, Shoppingtown Mall, Syracuse, NY 13214. WIXT Television, Inc. is an equal opportunity employer.

**Major Market Group owned,** network affiliate station needs sharp promotion person. Must be strong in on-air production and must have good advertising sense. An Equal Opportunity Employer. Send resumes immediately to Box M-161.

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**SITUATIONS WANTED  
TECHNICAL**

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**7 year major market veteran** desires position: in master control, news and (or) post-production editing, or TD. Network experience; impeccable references. Prefer West Coast area. Box M-163.

**Television Chief Engineer**—Experienced in transmitter and studio facility design and operation. Former group owner engineer knows budgeting and union personnel relations. Will only consider extremely responsible position. Box M-174.

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**SITUATIONS WANTED  
NEWS**

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**Photographer, 11 years experience.** Familiar with ENG cameras, editing, Live shots. Film cameras, editing, processing. College grad, married. Call Doug Brandt, 319-364-0047.

**Experienced broadcast meteorologist.** AMS Seal of Approval. Box M-115.

**Small or medium market sports position.** Five years radio experience, including P-B-P; one year television. Available now! Box M-135.

**8 Year Broadcaster** seeks entry-level: TV journalism, (2½ years, ass't-ND). William Hargreaves, 213-277-7769 (mornings).

**Anchorman/reporter**—Personal, direct air style that communicates. Strong major market experience. General and investigative news skills. Seeks challenging, competitive work with news-dedicated station. Box M-41.

**Award-winning, creative TV/AM News Director** seeks reporter/anchor/news management position. BS journalism. Job references. Proven track record. Box M-165.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**TV/Radio Talk Host/Producer.** Excellent interviewer. One of the top pros in talk. Available for in-person interview and audition. Money second to opportunity. Box K-82.

**Producer/Director** 8 years in TV. Creative and responsible. Looking for place to settle. Excellent references. Box M-157.

**Renaissance broadcaster,** 10+ years experience, seeking small/medium market career position exercising talents in announcing, production, operations. Box 748, Hartford, CT 06142.

**Host,** experienced (top 14), late-, all-night. Informed, educational humorist. Box M-168.

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**ALLIED FIELDS**

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**HELP WANTED SALES**

**Leading Syndicator** in upper midwest desires sales person with automation experience great opportunity for self starter with strong sales background. Replies confidential. Box M-22.

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**HELP WANTED ANNOUNCERS**

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**PT Announcer Needed** for radio spots. Should be able to use various voices. Please send audition tape to T-8000, 12276 Wilkins Avenue, Rockville, MD 20850.

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**HELP WANTED TECHNICAL**

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**TM Productions** seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

**Computer Animation:** Chief Engineer needed! We animate in full color, in real time, on videotape. We need a Chief Engineer to maintain: IVC 9000 VTR, Ampex 1200C VTR, CEI Color Camera, \*Scanimate Computer, Video Dist System, GV 1600K Switcher, Test Scopes, Monitors. \*Scanimates are analog and digital computer with two high resolution pick-up cameras, and one "525" Black and White Scan Converter Camera, and a high resolution CRT. All documented. Three years of experience with video systems and VTR maintenance. Experience with SMPTE Time Code and simple digital circuits a must. Opportunity for creative engineer tired of regular station situation. Great benefits. Qualified applicants send resume to: Roy Weinstock, Image West, Limited, 845 North Highland Avenue, Hollywood, CA 90038.

**Technical Systems Manager:** Fast growing Dallas area communications company has immediate opening for experienced technician. 1st or 2nd class FCC license required. Work involves maintenance of communications systems. Salary commensurate with experience. We offer advancement opportunities and good company benefits. Please send resume or call Nancy Bragg Bird at RAM Broadcasting, "The Beeper People", 1601 Dragon Street, Dallas, TX 75207 214-747-1852.

**Engineer with experience** in video operations, equipment maintenance and system design needed by internal corporate facility. Outstanding opportunity and benefits. Send resume to OMS, 8700 Davis Blvd., Ft. Worth, TX 76180.

**Engineers and Technicians**—Wilkinson Electronics, Inc., near Phila., Pa. needs AM, FM, RF and Audio Engineers and Technicians for design, test and sales of its full line of Broadcast equipment. Plenty of growth potential with excellent salary and benefits. Send resume to G.P. Wilkinson, PO Box 738, Trainer, PA 19013. If there are any questions, please do not hesitate to call.

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**HELP WANTED INSTRUCTION**

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**Broadcast News** sequence head needed in metro market. Minimum three years professional experience with Ph.D. or equivalent mix of credentials and teaching success. Salary-rank highly competitive for top candidate. Apply Gerald Stone, Journalism Department, Memphis State University, Memphis, TN 38152 by Jan. 20, for fall, 1980.

**Assistant or Associate Professorships** open September 1980. One opening for September 1980 at the assistant or associate professor level. This broadcast journalism position requires ability to teach both basic production and reportorial techniques to graduates and undergraduates. Advanced degree and/or extensive high level professional experience required. Send resume to David Klatell, Program Director, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston, MA 02215. Boston University is an Affirmative Action, Equal Opportunity Employer.

**Tenure-track position** at the rank of assistant professor, open fall, 1980, in the broadcast sequence in the Washington State University Department of Communications. Duties include teaching undergraduate courses in Broadcast writing/reporting and radio and television production. Professional experience in television, production and radio or television news required. Preference will be given to holders of doctorates. Washington State University is an equal opportunity/affirmative action employer. Letters of application, vitae, and at least three recent letters of recommendation should be sent to Val E. Limburg, Dept. of Communications, Washington State University, Pullman, WA 99164. Review of applications begins January 15, 1980. Minority, women, handicapped, Vietnamese and disabled veterans and aged persons are encouraged to apply and to identify themselves as such on their applications.

**Wanted:** Full-time broadcast instructor/studio maintenance engineer. Minimum five years experience. Good salary. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop 1220 N. Highland Avenue, Hollywood, CA 90038.

**Wanted:** Full and part time broadcast instructors. Must have minimum six years experience in all phases of broadcasting. Major market talent preferred. Good pay, prestige facilities. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038.

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**WANTED TO BUY EQUIPMENT**

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**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.)

**Used B/W Studio** and Portable Video Origination Equipment. Any format, make or condition. Call or write KB CATV Box 754 Kane, PA 16735, 814-837-8888 Alt: Bob Smart.

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**FOR SALE EQUIPMENT**

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**GE Transmitter** with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available immediately. Bargain if you move. Reasonable if I move. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

**Audio Carousels:** 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

**Two RCA TK-42 chains,** two RCA effects generator, RCA switcher, RCA TR3 & 4S, Microwave equipment, Eastman 275 projector, Eidaphor large screen TV projector, priced to sell—Will take film equipment in trade. International Cinema, 305-756-0699: 6750 N.E. 4th Ct. Miami, FL 33138.

**Good parts inventory** for RCA TTU1B and TTU25 transmitter. Write KLOC-TV, PO Box 3689, Modesto, CA 95352.

**Andrew Line & Connectors** ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8860. Box 590, Leesburg, VA 22075.



**FOR SALE EQUIPMENT  
CONTINUED**

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**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.

**Ampex TA55B UHF Transmitter**—55 kw, Good condition, \$150,000.

**GE TT22A 35kw VHF transmitter**—Low band, fair, \$12,000

**GE PE-400 Color Cameras**—Pedastals, Racks, like new, ea \$14,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea \$7,000.

**GE PE-240 Film Camera**—Automatic Gain & Blanking, \$8,000.

**IVC 500 Color Camera**—Lens, cables, encoder, \$8,000.

**RCA TK-27A Film Camera**—Good Conditions, TP 15 Available, \$12,000.

**Eastman 285 Projectors**—Reverse, good condition, ea \$6,000.

**RCA TVM-1 Microwave**—7GHZ, Audio Channel, \$1,000.

**RCA Hi-Band refurb. heads**—RCA Warranty, ea. \$3,500.

**AMPEX VR 7000 VTR's**—1" Format, 3 available, ea \$1,000.

**AMPEX 1200A VTR's**—Loaded with Options, ea \$24,000.

**Norelco PC-70 Color Camera**—16X1 200M Lens, ea. \$18,000.

**Norelco PCP-70 Color Camera**—Portable or Studio Use \$15,000.

**Norelco PC-60 Color Camera**—Updated to PC-70, new tubes, \$12,000.

**New Videotek Monitors**—Super quality, low price.

**New Lenco Terminal Equipment**—Fast Shipment, 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 or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

**General Electric PE-245 Color Film Camera**—Includes new AGA optics, Beston ND filter system, and encoder with noise-coring and image enhancement. Operating and in excellent condition. Available immediately. Good price. Reply to Box M-162.

**Improve 3/4" tape recordings** with a Faroudja record booster. It really makes a difference! Broadcast Systems, Inc. 800-531-5232 or 512-836-6014.

**Ready for AM Stereo. Broadcast Console.** Eight channel Broadcast Electronics solid state console with eight individual pre-amp cards for mono/stereo, hi Z/lo Z operation. Accepts up to 16 stereo inputs. Only \$1600. Plan for the future today! Mr. Kevin Shutts, Sales Manager, Holt Technical Services, 205 Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

**ITC Cart Machines** ... reconditioned machines at 35% below current list for comparable new units. Several in stock, subject to availability 3D reproducers in both stereo and mono. Stereo WRA recording amplifiers for 3D reproducers. RP series stereo recorders. Mr. Kevin Schutts, Sales Manager, Holt Technical Services, 205 Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

**1 KW AM Gates BC-1T** Early 60's current proof, complete set spare tubes

**1 KW AM RCA BTA-1R**, 1962, on air excellent condition, SS rectifiers

**10 KW FM GEL**, mid 60's, excellent condition, proof, spares, manuals

**10 KW FM Collins 830-F1B**, 310Z1 exciter, stereo, spares, on air Call M. Cooper. (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.

**ITA-FM-1000C 1 kw FM transmitter** (mono) with service manual & Schematics; CBS Laboratories Volumax (Stereo) Compressor Model 4110 (S/N 3673); CBS Laboratories Audiomax (Stereo) Gain Controller Model 4450A (S/N 6506); Moseley Model SLG-3T Stereo Generator (S/N 1035D). Call Jeff Woodruff 307-733-4500.

**RCA TR50 VTR, CAVEC, DOC**, editor, 5,000 hours. RCA TR5 VTR. 801-750-3128.

**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.

**"Comic Relief!"** Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

**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.

**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.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Musical Themes** ... ad copy that sells ... video and animation work ... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7372 or 716-621-6270 for free demo tape. You've tried the rest for jingles, station images, musical theme projects ... now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

**Radio and TV Bingo.** Serving over 1000 stations, oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

**News set wanted.** Small market station desires recently discarded news set. Large market stations interested? Send photos or VT to News Director, KESQ-TV, PO Box 4200, Palm Springs, CA 92263.

**This ad is directed** to the owners and managers who are not satisfied with the results of their promotional and advertising dollars. Award-winning promotions and ideas. Whether your need is a new image, Arbitron promotion, whatever, contact us now. RESULTANTS, Bill Cunningham, 500 Hibiscus Drive, Hallandale, FL 33009. 305-454-7979.

**RADIO PROGRAMING**

**From Gum Springs, Ark.** comes Sam & Jesse. Five 5-minute programs weekly. A daily misunderstanding of current events. For a cassette demo, write: Evergreen Productions, 1075 Phelps Circle, Arkadelphia, AR 71923. ph. 501-246-9858.

**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 January 2 and February 12. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**KIIS Broadcasting Workshop** in Hollywood. Announcing, Disc Jockey, News. Plus top rated account Executive program—all taught by top LA. 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."

**RADIO**

**Help Wanted Announcers**

**GOLDEN  
OPPORTUNITY**

**WEST COAST  
MAJOR MARKET  
NEEDS WARM, SINCERE  
ADULT-CONTEMPORARY  
PERSONALITY  
IMMEDIATELY**

**WRITE:  
BOX M-150**

**Help Wanted Technical**

**ASSISTANT CHIEF**

For AM-FM-SCA operation. Experienced in maintenance. Mr. Williams—WSBC—4949 W. Belmont, Chicago, IL 60641 312-777-1700

**Help Wanted News**

**Future anchor/news editor  
openings**

with opportunity for advancement in growing company. Some Capitol reporting. Horse sense more important than degree. Tape and resume to Bill Barnes, News Director, Louisiana Network, 224 Florida, Suite M-100, Baton Rouge, LA 70801.

**NEWTALK HOST TAMPA BAY**

WPLP/TalkRadio 57 is searching nationwide for strong newstalk host to handle well-rounded talk presentation. Must have command of the issues as well as to be able to entertain. Send cassette tape and resume to Don Watson, Program Director WPLP/TalkRadio 57, P.O. Box 570, Pinellas Park, FL 33565. Tampa Bay is Market No. 17. EOE M/F.

**Situations Wanted Programing,  
Production, Others**

**LIVE-IN CONSULTANT**

19 year adult contemporary pro, number one rated in 3 top 10 markets, will be available January 2, 1980. If you have use for my talent, brains, and experience in on-air, programming, music, production, promotion, advertising and leadership, it never hurts to talk. I will acknowledge and consider all offers from all markets in confidence. I am looking for a home ... and a future. Box M-160.

## TELEVISION

Help Wanted News

### **BLIND AD FOR A WEATHER PERSON WITH VISION.**

Have we got a HI for you!  
We're a major network station in a top 10 market and we're offering a great opportunity to a superb weather person. We'll give you all the tools – the latest electronic equipment, well-designed graphics, heavy promotion, high salary and a terrific team. It doesn't matter where you're working now – large market or small – if you're qualified. We prefer a meteorologist, but that's not an absolute requirement. The key is your ability to communicate, to inform, with accuracy and warmth. Frankly, we're looking for the best weather person in America. If you're it, send us a tape. It'll be kept strictly confidential. We'll be seeing you.

EOE

Box 159, FDR Station, New York, NY 10022

#### **CINEMATOGRAPHER**

WTVJ-TV, Miami Fla  
Must have at least 2 years experience in all phases of ENG shooting and editing. Send resume to:

Manager of Employment

Wometco Enterprises

306 North Miami Ave.  
Miami, Fla. 33128

#### **NEWS PRODUCER**

Top-rated Miami TV station needs a producer for the 11PM news. Must have at least 3 years experience producing early or late news in major markets. Send tape & scripts to:  
Manager of Employment  
PO Box 010787 Miami Fla. 33101

#### **NEWS PRODUCER**

Great opportunity for young aggressive TV news broadcast producers and writers. Must have experience. Those hired will work with top news professionals inaugurating first all news television network. Send resume, news broadcast tape and script to: Cable News Network, 1018 West Peachtree Street, Atlanta, GA 30309.

#### **Help Wanted Management**

#### **TELEVISION OPPORTUNITY**

Permittee of new west coast UHF television station needs experienced manager to take charge of construction and operation of new facility. A challenging opportunity for the right person. Box M-127.

#### **Help Wanted Management Continued**

#### **TELEVISION ASSISTANT SALES MANAGER**

Aggressive, self-starter needed for growing Northwest Arkansas TV Station. Send resume and salary requirements to Box M-167.

#### **Help Wanted Technical**

#### **TELEVISION TECHNICIAN**

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer  
WMAR-TV  
6400 York Rd.  
Baltimore, Maryland 21212  
E.O.E. M/F

#### **PROMOTION ASST**

WTVJ TV, CBS affiliate in Miami, needs promotion asst with strong writing skills. Plan and execute heavy print campaign, work on special projects. Writing experience a must. Send resume and writing sample to:

Manager of Employment  
Wometco Enterprises  
306 North Miami Avenue  
Miami, Fla. 33128



**Help Wanted Technical  
Continued**

**AM-FM-TV  
MAINTENANCE ENGINEERS**

Immediate permanent full time openings for Supervisory and Non-Supervisory positions.

Experienced with the following preferred TCR100, AVR3, VR1200, PC70, TK76 Sony Broadcast, Vital switchers, TK28 film, Vidifont Mark IV, Microwave Associates and Moseley microwave, Harris and RCA transmitters.

**STRIKE CONDITIONS EXIST**

Submit resume to Richard W. Roberts, Corporate Personnel Director, WFLA Inc., P.O. Box 1410, Tampa, FL 33601.

**WFLA INC.**

An Equal Opportunity Employer M/F

**Help Wanted Programing,  
Production, Others  
Continued**

**PRODUCER**

Experience required in producing a fast-paced, highly visual newscast. Opportunity for involvement in special reports and magazine. EOE-MF Send resume and tape to:

Stan Hopkins  
PO Box 8  
Tulsa, Oklahoma 74101

KTUL-TV **8** TULSA abc

**TV FIELD PRODUCER  
FOR  
TOP-RATED PRIME ACCESS  
MAGAZINE**

3 years shooting & editing experience with 3/4 in. gear. Small staff requires 100% to meet deadlines of daily magazine. If you can tell a story on tape better than anyone else, and are ready to work long hours, send 3/4" tape and resume to:

WOKR-TV 13  
Box L  
Rochester, NY 14823  
EOE.

**TELEVISION  
MAINTENANCE  
TECHNICIAN**

WCVB-TV, the ABC affiliate in Boston, seeks a full-time broadcast maintenance technician. Applicants should have 3 or more years of broadcast maintenance experience with heavy emphasis on digital technology and FCC first-class license. We offer a 4-day work week; a base salary of up to \$28,600 per year plus overtime; and a chance to work with new camera and transmitter installation, 1-inch tape, CMX editing system, and one of the busiest production stations in the country.

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

An Equal Opportunity Employer M/F

**Help Wanted Programing,  
Production, Others**

**PRODUCER**

WCVB-TV seeks an experienced individual to produce an award-winning program for Spanish speaking viewers. The individual must be able to manage staff, talent, and operate within the established budget.

All candidates must have a minimum of 2 years of experience, in the production of similar programs, including knowledge of 16 mm film processes and video tape, familiarity of the Boston Hispanic community, and knowledge of issues important to spanish speaking americans. Fluency of the spanish language required.

If qualified and interested, send resume (no telephone calls please) to Personnel Department, C1216, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer  
M/F

**Situations Wanted News**

**TV SPORTS  
ANCHORMAN**

currently working in major market. Polished pro in mid-thirties with witty, conversational delivery. Strong writer, experienced in coverage of big league sports. Box M-152.

**Situations Wanted Programing,  
Production, Others**

**PRODUCER/DIRECTOR**

WITH: a flair for creativity; a penchant for quality. Currently senior producer/director with net affiliate. Well rounded sports exposure. Looking for move to progressive station or production company directing some remote sports. Will also consider AD/TD or videotape editing with right opportunity. References, Resume, and tape, yours for consideration. Telephone: (618) 277-5875. Please leave message.

**CHIEF ENGINEER**

Immediate opening for thoroughly experienced broadcast engineer with comprehensive knowledge of all phases of Television Station Systems. Send resume and salary requirements to Box M-173.

**PRODUCER**

Outstandingly successful Bureau Chief in major o/seas news center. Experienced every phase film & video, from operating camera to 6-figure budget control. Competitive, creative award winner. Seek news exec., magazine show, any challenging opportunity, anywhere. Box M-175.

**ALLIED FIELDS**  
Help Wanted Sales

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# BROADCAST EQUIPMENT SALES MANAGER



Rockwell International's Collins Transmission Systems Division is a world leader in the development, manufacture and market of selected broadcast station components.

As a result of our recent accelerated business growth and promotions, we are currently seeking candidates to assume responsibility for marketing our complete line of broadcast equipment directly to Broadcast Stations in Oklahoma, Kansas, Missouri, and Southern Iowa. These components include AM/FM transmitters, antennas and other selected station supplies.

Qualified candidates should have experience equivalent to a Director of Engineering for one or more broadcast stations. This background would include a clear understanding of high power directional antenna, plus the entire maintenance/technical operation of AM and FM broadcasting stations. Direct sales experience to similar stations is also desirable.

Benefits and compensation are more than competitive, including a dental and savings plan. In addition, we offer the most competitive sales commission plans in the industry.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If your qualifications meet the above specifications, we welcome you to submit your resume in confidence to:

**Collins Transmission  
Systems Division  
Rockwell International  
Professional Staffing 2003  
M/S 433-100, ccu 465  
P.O. Box 10462  
Dallas, Texas 75207**



**Rockwell  
International**

...where science gets down to business

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## Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe  
Director of Sales and Marketing  
Broadcasting Publications Inc.  
1735 DeSales St., NW  
Washington, DC 20036

## Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

## Consultants

### CONSULTANT

Will determine your market needs, hire and train entire staff, design advertising, etc. **RESULTANTS**, Bill Cunningham, 500 Hibiscus Drive, Hallandale, FL 33009 (305) 454-7979.

## BROADCAST SALES

Rapidly growing leader in the telecommunications industry headquartered in Los Angeles has a new position for a broadcast salesperson willing to travel to generate national sales.

The individual meeting our sales qualifications must have a proven record of high performance in the area of systems sales. Qualifications include 5+ years experience dealing with television networks, some technical background, and familiarity with cable and satellite telecommunications systems.

Excellent benefits and salary plus commission. Send resume to: Personnel Manager, Compact Video Systems, Inc., 2813 W. Alameda Ave., Burbank, CA 91505.

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## Help Wanted Management

### ASSOCIATION FOR PUBLIC BROADCASTING PRESIDENT

Nominations and applications for the position of president of the new Association for Public Broadcasting are invited. The mission of the Association is to ensure representation to governmental and non-governmental entities regarding the interests and concerns of the nation's public television licensees, and to stimulate and support planning and research on behalf of those licensees.

The President of the Association is the chief executive officer and will report to the Board of Trustees, and is responsible for such activities as analyzing proposed legislation, regulations and policies, developing policy positions for review by the licensees, helping to identify spokespersons and strategies to represent those positions on behalf of the licensees, soliciting the support and cooperation of other organizations, and mobilizing efforts of the individual licensees to represent their views.

Candidates will be considered on the basis of a knowledge of and experience in public broadcasting and/or the United States communications industry; proven ability to provide effective representation before Congress, the Executive, federal agencies, and the public at large; a demonstrated ability to attract funds from corporations, foundations and government agencies; administrative and leadership abilities in multi-organizational settings; and demonstrated sensitivity to the diverse interests represented in a membership organization. Salary range is \$80,000 to \$70,000.

Send applications or nominations in strict confidence accompanied by a resume. They must be received no later than January 18, 1980, addressed to:

Mr. Edward E. Hales  
Chairman, Search Committee  
1020 Washington Avenue  
P.O. Box 485  
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## Public Notice

### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Tuesday January 15, 1980, at 9 a.m. in the Medallion Room of the Court of Flags Hotel, Orlando, Florida. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Development, Finance/Audit/Compensation, Long-Range Planning & Legislation, Membership, Programming, and Technology/Distribution. The board committees will meet on Monday, January 14, 1980, at the Court of Flags.

For information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel at (202) 785-5389.

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### NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Hawley and the Townships of Egton and Highland Grove, County of Clay Minnesota, invite applications for a cable communications franchise. Application shall be submitted in accordance with the system design and services as specified in the "Invitation for Applications" which is available from the undersigned. Applications will be accepted until February 11, 1980 at 7:30 PM. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Hawley, Minnesota. Each such application shall be accompanied by a \$25.00 non-refundable filing fee payable to the City of Hawley.

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Clerk-Treasurer  
Hawley, Minnesota 56549  
218-483-3331

### NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE

The Cities of Dilworth and Glyndon and the Township of Glyndon, Minnesota, invite applications for a cable communications franchise. An application shall be completed and submitted in accordance with the system design and services as specified in the "Invitation for Applications" which is available from the undersigned. Applications will be accepted until February 14, 1980 at 6:00 p.m. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Dilworth, Minnesota. Each such application shall be accompanied by a \$25.00 non-refundable filing fee payable to the City of Dilworth.

Gary R. Cowden, City Clerk  
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# Fates & Fortunes

## Media



Singleton

**W. Dean Singleton**, president of newspaper division of Allbritton Communications, elected executive VP of company. He had been based in Westfield, Mass., but will now work out of Allbritton's corporate headquarters in Washington. He will report to Joe L. Allbritton, president and chairman of board, and will be involved in acquisitions, special projects, assisting Allbritton and other duties. Company owns WJLA-TV Washington, WSET-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

**Keith T. McKenney**, VP-general manager of Storer Broadcasting's WTVG(TV) Toledo, Ohio, named to newly created post of area VP for planning and development. He will be based at Storer headquarters in Miami. Succeeding McKenney at WTVG will be **Horace W. (Buddy) Ray**, currently assistant general manager there.

**W. H. Bud Coggins**, general sales manager, WRAL-TV Raleigh, N.C., appointed assistant general manager.

**Lewis Hopper**, general manager, WAPT(TV) Jackson, Miss., named VP-general manager.

**Ron Rice**, local sales manager, WBEN-AM-FM Buffalo, N.Y., joins WWOL(AM)-WWOR(FM) there as general manager.

**Jay Gerber**, VP-associate general counsel, NBC, New York, named VP-law. **Arthur Dignam**, director, auditing, NBC, named VP. **John O'Neill Jr.**, director, program merchandise administration, NBC, appointed VP-finance, West Coast, NBC. **Blanche Runge**, manager, program administration, NBC Entertainment, West Coast, named director, administration.

**Thomas J. Dougherty**, VP-associate general counsel, Metromedia, Washington, named corporate VP-regulatory affairs for Metromedia, which is based in Secaucus, N.J. **Stuart Subotnick**, assistant controller-director of taxation, named to newly created post of VP-taxation.

**David Spangler**, national marketing director, Times Mirror Cable Television, named VP of Central region, based in Newark, Ohio.

**Portia Scott**, advertising representative with ABC Leisure Magazines, New York, joins Mutual Broadcasting System, Washington, as manager of travel and special projects.

**Donald G. Softness**, part owner of WVNJ-AM-FM Newark, N.J., received honorary degree of Doctor of Humane Letters from St. John's University, Jamaica, N.Y., for his contributions to health and physical fitness through various public relations activities and through books and booklets he wrote on these subjects.

**Robert Cranston**, director of American Forces Radio and Television Service, Washington, named director of American Forces Information Service.

**Robert Taylor**, from WCZY-AM-FM Detroit, named VP-controller for KPNX-TV Phoenix.

**Dennis Tugander**, manager of budgets and cost forecasting, WBBM-TV Chicago, named director of business affairs.

**Paul Ramseyer**, manager of noncommercial KTIS-AM-FM Minneapolis, named director of broadcasting, effective in February when **Cornelius Keur** retires from that position. **Wayne Pederson**, director of program services for Northwestern Productions and network program director, both part of Northwestern College, licensee of KTIS, named to succeed Ramseyer. **Dave Kersey**, manager of noncommercial KFNW-AM-FM Fargo, N.D., joins KTIS as assistant to director.

**Kathy Laack**, operations director, noncommercial WNIU-FM DeKalb, Ill., named assistant manager of station.

**Jan Jones**, general accounting manager for division of Scovill Manufacturing Co., Wake Forest, N.C., joins Capitol Broadcasting Co., Raleigh, N.C., as assistant corporate controller.

New officers, Radio Executives of Baltimore: **Harry Shriver**, WFBR(AM)-WBKZ(FM), president; **Robert (Jake) Embry**, WMAR-TV, VP; **Rhody Bosley**, WITH-AM-FM, secretary, and **Carl Brenner**, WKTK(FM) treasurer.

Officers elected to newly formed El Paso (Tex.) Association of Radio Stations: **Garrett Haston**, KPAS(FM), president; **Ronnie Marks**, KFIM(FM), VP; **Jim Phillips**, KHEY(AM)-KEZB(FM), treasurer, and **Lee Masters**, KISO(AM)-KLOZ(FM), secretary.

## Advertising

**Jerome F. Birn**, chief executive officer of Tatham-Laird & Kudner, Chicago, elected chairman of management committee, but will remain chief executive. As chairman, Birn succeeds **Charles R. Standen**, who retired.



Birn



Beers

**Charlotte Beers**, managing partner and director of client services since last January, elected chief operating officer, position Birn held until 1977. Beers was senior VP and director of client services for J. Walter Thompson before joining TLK.

**Richard Karp** and **Richard Kiernan**, senior

VP's and co-creative directors, Grey Advertising, New York, named executive VP's.

**Roy Grace**, senior VP and executive creative director of Doyle Dane Bernbach, New York, appointed executive VP.

Named senior VP's at Young & Rubicam, New York: **Polly B. Langbort**, director of communications planning; **George W. Sharpe II**, group supervisor in planning and assistant director of New York communications planning, and **Gary G. Pranzo**, group supervisor and director of intercompany media liaison. **Metta Miller**, copywriter, Young & Rubicam, named copy supervisor. **Robert Glaimo**, art director, named art supervisor.

**Peter Thomas Murphy**, VP and copy chief, Needham, Harper & Steers, Los Angeles, named senior VP and associate creative director, Marschalk Co., New York.

**Robert P. Clark**, senior VP-financial management, SSC&B, New York, elected executive VP. **Judith Lotas**, VP-associate creative director, named senior VP.

**Norman Bierman**, and **John Thorne III**, senior VP's and management supervisors, BBDO, New York, elected to agency's board of directors.

**Judith Aiello**, senior VP and manager of broadcast operations, Scali, McCabe, Sloves, New York, joins Backer & Spielvogel there as VP-manager of creative services.

**Julle Begel**, VP-associate creative director, William Esty Co., New York, joins Venet Advertising there as VP-creative.

**Leo J. Dolan Jr.**, account supervisor, J. M. Korn & Son, Philadelphia advertising agency, named VP.

**Leon Rosenbluth**, director of office of communication research, Corporation for Public Broadcasting, Washington, joins N W Ayer ABH International, New York, as associate research director.

**Bruce Graham**, account manager, Ross Roy, Detroit, joins Simons Michelson Zieve Advertising, Troy, Mich., as account executive.

**Barbara Nielsen**, broadcast media buyer, Handley & Miller, Indianapolis, named field representative for Burger Chef account.

**Cappy Holditch**, formerly with BBDO in Atlanta as media director, joins Henderson, Kelley & Ward, Nashville, as media director.

**George Ghetia**, who formerly operated his own firm, Ghetia Public Relations of Cleveland, joins creative department of GKD Advertising, Oklahoma City, responsible for preparation of print and broadcast copy.

**Atherton W. Hobler**, founder and former chairman of Benton & Bowles, and **Neil Hosler McElroy**, former president and board chairman of Procter & Gamble, have been elected posthumously to Advertising Hall of Fame, administered by American Advertising Federa-

tion. Since Hall of Fame establishment in 1949, 81 persons have been named.



Blinn

**George Blinn**, VP-director of sales, Petry Television, New York, named senior VP.

**Jim Schneider**, general sales manager, KNUS(FM) Dallas, joins Selcom, New York, as VP-New York sales manager.

**Jane Engel**, account executive, Bernard Howard Co., joins H-R/Stone as sales manager in Philadelphia office.

**Robert Gauld**, graduate of Blair Television's sales associate training program in Chicago, named account executive in firm's Cleveland office.

**Allen Trattner**, account executive, Peters, Griffin, Woodward, New York, joins Metro TV Sales in same capacity.

**Laura Rizzuto**, assistant account executive, Air Time, New York, named account executive.

**Douglas Sinn**, VP-general manager of WSPD(AM) Toledo, Ohio, recently sold by Storer Broadcasting, named general sales manager of Storer's WTVG(TV) there.

**Regina Haspel**, senior research analyst, marketing research, NBC-TV, New York, named manager of audience analysis.

**Steve Mauldin**, account executive, KLAS-TV Las Vegas, joins KSHO-TV there as local sales manager.

**Penny Taylor**, account executive, KSTW-TV Tacoma, Wash., named national sales manager.

**Ernest Hill**, former general sales manager, KPHO-TV Phoenix, joins WEYI-TV Saginaw, Mich., as local sales manager.

**Ben Strickland**, account executive, KFDX-TV Wichita Falls, Tex., joins WAPT(TV) Jackson, Miss., as sales manager.

**Wayne Simons**, account executive, WTAR(AM) Norfolk, Va., named general sales manager. **Ed Johnson**, local sales manager for WTAR, named national sales manager for WTAR and co-owned WKEZ(FM) there.

**Dick Robinson**, president and general sales manager, WRCQ(AM)-WRCH-FM Hartford, Conn., resigns to devote full time to operation of Connecticut School of Broadcasting, of which he is sole owner.

**Gene Hobicorn**, director of sales development, WPAT-AM-FM New York, named local sales manager.

**Paul Wachsmith**, general sales manager, WRVR(FM) New York, joins WKQS(FM) Boca Raton, Fla., in same capacity.

**Joseph Koetter** and **Arnold Levin**, on sales staff of WAKY(AM) Louisville, Ky., named local and regional sales managers, respectively.

**P. Scott Brady**, formerly in retailing in New Jersey, joins WBZ-TV Boston as account executive.

**Sandy Nibauer**, from sales department of KYW(AM) Philadelphia, joins WDVR(FM) there as account executive.

**Mark Biviano**, account executive with WRIF(FM) Detroit, assumes additional duties as co-op development specialist.

**Janet Jarvis**, who formerly promoted cosmetics in Pittsburgh department stores, joins WPNT(FM) there as account executive.

**Sandy Kaiser**, former account executive, KHON-TV Honolulu, joins KGMB-TV there in same capacity.

**Lawrence Rosenberg**, from sales position with WCCC-AM-FM Hartford, Conn., joins WICC(AM) Bridgeport, Conn., as account executive.

## Programing

**Regina Dantas**, former VP-general manager of Taft, Hanna-Barbera International, joins Worldvision Enterprises, New York, as VP-international sales planning.

**Richard Kahn**, VP of on-air promotion in NBC's advertising, promotion and design department, New York, named VP-program services, NBC Entertainment. **Don Baer**, production manager, unit managers, West Coast, NBC-TV, named director of Olympic operations, NBC Sports, New York. **Sean McManus**, assistant to producer, ABC Sports, joins NBC Sports as associate producer.

**George Hankoff**, director of client services, Metromedia Producers Corp., New York, named VP-client services.

**Gayle Will**, national syndication sales manager for *The David Susskind Show*, New York, named director of sales and administration for Telepictures.

**Douglas Auerbach**, former general sales manager, WBZ-TV Boston, joins noncommercial WGBH-TV there as director of sales, responsible for domestic and international program distribution and syndication.



Allen

**Dr. Jimmy R. Allen**, immediate past president of Southern Baptist Convention and current pastor of First Baptist Church, San Antonio, Tex., appointed president of Southern Baptist Radio and Television Commission, Fort Worth. SBRTC presidency has been vacant since retirement last winter of Dr. Paul

M. Stevens. While search committee, under chairmanship of Fred Isaacs of Cosby, Tenn., looked for successor, Harold E. Martin served as interim head of SBRTC. Martin resigned in September and Charles P. Roden became interim chief operating officer. Allen expects to assume his new duties Jan. 15.

**Bill Tanner**, program director and air personality, WHYI(FM) Fort Lauderdale, Fla., assumes additional duties as national program director for Metroplex Communications, licensee of station. He will be responsible for four radio stations, including WHYI.

**Lynn McIntyre**, former manager of broadcast standards and practices for Post-Newsweek Stations, Washington, joins KFSN-TV Fresno, Calif., as program director. **Bill Reddy**, producer, WPVI-TV Philadelphia, joins KFSN-TV as producer-talent.

**Deirdre Gentry**, former music director for KSFX(FM) San Francisco, joins KCBS-FM there as music director and air personality.

**Lynn Bullock**, remote production supervisor,

WAPT(TV) Jackson, Miss., named production manager.

**Rick Scharf**, former producer-director of news and sports, WTVN-TV Columbus, Ohio, joins WESH-TV Daytona Beach, Fla., as production manager.

**Johnny Knight**, former general manager, KMND(AM) Midland, Tex., joins KDEX-AM-FM Dexter, Mo., as operations manager.

**Gerald (Red) McAleece**, air personality, for past 37 years on KDTH(AM) Dubuque, Iowa, retires.

**Khambrel Marshall**, sports reporter, WDIV(TV) Detroit, joins WFSB-TV Hartford, Conn., as 11 p.m. sportscaster.

**Ken Silverstein**, sports director, WKY(AM) Oklahoma City, joins KKDA-FM Dallas in same capacity.

**Mary Windishar**, director of creative services for KREM-TV Spokane, Wash., joins KGW-TV Portland, Ore., as producer of children's program, scheduled to premiere in February.

**Alan Sells**, formerly with WTUE(FM) Dayton, Ohio, joins WSAI-FM Cincinnati as air personality.

**Aaron Gold**, night life, show business and celebrity news columnist for *Chicago Tribune*, named entertainment reporter for WDAI(FM) there.

**Bill Evans**, producer-director, WAAY-TV Huntsville, Ala., joins WTVG(TV) Chattanooga as night production supervisor.

**Joan Reinhart**, graduate, State University of New York in Oswego, joins noncommercial KHCC(FM) Hutchinson, Kan., as program director.

**Linda Murillo**, with KJEO(TV) Fresno, Calif., named traffic manager.

## News and Public Affairs

**Mark Pierce**, news director, WTVN-TV Columbus, Ohio, joins WTHR(TV) Indianapolis in same capacity.

**Charles Blechlin**, news director, KATU(TV) Portland, Ore., joins WLS-TV Chicago as executive news producer. **Mike Kertez**, who has worked for last year as runner and trader for Chicago Grain Co. at Chicago Board of Trade, joins WLS-TV as assignment editor.

**Herbert S. Holmes**, associate producer, ABC News, Washington, named field producer, ABC News, Chicago.

**Jim Rutledge**, assignment editor, WSB-TV Atlanta, joins Cable News Network there, scheduled to go on air in June 1980, in same capacity. **Richard Reeves**, syndicated columnist and national editor of *Esquire* magazine, named political journalist for CNN. **Dan Dorfman**, syndicated newspaper columnist for Chicago Tribune-New York News Syndicate, will do financial column for CNN.

**Janine Pettit**, attorney with legal department of Group W in New York, named unit manager of investigative unit at Group W's KPIX(TV) San Francisco. She succeeds **Larry Lee**, who has been named reporter for unit.

**Mona Scott**, consumer anchor and co-host of *Sunday Magazine* on WKYC-TV Cleveland, named 11 p.m. weeknight co-anchor.



**T.J. Beer**, reporter and weekend anchor, WHO-TV Des Moines, Iowa, named 6 p.m. co-anchor.

**Bill Kaczaraba**, advertising copywriter for Burdines department stores of Florida, based in Miami, joins WCWB-TV Macon, Ga., as midday anchor, anchor for local news inserts on *Today* program, and general assignment reporter.

**Jerry Arnold**, former senior news reporter at WILO-AM-FM Frankfort, Ind., joins WAAC(AM) Terre Haute, Ind., as news director.

**Bill Selby**, reporter, WNAC-TV Boston, named political editor. **Mike Macklin**, state house reporter, named head of north bureau. **Marcie Diehl**, evening news producer, named senior producer. **Steve Curcuro**, production supervisor, named special projects producer. **Jerry Chervinski**, assignment editor, WBZ-TV Boston, joins WNAC-TV in January in same capacity. **Jan Harrison**, former anchor, KIRO-TV Seattle, joins WNAC-TV as weekend anchor and reporter.

**Bill Flanagan**, former anchor-reporter, KOMU-TV Columbia, Mo., joins WNEP-TV Scranton, Pa., as reporter. **Miriam Schaffer**, former news producer with WDBO-TV Orlando, Fla., joins WNEP-TV as late news producer.

**Mike Kellerman**, anchor, noncommercial WSRE(TV) Pensacola, Fla., joins WCHS-TV Charleston, W.Va., as investigative reporter.

**Patricia Sagon**, former reporter with WPLG(TV) Miami, joins Washington bureau of Independent Television News Association as reporter.

**David Gelber**, reporter, WCVB-TV Boston, joins WBBM-TV Chicago as producer for station's consumer unit.

**John Richard Byrd**, producer of 11 p.m. news on WSB-TV Atlanta, named producer of one-hour 6 p.m. newscast.

**Lee Swanson**, executive producer of news program, KWWL-TV Waterloo, Iowa, joins WFBC-TV Greenville, S.C., as news producer.

**Jim De Schepper**, weekend anchor-reporter, WFRV-TV Green Bay, Wis., named producer, special news projects.

**Stephanie Levinson**, former economic correspondent for ABC News, joins WCBS-TV New York as financial correspondent.

**Frances Ming**, from WPLJ(FM) New York, joins WABC(AM) there as editorial-community affairs director.

**Tom Cassidy**, general assignment reporter, KGO-TV San Francisco, joins WCFL(AM) Chicago as business editor.

**Bev Mikalonis**, former special events-news director, WUHQ-TV Battle Creek, Mich., joins KFSN-TV Fresno, Calif., as producer-reporter in public affairs department.

**Bill Wilson**, farm reporter for Commodity News Network, Leakwood, Kan. (Kansas City), assumes responsibility for editing and operations of Farm Radio Newswire.

**Robert C. Stoddard**, newsman and editor in Boston bureau of UPI, named regional executive for New England, based in Boston.

## Promotion and PR

**Robert A. Fuller**, manager, press information, CBS Radio Division, and 30-year veteran with company, appointed director, press information

for division.

**Holly Hartz**, in audience promotion for Group W's WJZ-TV Baltimore, named to same position with co-owned KPIX(TV) San Francisco.

**Ann Pace**, promotion manager, WTOL-TV Toledo, Ohio, joins WJXT(TV) Jacksonville, Fla., in same capacity.

**Jim Hutto**, program director, WAPT(TV) Jackson, Miss., named promotion director.

**Regen Dennis**, public relations representative for Boeing Aerospace Co., Seattle, joins KOMO-AM-TV there as director of community relations.

**Barbara Pomerance**, who formerly operated her own advertising and public relations agency in Sarasota, Fla., joins public relations department of Ehrlich-Manes & Associates, Washington.

**Edward Higgins**, director of community relations, North Ward Educational and Cultural Center, Newark, N.J., joins New Jersey Public Television, Trenton, as director of public information and research.

## Technology

**Joseph Keller**, executive VP-general manager of Zenith Distributing Corp., New York, subsidiary of Zenith Radio Corp., named president and general manager.

**Gerald Bahr**, division chief engineer of Trans-Video Corp., parent company of Mission Cable in San Diego, owned by Cox Cable, named director of advanced systems engineering for Cox Cable Communications, Atlanta. **Edward Dice**, manager of design and drafting at Cox in Atlanta, named division engineer for Cox Cable Development Co.

**Gilbert Tash**, VP-engineering, Times Mirror Cable Television, Costa Mesa, Calif., has assumed responsibility for technical development of all Times Mirror operating cable systems.

**Marilyn Smith**, marketing representative, United Video, Tulsa, Okla., named marketing manager.

**William Check**, digital design engineer,

Mutual Broadcasting System, Washington, named satellite facilities engineer.

**Gordon Allison Jr.**, bid specialist for RCA in Camden, N.J., named administrator, broadcast audio products, RCA Broadcast Systems.

**Don Massa**, product manager for broadcast audio products, RCA, Camden, N.J., joins Ampex as product manager for switcher operations in audio-video systems division. He will be based in Wheat Ridge, Colo. **Edwin Engberg**, manager of audio engineering department in audio-video systems division, based at company's headquarters in Redwood City, Calif., named audio products manager.

**James Millikin**, formerly with American Television and Communications, named chief engineer for regional operations of American Cablesystems of Virginia, responsible for 13 systems. He is based in Chilhowie, Va.

**Richard McLean**, responsible for sales to television networks, Microtime, Bloomfield, Conn., assumes additional duties as OEM (original equipment manufacturer) product manager. **Dean Leeson**, sales manager for Video Magnetics, Sunnydale, Calif., joins Microtime as Northeast regional sales manager.

**Jullan Soltys**, marketing manager for CMOS custom microprocessor products for Solid State Scientific, Montgomeryville, Pa., joins Magnavox CATV Systems, Manlius, N.Y., as director of market planning.

Management realignment at Conrac Corp., Stamford, Conn., has **Paul E. Graf** managing company's information group, **Aldrich P. Balacek** managing new controls group and **Robert Maybee** managing industrial group. All are VP's.

**Par Peterson**, director of engineering, Continental Cablevision, Lansing, Mich., joins GTE Sylvania Inc., El Paso, Tex., as marketing services supervisor for CATV operations.

**Don Richter**, from Automated Processes, Huntington, N.Y., joins Modular Audio Products, Bohemia, N.Y., as sales manager.

**Patricia Coleman**, manager of management information services for owned television stations, ABC, joins Data Communications Corp.,



**Silver anniversary.** After 25 years on the air, WSFA-TV Montgomery, Ala., is celebrating that fact this month. Attending the NBC affiliate's anniversary gala were (l to r) Fred Silverman, president of NBC; Jane Pauley of NBC's *Today* program; and Dixon and Peggy Lovvorn. Dixon Lovvorn is WSFA-TV's VP-general manager. The station began broadcasting Christmas night in 1954. All month, WSFA-TV will feature old programs that were popular in the 1950's, and appearances by some of the past on-camera personalities.

Memphis, as director, representative coordination, broadcast division. She will be based in New York.

**Alexia Vanides**, marketing communications specialist for Hughes Helicopters, division of Summa Corp., Los Angeles, joins Varian Electron Device Group, producer of power and special purpose tubes and solid state products for communications, radar, radio and television, Palo Alto, Calif., as advertising manager.

**Kamel Sharoubim**, international sales manager for Calvert Electronics, joins Team Electronics, Long Island City, N.Y., as head of company's new international sales division, with primary emphasis on international electro-optics and broadcasting markets. **Miki Lindenbaum**, in broadcast and closed circuit television sales with Hitachi Denshi, New York, joins Team as broadcast and closed circuit television sales administrator.

**Hal Jones**, national OEM sales manager with Memorex's video and professional tape products division, joins ADDA Corp., Campbell, Calif., as national sales manager.

**Andrew K. Jordan**, assistant chief engineer, KGW-TV Portland, Ore., retires after 31 years with company.

**Leon Anglin**, assistant chief engineer, KPNX-TV Phoenix, named VP-chief engineer.

**Stephen Wing**, graduate, Ripon College in Ripon, Wis., and graduate student at University of Iowa, Iowa City, joins KRNA(FM) Iowa City as chief engineer.

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## International

**Dave Lambert**, former general manager, systems group, Ampex, joins Sony Broadcast in Britain as general manager, sales. **Alan Pywell** becomes general manager, marketing services there. **Gordon Worthington**, formerly with Memorex, joins Sony as videotape sales representative.

**Anna Ford**, anchor with Britain's Independent Television News, becomes medical correspondent and part-time anchor.

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## Allied Fields

**Donald Halverson**, VP and head of Boston regional office, A.C. Nielsen Co., named regional manager of Hackensack, N.J., office of marketing research group, USA. **Thomas Busyn**, VP in Boston office, succeeds Halverson as Boston regional manager for marketing research group, USA. **Frederic Graf**, VP-marketing information systems development manager in Nielsen's Northbrook, Ill., headquarters, named VP-current development manager of marketing information systems.

**Claire L. Kummer**, manager, special television services, Arbitron Television, Beltsville, Md., appointed client service manager for Arbitron Television, New York.

**Peter Roslow** promoted to VP and director of media services for Strategy Research Corp., Miami, which provides syndicated radio and TV audience measurements in addition to custom research work.

**Robert Sherman**, VP and general manager of WNBC(AM) New York, appointed general awards chairman of New York Market Radio Broadcasters Association (NYMRAD), Fifth Annual Big Apple Awards.

**Susan A. Hunt**, formerly with WBAL-TV Baltimore, joins The Television News Group, research and consulting firm in North Hollywood, Calif., as director of marketing.

**Thomas G. Moon**, with Custom Audience Consultants, Washington-based firm specializing in sales, management and programing research for radio and television, named VP-operations.

**Sara Lipsey**, broadcast services consultant, Data Communications Corp., Memphis, named Western regional manager of broadcast division, BIAS, which automates sales, scheduling and accounting for radio and television stations.

**Michael McGlothlin**, co-founder and former president of sales consulting firm of Jennings, McGlothlin & Co., has formed his own broadcast sales consulting firm, McGlothlin Consulting Services, San Francisco. **Pat Brame**, formerly with National Radio Broadcasters Association, Washington, has joined McGlothlin.

Elected to serve as members of executive board of Congressional Radio-Television Correspondents' Association: **Nelson Benton**, CBS News; **Brit Hume**, ABC News; **Cokie Roberts**, National Public Radio, and **Danny Brechner**, Mutual Broadcasting System.

**Peter Levathes**, director of program development in office of television activities, Corporation for Public Broadcasting, Washington, joins law firm of Deane, Snowdon, Shutler, Garrish and Gherardi, where he will specialize in broadcasting and advertising issues. Prior to CPB post, Levathes was president of 20th Century-Fox Television Productions and head of Fox studios. Office of television activities will be replaced by program fund, to be headed by Lewis Freedman (BROADCASTING, Dec. 10).

**Thomas A. Mauro**, from law offices of John Pellegrin, Washington, and formerly on staff of Justice Department working on AT&T case, has opened his own law firm in Washington, at 1604 K St., N.W. He will continue to practice communications law.

**Davis S. Tatel**, director of Office of Civil Rights, Department of Health, Education and Welfare, Washington, and formerly with Washington law firm of Hogan & Hartson, rejoins Hogan & Hartson.

**Claire Kummer**, manager of special television services, Arbitron, Beltsville, Md., named client services manager for Arbitron Television in New York. **Gerald Steinman**, branch manager for Audits & Surveys, Trac-7 office in San Francisco, joins Arbitron Television as product manager, based in Laurel, Md., office.

**John E. Patton**, VP-marketing, Ram Research

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**Media marriage.** Mary Courtney Kennedy, daughter of Ethel Kennedy and the late Senator Robert F. Kennedy, and Jeffrey Robert Ruhe, assistant to the president of ABC News and Sports, Roone Arledge, have announced their plans to marry next June. Kennedy, 23, who works at Children's Television Workshop in New York, has taken leave to help in the Presidential campaign of Senator Edward M. Kennedy, her uncle. Ruhe, 24, and Kennedy are planning a Washington wedding.

Co., San Diego, named VP-general manager. He takes over operational management position vacated by **Jack McCoy**, company's founder, who becomes chairman of executive committee.

**Louis T. Olom**, since 1956 staff director of principal U.S. advisory commission overseeing information and cultural activities abroad (presently U.S. Advisory Commission on Public Diplomacy, before that U.S. Advisory Commission on Information), retires Jan. 11. Among chairmen—all prominent in communications and academic fields—with whom he served during tenure: Mark May, J. Leonard Reinsch, Frank Stanton, Hobart Lewis and Olin Robison. Olom career included tours with FCC (foreign broadcast analyst), State Department and U.S. Information Agency.

Officers elected to newly formed National Academy of Video Arts and Sciences, headquartered in New York: **Ciel Dunne Kabler**, MultiMedia Productions, president; **Alan Rogers**, Modern Telecommunications, first VP; **Lee Roy Kaminski**, KTK Video, second VP; **Rush Hickman**, Convergence Corp., third VP; **David Schweitzer**, independent director of videography, and **Colonel John J. Whiteside**, Committee for Future, treasurer.

**William J. Tobin**, executive director of North American Telephone Association, joins Association of Media Producers, Washington, as executive director.

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## Deaths

**G.T.C. Fry**, 67, national sales manager for ABC during the 1940's, and Detroit sales manager for CBS in pre-war years died of heart attack Dec. 6 in Montclair, N.J. Most recently advertising director of Eryan Perfumes, he was a senior vice president and board member of Kenyon & Eckhardt during the 1950's, and account management supervisor and group vice president for D'Arcy Advertising in the 1960's. Survivors include his wife, Elizabeth, his mother, Julia, and three children.

**Daniel T. O'Shea**, 75, former president of RKO Radio Pictures Inc., died Dec. 13 at his home in New York. Before joining RKO in 1955, he was VP and general executive of CBS. He retired from RKO in 1958. Survivors include his wife, Helen, and three sons.

**Cyril Bliss**, 59, CBS News cameraman based in London, died of heart attack in that city last Monday (Dec. 17). Bliss had been with CBS News since 1953 and covered civil wars and disturbances in Biafra, Cyprus, Middle East, Northern Ireland and Vietnam; worked with correspondents including Dan Rather, Morley Safer and Eric Sevareid and covered visits to London of Presidents Dwight D. Eisenhower, John F. Kennedy and Richard M. Nixon. He is survived by his wife, Gwen and daughter, Denise.

**Charles Edward Ballard**, 59, sales representative, KIVA-TV Farmington, N.M., died Dec. 10 at San Juan Regional Medical Center there of aneurysm. Ballard worked for KIVA-TV during two separate periods. He was sales and station manager from 1975 to 1977 under previous owners. He then became general manager of KLAATV West Monroe, La., where he worked for one year before returning to KIVA-TV. He began his career in 1945 with WGNC(AM) Gastonia, N.C. Survivors include his mother, Alma Poteet.



# Stock Index

Exchange and Company	Closing Wed. Dec 19	Closing Wed. Dec 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	39	38 5/8	+ 3/8	+ .97	8	1,092
N Capital Cities	46 1/4	46 1/2	+ 1 3/4	+ 3.76	13	661
N CBS	51 1/2	51	+ 1/2	+ .98	7	1,447
N Cox	64	63	+ 1	+ 1.58	13	430
A Gross Telecasting	27 1/4	23 5/8	+ 3 5/8	+15.34	9	21
O Lin.	49	48 1/4	+ 3/4	+ 1.55	12	134
N Metromedia	71	70 1/8	+ 7/8	+ 1.24	10	326
O Mooney	10 3/4	10 3/4				4
O Scripps-Howard	54 1/2	54	+ 1/2	+ .92	10	141
N Storer	26	26 1/4	- 1/4	- .95	14	301
N Taft	31 3/4	34 1/4	- 2 1/2	- 7.29	11	274

<b>BROADCASTING WITH OTHER MAJOR INTERESTS:</b>						
A Adams-Russell	19 1/4	20	- 3/4	- 3.75	16	34
A Affiliated Pubs.	29 3/4	26 5/8	+ 3 1/8	+11.73	10	101
N American Family	10 1/8	10	+ 1/8	+ 1.25	4	106
N John Blair	18 7/8	19 7/8	- 1	- 5.03	4	70
N Charter Co.	34 3/4	32 1/2	+ 2 1/4	+ 6.92	30	756
N Chris-Craft	17 3/4	17 1/8	+ 5/8	+ 3.64	10	76
N Coca-Cola New York	5 5/8	5 3/4	- 1/8	- 2.17	7	99
N Cowles	22 5/8	23	- 3/8	- 1.63	18	89
N Dun & Bradstreet	40 1/2	41 3/4	- 1/4	- 2.99	16	1,128
N Fairchild Ind.	42 1/8	40 1/4	+ 1 7/8	+ 4.65	9	240
N Fuqua	17 3/4	17 1/4	+ 1/2	+ 2.89	5	224
N Gannett Co.	47 1/4	47 1/4			15	1,270
N General Tire	20 3/4	20 5/8	+ 1/8	+ .60	4	481
O Gray Commun.	35 1/2	35	+ 1/2	+ 1.42	11	16
N Harte-Hanks	28	25 5/8	+ 2 3/8	+ 9.26	16	260
O Heritage Commun.	11 1/8	10 1/8	+ 1	+ 9.87		26
N Jefferson-Pilot	29 1/2	29 1/2			8	664
O Marvin Josephson	14 3/4	14 1/4	+ 1/2	+ 3.50	8	38
O Kansas State Net.	26 3/4	27	- 1/4	- .92	22	50
N Knight-Ridder	26 1/4	26	+ 1/4	+ .96	11	867
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	18 1/8	21 1/8	- 3	-14.20	8	245
N McGraw-Hill	28 3/4	27 5/8	+ 1 1/8	+ 4.07	11	712
A Media General	26 3/8	26 7/8	- 1/2	- 1.86	11	196
N Meredith	35 3/4	36	- 1/4	- .69	7	110
O Multimedia	32 1/2	31	+ 1 1/2	+ 4.83	14	216
A New York Times Co.	23 1/4	23 3/8	- 1/8	- .53	18	274
N Outlet Co.	19 1/4	19 1/2	- 1/4	- 1.28	5	47
A Post Corp.	19	18 1/4	+ 3/4	+ 4.10	8	34
A Reeves Telecom	4 1/2	4 5/8	- 1/8	- 2.70	50	10
N Rollins	28 5/8	28 5/8			14	383
N San Juan Racing	14 5/8	15 1/2	- 7/8	- 5.64	19	36
N Schering-Plough	29 3/4	31 5/8	- 1 7/8	- 5.92	8	1,590
A Spenderling	29 5/8	28 5/8	+ 1	+ 3.49	10	32
A Tech Operations	11 1/4	12	- 3/4	- 6.25	28	15
N Times Mirror Co.	36 3/8	37	- 5/8	- 1.68	10	1,235
O Turner Broadcasting	9	9				88
A Washington Post	19 7/8	19 1/8	+ 3/4	+ 3.92	6	315
N Wometco	22 1/4	22 1/2	- 1/4	- 1.11	10	191

<b>CABLECASTING:</b>						
A Acton Corp.	14 1/2	12 7/8	+ 1 5/8	+12.62	10	38
O Ameco+						14
O Athena Comm.	6 5/8	6 5/8				14
O Burnup & Sims	9 1/4	9 3/4	- 1/2	- 5.12	49	79
O Cable Info.*	14	(closing 11/27; not reported in previous wks.)				
O Comcast	26	24 1/2	+ 1 1/2	+ 6.12	25	44
O Entron*	5	5			5	4
N General Instrument	45 3/4	47 3/4	- 2	- 4.18	12	359
O Geneve Corp.	28 7/8	27	+ 1 7/8	+ 6.94	12	32
O Tele-Communications	28 5/8	27	+ 1 5/8	+ 6.01	35	304
N Teleprompter	22 3/4	22	+ 3/4	+ 3.40	30	386
N Time Inc.	46 1/2	45 1/4	+ 1 1/4	+ 2.76	9	1,298
O Tocom	12 1/4	12 1/2	- 1/4	- 2.00	26	18
O UA-Columbia Cable	43	37	+ 6	+16.21	20	144
O United Cable TV	29	28 3/4	+ 1/4	+ .86	21	118
N Viacom	39 1/4	36 7/8	+ 2 3/8	+ 6.44	20	149

Exchange and Company	Closing Wed. Dec 19	Closing Wed. Dec 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5 1/4	4 3/4	+ 1/2	+10.52	2	16
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	33 3/4	33 1/2	+ 1/4	+ .74	5	332
N Disney	42	42			13	1,361
N Fourways	11 1/8	10 3/4	+ 3/8	+ 3.48	6	59
Four Star*	1	1				10
N Gulf & Western	17 3/8	17 5/8	- 1/4	- 1.41	4	837
N MCA	52 3/4	52 1/4	+ 1/2	+ .95	10	1,226
O Medcom	3 5/8	3 5/8				15
N MGM	20	20 3/4	- 3/4	- 3.61	9	613
O Reeves Commun.	15 1/2	14 3/4	+ 3/4	+ 5.08	15	35
N Transamerica	17 3/8	17 5/8	- 1/4	- 1.41	6	1,147
N 20th Century-Fox	44 1/8	42 3/8	+ 1 3/4	+ 4.12	6	352
O Video Corp. of Amer.	5 3/4	5 3/8	+ 3/8	+ 6.97	19	5
N Warner	48 5/8	49	- 3/8	- .76	11	977
A Wrather	19 1/4	18 5/8	+ 5/8	+ 3.35	52	44

<b>SERVICE</b>						
O BBDO Inc.	33 3/4	34	- 1/4	- .73	8	84
O Compact Video	10 1/8	8 3/4	+ 1 3/8	+15.71		18
N Comsat	36 3/4	37 7/8	- 1 1/8	- 2.97	9	294
O Doyle Dane Bernbach	22 1/2	22	+ 1/2	+ 2.27	8	59
N Foote Cone & Belding	22 3/4	21 7/8	+ 7/8	+ 4.00	8	59
O Grey Advertising	40	39 1/2	+ 1/2	+ 1.26	5	24
N Interpublic Group	33	32 1/2	+ 1/2	+ 1.53	7	78
O MCI Communications	6 1/8	5 3/4	+ 3/8	+ 6.52	77	172
A MovieLab	5	5 1/2	- 1/2	- 9.09	9	7
A MPO Videotronics	4 3/8	4 1/2	- 1/8	- 2.77	4	2
O A. C. Nielsen	26 1/2	24 5/8	+ 1 7/8	+ 7.61	12	291
O Ogilvy & Mather	20 1/2	21 1/4	- 3/4	- 3.52	6	74
O Telemation	1 1/4	1 1/2	- 1/4	-16.66	2	1
O TPC Communications	6 1/4	5 3/4	+ 1/2	+ 8.69	11	5
N J. Walter Thompson	26 3/4	26 3/4			6	70
N Western Union	22 1/8	22 5/8	- 1/2	- 2.20	9	335

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	7 3/8	7 1/2	- 1/8	- 1.66	6	12
N Ampex	20	19 5/8	+ 3/8	+ 1.91	14	228
N Arvin Industries	12	12 1/8	- 1/8	- 1.03	4	71
O CCA Electronics*	1/8	1/8				1
A Cetec	5	4 7/8	+ 1/8	+ 2.56	11	2
A Cohu	5 1/2	5 1/2			18	9
N Conrac	17	16	+ 1	+ 6.25	27	34
N Eastman Kodak	49 1/8	48 1/4	+ 7/8	+ 1.81	9	7,927
B Elec Missile	2 3/8	2 3/8				34
O Farlon	24 7/8	23 5/8	+ 1 1/4	+ 5.29	23	122
N General Electric	48 3/4	47 5/8	+ 1 1/8	+ 2.36	9	8,998
N Harris Corp.	33 3/8	33 1/4	+ 1/8	+ .37	15	874
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.*	3/4	3/4				2
O Microdyne	23 3/4	25 1/2	- 1 3/4	- 6.86	25	2
N M/A Com. Inc.	32 3/4	33 7/8	- 1 1/8	- 3.32	43	185
N 3M	50	50 5/8	- 5/8	- 1.23	10	5,823
N Motorola	51 5/8	50 1/8	+ 1 1/2	+ 2.99	13	1,473
N N. American Philips	27 1/8	28	- 7/8	- 3.12	5	326
N Oak Industries	39 1/4	39	+ 1/4	+ .64	27	165
O Orrox Corp.	6 3/4	5 1/4	+ 1 1/2	+28.57	10	11
N RCA	21 3/4	22 5/8	- 7/8	- 3.86	6	1,628
N Rockwell Intl.	46 3/8	44	+ 2 3/8	+ 5.39	7	1,632
A RSC Industries	2 7/8	3	- 1/8	- 4.16	16	6
N Scientific-Atlanta	35 1/2	36 3/8	- 7/8	- 2.40	20	158
N Sony Corp.	7 1/8	7 1/8			12	1,229
N Tektronix	61 1/4	59 7/8	+ 1 3/8	+ 2.29	16	1,102
O Texscan	6 3/4	6 3/4			40	5
O Valtec	16 3/8	16 1/2	- 1/8	- .75	35	65
N Varian Associates	29 1/4	28 1/2	+ 3/4	+ 2.63	163	200
N Westinghouse	19 1/2	19 3/8	+ 1/8	+ .64	5	1,677
N Zenith	9 5/8	9 3/8	+ 1/4	+ 2.66	9	180


Standard & Poor's 400 Industrial Average 121.35 120.51 +0.84

Notes: A-American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poores' or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\*Stock split. + Traded at less than 12.5 cents.

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# Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

Jan 7  BROADCASTING's annual double issue. The centerpiece: our exclusive report and analysis of **the top 100 companies in electronic communications**—a club whose membership has changed remarkably both in identity and in magnitude since BROADCASTING's first compilation of the list in 1978. New this year: a recalculation of all company revenue and earnings data to reflect **one common reporting year**—essentially, from October 1978 through September 1979.

**And that's not all.** The Jan. 7 issue also will carry a recapitulation of all **the major news stories of 1979** along with the year-beginning edition of **"Where Things Stand,"** bringing readers everywhere up to date on the major issues in electronic communications.


Plus, of course, **the full budget of news** in all the media universes that, holiday season or not, continues to preoccupy our working lives.

Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.

Jan 28  Annual accounting of the **top 50 agencies in broadcast billings**—just one segment in a "state of the art" report on business and advertising.

Feb 11  **Pre-NATPE.**

Feb 18  **NATPE.**

Also  As yet undated special reports on **"Broadcasting: The Next 25 Years"** and **"The New Status Quo in Radio Networking."** Along with still other extra efforts just off the edge of our drawing board.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## You Belong in Broadcasting Every Week

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*



# Profile

## Alan Landsburg: Pick a genre, he's produced a hit in it

When ABC-TV announced its midseason schedule last month, there was one program that was a surprise entry on the list—Alan Landsburg's *Incredible Sunday*. Designed for the tough 7-8 p.m. time period where the network has tried just about every type of show over the past few years, *Sunday* has the unenviable job of trying to compete against CBS-TV's *60 Minutes*, the season's number-one show, and NBC-TV's *Disney's Wonderful World*, the longest-running prime-time series.

With competition like that, ABC just might have had to turn to Landsburg, one of Hollywood's more successful second generation of producers. At 46, Landsburg is one of the undisputed kings of the made-for-television movie; this spring he will have two network series, *Sunday* and *The Chisholms* on CBS; two of his films have already aired this season, and two more are planned for network runs in 1980; his syndicated half-hour *In Search Of...* is a popular prime time access program, and his list of credits includes *National Geographic Society Specials*, *The Undersea World of Jacques Cousteau* and *Between the Wars* (the 1978 Mobil Showcase documentary series).

Landsburg learned how to make television programs at what he calls "one of the seminal companies in this business," Wolper Productions. It was there in the early 1960's where Landsburg and a host of young filmmakers—William Friedkin, Jack Haley Jr. and others—learned the mechanics of production by making such notable programs and documentaries as *Biography*, *The March of Time* as well as the Geographic and Cousteau programs. While with Wolper, Landsburg was executive producer of the National Geographic series.

After leaving the Wolper organization, Landsburg produced the 1968 *Prudential's On Stage* drama, "Certain Honorable Men," as the first project of Metromedia Producers Corp. He followed that with another *On Stage* project, "Mirror, Mirror Off the Wall" with George C. Scott in 1969, and then a *Hallmark Hall of Fame* Emmy-winner, "Storm in Summer."

(Recalling those days when he was just about the only man in California making documentaries, David Wolper said that among his stable of over 25 young persons from the East, Landsburg "moved very fast; he was a terrific organizer.")

"Alan wasn't a triple threat man," Wolper said, "he was a quadruple. He could write, produce, direct and he was a



Alan William Landsburg—chairman, Alan Landsburg Productions, Los Angeles; b. May 10, 1933, New York; BA, radio and television, New York University, 1953; page, NBC, New York, 1949-53; corporal, U.S. Army, 1953-55; director, WNBC(AM) New York, 1956-59; producer-director-writer, WCBS(AM) New York, 1959; various positions with Wolper Productions, Hollywood, ending as head of production, 1959-66; produced in association with Jacques Cousteau, *The Undersea World of Jacques Cousteau*, 1967; various independent productions, 1968-70; founded Alan Landsburg Productions, 1970; m. Linda Otto, March 7, 1976—two children by previous marriage, Valerie, 21, and Michael, 17.

good businessman on top of it all.")

He formed his own production company, Alan Landsburg Productions, in 1970. ALP is now a division of Reeves Communications Corp., but Landsburg retains his position as chairman of the board. Landsburg does not consider himself a businessman, and he leaves much of that side of his burgeoning operation to a partner, Howard Lipstone. ALP has seven on-line producers and a permanent staff of 30 making five or six movies a year.

A native New Yorker, Landsburg gave up a job as a producer for WNBC(AM) there to move to Hollywood and television in 1959. His career, like so many others in radio and television, began as a page at NBC in New York in 1949. He remained there until he began his military service in 1953 but returned to WNBC(AM) as a director in 1956.

"I've never regretted leaving New York," says Landsburg. "I was stuck—a 27-year-old *enfant terrible* in radio with nowhere to go. When I first went to work for NBC, television was in teenie-weenie studios. Radio was still the center, but

television was beginning to make itself felt.

"By the time I was really ready to join the profession, radio had virtually died. I wanted to direct television, but you couldn't break in. I was stuck. So an opportunity arose out here, and I took it. I came out to write the *Biography* series with Mike Wallace."

Perhaps one reason Landsburg has never regretted his move to the West is the pace at which he can work in Los Angeles. Many producers are well known workaholics, but in fine California style Landsburg turns off his job easily. He claims to have a flat rule of no work after 7:30 p.m. and none on weekends.

But Landsburg functions well in the world of television business. He knows how to make salable pictures. Although his credits include many programs that could be considered some of the best on television, he has his share of eminently forgettable titles as well: *Death in Space*, *Rock-A-Die Baby*, *Tarantulas: The Deadly Cargo* and plenty of others.

Landsburg has even built the current fascination with the supernatural and extraterrestrial life into a small industry. In addition to *In Search of...*, which weekly explores strange phenomena, Landsburg has also made *In Search of Ancient Astronauts*, the 1973 NBC special that introduced the whole craze; *In Search of Ancient Mysteries*; "The Outer Space Connection," a theatrical film narrated by the late Rod Serling, and "Secrets of the Bermuda Triangle." Landsburg's name also appears on the covers of eight books dealing with such subjects.

As the 1980's and the promise of new opportunities and new markets for Hollywood product draw near, it is common to hear producers talk of the new entertainment age to come. It will be, some seem to believe, a time when producers will be free to make the kinds of shows they want to make—free of the tyranny of networks and network executives. Landsburg, who has managed to make his share of memorable television programs as well as the other kind, is one producer who bucks that current wave of expectation and takes a longer, if slightly cynical, view of the coming decade of videodisks, cassettes and pay television.

"I think it's all a lot of baloney that we're going to end the tyranny. The studios have a tyranny. The other distributors have a tyranny. The tyranny is selection, and any time someone says, 'I will select your product,' there is tyranny."

"We who operate successfully within the form know that part of the job of making a film is finding a place where it's going to be run and seen. Without one, the other doesn't exist."

# Editorials

## Who, us?

The fashionable thing to have around the FCC last Wednesday was an open mind about the rulemaking that was voted on children's television programming. FCC Chairman Charles D. Ferris said it in so many words. "I personally have a very open mind on this subject," he said of the rulemaking that contains, as one option, an enforced quota of educational and instructional programming that Ferris was gung-ho to adopt only last October.

Well, there's nothing like a couple of letters from senior senators to ventilate minds at an agency that had been headed toward the same kind of inquisition in children's programming that got the Federal Trade Commission into deep trouble in its crusade against children's advertising on TV. Ferris could only read the letters from Senators Hollings and Cannon (BROADCASTING, Dec. 17) as warnings that he would be the next Michael Pertschuk if he insisted on a shoot-out with television.

Only Abbott Washburn took a stand last week in voting against the quota option, which he thinks would do no good and would probably be unconstitutional. Perhaps by the end of this tedious proceeding, others can similarly make up their minds.

## Expanding universe

The word from Nielsen, via the Television Bureau of Advertising, is that home television viewing levels in each of the first 11 months of 1979 set a new record for that month, and December—in TVB's judgment, anyway—seems likely to make it a clean sweep (BROADCASTING, Dec. 17).

Trying to put a finger on why all this might be happening, we got more figures from TVB. These, also from Nielsen, show a remarkably steady increase in homes using television (HUT) across the entire day.

The new figures tell us where the increases are occurring, but not why. We are left to speculate. It is logical to think, as many say, that the gasoline crunch is keeping people at home more and that's why they are watching more. But this upward viewing trend has been going on since long before the crunch turned hard. Protracted spells of bad weather are known to keep people at home and increase viewing—but there hasn't been that much bad weather lately. The Iran crisis has apparently increased the viewing of news, but that doesn't explain the trends in afternoon hours, say, or in the months before the crisis started.

Perhaps the answer lies in a combination of factors. Or perhaps we're looking so hard for a physical reason that we overlook the real one. Could it be that people are watching more simply because they're finding more that they want to watch?

## Reaction out of focus

*TV Guide* bought full-page newspaper ads last Monday to display an editorial in its Dec. 22 issue condemning the television networks for putting ratings above the national interest in their coverage of the Iranian crisis. The editorial reflected what seems to be a fairly common view that television is being willingly manipulated to the advantage of the fanatics who are in charge at the moment in Iran. That position is stated with particular emphasis in a letter from Lawrence H. Rogers II, a prominent broadcaster, in "Open Mike" on page 16.

As readers of this page are aware, the journalistic operations in Iran are seen here in a different light. What would *TV Guide* and

Bud Rogers have the network news departments do? Consult the State Department on the footage to choose for the advancement of U.S. government policy? Privately elect to turn off the cameras at the sign of the first raised fist?

Granted, there may have been disagreements among journalists themselves over some editorial judgments since the hostages were seized, but the American audience has in no way been deceived by television coverage. Indeed Khomeini, Ghotbzadeh and the automated demonstrators at the U.S. embassy in Tehran are living testimonials to the folly of their anachronistic cause. They have unified American public opinion against them.

To turn the Iranian anarchy into a television horror story is to lack historical perspective. If television were as indispensable an agitators' tool as some suggest, the heirs of Louis XVI would still inhabit Versailles, and we would be paying taxes to Elizabeth II.

## Slurp, slurp

The FCC's inquiry into the subsidization of "citizen participation" in FCC proceedings turned into a rulemaking on the subject last week. That elevates it from possible to probable status and puts the professional "citizen" representatives a step closer to the public trough.

It all sounds high minded. If the FCC is to protect the public interest, it should be able to pay to find out what the public thinks and wants. Therefore, set up the money to get citizens together with the agency.

In practice, of course, things don't work that way. Most citizens turn out to be named Ralph Nader or Nick Johnson or Marcus Garvey Wilcher, to mention three, and to have a vocational stake in FCC proceedings. They live by fomenting and representing minority discontent that can be magnified into an appearance of public opinion.

Nowhere in the rulemaking adopted last week is there a limit on the size or number of grants that could be allocated to any given recipient. Inevitably, the money would accrue to a cadre of practitioners who are experienced in the business (and are facing a decline in the foundation support they have enjoyed).

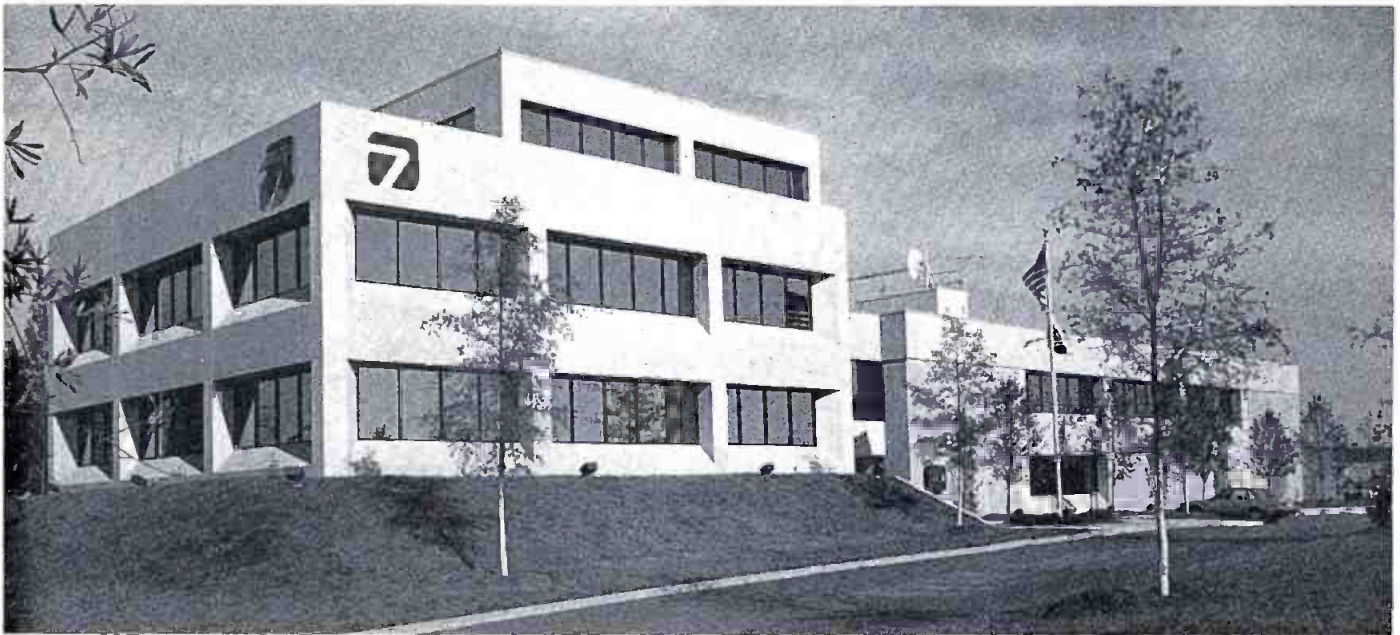
The FCC's design would create a sophisticated form of ambulance chasing, sponsored by the federal government. It is not a design for public interest, but for public expense.



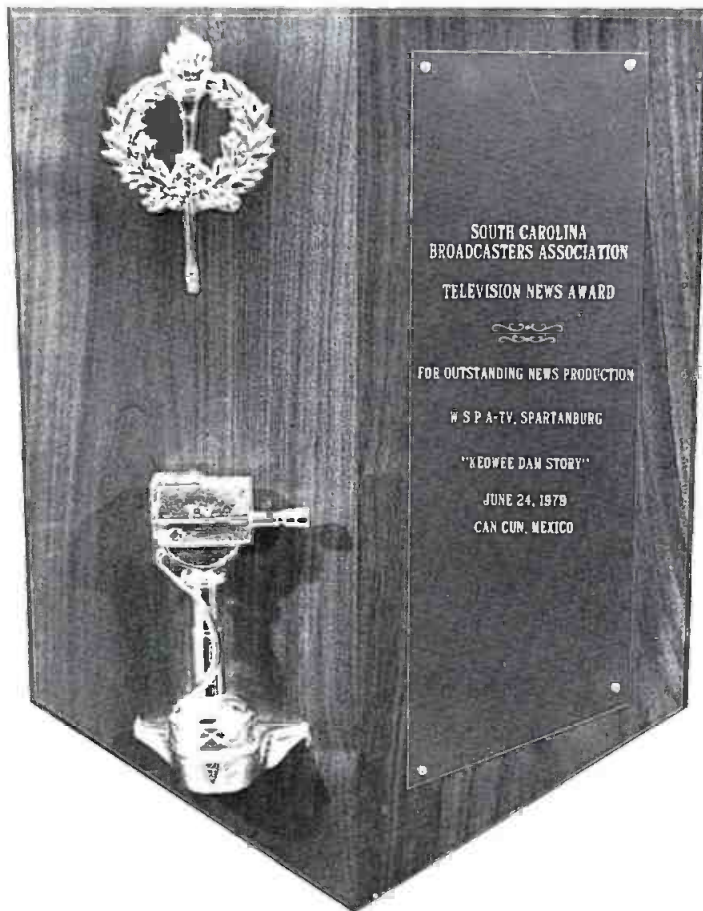
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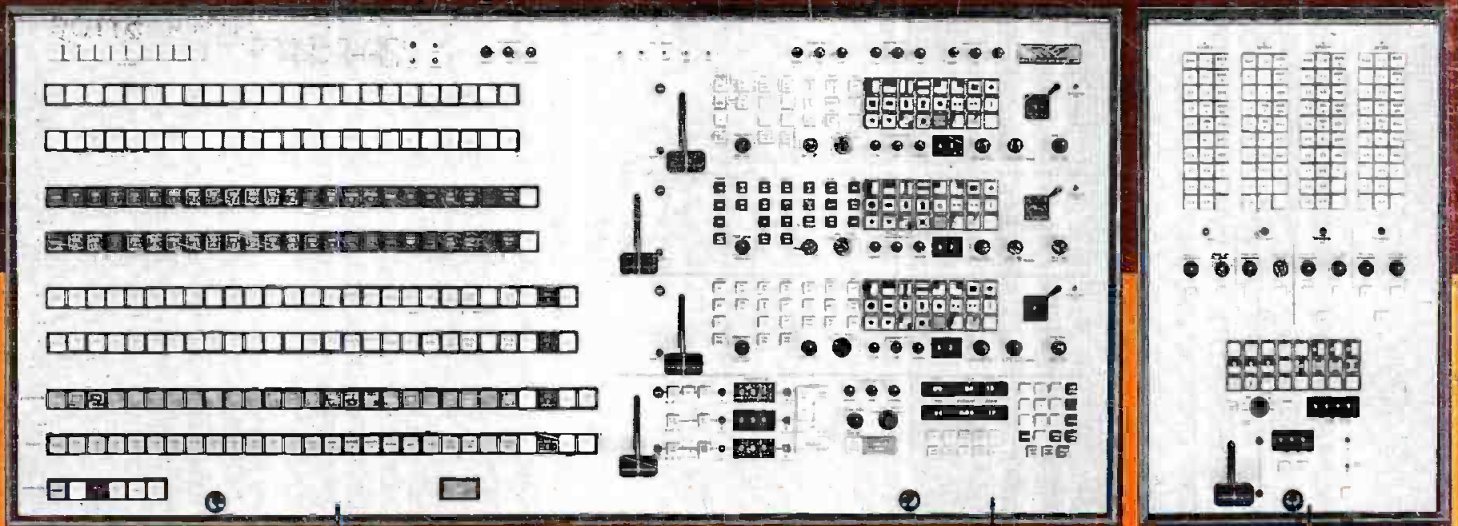
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