

Everyone in the act from Detroit Getting ready
for CTAM Reflections of a TV censor

Broadcasting Jul 21

The newsw Weekly of broadcasting and allied arts

Our 49th Year 1980

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

ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul
Survey: April 30-May 27, 1980

Rank	Program	Metro Rating
1	Eyewitness News (Mon. 10 PM)	27
2	Eyewitness News (Wed. 10 PM)	27
3	Eyewitness News (Thurs. 10 PM)	25
4	Eyewitness News (Sun. 10 PM)	24
	Eyewitness News (Tues. 10 PM)	24
	60 Minutes	24

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



KSTP-TV
Minneapolis, St. Paul

#1 EYEWITNESS NEWS

Down to earth. Up to the minute.

For more information, call KSTP-TV at 612-646-5555 or your nearest Petry office.

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A C C O
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M I S S I
O N
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X T K
D E C / 8 2

REMMAR



PREVIEW
1

KABLE!

Six Jerry Lewis'... plus Bing Crosby and Elvis Presley.

And that's only half of our new package.

14 OUTSTANDING THEATRICAL FEATURES FROM PARAMOUNT TELEVISION



A star-studded package featuring:

Elvis Presley, Jerry Lewis, Groucho Marx, Bing Crosby, Dean Martin, Walter Matthau, Tony Randall, Michael Landon, Sid Caesar, Nat "King" Cole, Zsa Zsa Gabor, Eartha Kitt, Cornel Wilde, Lana Turner, Pearl Bailey, Shirley MacLaine, Ella Fitzgerald, Richard Dreyfuss.

A remarkable find: over a dozen outstanding theatrical films with incredibly promotable stars, limited network prime exposure, and they have never been in syndication before! You will find them all in Paramount's new theatrical package—PREVIEW 1.

Performers and performance is what PREVIEW 1 is all about! It's an efficient

package of just 14 titles starring such popular audience pleasers as Jerry Lewis, Bing Crosby, Elvis Presley, Dean Martin, Walter Matthau, Shirley MacLaine, Groucho Marx and Richard Dreyfuss, just to name a few. PREVIEW 1 titles delivered a strong 18.4/33 in their initial prime time airings, and showed continued strength in repeat airings—only a 9% fall-off in share, even with an average of only four months rest between runs.

PREVIEW 1 gives you several other benefits: 13 of the 14 titles are completely new to syndication. Each feature has had a minimum of six years rest since its last network prime run. Plus, every title offers the advantage of extremely limited exposure—no feature has aired more than twice in prime time!

PREVIEW 1 is also a uniquely flexible package, strong enough to perform in prime time, dominate a weekend slot, or head a matinee. Its wide range of versatile features allow you to program for a variety of thematic needs, while also assuring you the most desirable demographics: young adults, kids and teens. **Available October, 1980**

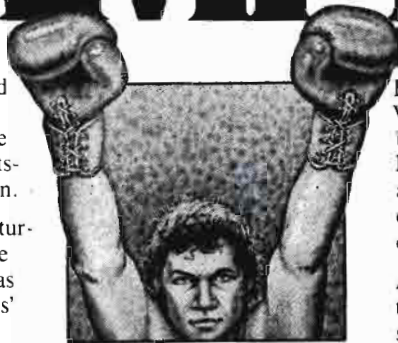


PREVIEW 1. The first in a new series of popular feature packages from Paramount Television Domestic Syndication

ABC'S WIDE WORLD OF SPORTS THE UNDEFEATED CHAMPION

The second quarter figures are in... and once again on both Saturday and Sunday, ABC's Wide World of Sports is the number one sports series with the sports-viewing public by an impressive margin.

In fact, for the first half of 1980, the Saturday and Sunday editions of ABC's Wide World of Sports captured nearly twice as many viewers as the other two networks' weekend sports anthologies!



For almost 20 years, ABC's Wide World of Sports has consistently been the most popular and the most honored year-round sports series on the air! And we'll continue to bring you exciting, dramatic coverage of the thrill of victory... as well as the agony of defeat.

ABC's Wide World of Sports... still the undefeated champion of weekend sports anthology programming.

**By unanimous decision,
ABC's Wide World of Sports retains
its title as the number one
weekend sports anthology series.**

ABC SPORTS 

SOURCE: NTV/NAC Reports. Average Audience, Total Households and Persons 2+ Estimates. Comparison of regular scheduled weekend Sports Anthology. Includes April and June Ratings Only Weeks. VPVH substitutions include April I & II for April Ratings Only Week and May I & II for June I & II plus June Ratings Only Week. Data subject to qualifications which are available on request.

The Week in Brief

TOP OF THE WEEK

EVERYBODY IN THE ACT □ Live coverage of political conventions—long the domain of the networks—is now also being provided by local stations and groups via satellite. That's good news for the stations, but whether the conventions are good enough news for the networks to devote traditional heavy coverage is once again a question. **PAGE 27.**

UPSTAIRS AT RCA: CHAPTER 2 □ Silverman says he won't replace Pfeiffer, slides more responsibility to Salant. Backe's name pops up. RCA directors reported in at least one meeting about further replacements. **PAGE 33.**

WHEELER'S OLIVE BRANCH □ NCTA's president makes a plea for broadcasters and cablecasters to forget the past and work together as partners. First step could be in local programming on cable, he says. **PAGE 33.**

STOP THE GRANTS □ Upset by NCTA support of certain provisions in the Senate's latest Communications Act rewrite, the National League of Cities urges its members to protest by imposing a moratorium on franchising. **PAGE 34.**

MEDIA

CABLE'S PRESENCE IN MARKETING □ CTAM's growth is one indicator of the new business orientation of the industry. The trend will be further analyzed at the society's Aug. 3-6 annual meeting in San Francisco. **PAGE 35.**

COMMUNITY HELP □ Cablevision Systems sweetens the pot in its bid for a Brooklyn franchise by offering to cut in a local redevelopment group. **PAGE 38.**

STV RUNS UP A FLAG □ Formation of Subscription Television Association is formally announced in Washington. Rinaldo Brutoco is first chairman; Terry Mahn named executive director. **PAGE 40.**

BUSINESS

BOYCOTT BOUNCE □ RCA says its decline in second-quarter profits in partly attributable to a \$16-million loss NBC suffered after the pull-out from the summer

Olympics in Moscow. **PAGE 41.**

A DIP FOR TAFT □ The company expects its first-quarter profits to be held down by performance of its amusement and entertainment groups. **PAGE 41.**

UNWANTED □ Twentieth Century-Fox goes to court to force out 21% owner Chris-Craft. Problems in acquiring more VHF's are cited. **PAGE 44.**

PROGRAMMING

NO VIEWING LOSSES □ A CPB-sponsored study concludes there is little danger that videocassette recorders will have a negative effect on audience sizes. **PAGE 46.**

JOURNALISM

THE BIG BACKYARD STORY □ GOP convention time provided Detroit stations an opportunity to put on a media show about national happenings on the local scene. **PAGE 48.**

LAW & REGULATION

SOUNDS OF DROP-INS □ The FCC is working on a document that could herald the addition of VHF's in some markets under an "equivalent protection" standard. **PAGE 50.**

REJECTED □ The FCC turns down Accuracy in Media's equal-time complaint about a John Anderson appearance on *Today*, saying the program is a bona fide news show. **PAGE 51.**

AT LARGE

TV'S TASTE TESTER □ For 13 years at NBC, Herminio Traviesas was probably one of the most visible of all the so-called network censors. Now retired, but still serving as consultant to that network, he discusses the evolution of today's attitudes towards television's treatment of sex, violence and other sensitive subjects. **PAGE 52.**

PROFILE

THE \$400-MILLION WOMAN □ Marcella Rosen says Barnard College inspired its women not to settle for second best. That is one reason she has risen to senior vice president and media director of N W Ayer ABH International with primary responsibility for almost \$400 million in expenditures. **PAGE 81.**

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KSDK PROFESSIONALISM

GATEWAY TO A NEW DIRECTION IN DAYTIME TELEVISION

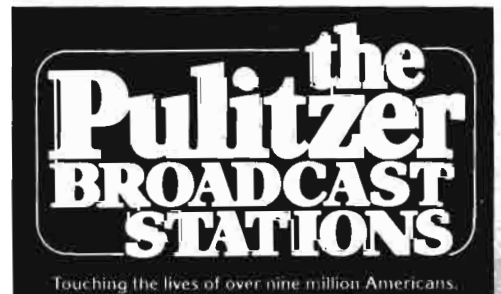


...nearly 43 hours of magazine and news programming each week

Never before in the history of television has one station committed to an all-day diet of news, information and magazine type programming like we're launching this Fall. Nearly nine full hours worth ...every weekday. Not just the full NBC slate. But 22½ hours of our own scheduling, including our locally produced MIDDAY AM Magazine, MIDDAY NEWS, Early Evening NEWS block and NEWS-BEAT Magazine ... plus Hour Magazine and The World of People.

Why? Because people are ready for a new...and better direction in daytime TV.

Quality people. Innovative thinking. That's KSDK professionalism. That's the Pulitzer standard of broadcast journalism.



KOAT-TV
Albuquerque

KSDK
St. Louis
(Formerly KSD-TV)

KETV-TV
Omaha

WTEV-TV
New Bedford/
Providence

WGAL-TV
Lancaster/York/
Harrisburg/Lebanon

KTAR & KBBC-FM
Phoenix

Represented by Blair
Television & Radio

Closed Circuit®

Insider report behind the scene, before the fact

Fitting out

NAB executive committee is expected to approve creation of television task force on allocations to go along with radio task force that is already at work. Total budget for both will probably be about \$500,000. Radio is already earmarked for \$200,000. NAB hopes both can work with FCC to study effects of various proposals to enlarge station populations in radio and TV, although FCC so far has been cool to idea of government-industry action.

Radio task force, headed by Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., is to hold strategy meeting Aug. 4, day before regular monthly meeting of NAB executive committee. July 9 meeting that task force had scheduled with FCC was called off, may be rescheduled in month or so. Meanwhile, radio task force has retained Jules Cohen, Washington consulting engineer, in loose-knit arrangement until it works out concrete plans for future operations. Members of Lerner group are Ralph Green, CBS Radio; Eugene D. Jackson, National Black Network; Bruce Johnson, Shamrock Broadcasting; Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich.; Jerry Lee, WDVR(FM) Philadelphia; Walter E. May, WPKE(AM) Pikeville, Ky.; Charles E. Wright, WBYS-AM-FM Canton, Ill., and, added last week, Marion Stephenson, NBC Radio, New York.

Sampling

Cable News Network, behind schedule in expanding its universe of cable viewers, is about to undertake novel promotion: For 24 hours on July 31 co-owned superstation WTBS(TV) Atlanta, will substitute CNN service for its regular programming, thus exposing CNN to five million cable subscribers that get WTBS. Hope is that subscriber demand will force cable systems to begin picking CNN up (at 15 cents per subscriber per month with WTBS and 20 cents without).

Although CNN's creator, Ted Turner, has promised to carry operation through developmental stage, turn-on rate will have to pick up if subscriber goal of five million is to be reached by end of year. CNN started with two million connections June 1, says it has added 300,000.

Simmering down

RCA Chairman Edgar H. Griffiths has survived first wave of crisis that followed firings of NBC Chairman Jane Cahill Pfeiffer and RCA President Maurice Valente. Unpublicized meeting of executive committee last Monday (July

14) decided waters had been muddied enough for now, agreed it's in company's best interest to leave executive superstructures of RCA and NBC alone at present. Silverman's contract is being renewed, although that's no guarantee of his continued grip on NBC helm.

Nevertheless, number of names continue to circulate as prospects for Griffiths job. One that hasn't yet: present board member Peter G. Peterson of Lehman Bros. Kuhn Loeb Inc. He's former secretary of commerce, former chief executive of Bell & Howell. Among board members exerting influence in current crisis: outside director Donald B. Smiley of Macy's, insider George H. Fuchs, RCA's executive vice president for industrial relations.

Foreign entanglement

Inadvertently or not, FCC has stirred up controversy over international common carrier rates that could result in serious rise in foreign rates and spill over into other international telecommunications negotiations, such as World Administrative Radio Conference where broadcast and satellite frequencies are involved. Precipitating dispute was recent FCC notice of rulemaking that would permit users that lease international circuits from U.S. common carriers to share circuits or even resell time on them to other users—as users of domestic circuits of U.S. carriers may do now.

Trouble is that U.S. was party to International Telecommunications Union policy prohibiting shared use. ITU's International Consultative Committee on Telephone and Telegraph has charged sell-out, and there's threat that many nations will drastically increase rates on their parts of international circuits that U.S. carriers use. Director of ITU's committee has warned U.S. State Department that U.S. credibility is at stake.

Coming attraction

Broadcasters and cablecasters, still getting used to such new technological developments as teletext and videodisks, can expect still another future shock in next decade. It's high-definition television—transmission of pictures with 1,000 to 1,500 lines per frame, versus current 525 lines in U.S. TV, and wide-screen aspect ratios nearer two-to-one than current four-to-three.

Prospect may arrive sooner rather than later, as technologists prepare for direct satellite broadcasting. Medium could arrive first in theaters and on disks—and, indeed, through cable. Of all media potentially affected, only present over-air

broadcasters are wedded to relatively narrow bandwidth.

Apartness

Hollywood-based Academy of Television Arts and Sciences is decidedly cool to growing sentiment within New York-based National Academy of Television Arts and Sciences for healing of three-year rift between groups and possible reunification. "We have told them there's just no way," said one ATAS official last week after two-hour informal meeting with Robert A. Behrens, ATAS member, NATAS trustee and Miami producer. Meeting was largely backgrounder for Behrens on 1977 split, but reunification was discussed. Neither academy has formally discussed merger.

From Hollywood's point of view, organizations are "two different breeds," and conflicts between ATAS's national entertainment programmers and NATAS's largely local ones would still remain in any new relationship developed by groups. NATAS is now headed by persons not on line when groups split—Post-Newsweek's Joel Chaseman has headed New York group for only one month—but Hollywood still has number of active leaders who were around when two groups went separate ways.

Reserved roost

In deal involving RCA Americom, Southern Satellite Systems and Cable News Network, RCA has agreed to guarantee CNN permanent spot on Cable Net One (now Satcom I) for number of concessions, including Southern Satellite's agreement not to partake in lottery for two transponders on yet-to-be-launched Satcom III.

Details of deal haven't been disclosed, but it's presumed that it also includes agreement on part of CNN to drop breach-of-contract suit it's been pressing against RCA in Atlanta federal court.

Next round

While major attention is being focused on cable franchising of unwired markets, story of equal importance in next five years will be renegotiation of franchises granted in late sixties. Renegotiation of mostly 15-year franchises usually begins two or three years before termination date.

Communities have option of opening franchising to new bidders. That's what citizen groups in Austin, Tex., where Midwest Video and LBJ Co., jointly operate system, are demanding.

HE'S THE 72



Sold in New York

Sold in Los Angeles

Sold in Chicago

Sold in Philadelphia

Sold in San Francisco

Sold in Boston

Sold in Detroit

Sold in Washington, D.C.

Sold in Dallas-Fort Worth

Sold in Pittsburgh

Sold in Houston

Sold in St. Louis

Sold in Minneapolis-St. Paul

Sold in Miami

Sold in Tampa-St. Petersburg

Sold in Seattle-Tacoma

Sold in Baltimore

Sold in Indianapolis

Sold in Denver

Sold in Portland, Ore.

Sold in Hartford-New Haven

Sold in Sacramento-Stockton

Sold in Milwaukee

Sold in Kansas City

Sold in San Diego

ONE IN MARKETS

old in Providence	Sold in Albuquerque
old in Columbus, O.	Sold in West Palm Beach
old in New Orleans	Sold in Burlington-Plattsburgh
old in Oklahoma City	Sold in Baton Rouge
old in Orlando-Daytona Beach	Sold in Huntsville-Decatur-Florence
old in Louisville	Sold in Austin
old in Harrisburg-York-	Sold in Ft. Wayne
Lancaster-Lebanon	Sold in Fargo
old in Norfolk-Portsmouth-	Sold in Colorado Springs-Pueblo
Newport News-Hampton	Sold in Duluth-Superior
old in Salt Lake City	Sold in Augusta
old in Birmingham	Sold in Salinas-Monterey
old in San Antonio	Sold in Santa Barbara-Santa Maria-
old in Tulsa	San Luis Obispo
old in Flint-Saginaw-Bay City	Sold in Amarillo
old in Richmond	Sold in Binghamton
old in Toledo	Sold in Charleston, S.C.
old in Shreveport-Texarkana	Sold in Yakima
old in Syracuse	Sold in Erie
old in Jacksonville	Sold in Las Vegas
old in Rochester	Sold in Reno
old in Green Bay	Sold in Utica
old in Fresno	Sold in Bakersfield
old in Johnstown-Altoona	Sold in Ardmore-Ada
old in Spokane	Sold in Honolulu-Hilo-Waikiki

The number one Thursday night
show on any network. Barney Miller.
A Four D Production distributed by
Columbia Pictures Television



Business Briefly

RADIO ONLY

Acco Seeds. Begins Sept. 15 for about 20 weeks in 45 markets. Agency: Bozell & Jacobs, New York. Target: farmers; adults, 18 and over.

Sherwin-Williams Martin-Senour paint. Begins Aug. 20 for third quarter in 39 markets. Agency: Wyse Advertising, Cleveland. Target: adults, 25-54.

Big E Beer. Radio campaign begins this week for third quarter in various Oregon markets. Morning drive, middays and afternoon drive. Agency: Cunningham & Walsh, Los Angeles. Target: men, 18 and over.

Curtiss Candies Baby Ruth and Butterfingers. Begins Aug. 18 for six to 12 weeks in 55 markets. Agency: Lee King & Partners, Chicago. Target: teen-agers.

Kraft Handi-snacks. Begins Sept. 1 for eight weeks in Ohio markets of Dayton, Columbus, Cincinnati and Cleveland; Louisville, Ky., Fort Wayne, Ind., Indianapolis; Grand Rapids, Mich., Salt

Rep Report

KJLA(AM) Kansas City, Mo.: To Roslin Radio Sales from Jack Masia.

Here's VASI. Video Advertising Spot Inc., New York, has been formed by Sam Brownstein, president of Pro Radio Sales, New York, and Don Softness, principal in WVNJ-AM-FM Newark, N.J., to serve as representative firm to cable TV systems and networks, effective in fall. VASI has temporary headquarters at 441 Lexington Avenue, New York 10017; (212) 687-3380.

Taking orders. Enterprise Radio, Farmington, Conn., sports network that will begin programing via satellite Jan. 1, 1981, has signed The Christal Co., New York, as its rep.

Lake City; Seattle; Portland, Ore. and Los Angeles. Agency: Needham, Harper &

Steers, Chicago. Target: women, 25-49.

Ford Motor Co. Corporate. Begins Aug. 4 for eight weeks in top 50 markets. Agency: Wells, Rich, Greene, New York. Target: adults, 18-54.

Bermuda Department of Tourism Travel. Begins this week for six weeks in Atlanta. Agency: Foote, Cone & Belding, New York. Target: adults, 35-64.

Lake to Lake Dairy Cooperative Cheese. Begins Aug. 25 for six weeks in Boston. Morning drive time. Agency: Stephan & Brady, Madison, Wis. Target: adults, 35 plus.

California Credit Union League Begins July 28 for six weeks in 10 California markets. Agency: Forrest Dolan Associates, Los Angeles. Target: adults, 35 and over; adults, 18-34.

Just Pants Jeans franchises. Begins July 31 for four weeks in about 70 markets. Morning drive times, midday, afternoon drive and evenings. Agency: PKG/Cunningham & Walsh, Chicago. Target: adults, 18-24.

Levi Strauss Jeans. Begins Aug. 4 for four weeks in 25 markets. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: teen-agers, and men, 18-34.

U.S. Dept. of Energy Begins July 28 for four weeks in Connecticut markets. Vanguard Advertising, Minneapolis. Target: men, 25-54.

Chicago & North Western Railways Begins Aug. 4 for four weeks in seven markets. Agency: Campbell-Mithun, Chicago. Target: adults, 25-54.

Upjohn Cortaid. Begins July 28 for three weeks in Tucson, Ariz., and Fort Wayne, Ind. Morning drive, midday and afternoon drive. Agency: CPM, Chicago. Target: adults, 25 and over.

Wendy's Old Fashioned Hamburgers Restaurant chain. Begins this week in Rockford, Ill., and Green Bay and Madison, both Wisconsin, for three weeks to introduce chicken. Another campaign also begins this week in Milwaukee for five weeks to promote salad bar. Morning drive, midday and afternoon drive times. Agency: Clinton E. Frank, Chicago. Target: adults, 18 and over.

Rosarita Foods Refried beans. Begins this week for two weeks in Washington markets. Agency: Dailey & Associates, Los Angeles. Target: women, 25-49.

Trucking Activities International trucking show. Begins this week for five

CHECK OUT OUR LIBRARIES

No matter what your station's format is, William B. Tanner Company has the library for it. We have eight to choose from. And they run from one end of the musical scale to the other. Contemporary, Contemporary Country, Middle of the Road, Rock, and easy listening. Production music libraries!

Sales libraries! All have sound effects and production effects. All Tanner libraries are designed to increase sales and listeners—and enhance programming. Write for more information about the library of your choice today.

Or just call David Tyler collect at (901) 320-4340.



The William B. Tanner Co., Inc. 2714 Union Extended, Memphis, TN 38112

Name _____ Title _____

Station _____ Format _____

Address _____

City _____ State _____ Zip _____

AdVantage

Reagan's reservists. Ronald Reagan's advertising war chest is swelling. Two independent groups set up to elect Reagan as President say they'll spend as much as \$9 million in advertising. National Conservative Political Action Committee has produced 10 TV commercials that it says will run in selected markets, starting last Friday (July 18) and continuing through Nov. 4. NCPAC reports it will spend at least \$1 million and perhaps as much as \$5 million. Another group, Americans For Reagan, headed by Senator Jesse Helms (R-N.C.), says it has set a fundraising goal of \$4 million in Reagan's behalf. Federal Election Committee said several weeks ago it would take legal action against groups supporting Reagan with independent expenditures, claiming this would violate legal prohibitions on campaign spending and contributions. NCPAC, AFR and other independent groups maintain their activity is legal and they are only exercising their constitutional right to free speech. NCPAC TV commercials for Reagan contain catch-phrase, "We'll make America great again."

□

Widening horizons. Lockhart & Pettus, New York, agency specializing in marketing to blacks, is setting up TV program production and syndication unit to produce television specials and daytime dramas appealing to black women. Agency's major client, Carson Products Co., Savannah, Ga., which spends about \$4 million to advertise hair conditioning and shampoo products, is set to finance L&P's first program venture—one-hour variety special starring Debbie Allen, star of "West Side Story" on Broadway and commercial spokesperson for Carson. Program will be produced in fall for telecasting in December in major black markets and later will be available for cable television. Agency believes burgeoning cable market offers black-oriented advertisers expanding opportunities.

□

United they stand. Vacation America, worldwide network of travel agencies, unveils \$1-million TV, radio and print campaign beginning in August in cooperation with over 200 retail travel agencies. Covering major markets including Los Angeles, San Francisco, Dallas, Miami and New York, spots will stress expertise of agents, their planning and use of computer information and reservation systems. De Krig Advertising, New York, created campaign which introduces theme "Vacation America, the place to go before you go any place."

days in Spokane, Wash., and California markets of Fresno, Sacramento and Los Angeles. Agency: Moran, Lang & Duncan,

Palo Alto, Calif., Target: men, 25-plus.

Mr. Plywood □ Wood products. Begins this week for five days in Seattle, Denver and Portland, Ore. Morning drive, middays, afternoon drive and evenings. Agency: Falconer Advertising, Portland, Ore. Target: men, 25-54.

TV ONLY

SCCA Industries □ Gallenkamp Shoe Corp. of America Begins Aug. 11 for three weeks in Ohio markets of Columbus, Dayton and Cincinnati and Indianapolis; Kansas City, Mo., Phoenix and Tucson, Ariz. Another campaign begins Aug. 18 in Los Angeles for three weeks. Day and

fringe times. Agency: Saffer, Cravit & Freedman, of Don Mills, Ont. Target: women, 18-34, women, 18-49.

Consumer Union □ *Consumer Reports* magazine. Begins Aug. 21 for three days in 14 markets. Prime, late fringe and news times. Agency: Rapp & Collins, New York. Target: adults, 25-49.

RADIO AND TV

Lees Carpets □ Factory sale. Begins Aug. 18 for one week in Los Angeles, Philadelphia, St. Louis, Cleveland and Pittsburgh for radio and in over 150 TV markets. Agency: National Media, King of Prussia, Pa. Target: adults, 18-54.

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

**How about the one that's
first in the NATION in
prime time audience share:
KOLN-TV/KGIN-TV.**



Our 52% share* of TSA adult viewers, 18+, during prime time 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 1980



*A Fetzler
Station*

KOLN-TV/KGIN-TV

Channel 10 **A CBS Affiliate** Channel 11
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
1500 FT. TOWER / 1069 FT. TOWER

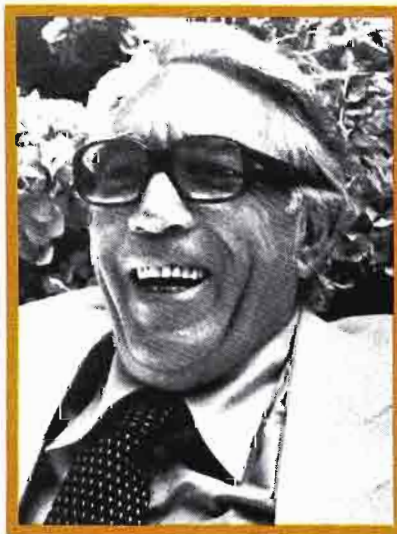
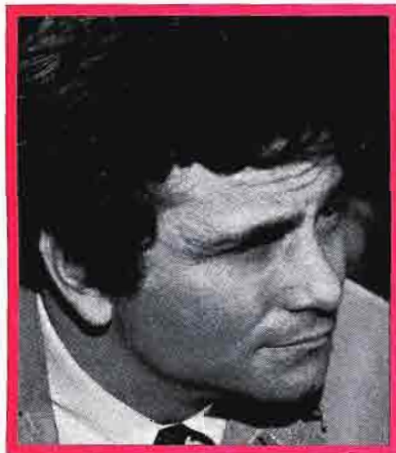
Avery-Knodel Television National Representatives

NEW FROM MCA TV!

UNIVERSAL NETWORK

MOVIES 85

The five CBS C bought 'em a



&O's



NEW FROM MCA TV!

"Universal Network Movies 85"

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

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

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

UNIVERSAL
NETWORK
MOVIES 85

85 of television's best movies
from the company that started it all!

MCA TV

■ Indicates new or revised listing

This week

- July 22**—*Radio Advertising Bureau* Idearama for radio salespeople. Galleria Plaza hotel, Houston
- July 22**—*Radio Advertising Bureau* Idearama for radio salespeople Sheraton Old Town, Albuquerque, N.M.
- July 22**—*Radio Advertising Bureau* Idearama for radio salespeople Ramada Inn, Evansville, Ind.
- July 24**—*Radio Advertising Bureau* Idearama for radio salespeople Holiday Inn, Muscatine, Iowa
- July 24**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Airport Inn, Nashville
- July 24**—*Radio Advertising Bureau* Idearama for radio salespeople Holiday Inn Northwest, Oklahoma City
- July 24**—*Radio Advertising Bureau* Idearama for radio salespeople Red Lion Motor Inn, Spokane, Wash.
- July 24**—*Radio Advertising Bureau* Idearama for radio salespeople Granada Royale, Phoenix.
- July 24-26**—*Louisiana Association of Broadcasters*

summer convention Regency hotel, Shreveport

- **July 25-26**—*West Virginia Associated Press Broadcasters* annual convention Ramada Inn, Morgantown
- July 26**—*United Press International Broadcasters of Louisiana* meeting Hilton hotel, Baton Rouge
- July 27-29**—*California Association of Broadcasters* meeting Del Monte Hyatt House, Monterey
- July 27-31**—*Community Antenna Television Association* CCOS-80 Snowmass Colo.

Also in July

- July 28-31**—*New York State Broadcasters Association* 19th executive conference Otesaga hotel, Cooperstown
- July 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Royal Villa, Raleigh, N.C.
- July 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Inn Airport, Cleveland
- July 29**—*Radio Advertising Bureau* Idearama for radio salespeople Red Lion Motor Inn, Sacramento, Calif.
- July 29**—*Radio Advertising Bureau* Idearama for radio salespeople Marriott hotel, Kansas City, Mo.

July 30-31—*Wisconsin Broadcasters Association* annual summer meeting Pioneer Inn, Oshkosh

- July 30-Aug. 3**—*National Federation of Community Broadcasters* annual conference Clark University, Worcester, Mass.
- July 31**—*Radio Advertising Bureau* Idearama for radio salespeople Hilton Inn, Lansing, Mich.
- July 31**—*Radio Advertising Bureau* Idearama for radio salespeople Richmond Hyatt House, Richmond, Va.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Travelodge International hotel at Los Angeles Airport

July 31—*Radio Advertising Bureau* Idearama for radio salespeople Americana Inn and Conference Center, Arlington, Tex.

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

August

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

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

Aug. 4-5—*National Broadcast Association for Community Affairs* board of directors meeting Sheraton Washington hotel, Washington.

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

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople Des Moines Hilton Inn, Des Moines, Iowa.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople Hyatt Birmingham, Birmingham, Ala.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople Red Lion Motor Inn, Portland, Ore.

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

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

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

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

Aug. 22—*Kansas Association of Broadcasters* annual sports seminar. Royals Stadium, Kansas City

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

September

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

Sept. 1—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment Entries must have aired between May 1, 1979, and July 31, 1980 Infor-

Major Meetings

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

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, 1982, Hyatt Regency, Kansas City, Mo.

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

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

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

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

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

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

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesar's Palace, Las Vegas; September 1983, Orlando, Fla.; December 1984, San Antonio, Tex.

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

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

Jan. 25-28, 1981—Joint convention of Na-

tional Religious Broadcasters and National Association of Evangelicals. Sheraton Washington hotel, Washington.

March 13-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

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

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

May 6-10, 1981—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

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

June 10-14, 1981—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: 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.



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mation: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

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

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

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

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

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

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

Sept. 14-17—*Broadcasting Financial Management Association's* 20th annual conference, Town and Country hotel, San Diego.

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

Sept. 15—Deadline for entries for 12th National Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

■ **Sept. 15**—Deadline for submissions to *Atomic Industrial Forum's* Forum Award competition. Award carries \$1,000 prizes in both electronic and print media for excellence in reporting on peaceful uses of nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014. (301) 654-9260.

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

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

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

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

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

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

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

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

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

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

Sept. 25-28—*American Women in Radio and Television* western area conference, Brown Palace, Denver.

Sept. 26-28—*American Women in Radio and Television* west central area conference, Canterbury Inn, Wichita, Kan.

Sept. 26—*Society of Broadcast Engineers* regional convention/equipment show, Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNY-FM-TV, (315) 457-0440.

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

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

Sept. 28-Oct. 1—*National Association of Black Journalists* annual convention L'Enfant Plaza hotel, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277

Sept. 29-30—*National Association of Black Owned Broadcasters* fall conference National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

Sept. 29-Oct. 2—Sixth *VIDCOM* International Market for Videocommunications, Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360

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

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

October

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

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

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

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

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

Oct. 3-5—*American Women in Radio and Television* mideast area conference, Pittsburgh Hilton

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

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

■ **Oct. 5-7**—*Common Carrier Association for Telecommunications* annual MDS convention, Washington Hilton, Washington

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

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

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

Oct. 8-10—*Public Service Satellite Consortium*, fifth annual conference, Washington Hilton.



In July 7 report of May sweeps, CBS figure (49,000 households) for **Jackson, Miss., market** was incorrectly boldfaced to indicate leading network affiliation. **NBC figure (52,000)** should have been so indicated.

Fran Reiter is new sales manager, Carter Grant Productions, New York, not Frank Reiter, as reported in "Fates & Fortunes," July 7, page 68.

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

Oct. 9-10—*Pittsburgh chapter of Society of Broadcast Engineers* seventh regional convention and equipment exhibit, Howard Johnson's Motor Lodge, Monroeville, Pa.

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

Oct. 9-12—*American Women in Radio and Television* southern area conference, Sheraton hotel, Jacksonville, Fla.

Oct. 9-12—*National Black Media Coalition* annual meeting, Mayflower hotel, Washington

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

Oct. 12-13—*North Dakota Broadcasters Association* fall convention, Ramada Inn, Grand Forks

Oct. 12-14—*Pennsylvania Association of Broadcasters* annual fall convention, Toftrees Country Club and Lodge, State College. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101

Oct. 12-14—*North Carolina Association of Broadcasters* annual convention, Pinehurst hotel and country club, Pinehurst.

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

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

Oct. 15-16—*National Association of Broadcasters* television conference, Hyatt Regency, Phoenix.

Oct. 15-17—*Kentucky Broadcasters Association* fall convention, Hyatt Regency, Lexington.

Oct. 15-18—*National Broadcast Association for Community Affairs* annual convention, Sheraton Washington, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277

Oct. 15-18—*National Broadcast Association for Community Affairs* annual convention, Sheraton Washington hotel, Washington.

Oct. 15-19—*American Association of Advertising Agencies* Western region meeting, Doubletree Inn, Monterey, Calif.

Oct. 16—*Connecticut Broadcasters Association* annual meeting/fall convention, Hotel Sonesta, Hartford. Information: Bob Meinson, (203) 771-7425.

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

Oct. 16-19—*American Women in Radio and Television* southwest area conference, Airport Marina, Albuquerque, N.M.

Oct. 22—*International Radio and Television Society* Newsmaker luncheon, Waldorf-Astoria hotel, New York

Oct. 22-24—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Association of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*, Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

■ **Oct. 24**—*Colorado State University's* ninth annual CSU Broadcast Day, CSU, Fort Collins. Featured guest: FCC Commissioner Anne P. Jones. Information: Dr. Robert McClachlin, Dept. of Speech and Theatre Arts, 312 Willard Eddy Building, CSU, Fort Collins, Colo. 80523.

Oct. 25—*American Council for Better Broadcasts* annual fall conference, Annenberg School of Communication, University of Southern California, Los Angeles.

Oct. 26-28—*Kentucky CATV Association* annual fall

Simply fantastic picture quality. Fantastically simple set-up. Get both with our renowned TK-47.

Press a button, and it sets up automatically. In seconds, instead of hours. File and recall six basic lighting situations, and get great picture quality—instantly—under any conditions.

All RCA cameras are built to extend your creativity, lighten your chores, and deliver the very best on-air product.

Our TK-76C is light, rugged and agile enough to go anywhere and start shooting right away.

Our TK-760 has enough heft for smooth studio work, yet is light enough for easy transport to the field as an EFP camera.

And with them all comes famous RCA TechAlert service to keep you on the air, come what may. Your RCA Representative can tell you more. RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.

SIMPLY FANTASTIC.



Can you really
afford less?

convention Hyatt Regency hotel, Lexington.

Oct. 26-28—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programmers* and *University of Wisconsin Extension*. Concourse hotel, Madison.

Wis information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

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

Oct. 27-29—*Mid-America CATV Association* 23d

annual meeting and show. Williams Plaza hotel, Tulsa, Okla.

Oct. 27-29—*Scientific-Atlanta Inc.* sixth annual Satellite Earth Station Symposium. Marriott hotel, Atlanta. Information: Gene Lovely, (404) 449-2000.

Open Mike®

More's the less

EDITOR: Why is it that governmental agencies, and those people who staff them, are of one mind? "More is better!" More is not better. In most cases, "more" only serves to hurry up the demise of a situation . . . and in the case of the current FCC proposals, an industry.

If FCC proposals are expedited, the broadcast industry could see another 4,000-plus stations on the air. Where does it end? Does Chairman Ferris want us to end up like the fast-food industry? A station on every corner! The fastest records in town! Get your latest news while you wait!

Competition is good for our industry; oversaturation is not. Surely, Ferris and the commission are having difficulty seeing the forest for the trees.—*Bob Parks, general manager, KELD(AM)-KAYZ(FM) El Dorado, Ark.*

Hearing problems

EDITOR: Henry Geller at the National Association of Black Owned Broadcasters meeting (BROADCASTING, June 30): "We don't want to degrade the AM band . . . but."

What if not degradation, pure and simple, is the bandwidth reduction from 10 khz to 9 khz that he espouses so warmly?

Are we to assume blithely that "the American public really won't know the difference?" With all the hi-fi ear training they've had in the past 30 years?

Let's not oversimplify the problem into a question of haves and have-nots, ins and outs. There's a lot more to it than that.

There's just so many bales that this one donkey can carry.—*Arnold Hartley, Key Broadcast Management Inc., Garden City Park, N. Y.*

Region 2 rejoinder

EDITOR: In response to John J. Miller of KCOL-AM-FM Fort Collins, Colo. ["Open Mike," June 16].

Notwithstanding majorities or minorities or who "makes [National Association of Broadcasters] policy," it only takes an I.Q. above room temperature to understand that my letter to the NAB is an emphatic reproach and condemnation to a villainous act, for instigating foreign administrations against the efficient function of a U.S. delegation in a foreign land. Senator Robert Dole [R-Kan.] said to the news media:

The Logan Act "prohibits that any citizen of the United States wherever he may be, who, without authority of the United States directly or indirectly commences . . . intercourse with any foreign government . . . in relation to any dispute or controversies of the United States or to defeat the measures of the United States"

Despicable acts like the one perpetrated by NAB in instigating foreign administrations against the U.S. delegation to Region 2 in Argentina, have also contributed to the loss of respect for our country.—*Oscar Leon Cuellar, consulting engineer, Denver.*

Households, not people

EDITOR: Again, the well-meaning but misinformed lament about how people are corrupted by overuse of TV: this time by Ted Turner (BROADCASTING, June 9).

He asserts that "I don't believe the people who run the networks have any idea of what effect TV has on American viewers." That claim is probably as well informed as his further assertion that "I don't see how anyone can watch six hours of television a day and be worth anything to their country."

He has garbled data reporting average household viewing levels. Average viewing time per day per person is closer to four hours.—*James A. Brown, associate professor, broadcasting, University of Southern California, Los Angeles.*

Straightening the record

EDITOR: Corrections are in order re your mention of [Multimedia's] Walter Bartlett and Phil Donahue in the "Fates and Fortunes" section of your June 23 issue. Bowling Green State university is in Ohio, not Kentucky. Bartlett received a Distinguished Alumnus Award. Donahue was awarded an honorary doctor of humanities degree.—*Clifton Boutelle, director, news and photography services, Bowling Green State university, Bowling Green, Ohio.*

Fan mail

EDITOR: After reading your Profile of me (May 26), I was flattered by your writership. Having heard from so many friends, I'm doubly awed by your readership.—*Roy Danish, director, Television Information Office, New York.*

Cable compliments

EDITOR: A note of thanks to you and your associates for the extensive write-up of our 1980 convention that was included in the May 26 issue. We appreciate your continued support of our industry by the coverage presented in the magazine.—*Douglas Dittrick, president, Douglas Communications Corp., Mahwah, N.J., and chairman, National Cable Television Association.*

EDITOR: Your people have outdone themselves with the complete and accurate coverage of the NCTA here in Dallas. We can't get enough good information about cable, and BROADCASTING has provided the industry with another genuine contribution by its thorough editorial coverage.—*John F. Molanphy, media supervisor, Tracy-Locke Advertising, Dallas.*

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to KING-TV

FOR extra-special commitment to
local programming for young
audiences



Peggy Charan June, 1980
PRESIDENT

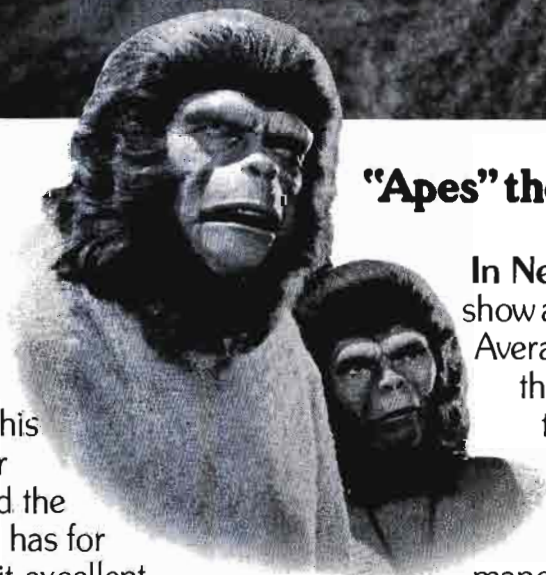
They're to



Planet of the Apes, a unique group of 5 two-hour movies, is about to take over the ratings.

The proven success of the original "Apes" features makes this new offering a perfect choice for theme weeks or prime time. And the strong appeal the regular series has for younger audiences also makes it excellent movie fare for weekend fringe.

In short, the "Apes" can take over—all over.



"Apes" theme weeks take over early show ratings.

In New York, up 50% over early show average during Sweep weeks. Averaged 32% higher share than the 1979 showing of "Roots" theme week. (WABC, 1978)

In Detroit, up 45% over February 1978, 1979 and 1980 early show performances. (WXYZ, February 1978)

In Dallas, up 32% over the average early show performance. (WFAA, May 1978)*

*Source: ARB 1977, 1978, 1979, 1980

**NTI Second Dec. 1974 Report, season-to-date average. Estimates are subject to qualifications of the ratings services.

king over.

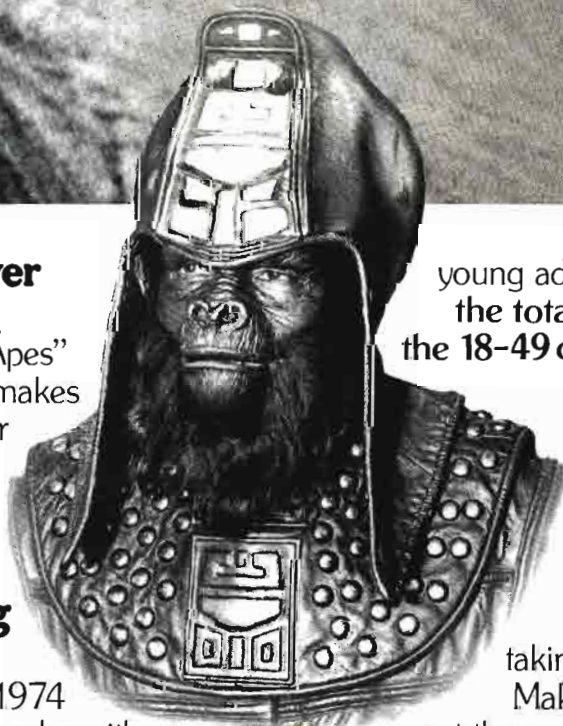


"Apes" features take over prime time.

The previous success of "Apes" features in network prime time makes these 5 new movies a natural for the 8:00-11:00 PM time period. The average first run Rating 26.1/Share 44 (NTI).

"Apes" take over young adults and children.

During the series' regular 1974 season, "Apes" was especially popular with



young adults and children. 71% of the total adult audience was in the 18-49 category. And children's rating averaged a 22.**

These demographics make it ideal for weekend fringe (12 Noon-8:00 PM) movie programming.

The "Apes" are taking over this fall. Make sure you've got them on your side.

Planet of the Apes



Monday Memo®

A broadcast regulation commentary by Arthur Ginsburg, retired chief of the FCC Complaints and Compliance Division

The reasons of rules

This Monday morning finds me reflecting on what it is like, for the first time in 19 years, to be considered an outsider. Since 1961 I have been directly involved with the creation of regulations and their enforcement by the FCC. Now, having quit the government (and no one in Washington says "forever") for the University of Texas at Austin, I find it perfectly natural to be outside the fishbowl of public service, peering into the slightly murky waters trying to make some sense out of what I see.

In all of my government service I have been subject to the ceaseless pressures put upon the commission and its staff by the public, by Congress and by commission licensees and their attorneys. The reactions to such monumental heavings by complainants, petitioners of all sorts and others are not always normal. Someone always wins or loses these constant battles, and the first reaction of the loser always seems to be: Kill the umpire. To keep the large volume of applications, claims and complaints moving, the temptation always exists to give short shrift to some problems or to treat them with forms "by the numbers." It takes almost a daily effort to recognize and deal with the fact that each problem comes from an individual who is in distress or needs help or advice and that, regardless of the merits or triviality of the claim, each person is entitled to a rapid, honest and clearly stated response. The less bureaucratic hokum the better.

In this regard, it has always been my belief and operating principle that rules and policies cannot be mindlessly interpreted, that common sense and the human touch are required to bend rules when necessary to meet needs that are considered just. If the rules have to be bent too much and they no longer seem to make much sense in view of changing circumstances, it is the government's duty to re-examine those rules and change them if necessary.

However, bending or revising rules is not the same as wiping them out completely. Lately, rules—all rules as an abstract and undefined subject—have become the handy target and punching bag for just about anybody. Everywhere, rules and policies of various regulatory agencies are under attack simply because they exist. To the politician in this election year, there is no better issue for obtaining votes. Never mind the fact that many rules were created to protect the public and often provide the only satisfactory vehicle for balancing the shaky and frequently antagonistic relationship between business and public interests. The political speaker



Arthur Ginsburg, former chief of the FCC Complaints and Compliance Division, will join the faculty of the University of Texas at Austin in the fall as an assistant professor of journalism in the school of communications. He joined the commission in 1961 as an investigator in the division (he is a lawyer), moved up the ranks to assistant chief of the division in 1974, acting chief in 1978 and the year following, chief. He retired from the agency in June (BROADCASTING, May 12).

rarely, if ever, makes any attempt to distinguish between types of rules and their reasons for being. It is ironic that the audience that most enthusiastically applauds this general attack on rules often stands to lose the most. Thus, the public and the rules themselves can both be said to be victims of current political thought.

Politicians themselves are subject to fantastic pressures from special interest groups. Nonspecific attacks on rules spring from such pressures. The public itself is not always so well represented. In recent years the public certainly has not been well served by the paid public service activists. There are many reasons for this, including a strange paralysis and loss of taste for the jugular. In the main, the public until very recently has remained impotent because the message has not reached them in a digestible fashion.

The attacks against rules are increasingly heard in advertising by industries that are affected by regulation in some way. As in political speeches, the blame for many ills is laid upon rules in general. Specific rules are rarely identified. I certainly cannot fault the natural desire of industry to protect itself. I see nothing wrong with access to the air through paid advertising by industry if that is how it wants to put across its message. (I should add that I see nothing wrong if the sponsor of the message is clearly identified and the station licensee is given the full freedom of choice of program matter the Communications Act allows him.)

Controversial messages of public importance of all sorts belong on the air as a public service. The fairness doctrine exists to protect both public and industry by re-

quiring the presentation of conflicting viewpoints. It is distressing, therefore, to see that the fairness doctrine itself is under attack. Most distressing of all is the fact that the doctrine is suffering attack for all the wrong reasons and by those who may not fully understand it.

The basic fairness doctrine requirements are not difficult to understand or to comply with. Despite the ease of compliance, the so-called complexities of the fairness doctrine are often seized upon as the excuse for broadcasters to rid themselves forever of any requirements to present conflicting viewpoints. My observation as the person responsible for the administration of the fairness doctrine over the past several years is that in many markets, were it not for the doctrine's existence, controversial viewpoints on matters of public importance would simply not be heard.

It is also my belief, again from first-hand observation, that the presence of the doctrine does not in any way limit the presentation of views of any kind by anyone. Hard-hitting, controversial programming has always been done by those who want to do it. Nor, in my opinion, does the existence of approximately 10,000 radio and television stations in the U.S. alter the need for the doctrine. Individuals listen to stations one at a time, not collectively.

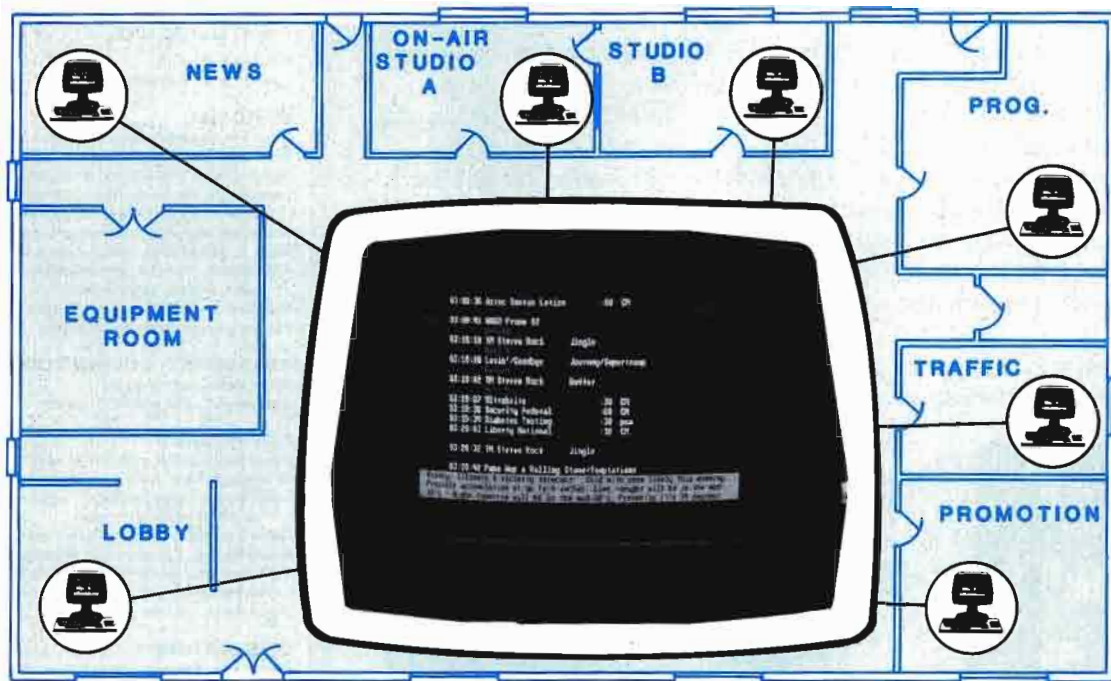
The creation and enforcement of regulations appears to be cyclical. We seem to be at or near the bottom of the swing, and in due time the pendulum will swing back. Before it does, useless rules and even useless agencies will be wiped out or their powers curtailed. All the better. But at the same time, before awareness dawns, many public rights will be lost, perhaps forever.

In recent years, enforcement of the Communications Act and the rules has been given an extremely low priority. It has been a constant struggle to obtain funds for necessary investigations. With tight commission budgets, I do not think that the situation will change. There is a growing awareness of the deteriorating enforcement situation by those whose business it is to know and advise clients of current trends.

One hears everywhere in Washington the buzz words: The marketplace should control all actions. Indeed, the FCC's deregulation efforts are based upon it. Yet marketplace activities do not always square with public rights. While the marketplace must always be considered in our society, it should only be one of many factors which must be considered by regulatory agencies in the creation or elimination of rules. Cost-benefit factors, often the favorite yardstick of economists, cannot and must not be controlling where human rights and well being are involved.

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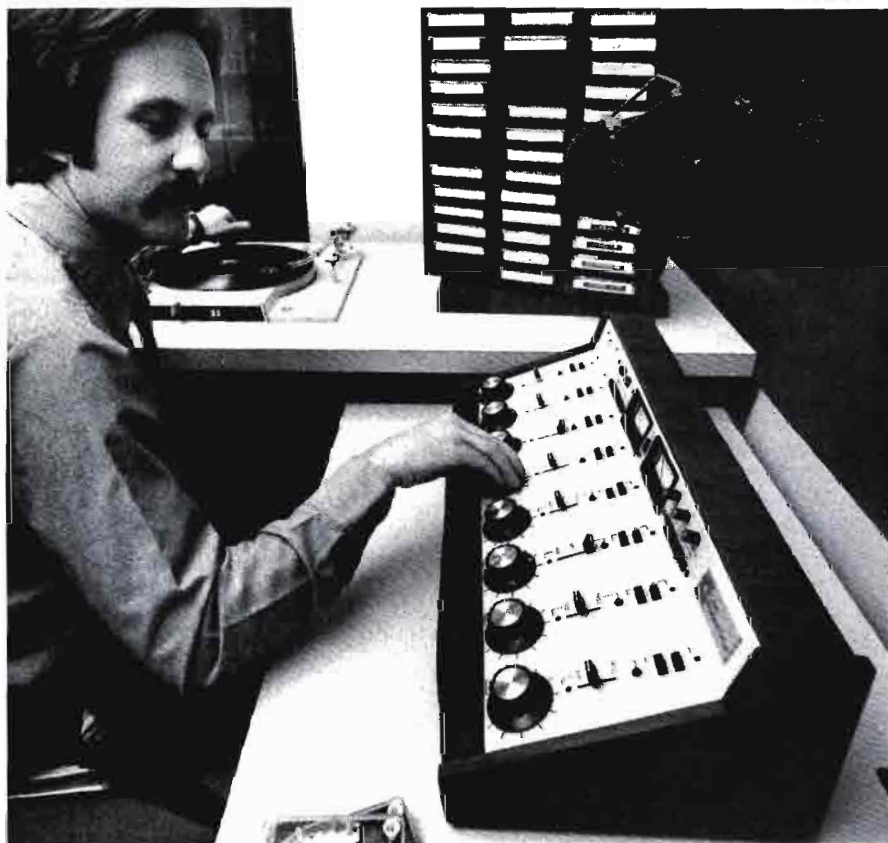
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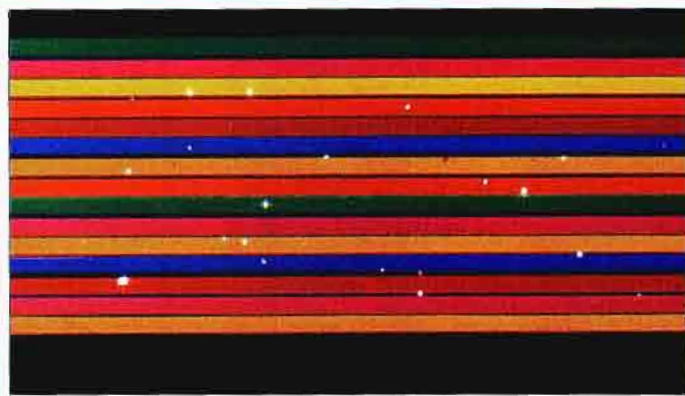
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TOP OF THE WEEK

GOP a test of patience for the networks, an opportunity for local TV

As stations try out their wings with satellites, news-dullness of convention again raises question of event-type coverage

High in the upper reaches of the Joe Louis Arena in Detroit one night last week, in a press box from which sports writers normally watch Detroit Red Wings hockey, a television correspondent, seated on a stool, listens on his headset to his Gannett-owned station in Denver—KBTU(TV)—gets his cue, then, speaking to a camera, does a live report on the activities of the Colorado delegation to the Republican national convention. His report done, he transfers the headset to another correspondent, from another Gannett-owned station, who does a story on an angle presumed to be of interest to his station's audience. It's a little primitive, but it works. And some who watched the process thought they were seeing the future—live coverage of national political conventions by stations across the country.

There may have been another portent of the future—not in what was done but in what wasn't. The gavel came down on the first night of the convention, on Monday, and two networks were not there. ABC was broadcasting the first of two *20/20* programs it aired during the week, and—what was more significant, considering its history—CBS was broadcasting a special *60 Minutes* program. Only NBC elected to provide the gavel-to-gavel convention coverage that political parties have come to expect, and many viewers, apparently, to dread.

Thus, while the Republican convention, in nominating Ronald Reagan and George Bush as the party's presidential and vice presidential candidates in the 1980 election, may or may not have marked the watershed in American political history Republican speakers said it did, it may have marked one in terms of broadcast coverage of conventions.

Certainly there was present in Detroit a concatenation of events that could spark one or more new departures. Individual stations, prosperous, driven to expand



More in the hall than in the audience? Republicans in Detroit last week may have been voting, lobbying and love-feasting but just about half the television viewers were abstaining from network coverage of the GOP convention. For the first three nights of prime-time, combined network shares added up to only 48.6, 45.7 and 52.0 respectively, meaning a heyday for independent stations. Normally, networks can expect that July programming will bring them total shares at least breaking the 80-mark.

Monday, in New York, for example, local independents grabbed a 64 share compared to the network-owned stations' 27. Tuesday in Chicago, it was 59 for the independents and 32 for the networks. And Wednesday in Los Angeles, it was 57 to 42. (Other draws included the Public Broadcasting Service, which got as high as a 10 share in Chicago on Tuesday.) Network performance on Monday gave prime time in national Nielsens to CBS with an 8.1 rating and 17.4 share to ABC's 7.9/17.0 and NBC's 6.6/14.2. Tuesday, ABC was on top with a 7.5/16.2 to CBS's 7.2/16.0 and NBC's 6.0/13.5. And NBC's Wednesday win with 8.6/20 to CBS's 8.0/18 and ABC's 6.4/14 meant each network had its day. NBC, in fact, was claiming a three-day win for the 9.5 hours of common coverage for the three days prime time and beyond. (ABC broke with two hours of *20/20* and CBS had an hour of *60 Minutes*.) NBC said the ratings averages gave it a 7.7, CBS 7.5 and ABC 6.6.

While convention coverage isn't expected to be a major draw, this year's event turned in even a poorer performance than the Republican convention in August 1976, when NBC averaged an 11.4/25; CBS an 11.3/24 and ABC, including five entertainment hours in the first three GOP nights, an 8.5/19.

By last Friday, national ratings were not yet available for the fourth and last day of this year's GOP convention. However, for the four metered markets, network stations in New York, Chicago, Los Angeles and San Francisco had combined respective shares of only 29, 34, 41 and 50.

local coverage both to shine their image locally and to pursue journalistic obligations, had the means, by satellite, to provide the kind of live coverage only networks had been capable of in the past. And whatever the general impression of the convention as a news story, it provided stations an exotic background against which to illuminate local personalities and issues.

Then, too, the enormous media attention attracted by a political convention that had been drained in advance of most of its suspense and drama—only the confusion and bad information put out by Reagan aides on Wednesday regarding the selection of a vice presidential running mate saved it from being the dullist convention

in memory—has caused some network figures, at least at CBS and ABC, to ponder the wisdom of committing such substantial resources to convention coverage. Such soul-searching has gone on in previous conventions, but this time there is some reason to believe the withdrawal from the trap of tradition and competition has begun. The ratings provide one clue.

□

There was at least one network on hand in Detroit very comfortable and confident about how it was performing its role—Cable News Network. The new Ted Turner, 24-hour news service was at its first convention, and feeling fine. George Watson,

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On the floor. An ABC News camera operator and her soundman block out shots at Joe Louis Arena; in the control room are ABC News's Bob Siegenthaler, director of special events planning (second from right); Roone Arledge, (standing) president, and Jeff Gralnick, vice president and executive producer of special events.



Behind the scene. CBS News work space for the convention was housed in these trailers adjacent to the arena, and presided over by Bill Leonard, CBS News president.



In the sky booth. NBC News personnel were, literally, on top of things at the proceedings; heading their efforts were (l-r) William Small, NBC News president; Les Crystal, senior executive producer for political coverage, and Gordon Manning, vice president, politics and special programs.

vice president and managing editor who also worked the convention as correspondent, said after its initial immersion in convention coverage, "We have demonstrated we can do a competent story. The viewer got more complete coverage [from CNN] than from the gavel-to-gavel coverage of the networks." He referred to the various background pieces and interviews CNN had done, in addition to its straight reporting.

But it was Dan Schorr, the former CBS correspondent who was one of CNN's anchors and floor reporters, who pointed to what he saw as the important advantage CNN had over the major networks—flexibility in coverage. The networks, he said, commit convention coverage time in blocks; they are locked into convention coverage, whether the news warrants it or not. "Because of the flexibility of an all-news network," Schorr said, "it has no compunction about pulling out of a dull speech and going to other news."

But on a more local level, live coverage of conventions by stations became inevitable when satellites brought the cost within reach. And last week, from the press section, from sky booths rimming the upper limits of the arena (and looking on television surprisingly like the expensively crafted booths used by the network anchors), from places on the floor itself and from a section of seats set aside for them, correspondents, cameramen and producers put together live feeds and packaged pieces for some 60 stations across the country. Another 60 were served by special networks—Independent Television News Association, Independent Network News and Capitol Broadcast News.

The reaction of those involved was uniformly positive. "It went extremely well—we're thrilled," Rick Sabreen, Group W's vice president for television operations, said on Tuesday of the group's live coverage of the preceding day. "Be-

tween 5:30 and 7 p.m. we did nine live inserts for four stations—WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore and KDKA-TV Pittsburgh." And the Philadelphia reports, he said, opened the station's 5:30 and 6:30 shows in the sky booth Group W occupied.

Group W's operation at the convention, incidentally, was one of the largest, outside of the networks—four cameras and 90 people, including 25 who provided coverage for the group's radio stations.

Ken Middleton, of Post-Newsweek's WFSB-TV Hartford, Conn., who coordinated the four Post-Newsweek stations' use of the satellite, was also enthusiastic. He reported that other than "a little audio trouble" on the first night that was later corrected, "everything went fine." Crews from the stations fed live reports, promos, and packaged pieces for newscasts, as well as unedited tape for use the following day. "The only problem we have here," Middleton said, "is deadlines."

But among the broadcasters in Detroit pioneering the use of satellites in live coverage of the convention there was the feeling that such minor tragedies will not be the message left with stations across the country. Rather, they expect many stations to follow their lead. Post-Newsweek's Middleton said, "Four years ago, only the networks covered the convention live by satellite. Now, a lot of consortiums and groups, like Post-Newsweek and Group W, are doing that. And I expect there will be a lot more in four years."

It wasn't only the groups that were reporting success with the satellite. David Goldberg, producer of the coverage provided by WFAA-TV Dallas, said, "It was terrific. It was no problem. We got some good stories," he said of the first day's effort. "We had a live interview with [John] Connally"—the former Texas governor and one-time candidate for the nomination.

It wasn't, of course, entirely a piece of cake. Arrangements—which stations began making months ago—were frequently complicated.

For a few hours on Wednesday night, the convention produced genuine excitement. Emotions and rumors—generated by Ronald Reagan's efforts to persuade former President Gerald Ford to accept the nomination as his running mate—took over, as they are supposed to at a convention. After network correspondents and anchor people, on the basis of information from Reagan aides, had about convinced themselves and the viewers that Reagan had squared the circle and persuaded Ford to run for Vice President, word came, almost literally out of the blue, that "it's Bush." NBC claimed a beat, by Chris Wallace, from the floor, at 11:54, but CBS's Lesley Stahl came on at almost the same time. In any case, the incident was an excellent example of what NBC's John Chancellor called "politics out of hand in the electronic age."

One reason for the intense speculation regarding Reagan's choice of a running

mate was that it was the only story in town. Enormous energy was spent in trying to anticipate the selection. Scoring a beat was likely to enhance a career. And the report that Wallace flashed from the floor probably has helped his, even if he scored the beat not by digging but by being in the right place to hear a Reagan operative reporting the news to colleagues.

The frenzy of interest in Reagan's choice of a vice presidential running mate helped produce one of the more bizarre footnotes to the convention coverage: a PR dispute between the CBS and ABC press relations departments over a story CBS was putting out on ABC's Barbara Walters. According to CBS, Walters had "dashed over" to the CBS anchor booth on Wednesday night, as Walter Cronkite was interviewing Ford and the latter's wife, Betty, "and demanded to be let in." She said she had to see Ford. And when a security guard continued to bar her way, a CBS spokeswoman said, "she asked for his name and said she would report him." When the Fords emerged from the anchor booth, the CBS spokeswoman continued, Walters "begged him" to give her an interview. "At first he refused, but then he relented."

ABC's version, not surprisingly, differs. Walters on Sunday, at the time of the *Issues and Answers* program on which she helped question the former President, had arranged to interview him on Wednesday night at the convention, according to ABC. She had appeared at the CBS booth—in advance of the scheduled (7:45 p.m.) interview—at the suggestion of an aide to the former President who said she could walk the Fords to the ABC location. At one point, the versions get closer. An ABC spokesman said Walters reported that a guard "gave her some guff, so she gave some back." On balance, however, ABC was claiming, as NBC's Chancellor might put it, that CBS's story on Walters was a case of "PR out of control in the electronic age."

□

As in the past several convention years, there were questions last week in Detroit about the wisdom of gavel-to-gavel coverage. The convention promised little

in the way of conflict and drama; the candidate had been chosen in the primaries, and the platform issues had been settled in advance. Why, then, spend \$10 or \$12 million on convention coverage? (That, at least is ABC's estimate of its costs; the other networks' costs are presumably comparable.)

The ratings indicated that the public regarded the convention as a crashing bore (see page 27). And even the networks were showing signs of restiveness. CBS, for instance, covered only an hour of the two-hour opening session on Monday, presented a special *60 Minutes*—featuring interviews with Reagan and family members—on Monday night, when the first night session was getting under way, and chose to ignore several hours of programming during the week. And ABC, which for the first time in years was providing extensive reporting of the convention, mixed into its coverage a couple of convention-oriented *20/20*'s and *Night Line* and simply skipped some early evening convention happenings.

NBC, which provided the most extensive coverage—a total of some 22 hours—seems committed to that kind of effort, which, an executive in the company's executive suite pointed out one night, was not without its irony. NBC, last in the ratings, is headed by a man, Fred Silverman, known as a programmer, who did not hesitate to turn the network over to the news department for an endeavor that could only—and did—worsen the ratings problem.

Yet, NBC News President Bill Small seemed relaxed last week. Never mind that the first overnights were terrible, particularly for NBC; complimentary things were being written about his team, and he felt they were justified. He expressed no uneasiness about offering gavel-to-gavel



New guys on the block. Heading the anchoring and floor coverage duties for the Cable News Network team of about 50 people were (l-r): Bernard Shaw, Daniel Schorr and Bill Zimmerman.

coverage. So what if there was no conflict or drama up to that point? "It's a very important element in the political process," he said.

ABC News and Sports President Roone Arledge was far less comfortable about the amount of effort being made—by ABC and the rest of the 12,000 media representatives on hand—in covering the convention. He thought it "ridiculous" under the circumstances. "The day has got to come when you cover conventions like any other event," he said.

Why did ABC make the effort it did, after years of "abridged" or "edited" coverage of conventions? (It presented about 18-1/2 hours of coverage, including the two *20/20*'s and a *Night Line*.) For one thing, it has the financial resources. But more than that, there are those inside ABC News who say it's a matter of pride, that Arledge is determined to demonstrate that the gains in professionalism and ratings achieved by ABC News in the three years under his leadership are not a fluke, and that the ABC team is capable of competing with CBS and NBC on any level.

Arledge himself puts it differently. "I think there are certain dues you pay," he said. And he suggests ABC was not paying them when, because of reasons having nothing to do with news judgment, it skimmed on convention coverage.

What happens when the dues are paid? Then, he said, ABC would feel free to exercise its news judgment.

The first exercise of that judgment is not



The squeeze. Post-Newsweek Stations had 14 people working out of this 18-by-15-foot sky booth at Joe Louis Arena, plus two editing stations, two feed machines, a live camera position and working space for six reporters.



The plan. Group W's Washington radio news bureau chief, Jerry Udwin (standing, right), briefs some of the 90 Group W staff people covering the convention and feeding reports to the company's six TV and seven AM stations.

The challenge. President Carter last week telephoned Ronald Reagan to congratulate him on becoming the Republican presidential nominee and suggest a series of debates. Carter followed the phone call with a telegram to Reagan on the subject. Noting the "serious choices before the American people this fall," Carter said, "I suggest that we meet in a series of debates in the various regions of our nation . . . so that these alternatives can be clearly delineated." A White House spokesman said Carter's offer concerned only him and Reagan, but the President may be willing to include John Anderson. Reagan, who said he looked forward to debating Carter, said he was agreeable to Anderson's joining the debates if the League of Women Voters, the debate sponsor, thought he was a viable candidate. The league, which is currently studying possible debate sites, has not made a decision on whether to include Anderson.

four years off; it will be made next month, in connection with the Democratic convention in New York. The kind of coverage ABC will provide, he said, "depends on what the situation is at the time." He has told officials at ABC, he said, that "we want to see what kind of coverage is justified."

Of course, the Democratic convention could give pause to the staunchest advocate of gavel-to-gavel coverage. The convention managers have prepared a tentative schedule that calls for four days of 12-hour to 15 1/2-hour sessions. It's unlikely any network would give up the more than 57 hours that complete coverage would require.

By contrast, the Republicans, with no wrangles or floor fights expected to complicate scheduling, attempted to tailor their convention to the needs of television, and their own. They scheduled most of the sessions in prime time. And although the sessions usually ran over—most embarrassingly on Tuesday, when former Secretary of State Henry Kissinger wound up speaking after midnight and the keynote address had to be postponed to the third night of the convention—things moved smartly on the last night. Presidential and vice presidential candidates had given their acceptance speeches and the

final gavel had fallen well short of 11 p.m.

Still, the Detroit experience shook even such commitment to gavel-to-gavel coverage as that of CBS News President Bill Leonard, who, in a sense, grew up in the tradition: He worked as a CBS floor reporter at the first convention that television covered in its entirety, in 1952.

"Every [convention] year we take the bullet out and chew it around, then put it back in the chamber without having given it a good bite," Leonard said, regarding talk of reducing convention coverage. "But some day, people will come to their senses and judge these shows for what they're worth. They cost a lot of money, and people are not interested." He noted that about 75% of the prime-time audience was ignoring the coverage. And he said that perhaps CBS, in its slightly reduced coverage last week (a total of almost 20 hours), "had started down the road" toward freeing itself of the compulsion to extensive coverage.

But he also explained the dilemma television news executives face. Commitments regarding the size of plant to be used in covering a convention must be made months in advance.

Then, too, of course, a convention *is* a media event, he said. The journalistic world focuses on it. "I wouldn't want to be

the guy who says CBS isn't there—*really* there—along with ABC, NBC and the *New York Times*."

Both Leonard and Arledge spoke vaguely of "changes" that the parties might make to ease the burden on the networks and make the prospect of coverage more attractive in an era when network news executives, at least, see primaries and caucuses as settling the question that once made conventions intriguing—who the parties' presidential nominees would be. "If parties expect coverage," Arledge said, "they should get away from old traditions." For openers, he suggested that parties quit offering invitations to address a convention as a reward. Leonard, too, expressed the hope the parties would reduce the length of conventions. But the dilemma will not be one for Leonard to help resolve. He is scheduled to retire next April.

And that may be a break for him, for the problem does not get easier. On Thursday morning, after the chaotic events of the preceding night, when the Ford nomination as vice president was locked up, then unlocked, and the breathless word that "it's Bush" went out, Leonard confessed he was feeling different on the question. "You never know what will happen [at a convention]. Last night was a perfect example. It was one of the most exciting convention nights I ever experienced. I wouldn't want to be sitting with regular programming when that was going on. It's the kind of thing that makes it seem all worthwhile."

But Leonard didn't take everything back. Reduction in coverage—"that's got to be the direction we go in," he said. He noted the low rate of viewing attracted by all networks in the first three nights. The audience, he suggested, was trying to tell the networks something.

InBrief

Supreme Court Justice William Brennan on Friday acted immediately on request from attorneys for WAZ-TV Boston investigative reporter Walter Roche and **issued indefinite stay** of state court ruling that **ordered newsmen to jail** for refusal to reveal news sources (page 49). In seeking stay, Roche said state court ruling "deprived him of his constitutional rights to have a full hearing before a fair and impartial tribunal on his claims to a constitutionally mandated newsmen's privilege."

National Cable Television Association has **moved site of its 1981 convention** from Los Angeles to **Las Vegas. New dates are May 25-28**. Based on dramatic increase in attendance and exhibit space experienced by this year's convention in Las Vegas, NCTA projects 10,000 attendees and 110,000 square feet of exhibits in 1981 and judged Los Angeles facilities inadequate.

Republican campaign strategy could possibly have effect on **future of FCC Commissioner James Quello**, whose term has already expired. Senator Strom Thurmond (R-S.C.) said last week that Ronald Reagan would ask Republican senators to **block presidential appointments** to federal posts until after Nov. 4 election.

National Association of Broadcasters has suggested **formula by**

which Copyright Royalty Tribunal divide cable payments among stations (once CRT determines how to divide payments among various industry claimants [BROADCASTING, July 14]). NAB says CRT should take total number of programming hours claimed by one station, and divide this by total number of hours on which all cable systems are paying royalties to all broadcasters. Resulting figure would be multiplied by total amount cable system is paying CRT.

Carter-Mondale Committee is warning broadcasters across country about **possible legal implications** of accepting advertising from so-called independent groups supporting Republican presidential nominee, Ronald Reagan. Several committees, claiming they are independent of Reagan organization and thus legally free to spend money to urge his victory and Democrats' defeat, are reported planning to raise and spend \$50 million to aid Reagan. Carter-Mondale Committee, in first mailing last week, to 300 television stations, said they may be involved in violation of law if they accept such advertising and committees are found to be in concert with Reagan. Even if those committees' actions are legal, letter said, their commercials could subject stations to fairness doctrine, personal-attack and equal-time complaints.

Rumors don't always cause panic on Wall Street. Last week's report in one investment newsletter that ABC, trading around \$29 per share, **was to get tender offer** in \$60's from unnamed "multiindustry giant" drew **ho-hum response from broadcast analysts**. They don't put much stock in possibility, citing huge total cost (near \$1.5 billion) and difficulty any company would have in mounting presumably unfriendly takeover of

No Pfeiffer successor; Salant role grows

Silverman decides against replacement for former chairman, gives more responsibility to vice chairman who denies rumors of his resignation

NBC President and Chief Executive Fred Silverman said last week that he would not replace ousted Chairman Jane Cahill Pfeiffer but would assign more responsibilities to Vice Chairman Richard S. Salant.

Silverman's disclosure came in a week marked by speculation and often contradictory reports about what, if anything, might come next in the sequence that started with the abrupt firing of Maurice R. Valente as president of RCA, NBC's parent company, and continued with the dismissal of Pfeiffer (BROADCASTING, June 23, July 14).

Some outside directors of RCA were said by usually knowledgeable sources to have held at least one meeting to discuss the possibility of seeking a successor to Silverman or his boss, RCA Chairman Edgar H. Griffiths, or both.

John D. Backe, himself ousted as president and chief executive of CBS last spring (BROADCASTING, May 12), was reported to have been approached by members of the RCA board wanting to know whether he would be interested in the RCA presidency or, possibly, the top job. Backe declined last week to comment on the report. "The rumor mill is in a frenzy most of the time," he told BROADCASTING, "and I try to stay out of it." (CBS officials said there was nothing in Backe's termination agreement with CBS that would prevent his taking a job with RCA or NBC.)

RCA directors reached by BROADCAST-

ING refused to comment on the recent RCA and NBC events, and on the reports that some of them had been meeting to discuss possible action. One director did indicate support for both Griffiths and Silverman by saying the only "unprofessional" conduct in the sequence of events was Pfeiffer's going public with the dispute between her and Silverman.

RCA staff spokesmen denied any board meeting had been held since the regular session in July and said the next meeting would be the regular one Aug. 6.

Silverman meanwhile was represented

as having no fear for his job, as confident that NBC-TV would show improvement in the audience ratings next fall (though not necessarily moving into first place) and as being prepared to resign voluntarily if the ratings don't improve.

He didn't specify what new responsibilities might be assigned to Salant, and Salant, on vacation in Massachusetts, told BROADCASTING that he had not discussed the subject with Silverman. Of speculation that he might resign because he had been given too little to do, Salant said he was "divinely happy when I don't have anything to do." More seriously, he said he doubted he would resign.

Wheeler extends an olive branch

NCTA president wants broadcasters to become partners with cable, even help program local channels

National Cable Television Association President Tom Wheeler last week called for an end to the antipathy between the cable and broadcasting industries and suggested that broadcasters begin programming "a channel or two" on local cable systems.

Speaking before the Colorado Association of Broadcasters on Friday, Wheeler said: "It is time that we dispense with the emotional rhetoric which has characterized our relationship in the past and look to how we can work together..."

Wheeler said the first step toward cooperation requires broadcasters to begin looking at themselves in a new light—"to reorient your thinking away from the medium of delivery and more toward what is being delivered."

That done, broadcasters can "shed the shackles of scarcity" and begin transmitting programming via cable. "Instead of running one television station why not run two or three? There is nothing sacred about having to deliver those signals over the air. If localism is really a goal and purpose... why not start a new local television channel and deliver it over cable?"

Referring to the recent announcements by ABC and CBS of intentions to get into cable programming, Wheeler said that the networks have already begun the evolution. "Their new business ventures indicate that they see themselves as being in the programming business, not just the broadcasting business."

Wheeler said if local broadcasters follow the lead of these networks, cable could be "an asset to them—a way around a current limitation and a way to grow both in services and profitability."

And, Wheeler warned, if "creative

ABC. ABC says it's received no offer; stock moved slightly higher first three days of week, joined rest of market in big Thursday jump, 1 3/8 for ABC, to close at 31 3/8.

□

Despite near certainty of federal budget belt-tightening, FCC will request **21% increase for fiscal 1982**, to \$91.8 million and 2,395 positions. Commission gets \$76 million, 2,153 positions for fiscal 1981, beginning Oct. 1, and those figures are down from what commission sought.

□

Continental Electronics, of Dallas, has purchased Rockwell International Corp.'s **Collins broadcast products business**, Richardson, Tex., for price in excess of \$7 million. Closing is expected Sept. 30.

□

FCC Chairman **Charles Ferris** turned down request by **Don Curran**, Field Communications, that Ferris "keep his promise" that broadcasters would be afforded opportunity for oral argument before FCC issues decision on cable deregulation (page 51). Chairman said he doesn't recall making promise, and "voluminous record" in proceeding indicates there was ample opportunity for oral and written presentations to commission.

□

Ron Howard, star of long-running ABC-TV series *Happy Days* (Paramount TV), **has left show** and signed **exclusive long-term contract with NBC-TV**. His Major H Productions will develop series and movies for number-three network. Howard's new contract with NBC is effective

immediately, and 26-year-old actor-producer will not be returning to *Happy Days* in fall.

□

Phillip Merrill, publisher of *Washingtonian* magazine, who asked FCC to prohibit nation's **four largest public television stations from on-air promotion of their new monthly magazine, *The Dial*** (BROADCASTING, July 14), **has gone to court over matter**. Merrill filed suit in District of Columbia Superior Court last week asking that WETA-TV Washington be prohibited from funding or participating in *The Dial*, which will compete with his own publication for advertising dollars. Merrill moved on another front to try to insure favorable outcome: His attorney drafted proposed amendment to Corporation for Public Broadcasting appropriation that would **bar payment of federal funds** to public telecommunications outlets that are involved with periodicals that accept advertising in competition with private corporations.

□

K. James Yager, who left Cosmos's WBSU-TV New Orleans executive vice presidency earlier this year, joins Spartan Broadcasting's WSPA-AM-FM-TV Spartanburg, S.C., as executive vice president-general manager. Yager will also supervise WTWA(AM)-WTHO-FM Thompson, Ga.

Up4Coming

At FCC: Commission expected to rescind cable rules on distant signals and syndicated exclusivity Tuesday (BROADCASTING, July 14). **On Capitol Hill:** House Commerce Committee to mark-up H.R. 1621, telecommunications amendments to Communications Act, Wednesday.

broadcasters" don't seize the opportunity that cable affords, "someone else will."

Broadcaster programing on cable would have ancillary benefits, Wheeler said. Any programing delivered by broadcasters on cable, he said, should be "an additional positive measurement" of their "public trustee obligation."

Wheeler suggested other, more limited ways broadcasters could make use of the local cable system. Broadcasters, he said, might produce a half-hour program on how their news departments function and show it on cable, or set up a "broadcast-cable minority training program" where programs are produced in the broadcasters' studio and transmitted to targeted audiences via cable.

Among Wheeler's many suggestions there was none that cable would ever replace broadcasting. "I don't think cable will ever put broadcasting out of business. You will keep your lock on that one-third of the television households who do two-thirds of the TV viewing."

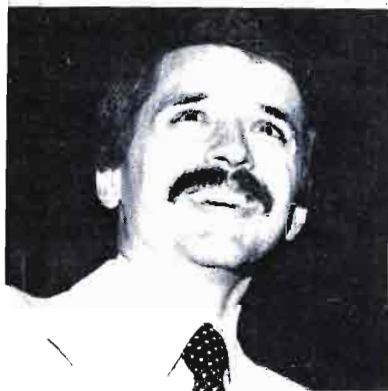
Rift over franchising

National League of Cities, upset by NCTA's support of Senate provisions to deregulate cable, tells members to stop action on franchises and end cooperation with cable group on setting up standards of good practices

The National League of Cities sent a letter to some 60 of its member-cities last Wednesday suggesting that they impose a moratorium on cable franchising to protest the cable deregulation sections of the Senate's latest Communications Act revision (S. 2827).

The NLC, the Washington representative of 950 cities and 48 state municipal leagues, hopes a moratorium—or the threat of a moratorium—will cause the National Cable Television Association to retreat from its whole-hearted support of the bill's cable provisions, which would, NLC claims in its letter, "deregulate cable television and effectively end all authority to set criteria for public access, local origination or subscriber fees in awarding cable franchises."

The letter came as no surprise to NCTA. It had received a telegram from NLC Executive Director Alan Beals a week earlier, declaring that the NLC was "most disturbed" by NCTA's support for the legislation. The telegram also made clear that NLC was not going to continue talks, initiated by NCTA last March (BROADCASTING, March 31), on setting up forums to exchange information among members of the two associations and to develop a code of good franchising practices. "As long as NCTA is promoting the deregulation of cable television as provided in S. 2827, NLC cannot justify working with NCTA," Beals said in the letter.



Wheeler

In addition to the talk of a moratorium, there was another implied threat in the letter to the cities. "League policy declares," Beals told the cities, "that in granting authority to install cable systems along their streets, cities should have authority to set certain standards of service. Should this present authority be abolished, we believe that cities may wish to explore public ownership options and other alternatives to granting traditional franchises."

On the same day the letter went out to the cities, NCTA President Tom Wheeler sent a letter to Beals, saying that NCTA was "shocked and disappointed" by NLC's unilateral withdrawal from the NCTA-NLC talks and by NLC's "threatening to encourage local governments to cease current franchise negotiations." Wheeler said NCTA was "particularly dismayed that [NLC] chose to take this action based on a faulty interpretation of S. 2827."

In efforts to allay NLC concerns, Wheeler, in his letter, discussed the two troublesome sections of the bill—Section 509 on franchise fees and Section 238 on access channels and rate regulations, and said "the legislation . . . alters the status quo in only limited respects."

Wheeler said Section 509 would merely "codify the FCC's jurisdiction" to establish a franchise fee ceiling, ratifying the status quo.

On the question of access channels, Wheeler said, "While this provision prohibits the unilateral imposition of government or public access channels, it does not, as we understand it, prohibit an agreement between cities and cable operators for the provision of [access channels]."

As the Senate bill stands, it would prohibit state and local governments from regulating basic rates, except in areas where the FCC deemed there were "no reasonably available alternative electronic-media services," and from regulating all pay television rates.

No action on the bill is expected before mid-August, when the bulk of Congress returns from the Democratic convention in New York. The Commerce Committee canceled an executive session scheduled for tomorrow (July 22) and does not expect to consider the bill at next Tuesday's executive session.

Quad consideration

FCC seeks comments on proposed rules for 4-3-4 and 4-4-4 systems

Nine years after it was first proposed, the idea of FM quadrasonic broadcasting still has a flicker of life. Last week the FCC initiated a rulemaking that seeks comments on two approaches for setting standards for a quadrasonic system.

The commission set out two alternative approaches: either adoption of standards that would clearly specify most operating characteristics of the quadrasonic system, along the lines of those proposed by RCA and QSI, or adoption of a general standards approach that would rely totally on the marketplace to choose quadrasonic systems.

And, unlike its order adopting a single system for AM stereo (BROADCASTING, April 14), the FCC's proposed rulemaking leans toward adopting the marketplace standard for FM quad.

Richard Shiben, chief of the FCC's Broadcast Bureau, explained that "it may be easier for a marketplace approach to FM quad because we're not sure everyone would go for it."

FM quad was a novel idea when it was first proposed in 1971, but after two inquiries and the approval of the use of a matrixed system for quad, much of the excitement over its development has died down.

With the matrixed approach, an FM station can transmit a type of quadrasonic signal by placing two channels of sound on each of its two stereo signals. The drawback of such a system is that it cannot reproduce music with four separate tracks of sound with great clarity.

What the FCC has been asked to approve is a process of splitting a station's signal into either three or four channels to carry four distinct radio tracks.

The two systems are labeled semi-discrete (4-3-4) and discrete (4-4-4). And adopting general standards for both systems would allow the use of any quadrasonic system that satisfies the FCC's concerns regarding interference, compatibility with existing receivers and international agreements.

The FCC said it was unnecessary to adopt standards for the 4-2-4 matrix system since that type of quadrasonic broadcasting is permitted under the commission's current rules.

The FCC found that quad would not create greater adjacent channel interference than the currently allowed monophonic or stereophonic transmissions and that the existence of quad would have a minimal effect on proposals to reduce FM channel spacing.

The commission will also seek comment on the economics of choosing between the two—including the added cost to the consumer of receiving equipment, the expected cost of installation, and manufacturers' attitudes toward manufacturing and marketing multisystem equipment.

CTAM's growth is indicator of new orientation toward marketing in cable business

San Francisco meeting next month will attest to a shift in focus marking the maturing of an industry

If growth is a measure of good health, then the Cable Television Administration and Marketing Society is thriving. As it readies for its sixth annual meeting in San Francisco, slated for Aug. 3-6, it counts a membership that has more than doubled since last year.

According to its president, Tom Johnson, executive vice president of Daniels & Associates, last year at this time CTAM's rolls listed just 240 members. The list has now grown to almost 600 individuals representing every major cable company in the country. Johnson attributes the dramatic increase to "an interest in marketing as being the future of our business."

He said that, as the broadcasting industry has already experienced, leadership in the cable industry has passed from the engineers to the operators and from administrators to the marketers and programmers.

To illustrate his point, Johnson said that he and the two immediate past presidents of the organization and the incoming president, Ernest Olson of Metrovision, were all marketing people who have moved into the operation of cable systems.

One of the past presidents he mentioned was Gregory Liptak, now vice president of operations for Times Mirror Cable TV. Liptak, who also is credited with founding CTAM in 1975 and is chairman of this year's annual meeting, said that CTAM's growth "reflects the explosion and excitement within the cable television industry." The ranks have also been swelled, he said, by members of the New York advertising and the Hollywood motion picture communities.

While agreeing with Liptak and Johnson, CTAM's executive director, Lucille Larkin, also sees a simpler reason for some of the growth. She said CTAM last year did away with the requirement that each member submit a marketing idea that can be reproduced and sent to all the other members. Larkin felt the lifting of that burden encouraged more people to join.

Despite elimination of the required



CTAM line-up. The members of the steering committee for the Cable Television Advertising Bureau (l to r): Graham Moore, TCI; Kay Koplovitz, USA Network; Beryl Wolk, TVSM Inc.; Kathy Connolly, Television Advertising Guide (committee chairwoman); Tom Johnson, Daniels & Associates (CTAM president); Lucille Larkin, Larkin Co. (CTAM executive director); and Bill Ryan, Palmer Broadcasting.

ideas exchange, the various CTAM meetings remain places where the cable operators can get together and exchange ideas. As Larkin said: "Everybody is doing the same thing. There's no need for 4,000 cable systems to reinvent the wheel."

Liptak said that CTAM is not considered "a nuts-and-bolts kind of thing. It would be more the topics that are on the cutting edge of the technology. CTAM has, through the years, been the forum for new ideas in the industry." Johnson explained that it was a new concept, pay television, that caused CTAM to be born. "We had a new product we had to understand... so we could market the service to the best of our ability."

The nuts-and-bolts issues and the how-to questions are addressed, Liptak said, in the series of regional seminars that CTAM

sponsors each year. The regional seminars are as much a part of CTAM as the major annual meeting. Johnson said that the association sponsored six of the one-day seminars since last year's annual meeting in Denver. He said that normally there are six different topics discussed at the seminars, "ranging from direct mail to office procedures."

Johnson said the theme for his year as president was set by the Denver meeting that focused on advertising. "From that launch pad, this has been a year of developing our relations with the advertising industry. We have had a series of advertising workshops and we have also developed the idea of putting together a Cable Television Advertising Bureau."

Johnson said the idea of a bureau, which would have headquarters in New



CTAM's leaders: Liptak, 1976-77



Sermersheim, 1977-78



Mynren, 1978-79



Johnson 1979-80



Olson 1980-81

York, has been well received by the advertiser-based satellite networks and the cable operators. The steering committee forming the bureau, Johnson said, already has commitments for 30% of the \$250,000 needed to start it up.

Another result of the CTAM's year-long focus on advertising was the formation of the CTAM Advertising Committee,

headed by Bill Ryan of Palmer Television.

Although many of the topics discussed at the CTAM annual and regional meetings are also confronted at the annual meeting of the National Cable Television Association, neither Liptak nor Johnson has any doubt that CTAM performs a service distinct from that of NCTA. "CTAM's charter is to provide very

specific seminars on programing service and operations," Liptak said. NCTA, he said, uses a "broad brush" in addressing these subjects. "CTAM was formed because there was a deep need and there continues to be a deep need for an exchange of information" that NCTA doesn't afford, he said.

Johnson said CTAM is more effective in sharing ideas than an NCTA convention and added, "An NCTA convention is more of a selling convention."

Unlike NCTA, there is no exhibition at the CTAM meetings. There is, as Larkin calls it, "a show-and-tell" room equipped with videotape machines and projectors should anyone care to illustrate a point or show off a marketing technique to those in attendance.

Despite membership approaching 600, the organizers of the San Francisco convention have decided to put a limit of around 500 on attendance. There is no mystery for the cut-off. That seems to be the most the St. Francis hotel, the site of the meeting, can comfortably accommodate.

Even that number might place too great a strain on the hotel. Last week hotel workers in the city went on strike and indications are they will stay out for the duration of the meeting. Nonetheless, Johnson said that he's been assured by the hotel management that enough nonunion personnel will be recruited to keep things functioning close to normal. It will mean, Larkin said, that "everybody will have to make his own bed."

Both Johnson and Larkin pointed out that this year's meeting has special significance, since the management meeting, usually held separately, is to be incorporated into it. Larkin said the meeting would try "to show the symbiosis between marketing and management in making a system successful. I believe that we're getting to the point where local success depends on marketing. We have the chan-

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nels and the services, now we have to sell it."

The convention will be a four-day affair. There are nine seminars scheduled, most running two hours. John L. Clendenon, vice president, resident marketing sales, AT&T, will speak at the Monday luncheon. Jack Schneider, president of Warner Amex Satellite Entertainment Corp., will speak on Tuesday.

Liptak said that one of the highlights of the meeting should be the opening seminar on Sunday: "The Great Distribution ... or How To Get Your Share of the Pie." Liptak said the panelists will discuss "what may happen in the future as [the various]

video technologies meet head-on in the marketplace." The panel seminar was one of the few that last week had a full contingent of players. They are George Billings, business development executive, Comsat Satellite Television Corp.; William Dunn, vice president, general manager, Dow Jones & Co.; Allen T. Gilliland, president, Gill Industries; Paul Magnone, president, American Trans-Video; Robert Schmidt, president, Communications Technology Management, and Andrew R. Wald, senior vice president, programing National Subscription Television.

Another event that Liptak highlighted was the speech by Schneider on Tuesday.

"From his perspective as former president of the CBS television network and now as chairman of the Warner Amex Satellite network, he is going to provide a perspective on what's going to happen as network TV and cable march toward the future together."

Johnson gave a more general description of what a registrant will find in the course of his four days in San Francisco. "It's a gathering of those people that are running the businesses, that are the workers." He said they'll "roll up their sleeves," exchange ideas and discuss "how we can move this industry ahead faster and better."

Changing Hands

PROPOSED

■ **KDDC(FM)** Denton, Tex.: Sold by Mel Wheeler to Hicks Communications (80%) and Jim Stansell (20%) for \$4.6 million. Wheeler also owns **KDNT(AM)** Denton; **WFLC(AM)-WFLQ(FM)** Roanoke, Va.; **KFDW-TV** Clovis, N.M.; 30% of **KSYL(AM)** Alexandria, La., and 25% of **KROD(AM)-KLAQ(AM)** El Paso, Tex. He and partner G. Russell Chambers have sold, subject to FCC approval, **KITT(FM)** San Diego (BROADCASTING, July 14). Hicks Communications is owned principally by R. Steven and Thomas Hicks, brothers. They own and operate **KLVI(AM)** Beaumont and **KYKR-FM** Port Arthur, both Texas. Stansell is former vice president and general manager of **KOAX(FM)** Dallas which has been sold to Westinghouse Broadcasting Co. (BROADCASTING, March 3). He has no other broadcast interests. **KDDC** is on 106.1 mhz with 100 kw horizontal, 44 kw vertical and antenna 265 feet above average terrain.

■ **WEMP(AM)-WNUW(FM)** Milwaukee: Sold by Consolidated Broadcasting to LIN Broadcasting Corp. for \$3.3 million. Seller is owned by Arthur M. Wirtz and family who have no other broadcast interests. Buyer is publicly traded New York-based group owner of four AM's, four FM's and four TV's. It sold **KHFI-FM** in April (BROADCASTING, June 16). Donald Pels is chairman and president. **WEMP** is on 1250 khz with 5 kw full time. **WNUW** is on 99.1 mhz with 50 kw and antenna 450 feet above average terrain.

■ **KXA(AM)** Seattle: Sold by Brentu Inc. to O'Day Broadcasting of Washington for \$1,140,000 (including assumption of liabilities). Seller is owned by Rune F. Goranson and Brent T. Larson (50% each). Agreement calls for Larson to receive 17.5% venturer interest in O'Day with option to buy additional 2.5% interest. He owns **KUUZ(FM)** Nampa, Idaho; 51% of **KOOS(FM)** North Bend, Ore., and 50% of **KCKO(AM)** Spokane, Wash. He has sold his 51% interest in **KODL(AM)** The Dalles, Ore. (BROADCASTING, March 10). Goranson owns 50% of **KCKO**. Buyer is owned by Pat O'Day and H. Rand Ginn

(41.25% each) and Larson (17.5%). O'Day owns boat chartering company in Seattle and 17.5% of Bellevue, Wash., real estate investment firm. Ginn owns Redmond, Wash., water ski manufacturing company and 40% of Bellevue firm that distributes computer products. They own **KORL(AM)** Honolulu. **KXA** is on 770 khz with 1 kw full time.

■ **KLAR(AM)** Laredo, Tex.: Sold by Radio Laredo Inc. to Hicks Communications Inc. for \$1,107,925. Seller is owned by John H.

Hicks (37%), son, John III, and Rodger Watkins (31.5% each). They have sold **WTAW-AM-FM** College Station, Tex. (BROADCASTING, March 24). Buyer is owned by R. Steven Hicks and brother, Thomas, sons of John H. Hicks. They have also purchased **KDDC(FM)** Denton, Tex. (see above). **KLAR** is on 1300 khz with 1 kw day and 500 w night.

■ **KPLV(FM)** Pueblo, Colo.: Sold by Lawrence Horwin to **WRQK** Inc. for \$365,000 plus \$50,000 noncompete agreement.

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Horwin has no other broadcast interests. Buyer is owned by Castro Valley Cable TV (73%) and Thomas V. Armshaw (27%). Castro Valley owns and operates cable systems in Castro Valley and Alameda county, both California. It is principally owned by Joseph Wolf, Los Angeles attorney; Murray Moss, Los Angeles investor, and Frank Allen, manager of systems. Armshaw is president and general manager of WRQK(FM) Greensboro, N.C., which group owns. They announced plan to acquire full complement of FM stations within next five years, concentrating on top 25-50 markets. Armshaw also owns 33.33% of WPET(AM) Greensboro. KPLV is on 98.9 mhz with 44 kw and antenna 61 feet above average terrain. Broker: Carolina Media Brokers.

■ Other proposed station sale is KBWA(AM) Williams, Ariz. (see "For The Record," page 57).

APPROVED

■ WTVM(TV) Columbus, Ga.: Sold by WTVM Inc. to Western Broadcasting for \$19.5 million. Seller is owned by Fuqua Industries, Atlanta-based publicly traded conglomerate that owns two AM's and three TV's. It is disposing of broadcast properties due to unsatisfactory return on broadcast investments. It has also sold WTVC(TV) Chattanooga (BROADCASTING, June 30) and, subject to FCC approval, WTVW(TV) Evansville, Ind. (BROADCASTING, March 31). J.B. Fuqua, chairman, has

sold his personal station, WJBF(TV) Augusta, Ga., to same buyer of WTVM, subject to FCC approval (BROADCASTING, March 31). Buyer is principally owned by Dale G. Moore, chairman of Western, Missoula, Mont.-based group owner of KGVO(AM) Missoula; KCAP-AM-FM Helena, Mont.; KSEI(AM)-KRBU(FM) Pocatello and KMVT(TV) Twin Falls, both Idaho, and WAPA(TV) San Juan, P.R. WTVM is ABC affiliate on channel 9 with 284 kw visual, 52.5 kw aural and antenna 1,650 feet above average terrain.

■ WILD(AM) Boston: Sold by minority-owned Sheridan Broadcasting Corp. to minority-owned Nash Communications Corp. for \$1 million. Seller is owned by Ronald Davenport, chairman, and wife, Judith (70%); Art Edmunds (10%); Thomas McKinney, president (2%), and others. They also own WUFO(AM) Buffalo, N.Y., and WYJX(AM)-WAMO(FM) Pittsburgh, as well as Sheridan Broadcasting Network. Buyer is owned by Kendell Nash who is with Boone, Young & Associates, New York financial consulting firm. He has no other broadcast interests. WILD is 1 kw daytimer on 1090 khz.

■ Other approved station sales include: KEYJ(AM) Jamestown, N.D.; KSHA(AM) Medford, Ore., and WKYE(AM) Bristol, Tenn. (see "For the Record," page 57).

CABLE

■ Cable system serving Greenville, S.C.: Sold by Greenville Cablevision Associates

to Telecable of Greenville Inc. for approximately \$3 million. Seller is owned by Cable Management of South Carolina, Gerard J. Looby, and Sutton Capital Associates. Cable Management is owned by Falls Church, Va.-based cable investment and management firm, Cable Communications Consultants, which is owned by Martin Smith (president) and Looby (vice president). In addition, Looby has ownership interest in Greenville system as an individual. Cable Communications has interests in cable systems in Westchester county, N.Y., and Monmouth county, N.J. Sutton Capital is New York-based investment firm. Bill Ingram is president. It has interests in various cable systems in Texas and Ohio. Buyer is subsidiary of Telecable Corp., Norfolk-based MSO owned by Landmark Communications, also broadcast group owner of three AM's, three FM's and six TV's. Frank Batten is chairman and Richard D. Roberts is president. Greenville system has 8,000 subscribers passing 20,000 homes.

■ Westbank Communications Inc., Gretna, La.: Sold by W. Clarke Swanson (principal owner) to Cox Cable Communications Inc. for approximately \$2 million. Swanson owns South Florida Cable Television which serves Lee and Collier counties, Bonita Springs and five other communities in surrounding area. Buyer is subsidiary of publicly traded Cox Broadcasting Corp., Atlanta-based group owner of five AM's, seven FM's and five TV's. Clifford Kirtland is chairman of parent and Robert C. Wright is president of cable division. Cox Cable owns 56 cable systems in 22 states with 765,300 basic subscribers. Westbank system has 3,500 basic subscribers, passing 10,000 homes.

■ WWCN-AM-FM Brazil, Ind.: Sold by WWCN Inc. to Voice of the Wabash Valley Inc. for \$480,000 plus \$60,000 non-competitve agreement. Seller is owned by Barry and Constance Hausman (married) who have no other broadcast interests. Buyer is owned by Richard Kaufman and David Fleck (29.41% each), Douglas Rigler and John E. Graybeal (14.71% each) and Thomas Shropshire (11.76%). Kaufman is former disk jockey with WRNJ(AM) Hackettstown, N.J. Fleck is Milwaukee attorney. Rigler and Graybeal are Washington attorneys, and Shropshire is vice president of Miller Brewing Co., Milwaukee. They have no other broadcast interests. WWCN(AM) is on 1130 khz with 500 w day. WWCN-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

Behan Broadcasting, Inc.

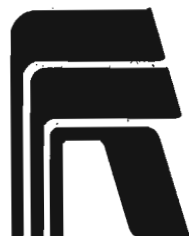
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local redevelopment concern
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Cablevision Systems, an applicant for the cable franchise for the New York borough of Brooklyn, has signed what it calls an "unprecedented" agreement with a local

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community development organization. Under the agreement, the Bedford Stuyvesant Restoration Corp. is to secure an unspecified "substantial equity position" in the Brooklyn franchise (if Cablevision wins it) at a price of \$10 million. Cablevision has estimated it will cost \$150 million to wire the borough.

Although Brooklyn has a population of 2.5 million, it contains enough economically depressed areas to make it unattractive to many companies that have entered the bidding to wire the four New York outer boroughs besides Manhattan. Bedford-Stuyvesant, a largely black community, is one such area.

Cablevision's president, Charles F. Dolan, in announcing the agreement, said it "will give a major community development organization the opportunity to become a working partner in a service designed to improve the quality of life for all residents of the borough. It is a textbook case of combining human resources and the private sector to improve a community." The community group is to raise its \$10 million through an equity offering or subordinated debt.

Curtis A. Wood, president of the Restoration development firm, simultaneously announced that Cablevision, Restoration and the Department of Labor will jointly fund a training program for Bedford-Stuyvesant residents, conducted at Cablevision's Woodbury, N.Y., headquarters, to prepare them for jobs in the cable industry. There are to be 15 participants in the initial program; Wood anticipates a program that could eventually accommodate "several hundred minority residents."

STVA is under way

Subscription television sets up its own association; piracy and cable carriage first causes

Subscription television has arrived—at least by one yardstick. Last week in Washington, formal announcement was made of the formation of the Subscription Television Association (STVA), with, for the moment, membership consisting of five of the seven firms active in the field.

Rinaldo S. Brutoco, president of Universal Subscription Television and first chairman of STVA, proclaimed that "STV is prepared to assume its rightful place in the emerging spectrum of communications technologies."

The association was actually set up last May by Brutoco and the heads of four other STV companies: Richard F. Wolfson, vice chairman, Wometco Enterprises (vice chairman of STVA); James L. LeVitus, chairman, American Subscription Television; Robert V. Cahill, vice president, National Subscription Television, and H. Brian Thompson, president, Subscription Television of America. All but Cahill were on hand for the Washington press conference.

Membership in the association so far in-



Brutoco



Levitas

cludes just those five companies, but only seven companies are eligible for full (voting) membership. Brutoco said one of the nonmember companies, Buford Television, is "actively considering" joining. The other firm is Oak Industries.

Brutoco said that associate (nonvoting) memberships are open to equipment manufacturers, programmers, "data processing people" and others involved in the industry.

Frank Washington, deputy chief of the FCC's Broadcast Bureau, and Jack Valenti, president of the Motion Picture Association of America, also attended the press conference.

Washington gave the association the FCC's blessing. He said that STV holds "great promise" as a supplier of programs that are chosen by the viewer, not the advertiser. The medium, he said, has the potential to serve minorities, children and other groups "disenfranchised" by the "Nielsen-knows-best" programming of conventional broadcasting.

Washington said, however, that if the STV industry fails to offer diverse programming, it will be a "sad betrayal of the public interest" as well as a bad business decision.

He pointed out that one of the regulatory obstacles to STV was eliminated last

fall. Since November 1979, when the rule allowing just one STV operation to a market was thrown out, 17 STV authorizations have been made. In the decade prior to that, he said, only 15 broadcasters had been granted licenses to operate subscription television service.

Because STV had long been the victim of overregulation, Washington said, "it would be an irony of clanging proportions" if the STV industry attempted to use the FCC rules and regulations as a way of limiting competition. He said the FCC would look on such attempts with "a jaundiced eye."

Washington said the FCC was also pleased with the "positive effect" STV was having on UHF television. He said that STV was a valuable means toward realizing "full utilization of the step-child UHF band."

Valenti, whose organization represents the motion picture companies that stand to profit by the proliferation of pay television in any form, was happy to see that the STV industry was going to make its voice heard in Washington.

He lauded STV as another form of competition in the industry. He said that he is glad to see Showtime and Premiere challenge Home Box Office in pay cable and is glad to see STV compete with pay



Wolfson



Thompson

cable. He said the ultimate beneficiary of such competition is the public.

Speaking of the "sanctity of property," Valenti said that he would join STVA in its fight against signal piracy, specifically joining in the support of an antipiracy bill (see box) introduced in the House by Representative Richardson Preyer (D-N.C.). "The concept of property," Valenti said, "ought to be clearly protected."

In addition to piracy, another issue facing STVA and the industry is mandatory carriage of STV signals by cable companies. Although there is strong feeling in the industry and on the board of directors of STVA that STVA should press for mandatory carriage, Brutoco stopped short of endorsing the concept or defining STVA's position on the subject.

He said there are some who feel mandatory carriage can't be obtained in the current regulatory environment, and that "economic forces" will cause the cable systems to pick up the STV signal in any case.

Citing examples of cable systems that already are carrying STV signals, Brutoco said "cable and STV have many mutual interests" and working together could mean "a net increase in revenue to both."

Brutoco, who has been in the pay television business since 1972, said that STV is in the "entertainment business" and that the means by which the signal is delivered is unimportant. He said he would deliver

Demasting the pirates. The legal ambiguities concerning the interception of common carrier radio signals would be cleared up if Congress adopts a new bill introduced by Representative Richardson Preyer (D-N.C.). The bill, H.R. 7747, which was referred jointly to the Commerce and Judiciary Committees, would prohibit the unauthorized reception and use of subscription telecommunications, whether broadcast, cablecast or transmitted by a common carrier, including satellite. The protected content would include not only pay TV, but also digital and video services, such as teletext.

The legislation would permit those whose signals are pirated to enjoin interception and recover damages for injuries. In addition, it provides for criminal penalties under some circumstances. In announcing introduction of the bill, Preyer said that the language would fill out some of the current legal gaps in the Communications Act, and would provide safeguards so others would not know what information is called up from a data base, or what movies are seen in a home. In addition, Preyer said, the bill is adaptable to changes in technology.

"As with any emerging industry, its legitimate proprietary interests deserve the protection of society, particularly if we want to continue to encourage innovation and development in telecommunications services," Preyer said. "At the same time, however, the legislation provides substantial protection to the individuals and organizations receiving any subscription service."

the programming in whatever way is most economical. "If it's more economical to deliver the programming in a wheelbarrow, I'd get into that too."

Brutoco also gave a status report on the industry and made some optimistic projections. STV, he said, is already available in seven major markets, serves 474,000 homes and generates revenues in excess of \$120 million annually.

Brutoco predicted that within 40 months STV would expand into 34 additional markets that contain 49% of U.S. households. He also said by 1984 the industry's

total revenues would be \$1 billion a year.

In the years ahead, Brutoco also said that STV would begin incorporating some nonvideo services: electronic mail, newspapers, magazines, shopping and games, home security and educational opportunities. "It is our job," he said, "to marry sophisticated technological intelligence to that humble cathode ray tube to make true consumer choice possible." For the time being, STVA will be represented in Washington by the law firm of Wewer & Mahn. A partner in the firm, Terry Mahn, is serving as the first executive director.

Business

Olympic losses help drop RCA income 9.9% in second quarter

Boycott cost NBC about \$16.1 million; parent company posts revenues of \$1.96 billion, income of \$77.1 million

Net income for RCA Corp. was off 9.9% in the second quarter, down to \$77.1 million, 80 cents a share on revenues of \$1.96 billion, which were up 5.9%. Though results for the company's divisions aren't quantified, RCA indicated that earnings for NBC were down, due to a \$16.1 million after-tax write-off of losses resulting from "curtailment" of 1980 Olympic coverage.

The write-off was cited as one of three "unusual items" that affected the corporation's earnings. The second quarter a year earlier benefited by \$23 million from the sale of the company's Alaska Communications division, and this year's second quarter results were boosted \$10.8 million by the sale of Random House. According to RCA Chairman Edgar H. Griffiths, excluding the three unusual

items, second-quarter operating profits were up 32% this year.

The magnitude of the NBC write-off becomes apparent when viewed against the total \$105.6 million in profit NBC was reported to have earned in 1979. Industry observers had been estimating a slight decline in full year profitability for the network, exclusive of the effect of such a special charge. And, of course, as an after-tax figure, it means that the out of pocket expenses for the Olympics that NBC wasn't able to recover from insurance amounted to between \$25 and \$30 million.

RCA units said to have turned in "strong performances" were Global Communications, American Communications, RCA Service Co., Government Systems, Solid State and Consumer Electronics. C.I.T. Financial earnings were up, though Hertz Corp. profits were down.

The company's SelectaVision videodisk project was touted by Griffiths in the earnings announcement. He said it was on schedule for "a national introduction in the first quarter of 1981," and he called it "the most extensive consumer engineering and product development program in RCA's history."


For the first half, RCA earnings were up 5% to \$155.8 million, \$1.69 a share, on sales that were up 8% to \$3.93 billion. The per-share figure for the six months was

down from \$1.94 a share reported last year, because of increased dividends resulting from the issuance of two new classes of preference stock to effect the merger with CIT.

Taft sees first-quarter profit dip

While revenues are up, including those of broadcasting division, income drops due to performance of Amusement and Entertainment groups; company expects to show profit for full year, however

Taft Broadcasting Co.'s broadcasting group should show a 15% increase in revenues for the fiscal first quarter ended June 30, excluding the results of WDC-TV Washington, which was purchased last year. Including that station's results, revenues will rise 22% to 25%. However, operating profit for the quarter will climb only 5% to 8%, with the trimmed profit margin a result of the WDC-TV inclusion and the purchase of "popular and competitive programs" for Taft's stations. That was the word Taft's

A green frog puppet, Kermit the Frog, is sitting in a wooden director's chair. He is wearing a red beanie and a red shirt with white text that reads "MUPPET SHOW". He is holding a red microphone in his right hand. The background is a solid blue color.

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BottomLine

Outright. Capital Cities Communications, owner of 25% of Democrat-Herald Publishing Co., Albany, Ore., exercised option to purchase all company stock held by estate of Glenn Jackson and acquired balance of shares from remaining stockholders. Share price was not disclosed. Acquired company publishes daily newspapers in Albany and Ashland, Ore., newspapers in eight other Oregon communities, national weekly for philatelists and national twice-monthly publication for stamp dealers.

Mid East move. Getty Oil, big backer of ESPN and Premiere cable programming operations, may end up with Kuwait government holding substantial chunk of its stock. Offer of \$982 million has been made by Kuwaitis for 14.6% of Getty stock held by J. Paul Getty estate, move opposed by Getty management. Co-executors haven't yet made up their minds about offer.

All in family. Chuck Barris Productions paid \$1,558,184, at \$2 per share, to buy 779,092 shares of its common stock held in trust for Della Barris, Chuck Barris's daughter. Over-counter issue was bid at \$3.375 that day.

As you were. Technical Operations Inc., Boston, has withdrawn from construction business. Its board of directors approved return of wholly owned subsidiary, Vappi & Co., to C. Vincent Vappi and Vappi family in exchange for return of 367,000 shares of Tech/Ops common stock. Vappi & Co., founded in 1927, was acquired by Tech/Ops in 1971. Marvin G. Schorr, president of Tech/Ops, said separation was by mutual agreement of all concerned in belief that Vappi company would be best operated as private firm and that cyclical nature of construction business conflicted with parent company's objectives for profitable and more consistent results. Tech/Ops' resources, Schorr added, will be concentrated on its technology-related businesses and its broadcast holdings (80% of WLKW-AM-FM Providence, R.I., WFOG-AM-FM Suffolk-Norfolk, Va., and WFYE-FM Buffalo, N.Y.).

chairman, Charles S. Mechem Jr., had for security analysts in New York at a meeting which included the company president, Dudley S. Taft.

Analyzing the quarter's results, Mechem said local advertising revenues have been up only about 7%, though national and spot revenues grew 25%. But he noted that the rate of gain in both categories softened as the quarter progressed, and he cautioned: "It is unlikely that the rate of growth experienced during the first quarter can be sustained in the second quarter or for the remainder of the year

unless the economy and the advertising environment improve later this year as some industry experts are predicting."

According to Mechem, when the company formally reports quarterly figures at its annual meeting of shareholders tomorrow (July 22), net earnings could be down 10% to 15%, with earnings per share dropping 20% to 25% due to growth in the number of shares outstanding. Mechem laid the blame for the earnings drop to a decline in the profitability of Taft's Amusement Park Group as well as a change in the revenue and profitability pat-

terns of the company's Entertainment Group. The latter is likely to show a "modest loss" for the quarter, attributed to an accounting change and "changes in the timing and mix of programming delivered to the networks."

For fiscal 1981, however, Entertainment Group revenues and operating profit will "increase significantly" thanks to "record new show production levels at Hanna-Barbera Productions, the high level of sales of shows already in inventory and the inclusion for a full year of Worldvision Enterprises."

Fox goes to court to force out Chris-Craft

Buy-out effort fails; now legal course is set; difficulty of acquiring more TV's is cited

Rebuffed a month ago in its efforts to buy out Chris-Craft Industries' 21% of its stock, Twentieth Century-Fox last week went into U.S. District Court in New York in an effort to force divestiture. Fox also wants \$50 million in damages and a court order forcing Chris-Craft to register as an investment company.

Named in Fox's suit were Chris-Craft's chairman and president, Herbert J. Siegel, and other members of the company's management. The motion picture company alleges, among charges, that Chris-Craft has misled both the FCC and the SEC about its intentions in purchasing Fox stock. Chris-Craft has long maintained that its holdings were acquired "for investment purposes," but the Fox suit charges that Chris-Craft's Siegel "has long been attempting—unsuccessfully—to create a 'leisure-time conglomerate' by means of a succession of stock acquisition programs." Fox alleges this has continued in "an unlawful scheme to cause Chris-Craft to attempt either to acquire control of Fox, or

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Ampex	year 5/3/80	\$469,120,000	+23.5	\$34,659,000	+ 26.7	3.03	\$379,870,000	\$27,351,000	2.41
Burnup & Sims	year 4/30/80	169,933,000	+23.7	6,445,000	+ 99.6	7.4	137,410,000	3,228,000	38
Cablecom-General	6 mo 5/31	22,018,012	+30.1	3,508,729	+ 50.7	1.35	16,918,324	2,327,817	91
Chris-Craft Industries	9 mo 5/31	77,870,000	- 2.3	10,011,000	+ 22.5	3.19	79,669,000	8,172,000	1.95
Electronica, Missiles & Comm.	year 3/31/80	4,198,239	+35.5	397,382	+ 72.4	1.4	3,096,091	230,423	08
Gannett Co.	6 mo 6/30	581,502,000	+14.5	67,670,000	+ 12.1	1.88	507,909,000	60,385,000	1.70
General Instrument	3 mo 6/1	205,010,000	+36.2	15,025,000	+ 44.4	1.69	150,481,000	10,407,000	1.27
General Tire & Rubber	6 mo 5/31	*1,043,269,000	- 7.0	*-4,369,000	-110.3	- 1.9	1,121,563,000	45,308,000	1.91
Grey Advertising	3 mo 3/31	20,211,000	+13.6	624,000	+ 5.4	1.02	17,799,900	592,000	95
Gulf + Western	9 mo 4/30	4,438,515,000	+10.8	191,686,000	+ 14.9	3.30	4,004,028,000	166,758,000	2.67
Harte-Hanks Communications	6 mo 6/30	141,604,000	+26.3	9,790,000	+ 17.7	1.04	112,064,000	8,315,000	90
Multimedia	6 mo 6/30	76,560,891	+24.5	9,635,764	+ 13.5	96	61,505,925	8,486,697	.85
A.C. Nielsen	9 mo 5/31	356,681,000	+23.1	21,101,000	+ 12.4	1.92	289,722,000	18,774,000	1.71
Tele-Communications	3 mo 3/31	27,995,000	+35.3	1,232,000	- 93.1	10	20,684,000	**17,764,000	1.63
Varian Associates	6 mo 3/28	287,104,000	+30.6	9,249,000	+297.0	1.21	219,895,000	-3,115,000	-42

* Subsidiary RKO General had revenues of \$141,172,000 and income of \$10,371,000 for the six months of 1980. Revenues of \$121,127,000 and income of \$15,915,000 were reported for corresponding six months of 1979.

** Tele-Communications's net income in six months of 1979 reflects gains from sale of affiliate's holdings in Resorts International common stock.

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if it is unable to acquire control, to succession of stock acquisition programs." Fox alleges this has continued in "an unlawful scheme to cause Chris-Craft to attempt either to acquire control of Fox, or if it is unable to acquire control, to position itself to be able to effect a transfer of control of Fox to a third party to suit Chris-Craft's own purposes."

Fox maintains that Chris-Craft's stock purchases have caused Fox to experience "severe difficulties in successfully completing negotiations for the acquisition of additional VHF television stations."

"Prospective sellers of VHF television stations to Fox have advised Fox that their unwillingness to sell to Fox stems from Chris-Craft's position in Fox stock and the legal and business uncertainties created thereby," according to the court papers filed by Fox's attorney. They further claimed that "in a number of cases, prospective sellers of VHF television sta-

tions, or brokers therefore, have not even advised Fox of the availability of their stations for sale. Chris-Craft also has station holdings.

Chris-Craft's Siegel, in response to the suit, issued a statement that said "it seems obvious to me that the real purpose of this frivolous and wasteful lawsuit is to force Chris-Craft to sell its stock in Fox at a price our board of directors considered inadequate."

Fox had offered \$45 a share for what was then a 20% holding—2.1 million shares—of Fox.

Video makes more at Time

Second-quarter results reported by Time Inc. continue to demonstrate the growing importance of video operations to the parent of HBO, American Television & Communications and Time-Life Films.

With the recession's impact said to have trimmed earnings 4% for the quarter, and leaving the company's over-all prospects for the first six months flat, the breakout provided with the first-half totals shows that video pre-tax income represented 29.6% of Time Inc.'s operating profit, up from 18.9% last year.

For the quarter, Time's earnings were \$40.7 million (\$1.45 a share) on \$699.7 million in revenues. For the half, Time earned \$69.0 million (\$2.45 a share) on sales of \$1.36 billion. The second three months of last year showed \$42.3 million in earnings (\$1.52 a share) from revenues of \$629.6 million, while the first six months of 1979 generated \$68.9 million (\$2.47 a share) on \$1.17 billion revenues.

Video revenues for the half ended June 30, 1980, were \$189.6 million, up 45% from \$130.7 million the year earlier, while income climbed from \$24.7 million in 1979 to \$40 million, a 61.9% gain.

Programming

Public TV study says VCR's don't detract from viewing levels

Audiences still end up watching about same amount of television, says CPB-sponsored research

A new study of videocassette recorders concludes there is little danger that the use of VCR tapes could have a negative effect on broadcast audience sizes.

The study, "Home VCR Owners' Use of Television and Public Television: Viewing, Recording and Playback," was conducted by Don Agostino and Jayne Zenaty for the Corporation for Public Broadcasting. The authors based their findings on one-week diaries completed by 250 VCR owners in 16 cities.

The data show that the typical VCR household viewed TV four hours per day, playback of recorded material an additional one hour per day, and recorded an average of 19 minutes per day. The combination of these three activities, 323 minutes, was 40 minutes less than the average viewing time of the typical household with just a TV set.

According to the study, over 90% of the material videorecorded by VCR owners was regular TV series, movies and specials; 60% of the recording was of programs broadcast or cablecast during prime-time hours.

"Like persons who first bought television sets in the late 1940's, these first buyers of VCR's are typically young, affluent, educated professionals," the report said. "Most owned their VCR for less than a year.

"Where basic cable service was available, 21% of the VCR owners subscribed.

In the eight cities where direct-pay programming was offered by cable or STV, 31% of the VCR owners subscribed."

The study also found that VCR owners who watch public television spend an average of 163 minutes per week viewing TV and 47 minutes playing back recorded public TV programs. Combining these two VCR-TV uses, public TV viewers with VCRs viewed 91% more public TV than the average amount of PTV viewed by all PTV viewers.

Other findings during the survey week included:

- One-half hour per week was of pre-recorded tapes, half of which were borrowed, half of which were purchased;
- Public television reach among VCR owners was slightly over 40%;
- Public television's share of playback viewing was 4.5%;
- Recording and playback of public television was heaviest from 5 p.m. to 8 p.m.; and
- At least 68% of all playback of home-

recorded public television programs was within two days of broadcast, with little evidence of library building of PTV shows.

Fox TV president leaving for Playboy

Barry goes out on good terms with several shows on networks; in new job, he'll work on long-form TV programs, maybe series and programs for ancillary markets

W. Russell Barry has resigned his post as president of 20th Century-Fox Television to take over the helm of Playboy Productions, the film and television arm of Playboy Enterprises. Barry's departure comes after Fox experienced an exceptionally productive selling season, doubling its presence on network television, as well as making strong inroads in the syndication field.

Barry will take over at Playboy after his

Score another for ABC. With a 15.1 prime-time rating and 30.1 share, ABC-TV achieved the highest average for the week ended July 13, followed by CBS-TV's 14.0/27.5 and NBC-TV's 12.4/24.3. It was a week when viewers clearly demonstrated their preference for sports and beauty over politics. The leading program was the baseball *All Star Game*, which brought ABC a 26.8 rating/46 share and new audience records for the game with 20,448,000 homes and an estimated 60,000,000 viewers. Next was CBS's *Miss Universe Pageant* (24.1/40), followed by ABC's *WBC Heavyweight Championship* (19.4/33—impressive performances for both, considering they were in a head-to-head competition). Other shows in the top 10, in order: ABC's *Vega\$*, CBS's *60 Minutes*, ABC's *All-Star Pre-Game Show*, CBS's *Dukes of Hazzard*, *M*A*S*H* and *Alice*, and ABC's movie, *Doc*. Deepest in the basement were three political programs, from the bottom-rated up: ABC's *Republican Convention Preview* (4.1/10), ABC's documentary, *Lights, Cameras... Politics* (5.5/13) and NBC News's *Pre-Convention Report* (6.5/14). During the week, ABC won Tuesday, Wednesday, Thursday and Saturday; CBS took Monday, Friday and Sunday, and NBC was shut out. Outside prime time, ABC again was claiming the victory for second place, with the 11th consecutive week that *World News Tonight* has bettered the *NBC Nightly News*—and this time by the widest margin. After CBS's winning 12.0/27, it was ABC 11.0/26 and NBC 9.1/21

Fox resignation becomes effective July 31. He will be president of the production company and a senior vice president of the publishing and entertainment conglomerate.

His move to Playboy marks a new emphasis at the company away from publishing. Initially, Barry said, Playboy will be concentrating on producing long-form television projects as well as possible series. Next on his list of new areas for the company is the theatrical film market, followed by pay cable and other "ancillary markets." Playboy is currently making a three-hour movie for ABC-TV, *A Whale*



Barry

for *the Killing*, for airing next season.

Barry was named president of Fox in April 1979 when the company had only one half-hour, *M*A*S*H*, on network television. Fox added *Trapper John M.D.* to its CBS line-up in the 1979-80 season. It was one of only two undisputed hits introduced last September. This fall, Fox will be adding *Ladies Man* to its CBS schedule and *Breaking Away* to ABC-TV.

In syndication, Fox has launched *The Monte Carlo Show*, which will debut this fall on over 90 stations and in 30 foreign countries.

Barry's departure from Fox was surprising but not totally unexpected. Last May, producer Harris Katleman was named chairman of the television subsidiary, and there have been a number of additions to the executive staff since. But Barry's record with Fox indicated that he was secure in his position. Barry said that he requested "to be released from my contract" and that the parting was "very amiable and amicable."

Different package, same conclusion

McCann-Erickson does a tape presentation of new season for its clients, but it, like other agencies, sees it CBS, ABC, NBC

In a departure from usual agency practice, McCann-Erickson, has produced a 40-minute videotape presentation previewing the new fall season and citing programing trends.

The agency tabs CBS-TV as the win-

Monitor

Less Letterman. *David Letterman Show*, new 90-minute NBC morning talk vehicle which has been ratings disaster in first few weeks on air, will be cut back to 60 minutes beginning Aug. 4. That means Letterman will run 10-11 a.m., followed by *Wheel of Fortune*, relieved from cancellation. New NBC soap opera, *Texas*, also premieres that day. NBC's hoping more compact *Letterman* show will prove more attractive. In first week, *Letterman* scored 2.6 rating and 13 share. Second week brought 2.4/11 and third week results, ended July 11. 2.2/11

New frontier. Westinghouse Broadcasting Co., radio and television group broadcaster and TV program syndicator, now is breaking into pay cable. In deal, expected to be finalized shortly with Showtime Entertainment, Group W Productions will be working up musicals, *Eubie* and *Little Johnny Jones*; Showtime gets pay distribution rights, Group W takes conventional TV syndication.

Tops at 7:30. *Hee Haw* emerged as leading syndicated series in prime access time on network-affiliated stations in Katz Television analysis of Nielsen figures for May. With average 13 rating and 34 share, *Hee Haw* edged out *Lawrence Welk* (13/33). Other top-10 series: *Evening/PM Magazine*, 14/30; *Joker's Wild*, 14/30; *Tic Tac Dough*, 14/30; *Cross-Wits*, 13/26; *Muppets*, 11/25; *Family Feud I and II*, 10/22; *Dance Fever* 9/21 and *Joker, Joker, Joker*, 8/21.

Spreading out. Taft Broadcasting's Worldvision subsidiary, distributor of programing to networks, stations and cable systems, is moving into videocassette and videodisk markets. Software is to come from Taft's production companies (Hanna-Barbera, QM Productions, Schick Sunn Classic Production), Worldvision library and outside producers.

Made-for-TV's in bulk. MCA TV now is offering "Universal Network Movies 85," umbrella title for 85 made-for-TV films that already have been picked up by all five CBS owned and operated TV's. Titles range from "Long Way Home" to "The Alpha Caper" to "The Art of Crime" and with a list of stars including Jill Clayburgh, Larry Hagman, Walter Matthau, Peter Falk, Henry Fonda, among others. Package has 33 90-minute movies and 52 running two hours.

PlayBack

Record-breaking turnout. Free Beach Boys concert sponsored by ABC-owned WRQX(FM) Washington and Hawaiian Tropic suntan products drew official estimate of 400,000 fans to Washington Monument grounds July 4. That is said not only to be largest crowd ever to attend concert by single act but also largest crowd to attend single-station promotion.

Gets better with age. *Elvis: Memories*, three-hour music/interview tribute to Elvis Presley by ABC Radio, in first run attracted about 401 stations and in second, about 460. Now that ABC is mounting third broadcast Saturday, Aug. 16, line-up is even larger: 560.

Talent search. Radio Talent Bank, newly formed subsidiary of Fearing, Fox & Associates, Los Angeles-based executive search firm, plans to specialize in recruiting air talent, news people and program directors for all formats. RTB plans to charge \$1,000 for successful placement of announcer or news person in top 25 markets and \$500 and \$750 for same in all other markets. Larry Yurdin, former programing consultant to ABC-Owned FM stations, will direct new subsidiary.

Yes, Yes, Yes. NBC's new youth-oriented radio network, The Source, adds new twist to rock concert programing beginning in mid-August with trio of long-form programs featuring Yes band. First *Yes Special*, over weekend of Aug. 15-17, is three-hour magazine show with music and interviews. *Yes Live from Madison Square Garden*, "believed to be the first live network concert" from New York hall, is scheduled Saturday, Sept. 6, at 9-11 p.m. And *Yes Encore*, edited repeat of Garden concert plus encores, will run weekend of Oct. 3-5.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (2) *Magic* by Olivia Newton-John on MCA; (3) *Coming Up* by Wings on Columbia; (4) *Tired of Toein' the Line* by Rocky Burnette on EMI/America; (5) *Little Jeanie* by Elton John on MCA. The top five in **country radio airplay**: (1) *Driving My Life Away* by Eddie Rabbitt on Elektra. (2) *It's True Love* by Conway Twitty and Loretta Lynn on MCA; (3) *Stand By Me* by Mickey Gilley on Asylum; (4) *Love the World Away* by Kenny Rogers on Asylum; (5) *Clyde* by Waylon Jennings on RCA.

ner of the prime-time race through the fourth quarter with an 18.7 rating, followed by ABC-TV, 18.3, NBC-TV, 16.9. It projects that ABC-TV will continue to lose strength, CBS-TV will maintain its lead, and NBC-TV will improve its position. These conclusions follow the predictions of several other agencies (BROADCASTING, July 14).

For the fourth quarter McCann predicts that CBS will wind up with nine programs in the top 20; ABC, eight, and NBC, three, and that ABC will win four nights and CBS three.

In the vital 18-49 age demographic, McCann says, ABC-TV will continue in first place with an average 15.2 rating among

women and a 13.6 among men, but these figures will be down by 19% and 9% respectively, compared with the fall of 1979. CBS's rating will be the same among women for both quarters (13.9) while McCann says it will be up slightly for the fall of 1980, 11.5 from 11.4. NBC's rating will increase slightly for both women and men, up 2% for women and 1% for men, McCann says.

Programming trends cited by McCann are an increase in nonfiction, free-form programming, based on the success of *Real People* and *That's Incredible*; an expansion in dramatic serials, leading to such new shows as *Flamingo Road* and *The Secret of Midland Heights*, and a decrease

in the number of police and detective series.

The tape presentation was prepared under the direction of McCann's media services department by Gene DeWitt, executive vice president and director of media services; Richard J. Busciglio, senior vice president and director of network programming, and Cindy Kettler, director of program information services. The presentation has been shown to many of McCann's 120 clients, and, according to DeWitt, "We were more interested in the likely performance of individual programs in which we might schedule advertisements" than in the over-all ratings of the networks.

Journalism

Detroit stations put on their own media show covering the GOP

Three affiliates go state-of-the-art with ENG, microwave, helicopters for all angles of the convention

The Republican national convention, regardless of its national news value, was the biggest story to hit Detroit in years, and the three major VHF's in the city responded in a big way.

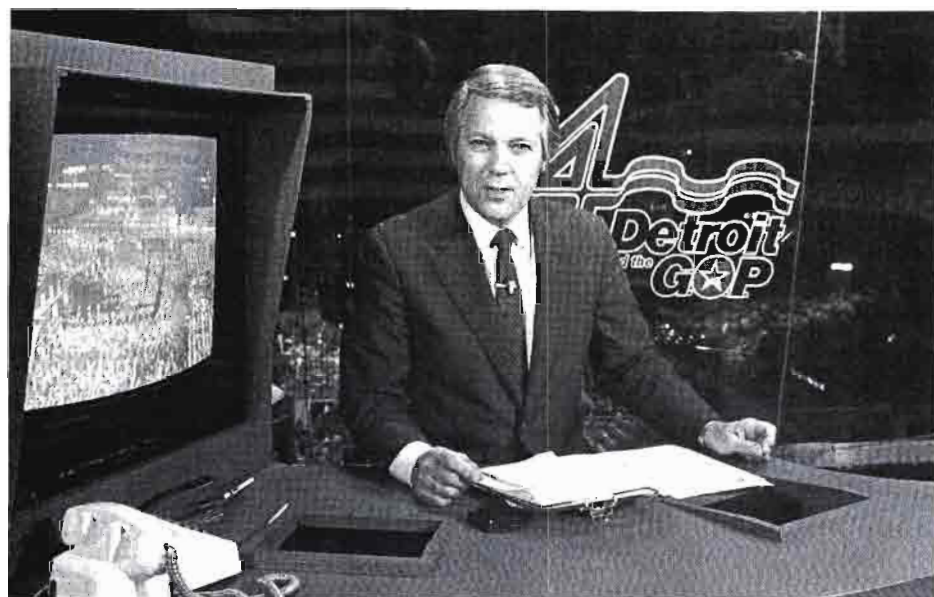
The three stations—WDIV(TV), WXYZ-TV and WJBK-TV—made use of the latest in electronic newsgathering gear to cover a story that for the people of Detroit went far beyond Republican politics.

With WDIV and WJBK-TV expanding their regular evening news shows by a half hour, all three presented hour-and-a-half news programs each evening, anchored in studios overlooking the convention floor in the Joe Louis Arena.

The evening newscasts were studded by inserts, taped and live, coming from numerous remote units all over the city. There was so much microwave being used in Detroit last week that one news director advised that visitors should take care to wear "lead jockey shorts."

Jim Lynagh, vice president and general manager of WDIV, said the blanket coverage of the convention was precipitated by the size of the story and the competition among the three stations and made possible by the evolution of ENG technology. Lynagh said, "We're doing [remotes] from as many locations as the networks. We're literally all over the city."

Mike Von Ende, news director of WJBK-TV, went one step further. He said the stations did more than the networks in terms of variety and breadth of coverage. And



WDIV anchor Mort Crim in the station's sky suite at Joe Louis Arena

Bob White, news director at WXYZ-TV, said the stations' coverage was certainly the most extensive use ever of ENG in the city.

All three stations had helicopters to enhance their coverage. WDIV and WXYZ-TV leased helicopters especially for the occasion; WJBK-TV has been renting a helicopter for its regular news coverage.

According to Lynagh, WDIV had 11 minicams out in the field in addition to two studio cameras at the Joe Louis Arena. To carry signals back to the station, 10 microwave units were employed—six 2.5 ghz units for the long hops (up to 15 miles) and 13 ghz units with a maximum reach of four blocks. The 13 ghz units, he said, were often used in tandem with the 2.5 ghz units. The station also used three permanent links: a microwave link from the Detroit Plaza (Reagan's headquarters) and telephone lines from the convention arena and the Pontchartrain hotel.

Although he said that the remotes were used more for sending back taped reports than live ones, his station flexed its ENG muscle on the opening night of its convention coverage. On July 2, Lynagh said the station was live from several locations.

Lynagh said WDIV's helicopter is equipped with a microwave unit so that stories on traffic and crowds can be sent back to the station.

The only barrier Lynagh found in transmitting from remotes was legal, not technological. He said that WDIV was prevented by law from beaming microwaves from Windsor, Ont., across the Canadian border. He said he would have liked to bring back live reports from Windsor, where many of the delegations were staying.

Jeanne Findlater, vice president and general manager of WXYZ-TV, said the station's evening news was opened and closed from the anchor desk at the arena. She said that during the convention, 60%

of the news was live, 35% was taped and 5% was on film.

WXYZ-TV's White said the station had seven minicams floating about the city last week. Four, he said, were aboard microwave vans. Three others, used primarily for taping, were kept close to the three hard-wire links the station had set up at the distant Metropolitan hotel, where the Michigan delegation was staying; at the Plaza hotel, and at the arena.

White used his rented helicopter for taping inserts for production work. He said he had no live feeds from it and, because the city is flat, did not need it for a microwave relay station.

Von Ende said that WJBK-TV used five microwave-minicam units. One was on the floor of the convention, one was at the Metropolitan hotel and three were sent where needed.

Von Ende added the station also had a minicam-microwave unit in its helicopter. He said that because of security around the convention sites, it was difficult to use it for spot news. It was used extensively, however, for transporting reporters and cameras.

Although Von Ende admitted that the news departments of the stations are "fiercely competitive," competition wasn't the force behind the stations' extraordinary efforts. "It's just the magnitude of the story."

WBZ reporter fighting court over news source

WBZ-TV Boston investigative reporter Walter Roche has been ordered to jail today (July 21) for refusing to disclose confidential news sources. The Massachusetts Supreme Judicial Court last Thursday denied Roche's appeal of a contempt citation.

Roche had been found in civil contempt for refusing to disclose who had given him information for a 1979 broadcast on alleged incidents of misconduct by a district court judge ("In Brief," July 14). Supreme Judicial Court Justice Benjamin Kaplan ruled that Roche had "knowingly violated" the orders of the state's judicial conduct commission and Supreme Judicial Court directing him to appear at a deposition and answer questions about his interviews with some 50 persons.

Roche's lawyer has argued that his client has a reporter's privilege not to reveal confidential sources.

The station's news director, Jeff Rosser, said "there's very little we can do" to keep Roche out of jail. Rosser said that the station's lawyers and Roche's attorney are looking into the possibility of taking the case to the U.S. Supreme Court.

The Supreme Judicial Court also has under advisement a case in which a Boston newspaper reporter has been held in civil contempt for refusing to testify before a grand jury investigating a murder (BROADCASTING, May 5). His lawyer had argued that although Massachusetts has no shield law, his client's testimony is available from other sources.

NewsBeat

Last minute. UPI reached agreement in principle with Wire Service Guild on new three-year contract shortly before strike deadline last Tuesday (July 15). Under new agreement, broadcast and print reporters and editors with six years of experience will be raised from \$432.84 a week to \$460, retroactive to April 16; to \$475 April 16, 1981; to \$487.85 on Oct. 16, 1981; to \$502.85 on April 16, 1982, and to \$512.85 on Oct. 16, 1982. Added fringe benefits include a dental plan financed by UPI and additional paid holiday.

AEJ relocates to Kansas. Association for Education in Journalism has opened centralized office, on interim basis, at William Allen White School of Journalism, University of Kansas, Lawrence. In addition, Suzanne Shaw, associate dean there, has been released from duties at school to be full-time executive director of association. AEJ President Richard Gray of Indiana University School of Journalism, said move and appointment are departure from AEJ's original plan to consolidate in Los Angeles at University of Southern California. However, acceptable candidates for executive director post there withdrew applications, citing high cost of housing in area. As result, move was made to William Allen White School, whose dean, Del Brinkman, takes over AEJ presidency at close of convention in Boston Aug. 9-13.

They'd Rather not. CBS News President William Leonard may not be disturbed by Dan Rather's "reportorial experiment" with drugs "a quarter-century ago," (BROADCASTING, June 23), but for community of Portage, Ind., Rather's admission in July *Ladies Home Journal* is enough reason for him not to succeed Walter Cronkite as *CBS Evening News* anchor and managing editor next year. Portage City Council sent CBS resolution to that effect.

New to D.C. Add Fisher Broadcasting to list of stations and groups that have beefed up Washington coverage with bureau there. With Westar satellite transmissions back to Fisher's KOMO-TV Seattle and KATU-TV Portland, Ore., bureau has begun feeding nightly reports.

All news, half the time. Golden West Broadcasters announced that its new UHF facility in Oklahoma City—KHFC-TV on channel 43—will debut late this fall with news format during daytime—9 a.m.-5 p.m. Night hours of new outlet will be devoted to subscription television service. New station will join growing list of STV operations with substantial portions of their non-STV air time devoted to news and information programming—KWHY-TV Los Angeles, WCJU-TV Chicago and WKID-TV Fort Lauderdale, Fla. Golden West has named Chris Davala director of news and public affairs for station. He will be moving from KTOU-TV in Oklahoma City.

Do inflation stories ignore government?

The media, which have made almost a religion of the adversary role they say they play in relation to government, really are a patsy for government in reporting on one area—inflation. At least the television networks are. That is the conclusion of a study done by Tom Bethell, Washington editor of *Harper's* magazine, for the Media Institute.

Bethell says the networks virtually ignore government as a cause of inflation when, he says, it is the principal villain. The networks, he says, pin most of the blame on price increases.

Bethell studied the 200 inflation stories broadcast by CBS News in 1978 and 1979, as well as the inflation pieces broadcast during four months of those years on ABC and NBC. CBS received the most attention because it alone makes transcripts of its news programs.

Bethell says a principal finding is that television newsmen do not understand that inflation results from an expansion of the money supply. And, he said, he came across no story reporting the money-supply figures published every week by the

Federal Reserve Board. Publicizing those figures, Bethell says, would reveal government's contribution to inflation, since only government can control the supply of money.

But more than that, Bethell says television reporters permit government to manipulate the news on the inflation issue. He says 75% of the network stories on inflation were initiated by government spokesmen or agencies. And, he adds, the same percentage of stories cited non-government phenomena—OPEC, wages and prices, "excess demand" and the weather—as inflation's causes.

Bethell found that only 15% of CBS's inflation stories and only 10.5% of those on ABC and NBC, pointed at government—through its monetary policy, federal spending or regulatory action—as contributing to inflation.

Granada locked in fight with British government over confidential source

Britain's House of Lords, the highest court of appeal in the nation, last week heard a major case concerning the

naming of a confidential news source by a broadcaster.

The case has been brought against Granada Television, one of the regional broadcasting companies, over a current affairs program on a strike by workers of the nationalized British Steel Corp. The program, broadcast on Feb. 4, included numerous extracts from British Steel memos, showing mismanagement at the top of the corporation and government interference in wage negotiations with the steelworkers.

Granada lost the case at the last judicial level, the court of appeal, in early May.

The chief justice of the three-man court, Lord Denning, ordered that Granada must disclose who gave it the classified documents.

In its decision, the court acknowledged that journalists normally have protection against forcible revelation of sources. But the court's opinion said that "a free press must be a responsible press. Its power is great. It must not abuse its power. If a newspaper (or broadcaster) should act irresponsibly, it forfeited its claim to protect its sources of information."

Denning said Granada was irresponsible in failing, until the day of the broadcast, to

notify British Steel that it possessed the papers, making it impossible for the company to obtain an injunction to stop the program.

The original British Steel suit demanded only that Granada return the papers, which was done. But before handing them over, Granada removed from each page serial numbers that would have identified the source. The court said this "mutilation" was a further sign of Granada's irresponsibility. Following Granada's action, British Steel modified its suit to demand that Granada supply the name of the source.

Law & Regulation

Drop-ins rear their head again at the FCC

Staff working on document that raises possibility of added V's in any number of markets under 'equivalent protection' standard

The FCC, as a means of adding VHF stations to the present allocations, may replace its minimum separations for television stations with a standard that simply insures "equivalent protection" to existing stations.

The proposal, being pushed by the commission's Broadcast Bureau in a draft order that looks toward resolving a seven-year-old drop-in rulemaking, would allow additional VHF assignments as long as they provide, by means of reduced radiated power, the minimum protection allowable under current rules.

But the proposal stands to face opposition from established broadcasters, who view it as an intolerable reduction in interference protection. While the equivalent-protection standard has been applied in the case of "move-ins"—existing stations that are moved to new, short-spaced sites while still insuring minimum protection to other stations—it is novel in that it has never been applied as an allocations tool, as proposed for drop-ins.

A short-spaced VHF station would have to reduce antenna height, reduce power, or employ directional radiation patterns that would allow it to cause no more interference than would be caused to an established station by a full-height, full-power assignment at conventional separation.

The Broadcast Bureau, in advocating this standard, believes it will eliminate "much of the uncertainty and costliness" of current procedures. The FCC, in adopting such a proposal, would consider each application on its own, making a determination on the public interest benefits of the service involved. Thrown out would be requirements for detailed engineering

studies and the reliance on hypothetical gained-and-lost viewing areas by both the new and old stations.

The standard has its origins in a 1973 rulemaking petition filed by the United Church of Christ, which sought to add as many VHF's to the spectrum as possible. UCC based much of the premise for the rulemaking petition on a study done by the Office of Telecommunications Policy (precursor to the present National Telecommunications and Information Administration), which indicated that 96 channels could be added to the existing table of assignments in the top 100 markets.

The FCC put out that proposal for comment as a rulemaking in 1977, but it had whittled down the prospective number of drop-in sites to four—Charleston, W.Va. (ch. 11); Johnstown or Altoona, Pa. (ch. 8); Knoxville, Tenn. (ch. 8), and Salt Lake City (ch. 13).

But at that time, the proposal was strongly opposed by Commissioners Robert Lee and James Quello, who saw it as a threat to UHF expansion. Nor was the rest of the commission convinced. Then-Chairman Richard Wiley said in a statement: "The feasibility [of VHF drop-ins] remains to be proved in this record" (BROADCASTING, March 14, 1977).

However, the notice of rulemaking warned that the FCC "would not foreclose future drop-ins."

The Association of Maximum Service Telecasters, perhaps the biggest opponent of the "equivalent protection" standard, said in comments on the rulemaking that since a substandard drop-in is impossible unless it is short-spaced, all the interference it causes is new. Accordingly, there is no means of preventing massive new and additional interference."

AMST noted that the FCC adopted its minimum separations requirements at a level beyond which interference would be wholly intolerable, recognizing that most stations would be separated by more than the minimum. "Indeed, the existence of a table of assignments with most assignments at spacings greater than the minimum requirements guaranteed that

result," AMST said. "Thus the architects of the television system contemplated a system in which some stations are limited only by terrain, not interference, and some stations are interference limited in varying degrees in various directions."

AMST is expected to be the most formidable opponent when the FCC takes up the bureau's proposal—anticipated in September. At this point, however, the association wants to see the actual proposal before commenting.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said he "is not sure, as a practical matter, what the effect will be on the quality of service," and said NAB plans meetings with its engineering staff to "get on top of this" before the proposal is before the commission.

Jones says cable will soon have no excuses

Freed from nearly all regulation, the industry should not hold back on developing new services, says the FCC commissioner telegraphing vote this week

FCC Commissioner Anne Jones warned the cable industry last week that if it is "not to be eventually superseded in the marketplace by still newer modes of delivery," it will have "to flex and change and expand" its services.

Speaking before the New England Cable Television Association, she said an "old and serious" question for cable is "whether to push the technology as soon as it's feasible and hope the public will follow, or to build public demand before offering more advanced services." But, she admitted, the "inconsistencies and waverings" of FCC cable policy over the years "have not created an atmosphere conducive to developing cable's potential."

Jones feels that all that may be about to change when the FCC takes up proposals

to repeal its distant signal and syndicated exclusivity rules on July 22 (BROADCASTING, July 14).

"When I first considered the rules soon after coming to the commission, I was generally sympathetic to them," Jones said. "In the past year, however, I have heard increasingly good arguments against retention of these regulations. The strongest one, to my mind, is the existence of the Copyright Tribunal."

Jones said that FCC regulation in this area "may not be necessary or even lawful," since Congress has "mandated a mechanism to reconcile the interests of program owners and cablecasters."

"In any case," she said, "it's not the function of the FCC to protect one industry from another. Our ultimate goal, and the real reason for our existence, is to regulate in the public interest. Here, the elimination of some old rules due to changed circumstances may well serve the public by allowing greater use of cable's channel capacity—and may encourage new service in areas now lacking cable."

FCC turns down AIM over Anderson on 'Today'

It affirms show's exemption; NBC rejects Commoner demand

The FCC has denied Accuracy in Media's equal time complaint against NBC-TV over the *Today* show interviews with John Anderson during last week's Republican convention. Stephen F. Sewell, acting chief of the FCC's Complaints and Compliance Division, said that *Today* is a bona fide news show, and as such, exempt from the equal time provisions of the Communications Act.

AIM asked the FCC to order NBC to give equal time to other presidential candidates if it aired the Anderson interviews. Anderson appeared July 14-18 on *Today* to comment on the GOP convention. The interviews were taped and satellited from Europe where Anderson was traveling.

AIM said in its complaint, "If NBC is allowed to get away with the device of giving Anderson this time on the ground that they are simply interviewing him on a news program, this will set a precedent which will be available in the future to every other licensee who would like to use his power to help his friends win public office" (BROADCASTING July 14).

Sewell, in denying the complaint, said that AIM offered "no information which would persuade us that the [news show] exemption should not apply to Representative Anderson's appearances on the *Today* show."

Furthermore, the FCC noted that "the evidence AIM presents to substantiate its claim of bias, if found to be sufficient by commission standards, would effectively bar all networks from carrying news interviews with any candidate during the campaign season."

The FCC also reiterated what it called a "long line" of legislative history that makes it clear that "the judgment of whether a particular item qualifies as news

Washington Watch

Wait a minute. Don Curran, president of Field Communications, San Francisco, and member of National Association of Broadcasters' television board, has telegraphed FCC Chairman Charles Ferris asking for oral arguments on FCC proposals to repeal distant signal and syndicated exclusivity rules (BROADCASTING, July 14). Curran reminded Ferris of meeting he and several broadcasters had in April 1979 during which Ferris promised "ample opportunity" for broadcasters to present views to commission. "We ask that the promise be made good and that we be given ample opportunity to present our views to the full commission before any decisions are made regarding the elimination of these rules as they apply to cable," the telegram said. Rules are expected to be repealed this week at commission meeting (BROADCASTING, July 14).

Give us a break. Smaller Market UHF Television Station Group has asked FCC to afford nonduplication protection against all distant network signals, including those considered significantly viewed, in markets below top 50. FCC repealed protection rules in 1978 saying that stations that had share of at least 3% of total viewing hours and circulation of at least 25% in given community were to be considered "local" and as such, were entitled to carriage by cable systems.

Loss on prerelease. U.S. Court of Appeals in Washington has affirmed FCC decision denying for second time protection requested by KIRO-TV Seattle against importation by local cable television systems of network programming that had been released to Canadian stations prior to its showing in U.S. Court said commission was correct in basing decision on ground that KIRO-TV had failed to overcome evidence that importation of prereleased programming would have little economic impact on station. Court had remanded original commission decision three years ago, on ground it was flawed.

Help. Corporation for Public Broadcasting has established task force, headed by Steve Symonds, CPB director of policy and administration within its telecommunications division, to help increase representation of women and minorities as licensees and managers of public telecommunications outlets.

subject to an exemption [under the rules] is left to the bona fide news judgment of professional broadcasters."

Equal time may be invoked only when a legally qualified candidate has made a non-exempt appearance on a broadcast facility, the FCC stated. Furthermore, the FCC said, only those legally qualified opposing candidates are entitled to equal time. The commission has interpreted this part of the law to mean that candidates in primary elections are considered separately from candidates in general elections. "Thus, until a major party has designated its candidate on the ballot for the general election, only other candidates for the party's nomination are entitled to equal opportunities," the denial said.

NBC had also received a request from Citizen Party candidate Barry Commoner for equal time as a result of the Anderson interviews (BROADCASTING, July 14). NBC denied that request, also on the ground that the program was a news event. Attorneys for Commoner said they haven't decided yet whether to appeal.

ANPA wants protection from phone company monopoly of future information services

The American Newspaper Publishers Association has proposed that pending Communications Act revisions be further revised to prevent any telephone company from using its monopoly power to domi-

nate future provision of information services.

In letters to Representative Harley Staggers (D-W.Va.) and Senator Howard Cannon (D-Nev.), chairmen of the House and Senate Commerce Committees, ANPA President Katharine Graham, who is chairman of the Washington Post Co., expressed concern that two bills, H.R. 6121 and S. 2827, "would allow common carriers to influence and potentially to produce and to control the content of information carried over their facilities." In allowing AT&T and other telephone companies to furnish data processing services, the bills go "beyond the point necessary to insure full and vigorous competition among providers of telecommunications services and facilities," Graham said.

As proposed, the ANPA amendment would (1) demarcate clearly between the transmission of information and its ownership or control, limiting the financial interest of a telephone company offering facilities for an electronic home information service to revenues generated from computer storage of information, and from increased network traffic generated by the system; (2) reduce any financial incentive for a telephone company to discriminate among providers of information on such a system, insuring that those wishing to provide information to the public would have access to the data base storage and retrieval facilities maintained by a telephone company, and (3) limit the potential for anticompetitive abuse by telephone companies offering home information systems.



They never told me about 'Laugh-In'

Herminio Traviesas was for 13 years in charge of NBC's "broadcast standards," and probably the most visible of all the so-called network censors—the people with the final cut on sex, violence and other sensitivities in television (and sometimes radio) programming and commercials.

Traviesas, now retired, was NBC's vice president, broadcast standards, from 1969 to 1977, when he became vice president for broadcast standards policy. He entered broadcasting with NBC in 1937 as traffic manager for NBC's international shortwave radio department. Later he served in administrative positions in the international sales area of the radio recording division before moving to CBS-TV in 1947 as its first sales service manager. In 1950 he joined BBDO as a TV account executive on the American Tobacco account, and for seven years administered the broadcast activities of Lucky Strike cigarettes. He was elected a VP in 1953. In 1957 he was named VP and manager of the BBDO program department, supervising the broadcast activities of such major corporate advertisers as duPont, Armstrong Cork, General Electric and U.S. Steel. In 1964 he was named vice president in charge of the broadcast division of BBDO, Los Angeles.

He left that post in 1967 to rejoin NBC as director of broadcast standards, West Coast. In 1969 he was elevated to the top job as director of broadcast standards for the company. Before Traviesas phased into his new consultancy with NBC, BROADCASTING took an opportunity to talk with the man who allowed "bastard" to be uttered on Bonanza and a braless starlet to jiggle on Johnny Carson; whose job it was to draw the line daily on matters of taste and social mores while the media changed from the days when Faye Emerson concealed her cleavage to a time when public television, at least, was willing to show partial nudity.

How have things changed since you came on board?

First of all, there was the breakthrough in bold types of humor, as reflected in *Laugh-In* and the *Smothers Brothers*, especially, and there has been an evolution of storytelling. In the past two or three years we were sort of criticized for suddenly going into sex, especially when they said that now that violence is over, we've got to have sex.

I always denied that it was a sudden thing. We had been telling much more provocative stories for some time. I go back to *Silent Night, Lonely Night*, with its black-white relationship theme, and that was about 1969. Ever since then, we have been doing more provocative stories—although still controlling the language, the overt nudity, and many times turning down

something thematically that you just can't live with.

What are the things that exercise people most?

There are two things: nudity and religion. They complained about the slit skirts on the Dean Martin gals, the Goldiggers, thinking that that was lascivious or something, but it wasn't in my judgment.

It's not as bad as it used to be. I remember the first time that one of our stars appeared on the *Johnny Carson Show* without a bra, and my staff was wondering what I was going to do about it—and even then it had already been a part of society. And we just allowed it to happen—but at the same time making certain that the cameraman wasn't focusing on it. Now

the braless look is there all the time.

You see, one of the things that has influenced television is the tremendous strides forward in other media, including feature films and some very conservative magazines for women. Not only are they showing the braless look, but they're showing see-through, which we do not allow.

Do you have any arguments among your staff about the range of taste, and do you find that you represent a different generational taste than other people on your staff?

That's a good question, and it has hit me in a different way—mainly from the younger people because the younger people think that we should have younger people on our staff.

We have very little turnover on our staff—I

sometimes wonder about it, because it's such dedication. Now in general, I think they're a little tougher than I am, and there's a good reason: If they're not, they don't last long. Let me make the mistakes, because I'm at a level that you know, in my job, you're only remembered by your mistakes.

Whenever you get called up on something, it's because somebody wrote too many letters and why did it happen? And nobody remembers that we had taken out hundreds of bedroom scenes and low-cut gowns and language and we even still cut down on "hells" and "damns" if there are too many of them. So, all of a sudden, you allow a legitimate use of the word "bastard," and we're dirty.

The first time I allowed "bastard" was on *Bonanza*. Very legit. But unfortunately, the press got hold of it beforehand, and the headlines said, "NBC allows dirty word on *Bonanza*."

What are the mistakes they will remember you for?

The one I always remember, because it was in my early days on *Laugh-In*, was when we did a very provocative joke on the pill, and when Dan and Dick were talking about 20 years ahead of time. I knew instinctively I shouldn't have done it, but I finally allowed it by telling them to constantly say "20 years from now." But the public never heard the "20 years from now." The story was something about a reporter going to Rome and finding the Pope wasn't there, but his wife was. And it ended up that they thought of the pill as St. Joseph's aspirin for children. Well, it was beautifully written and very, very funny. But it was a mistake; there were just too many people who didn't think that it was as funny as I thought it was. And so that was a mistake.

There were certain things that happened on *Saturday Night Live* which provoked me more.

Provoked you or provoked the public?

Well, maybe it was because I'm too old. I allow them to do it because they're not trying to go for my Edwardians—they're going for a younger audience, and the young people that I talk with, certainly based on the mail reaction, find it very, very funny and provocative, while I sometimes find it strange that they're laughing.

But do you hear audience protests?

Again, the audience protests are always on religion—if you make fun of or if you satirize religion. The most recent was the one we did at Easter on *Saturday Night Live*, which was a legitimate satire because there are so many feature films and television shows based on the life of Christ. These two 12-year-olds are looking at "Jesus of Nazareth" and they're each telling each other which star they liked as Jesus. You know, it could have been the competition between Paul Newman and Bob Redford. And that was the satire.

I would say if we get 400 or 500 phone calls overnight, that's a major protest. This one only had about 160 or 170.

Do you have a typical audience in mind as you consider what you're going to allow and what you're not going to?

Lots of times I am accused of using double or different standards, because I consider what the audience expectations are, based on the time of the day and the show's personality.

There's no doubt that *Saturday Night Live* watches *Johnny Carson* and Johnny Carson's

staff watches *Saturday Night Live*. And I get the phone calls the next week, if I allow something for them that I won't allow the other to do. And my defense has always been that it's a different audience. Johnny Carson's audience has been with him a long time; he has very good control of himself. The *Saturday Night Live* audience is a very special audience, too. It's a younger audience, not necessarily young in terms of the 17-21 age bracket. It's sinking into young married couples and to the 35's and it's spreading a little toward the high school age which I guess has some parents a little concerned. But we cannot control the set.

We at NBC have always felt concern about the 8 o'clock time period. For instance, we will review a script right now, a comedy script, and if it's a little provocative, we'll note: "We are approving this if it's after 9 o'clock."

Well, there still is the family hour concept.

At NBC we have always felt there was a family hour concept, and we continue to feel that way.

Another thing that has developed in the industry which has been very successful as we went into more provocative storytelling is what we call the "advisory legend," to let the public know that tonight, if you're going out or if you want to sit around with your family, maybe this is the time to be careful of what you're watching.

Now that isn't because we think it's not acceptable. It is probably the most important responsibility that ends in my lap, because if you do not use it with tremendous caution, you can be accused of titillating just to get the audience. And if you use it too often, it's ignored.

So that when you have a story like the feature film, "Coming Home," which thematically was an emotional problem—we took care of the sex problem in it, to the regret of some people who remembered the original—but the story was emotional and we put up a legend to advise the public.

What next tool of that sort have you got up your sleeve? Is there a way that you can enlarge the range of acceptability, and get away with it?

No. I tell you, the best tool that I know of—and you can't put a figure to it—is being certain that you do the story with tremendous artistry. When you do *Skag* or even *United States*—when you think of the subject matter that's discussed in *United States*—we had no complaints. It was so well done.

But artistry is not your final arbiter, I take it.

I am in the hands of God, because I cannot... well, except for one thing. We do recognize who the more responsible and experienced producers are, and while all producers obviously say that they are responsible, there are degrees of responsibility. And if I see a provocative show come in, from a thematic point of view, I usually ask who is going to do it. And if it's a certain three or four types of guys that we know well, I find I'm relaxed more.

One show that I'm so proud of having at least participated in is *Shogun*. If you've ever read the book you'll know that the problems *Shogun* has, per se, in terms of sex and violence, are such that you'd say you couldn't put it on television.

I happened to be on the West Coast when I found, to my delight, that I was going to meet with James Clavell himself, the original author,

who had taken over the show. It was an interesting meeting; I remember it so well because he came in with his dark glasses and a little stiff, because he was familiar with the "censors." So anyway, we sat down and we said, "Well, why don't we just go over the things that concern us?" and we started to read scenes from the first draft, and he turned around to me and said, "Where are you getting that stuff from?" And I said, "Well, it's here, so we have to tell you." He said, "I wouldn't touch that with a 10-foot pole! I just won't do it that way."

And as we went along, talking to him, suddenly the dark glasses came off, and suddenly he relaxed, and suddenly we were friends, and what he has done in working with us is one of the most outstanding television programs that I have ever seen in my entire career. It is a fabulous show, and in terms of taste, just magnificent.

It's great when you have quality. That was why I was always proud of being a part of "The Godfather." A lot of people said I was wrong because it was so violent, but that was a work of art, and to work with Francis Ford Coppola was a tremendous experience for me personally.

I'm wondering what television could do to get rid of your job.

Well, I don't think they can. I think you're always going to have somebody. It's a responsibility that is inherent in your license for stations. The network is not licensed, as we all know, but somebody has to take over that responsibility and defend it.

If there were licenses in perpetuity, could that end the necessity of your job? Do you think the form—not the art—the form would be better off without you?

Oh, no. No. And I'm not trying to defend my job or be prudish about this, but I think that first of all, you've got to establish and keep in mind that you're coming into someone's home as a guest. It's not paid admission. You're coming into somebody's home.

Take your own personal experience coming into anybody's home, and when you meet them for the first time. That's why, even with a series that I know is going to be provocative, for the first few shows you have to get them to know the characters, and then expand your story a little bit.

But there's a danger there, as in *Bonanza*. Don't stray away from it because you let them down. The public builds up for something, like *James at 16*. People were calling me personally and saying, "You let me down when he was in that story about the contraceptives—I mean he was the idol that I was telling my kids about, and all of a sudden, you threw this at me; you threw me a curve, and I wasn't expecting it and you let us down."

An interesting observation, and it came from quite a few people.

There is a new element which is going to affect broadcast standards, just like the movies have, and that is cable. Because the public just knows that it's watching something on television. They haven't the slightest idea that one show's on CBS and another's on NBC. It's just television, right?

Now cable comes in with no holds barred—some pay shows are X rated things—and this has to start making it tougher for us to hold the line, as the creative fraternity out there, who feel that that's the way it should go, will fight us.

Now, where that will be checked is [by] the organized small groups and finally—and very importantly—the advertiser. Even though he

does not control the show, there are certain advertisers who will not go into a violence show, and if there is a story about homosexuality, they just don't want to touch it, even though it can be very well done. So you have this checks and balances thing along the line on free television, that I think will stop us.

You say that a little admiringly. Do you mean to convey that you think that's a good thing?

Oh, no; I deplore the advertising position. I deplore the advertising position because it tends to set up absolutes. Many of my creative friends will say, "Mr. Traviesas, where does it say you can't do it?" And I always tell them, "Don't force me to do it. If I ever set up a list of do's and don't's for you, you'll be dead."

So you don't have such a list?

No, we don't have a list. We have only our code, and a code is a set of guidelines and principles, which can be interpreted. It's a reminder that there are certain things that you have to treat with respect. The relationship between a man and a woman, or religion, or don't put children in jeopardy, things like that.

But I remember that I once had a rule, unwritten, not to put two unmarried kids in bed together, as an indication that they have had sexual relations. And there was one of my close friends, and one of the finest producers, George Schaffer of *Hallmark Theater*, who fought me on it, and I said, "Well, prove it to me and shoot it two ways, as I might have to cut it." And he taught me a lesson. He did it and it was the most important part of that story, and he did it in good taste, and it was not erotic, and he shot it at an angle, and if I had had a rule in writing, it never could have happened.

Have you changed more or has the medium changed more?

My wife once said if I have any reason for whatever success I've had in my job, it's because of my Latin permissiveness and my strict Presbyterian upbringing, because I am, you know, from a Spanish family, but I also am very much involved in the Presbyterian church. But no, I don't think I have changed. In terms of doing my job I am listening to that public and reacting to it.

What about the pressure groups? Is there any validity to their position, and is television at all guilty as charged in terms of "T&A" and violence?

Yes, sure. I'm not saying we're perfect. There's no doubt about it; I think we do overdo the "T&A," or we did.

We've come a long way from Dorothy Collins's split blouse, with which I was very much involved in the *Hit Parade* days, and the days when Faye Emerson used to put a little handkerchief in her dress so you couldn't see the cleavage. We've come a long way, but it is a gradual evolution of styles and certainly a lot more conservative than a lot of areas, especially the sophisticated areas of New York, Chicago, and Los Angeles where you can go to a party and know there is no underclothing on some of the ladies, and that they do it for a purpose, or even an indifference. And when you go to the movies today or read books or pick up the magazines, there's no holds barred on anything, including the vulgar, vulgar language.

One of the joys I have in cutting feature films—good feature films—is when you take the language out—and again, I don't want to pick on "Coming Home," but that is one I

remember well—is that when you take the language out, that it's so well done, it didn't make any difference. It's still a tremendous movie, but it's a part of the medium today.

I have a hard time accepting your statement that "artistry" is the rule for acceptability when I recall your statement that the rear nudity on "I, Claudius"—accepted by PBS—would not be allowed on NBC. You conceded that it was done with great artistry. Wasn't there a note of regret in your voice about that?

My only regret from the personal point of view is that it is unfortunate that we're in this puritanical society and that bare flesh is still a no-no. Especially in that particular scene. It was not done erotically, but in the commercial television medium we're in, that would be considered as a beginning of a complete breakdown in anything goes, including copulation.

How do you get from A to B? Or A to X? How could that scene have brought down the network or opened up the floodgates? Can't you say no and yes?

To whom?

To the creative people, presumably.

Oh, we do. For instance, when we write our notes and we know that there's a bedroom scene, we immediately say: "Be sure the girl does not walk in with a low cut nightgown. Be sure that there is no nudity, be sure . . ." And if there are two in bed, at least one has to have a garment on and there should be no indication that the two of them are nude together. That creates more erotica. We don't show a man and a woman in the shower together—well, I shouldn't say we don't or never did, but that is played down, even in commercials, which tend to be a little more erotic. We avoid that, because that's something that the public will just call you on.

So you feel your boss is the public?

Sure. They are the ones whose homes we're going into.

A few answers back you said, it was "unfortunate" that a puritanical society dominates, that television can't do this or that.

That's right.

Well, if it's unfortunate, shouldn't it be your mission to make it possible for television to do that?

Well, yes. My mission, through very judicious and careful editing, is to slowly move the medium forward. But that doesn't mean—and I can just see one of your readers saying, "See? Traviesas really wants total nudity!" I'm just saying that we're trying to do better, provocative storytelling, so that scenes that were very objectionable five years ago are an integral part of the storytelling without shock or disturbing elements in it.

What's the most helpful thing to you in terms of dialogue with the outside world?

The most helpful thing is that I've had a very close relationship with my affiliate stations' managers. They know that I'm on their side, and when they tell me that their community disagrees with a judgment that we made, I listen. That's very important, because if they don't know what that community is, nobody else will.

Then we have an information service here, and the public doesn't realize what letter writing means. When there's a trend of mail indicating that a series is going one way—at one time Dean Martin was getting a little raunchy—they bring that to my attention, and I look through it. And it's not just the Bible Belt. I mean, when you start getting into New Jersey and right down the line, in big cities, you know that something is going wrong, and you pull back.

And I've done an awful lot of public speaking, and you really get to know what the public is thinking.

What about the professional critics, like George Gerbner?

Well, as you know, George and I have gone around on this many times. I think that George's methodology as a researcher is not to be faulted, but I think when you just count numbers and ignore the creative environment, then I just ignore that research. It doesn't mean a thing to me.

When they came out with the violence count, it was very disturbing to me that one network actually told its editors not to have more than three violent acts per hour, or something like that, and when I heard about it, I told my staff, never count it like that. If the violent act is not responsible, take it out. If you have to have three, fine; if you have to have one, fine; but if you don't have to have any, just take it out. That's what bothers me about the numbers game in violence.

What about the commercial side of your job? Is that difficult?

Something must be happening that's awfully good because we review about 45,000 different commercials a year—each network does this—and out of that about 12,500 are put in final form. A lot of them fall by the wayside.

And out of the 12,500, there's less than 1% that never make it because of broadcast standards. Because once the advertiser knows that you cannot accept their claim because they can't substantiate it, they modify it to a point where you can accept their claim. And sometimes it might take three or four months.

Is it generally a matter of claim rather than taste?

Claims are the biggest problem. Taste is more the cosmetic end of things, and again, the good ones know that they're crazy to waste the money without going before the broadcast managers. So sometimes they'll come in with a real rough cut to see if they've gone too far in the nudity or in the erotic thing.

Another major concern that has grown up in the last 10 or 15 years is the action of the minority groups as to how they are reflected in the medium.

Do you have a responsibility to that part of the audience that is unhappy with the television product—commercials and entertainment—for reasons other than ethnic insult or sex or violence. Do you feel a responsibility to that part of the audience that thinks it's boring, dull, pollution of the airwaves—in terms of ring around the collar, for example, in commercials?

No. Actually, honestly, because I guess I've been in the business of broadcasting and advertising for 43 years, I defend the industry because I still think it's a fantastic industry, even though we make mistakes. They're picking on things that they never see, the good things,

and why advertising is necessary.

If I were ever to get involved in telling my program department, when I look at something, that I think it is not entertaining, or bad television, I don't think I would have a very happy relationship. That is not my job, even though I think I know what is good television and what is entertaining because of my past experience. But that is not my job.

What about from the advertiser's side? For example, there are a number of complaints about commercials that seem to cast women in housewifery roles. That must be a matter of some concern to you.

Yes, yes. We have felt that we could do something about it. But it's a very difficult thing for me to tell Lever Bros., Procter & Gamble or Colgate that they cannot do this or that because I don't have enough scientific knowledge to say yes or no. I can do it on taste, but that has evolved because I've listened to the NOW groups, I've listened to the interfaith groups and so on. But I am able, through my staff—when they come in with something that is very anti the feminist groups—to tell them, "Have you ever thought about this?" And then tell them about the meetings we have.

And slowly they're learning. There is a little influence that we're making, and it's being noticed by the groups we meet with. And the interfaith group that we have met with tells us they have a feeling that we not only listen, but we care. And that it's obvious that we're doing something about it because they're starting to notice it.

But yes, there is a direction we can do it in, but I don't know how to do it in terms of guidelines, other than to be aware that they are annoyed.

Take that whole feminine protection item business—that's a problem. That's a problem in terms of many women and I'll give you my philosophy on it. I voted in favor of allowing such advertising on the air. After having listened to a lot of people before I voted on it, I became convinced that the women in this economic system should know more about a very necessary product which they use regularly, and that if there is control in terms of the copy—at the NAB Code Authority level, rather than the three networks competing with each other as to what is good taste and what isn't—that it could be done.

And we went ahead and did it. Allowing such advertising from 9 a.m. to 4 p.m., and after 10 p.m. at night, avoiding early prime time. And for the first couple of years, we had no complaints on it. What happened was that television, which is such a powerful medium, brought more and more advertisers into the field, and they found that the 10 o'clock Eastern Standard Time period, where you got the majority of the audience, was a good place to put their spots.

What legacy of advice do you leave for the producers in the creative community?

Well, I've always said this to the creative producers: that I honestly believe that they're fortunate that the three networks have such dedicated members in their broadcast standards departments who are out to help them, not hinder them. And it is foolish for them to waste so much time arguing whether they should allow a low cut gown or another "hell" or "damn" when we're really trying to get them to do better stories. The good producers will tell us after the fact that we forced them to better

disciplined writing, because writing can become sloppy.

So I say to the producers, don't assume just because your new circle of friends are using gutter language that everybody uses it. And don't assume that every young girl sleeps with every young man, even though there's a trend in that. There are a lot who don't, and that public that we go to doesn't want us to condone that action, even though you can do it with good storytelling.

What about the public? What would you say to the audience?

I would say to the audience: Learn how to use the media.

Our parent-teachers workshops are one of the finest things that I know of. We should have done it 10 years ago. When I grew up, we learned how to use books—my wife is a very well read woman, and her grandfather read with her and showed her the difference between one book and another. And here this new medium comes into the house daily, and nobody has learned how to use it. So now through the parent-teachers workshop we are getting the parent, the teacher and the child to understand good from bad television, to understand what goes behind it, not just to criticize that everything is awful.

So I would say to the public: Become a part of that, especially when you have young children. You have to say that medium is important in my family, and I better find out how to use it and when to turn it off and when to know when there's a good thing coming on. And if they're going to do a story about sex education, I should be there with them and help them so they don't think it's a titillating show.

And I think that's one of the greatest things we're doing. And it's going through the roof now, by the way; we just can't keep up with it.

What would you say to the advertiser?

My message to the advertiser is not to run away from daring to do better television. For instance, I can see certain advertisers right now saying, "I'll never touch *Shogun* because I'm not going to be involved with violence and I'm not going to be involved in anything where they talk about the sex culture of that time when women thought nothing of nudity or going to bed with a man." They have a beautiful expression in that show—you don't copulate, you pillow. One girl says to the other, "How did you pillow last night?" I think that's a great expression; we ought to adopt that.

So I would tell the advertiser to have more faith in the broadcaster. I know it's difficult; it's easy for me to say, but I know from recent experience that the management prefers not to have a confrontation at a shareholder's meeting with a minority group. But if you believe that the medium is selling a product, then you should also believe in it enough to support it and go with it, even though not all shows are going to be popular.

Do you feel that you've been in charge of the leading edge? Of programming. Has it been your job to define what the leading edge of television is to be?

Yes. Although initiation comes from the program department, of the subject matter. It has been my job to go along with them, but holding them back when they just go too far out. Well, they are your adversaries in my job. But they're not worth their salt if they're not always fighting to go one step further.

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Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; CH—critical hours; CP—construction permit; D—day; DA—directional antenna; Doc—Docket; ERP—effective radiated power; HAAT—height of antenna above average terrain; khz.—kilohertz; kw.—kilowatts; m—meters; MEOV—maximum expected operation value; mhz.—megahertz; mod.—modification; N—night; PSA—presunrise service authority; RCL—remote control location; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U—unlimited hours; vis.—visual; w—watts; *—noncommercial.

New Stations

FM applications

- Bentonville, Ark.—Elvis E. Moody seeks 98.3 mhz, 3 kw, HAAT: 216 ft. Address: 216 N. Main Bentonville 72712. Estimated construction cost: \$5,100; first year operating cost: \$38,400; revenue: \$84,000. Format: MOR. Principal: Moody is president, general manager and 44% owner of KJEM(AM) Bentonville. Ann. June 25.
- Thomaston, Ga.—Sunbelt Communications seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 800 Orange St.; Fort Valley, Calif. 31030. Estimated construction cost: \$88,000; first quarter operating cost: \$19,400; revenue: \$80,000. Format: Contemporary. Principal: John P. Reehling (100%). He is independent radio promotion consultant. He has no other broadcast interests. Ann. July 10.
- Hart, Mich.—HJR Communications Inc. seeks 105.3 mhz, 100 kw, HAAT: 410 ft. Address: 208 E. Washington St., Hart 49420. Estimated construction cost: \$348,600; first quarter operating cost: \$41,400; revenue: \$224,500. Format: MOR. Principals: Raymond J. Hozer, Sandra R. Raymond and Evelyn Jones (25% each), Lois E. Koriering (15%) and husband, Vernon (10%). Hozer is regional representative for William B. Tanner Co., Memphis-based broadcast production services company. Raymond is housewife. Jones is 50% owner of aviation company in White Cloud, Mich. Lois Koriering is housewife. Vernon is Muskegon, Mich., attorney. They have no other broadcast interests. Ann. June 23.
- Hibbing, Minn.—WKKQ Inc. seeks 93.9 mhz, 100 kw, HAAT: 548 ft. Address: P.O. 1060 Hibbing 55746. Estimated construction cost: \$236,800; first year operating cost: \$15,000; revenue: \$100,000. Format: Standard. Principals: Jerry Collins (51%) and wife, Catherine (49%). They own WKKQ(AM) Hibbing. Ann. June 23.
- Comanche, Okla.—Stephens County Broadcasting Co. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. 22835 Denver 80222. Estimated construction cost: \$100,000; first year operating cost: \$80,000; revenue: \$180,000. Format: MOR. Principals: Freddy Sue Ellis (27%), husband, Harry (25%), son, Larry and Joel C. Humke (24% each). Freddy Sue is Duncan, Okla. registered nurse. Harry is Duncan security guard. Larry is Denver consulting engineer. Humke owns Aurora, Okla., broadcast technical services firm. They have no other broadcast interests. Ann. June 23.
- Brookville, Pa.—Stephen S. Strattan seeks 95.9 mhz, 3 kw, HAAT: not given. Address: R.D. No. 3 New Bethlehem, Pa. 16242. Estimated construction cost: \$5,500; first quarter operating cost: \$12,800; revenue: \$24,000. Format: Variety. Principal: Strattan is Clarion, Pa., coal miner with no other broadcast interests. Ann. June 23.
- *Pittsburgh, Pa.—Univ. of Pittsburgh seeks 88.1 mhz, .3 kw, HAAT: 497 ft. Address: 4200 Fifth Ave., Pittsburgh 15260. Estimated construction cost: \$30,000; first-year operating cost: \$56,000; revenue: \$115,000. Format: Educational. Principal: State-related, non-sectarian, co-educational university. It has no other broadcast interests. Ann. June 23.
- Ponce, P.R.—Ivanhoe Broadcasting Co. seeks 101.1 mhz, 50 kw, HAAT: 231 ft. Address: San Antonio F19, St. 11, Suite B Ponce 00731. Estimated construction cost: \$115,739; first-quarter operating cost: \$23,545; revenue: \$223,680. Format: Pop. Principals: Victor M. Dekony and wife, Lydia L. Viera (40% each) and son, Victor R. Dekony Viera (20%). Dekony is industrial coordinator for Ponce High School. Lydia is regional supervisor, health program for Puerto Rico Dept. of Education. Victor Viera is U.S. Army officer. They have no other broadcast interests. Ann. July 10.
- Ephrata, Wash.—Read Broadcasting seeks 95.9 mhz, 1.06 kw, HAAT: 470 ft. Address: Box 683 Spokane, Wash. 99210. Estimated construction cost: \$5,910; first year operating cost: \$21,831; revenue: \$48,000. Format: Adult. Principal: Thomas W. Read (100%). Read owns Spokane, Wash., firm involved in advertising, radio production and syndication, equipment sales and tape and cassette duplicating. Ann. July 10.
- Washburn, Wis.—Silver Birch Broadcasting Co. seeks 105.9 mhz, 100 kw, HAAT: 608 ft. Address: The Pier Plaza, 13 Front St., Bayfield, Wis. 54814. Estimated construction cost: \$227,600; first quarter operating cost: 25,000; revenue: \$50,000. Format: Beautiful. Principals: Kermit H. Hanson (51%), Urmila M. Patel (25%), Narciso Anillo (14%), Jitukom Jantarasami and Steven B. Zaboji (5% each). First four are Greenbelt, Md., physicians and partners in Greenbelt medical clinic. Zaboji owns Washington stereo equipment marketing firm. They have no other broadcast interests. Ann. June 23.

TV applications

- Birmingham, Ala.—Birmingham Family TV Inc. seeks ch. 68; ERP: 753 kw vis., 149 kw aur., HAAT: 705 ft., ant. height above ground: 340 ft. Address: 1608 Shades Crest Rd., Birmingham 35226. Estimated construction cost: \$194,000; first quarter operating cost: \$48,000; revenue: none. Legal counsel: McCampbell & Young, Knoxville, Tenn.; consulting engineer: Sterling Communications Chattanooga. Principals: Margaret D. Reynolds, J. Gilbert Stein, Irwin I. Kent (32% each) and three others. Reynolds is 50% owner of Chattanooga real estate development company. Stein is 50% owner of Chattanooga construction company. Kent is 50% owner of consulting actuary firm. They have no other broadcast interests. Ann. July 10.
- Birmingham, Ala.—Celtic Media Inc. seeks ch. 68; ERP: 1297 kw vis., 129 kw aur., HAAT: 935 ft., ant. height above ground: 634 ft. Address: 1625 First Alabama Bank Bldg., Birmingham 35203. Estimated construction cost: \$581,300; first quarter operating cost: \$61,800; revenue: none. Legal counsel: Keller & Heckman, Washington; consulting engineer: Claude M. Gray, Birmingham. Principals: Applicant is non-profit religious and educational corporation. William W. Featheringill is president. Ann. July 10.
- Utica-Rome, N.Y.—Manning Telecasting Inc. seeks ch. 33; ERP: 3041 kw vis., 277 kw aur., HAAT: 1000 ft., ant. height above ground: 670 ft. Address: 3 Park Ave., N.Y. 10016. Estimated construction cost: leased; first quarter operating cost: \$225,000; revenue: \$900,000. Legal counsel: Peter Shuebruk, N.Y.; consulting engineer: Lohnes & Culver, Washington. Principals: Elizabeth C. Overmeyer (100%). She is vice president of Strang Telecasting which has purchased KTUX(TV) Rock Springs Wyo., and is applicant for new VHF in Rawlins, Wyo., and new UHF in Lima, Ohio. She is also officer, director and beneficiary of Clark Trust which owns Clark Television Inc., pending applicant for transfer of control of WDHQ-TV Toledo, Ohio from D.H. Overmeyer, Elizabeth's father. Manning Telecasting is also applicant for new UHF in Lakeland, Fla. (BROADCASTING July 14). Ann. July 10.
- Garland, Tex.—International American Broadcast-

ing Co. seeks ch. 23; ERP: 2109 kw vis., 210 kw aur., HAAT: 465 ft., ant. height above ground: 569 ft. Address: 10562 Silverrock Dr. Dallas, Tex. 75246. Estimated construction cost: \$154,000 first-quarter operating cost: \$100,000; revenue: \$591,000. Legal counsel: Gammon & Grange, Washington; consulting engineer Business Communications Inc., Ft. Worth, Tex. Principals: Applicant is nonprofit educational corporation with no other broadcast interests. Elizabeth R. Vaughan is president. Ann. July 10.

■ Roanoke, Va.—Roanoke Christian Broadcasting Inc. seeks ch. 27; ERP: 1242 kw vis., 124 kw aur., HAAT: 2,049 ft., ant. height above ground: 249 ft. Address: Box 7193 Roanoke 24019. Estimated construction cost: \$726,700 first-quarter operating cost: \$71,800; revenue: \$850,000. Legal counsel: Gammon & Grange, Washington; consulting engineer: Serge Bergen, Fairfax, Va. Principals: Applicant is nonprofit, nonstock, religious organization. Llewellyn L. Fisher is president. Ann. June 6.

AM actions

■ Eddyville, Ky.—Lyon County Broadcasting granted 900 khz, 250 w-D. P.O. address: City Hall, Eddyville 42038. Estimated construction cost: \$50,000; first-year operating cost: \$52,000; revenue: \$84,000. Format: MOR, pop, country. Principals: Ten local business and professional people each with 10%. J.D. Williams is station manager of *WKMS-FM Murray, Ky. Action May 30.

■ Wickliffe, Ky.—Ballard-Carlisle Broadcasting Co. granted 1010 khz, 250 w-D. Address: P.O. Box 495, Wickliffe 42087. Estimated construction cost: \$52,400; first-year operating cost: \$50,000; revenue: \$60,000. Format: country/top 40/gospel. Principals: Robert W. Gallaher (75%) and Charles R. Geveden (25%). Gallaher is 70% owner of WUCR(AM) Sparta, Tenn., and 20% owner of WKXN(FM) Greenville, Ala. Action June 3.

■ Berlin, N.H.—McLaughlin Broadcasting Inc. granted 1400 khz, 1k.-D. 250 w-N. Address: 211 Emery St. Berlin 03570. Estimated construction cost: \$6,000; first quarter operating cost: \$33,485; revenue: \$39,089. Format: MOR. Principal: Richard J. McLaughlin (100%). He owns Berlin car dealership and has no other broadcast interests. Action May 1.

■ Morovis, P.R.—Morovis Radio Associates granted 1580 khz, 1 kw-U. Address: 155 San Antonio St., Huto Rey, P.R. 00917. Estimated construction cost: \$38,622; first-quarter operating cost: \$9,332; revenue: \$78,000. Format: popular latin music. Principals: Wilfredo G. Blanco Pi (80%) and Adolfo Pi Portales (20%) Blanco Pi is chief engineer at WZVS-FM Vieques-Culebra, P.R. Portales is San Juan businessman. Neither has other broadcast interests. Action June 3.

■ Arlington, Tenn.—Dismissed application of George Flinn, Jr. for new AM station on 1220 khz (BP-780727AJ). Action May 30.

■ Harrogate, Tenn.—Harrogate Radio Co. granted 740 khz, 250 w-D. Address: Sherwood Dr., Middlesboro, Ky. 40965. Estimated construction cost: \$28,000; first-year operating cost: \$20,000; revenue: \$36,000. Format: country/pop. Principals: Patrick M. Fultz, Charles E. Owens III and Thomas Amis (33-1/3% each). Fultz is Harrogate businessman with interests in truck and equipment sales and retailing of gasoline, clothing, dry goods and groceries. Owens and Amis are employes of WFXV(AM) Middlesboro, Ky., but neither has ownership interest in the station. Action May 29.

FM actions

■ Big Pine Key Fla.—Lower Keys Broadcasting Corp. granted 93.5 mhz, 3 kw, HAAT: 192 ft. Address: 4431 Rock Island Rd., Ft. Lauderdale, Fla. 33319. Estimated construction cost: \$21,866; first quarter operating cost: \$14,544; revenue: \$18,000. Format: adult contemporary. Principals: John T. Galanes and Robert F. Bell, both 50%. Galanes is operations manager for WCKO(FM) Pompano Beach, Fla. and 8 2/3% owner of WGFT(AM) Youngstown, Ohio. Bell is 1/3 owner of WRBD(AM)-WCKO(FM) Pompano Beach; presi-

dent and 51% owner of WXML(AM) Decatur, Ga., and president and 42.2% owner of WGL(AM) Jacksonville, Fla. Action June 19.

■ **Macomb, Ill.**—Dismissed application of McDonough Broadcast Co. for 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 4626 29th St., Gulfport, Miss. Estimated construction cost: \$19,850; first-quarter operating cost: \$37,350; revenue: \$120,400 (year). Format: contemporary. Principals: William J. Clark and his wife, Carmen (50% each). Clark is former general manager of KEZK(FM) St. Louis. Neither has other broadcast interests. Action June 10.

■ **Greenville, Ky.**—Hayward F. Spinks granted 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 237 South Main St., Hartford, Ky. 42347. Estimated construction cost: \$32,750; first-year operating cost: \$41,628; revenue: \$60,000. Format: contemporary. Principal: Spinks is Hartford, Ky., businessman who owns drug stores, real estate and WLLS-AM-FM Hartford. Action June 10.

■ **Tisbury, Mass.**—Martha's Vineyard Communications Inc. granted 92.7 mhz, 3 kw, HAAT: 284 ft. Address: Box 1148, Tisbury 02568. Estimated construction cost: \$169,431; first-year operating cost: \$132,460. Format: popular. Principals: James Charles Daly, Edward Bennett Williams and Elizabeth Ellis (33-1/3 each). Daly is Washington investor and consultant for Citibank of New York. He is also associate of American Enterprise Institute. Williams is Washington attorney and president of Washington Redskins football team. He also has real estate holdings. Ellis of Hilton Head Island, S.C. is housewife. None has other broadcast interests. Action May 23.

■ **Prentiss, Miss.**—Jeff Davis Broadcasting Service granted 98.3 mhz, 1 kw, HAAT: 94 ft. P.O. address: Highway 84 East, Prentiss 39474. Estimated construction cost: \$4,580; first-year operating cost: none given; revenue: \$5,000. Format: C&W, variety. Principals: Jesse R. Williams and Albert M. Smith (50% each). They own WKPO(AM) Prentiss and WJRL(AM) Calhoun City, Miss., and have application pending for new FM in Calhoun City. Williams also owns WCSA(AM) Ripley. Smith owns 1/3 of WAPF(AM)-WCCA(FM) McComb and WMDC-AM-FM Hazelhurst, all Miss., and KADL-AM-FM Pine Bluff, Ark. Action May 29.

■ **Sidney, Mont.**—Sidney Broadcasters granted 93.1 mhz, 100 kw, HAAT: 401 ft. Address: 111-1/2 W. Main, Sidney 59270. Estimated construction cost: \$118,965; first year operating cost: \$17,182; revenue: \$98,400. Format: variety. Principals: David P. Halvorson (16.5%); brother, Thomas (16.5%); their parents Oscar and Fay Halvorson (33-1/3%), and Olaf Folkvords and wife, Borghild (33-1/3%). David Halvorson is program director of KGCC(AM) Sidney; Thomas is Sidney attorney; their parents and Folkvords each own third of KGCA(AM) Rugby, N.C. and half of KGCC. Action June 19.

■ **Seminole, Tex.**—Triple R Broadcasting Inc. granted 106.3 mhz, 3 kw, HAAT 173 ft. P.O. address: Box 89, Comanche, Tex. 76442. Estimated construction cost: \$27,500; first-year operating cost: \$8,909; revenue: \$8,436. Format: country/news. Principals: Ralph D. Copeland is principal owner. Triple R also owns KIKZ(AM) Seminole. Action June 10.

TV actions

■ **Colorado Springs, Colo.**—Dismissed (by request) application of Quality Media Corp. for ch. 21; ERP: 1087 kw vis., 207 kw aur., HAAT: 2,039 ft.; ant. height above ground: 96 ft. Address: 5650 Whitesville Rd., Suite 110, Columbus, Ga. 31904. Principals: William J. Kitchen (100%). He is Columbus, Ga., broadcast consultant. He owns WBFJ(AM) Winston-Salem, N.C. and has application for new UHF in Birmingham, Ala., pending before FCC. They have purchased, subject to FCC approval, WMOC(AM) Chattanooga, (BROADCASTING, March 10), and will soon apply for ch. 26 in Pueblo, Colo. Action July 14.

■ **Poughkeepsie, N.Y.**—Family Television Inc. granted ch. 54; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,607 ft.; ant. height above ground: 893 ft. Address: Rt. 9, South Rd., Poughkeepsie Plaza, Poughkeepsie 12601. Estimated construction cost: \$1.84 million first-quarter operating cost: \$161,000; revenue: \$1.1 million. Legal counsel: George Douglas, Wash. consulting engineer; Robert L. Purcell. Principals: Evangelical Christian Concern Inc. (43%); Keith Houser, wife Barbara, Emil Antonoff 10% each and seven others with less than 10% each. Evangelical Christian Concern is nonprofit religious organization based in Canton,

Ohio. Keith Houser is president. Barbara Houser is secretary. Antonoff is president of N.Y. radio and TV programming company. Action May 30.

License grants

- WAKI(FM) Benton, Ark.
- KWDE(FM) Montrose, Colo.
- WXOL(AM) Cicero, Ill.
- *WPRG(FM) Baton Rouge, La.
- WKJC(FM) Tawas City, Mich.
- WVIM-FM Coldwater, Mich.
- KIAE(FM) Aurora, Neb.
- KBWH(FM) Blair, Neb.
- KQSK(FM) Chardon, Neb.
- KQKY(FM) Kearney, Neb.
- KICX-FM McCook, Neb.
- KODY-FM North Platte, Neb.
- WTPL-FM Tupper Lake, N.Y.
- *WPBX(FM) Southampton, N.Y.
- KLTC(AM) Dickinson, N.D.
- KASX(FM) Ada, Okla.
- KPNC(FM) Ponca City, Okla.
- KSDW(FM) Sulphur, Okla.
- *WVFN(FM) Charleston, W.Va.

Ownership Changes

Applications

■ **KXA(AM) Seattle, Wash.**—Seeks transfer of control of KXA Inc. from Brentu Inc. (100% before; none after) to O'Day Broadcasting of Washington (none% before; 100% after). Consideration: \$1,140,000 (including liabilities). Seller: Rune F. Goranson and Brent T. Larson (50% each). Agreement calls for Larson to receive 17.5% venturer interest in O'Day with option to buy additional 2.5% interest. He owns KUUZ(FM) Nampa, Idaho; 51% of KOOS(FM) North Bend, Ore., and 50% of KCKO(AM) Spokane, Wash. He has sold his interest in KODL(AM) The Dalles, Ore. (BROADCASTING, Mar. 10). Goranson owns 50% of KCKO. Buyer: Pat O'Day and H. Rand Ginn (41.25% each) and Brent T. Larson (17.5%). O'Day owns boat chartering company in Seattle and 17.5% of Bellevue, Wash., real estate investment firm. Ginn owns Redmond, Wash., water ski manufacturing company and 40% of Bellevue firm that distributes computer products. They own KORL(AM) Honolulu. Larson is one of seller principals (see above). Ann. July 10.

■ **KBWA(AM) Williams, Ariz.**—Seeks assignment of license from Coconion Media Inc. to Flickinger Communications Inc. for \$80,000. Seller: Eric Hauenstein and Dwight Tindle who own total of 20% of KNOT-AM-FM Prescott which have been sold, subject to FCC approval (BROADCASTING, Feb. 4). Hauenstein is broadcast division manager of Sandusky Newspapers Inc. Sandusky, Ohio-based group owner of three AM's and four FM's. Buyer: Daren L. Flickinger and family. He is former news director of KLYD-AM-FM Bakersfield, Calif. They have no other broadcast interests. Ann. July 10.

Actions

■ **WILD(AM) Boston (AM: 1090 khz, 1 kw-D)**—Granted assignment of license from minority-owned Sheridan Broadcasting Corp. to minority-owned Nash Communications Corp. for \$1 million. Seller is owned by Ronald Davenport, chairman, and wife Judith (70%); Art Edmunds (10%); Thomas McKinney, president (2%), and others. They also own WUFO(AM) Buffalo and WYJZ(AM)-WAMO(FM) Pittsburgh, as well as the Sheridan Broadcasting Network. Buyer is owned by Kendall Nash who is associate with Boone, Young & Associates, New York financial consulting firm. He has no other broadcast interests. WILD is one kw daytime on 1090 khz. Action June 25.

■ **KEYJ(AM) Jamestown, N.D. (AM: 1400 khz, 1 kw-D)**—Granted assignment of license from KEYJ Inc. to Great Western Broadcasting Inc. for \$250,000 plus \$100,000 for consulting services and \$65,000 non-compete agreement. Seller: Robert L. Richardson who has no other broadcast interests. Buyer: Roger C. Greenley (33.4%), Robert H. Ferguson (23.1%).

David A. Middaugh (12.9%) and seven others none of whom owns more than 7.5%. Greenley is salesman for KEYJ and Ferguson is announcer and salesman for same. Middaugh owns Fargo, N.D. insurance co. Great West is applicant for new FM in Jamestown. None of buyers has other broadcast interests. Action June 27.

■ **KSHA(AM) Medford, Ore. (AM: 1230 khz, 1 kw-D 240 w-N)**—Granted assignment of license from Westone Broadcasting Inc. to CBF Broadcasting Inc. for \$125,000. Seller: W.A. Hargan, Philip Zonne (18.4% each as general partners) and eight limited partners. They have no other broadcast interests. Buyer: Craig Finley, John Ferris and Charles Leahy (one-third each). Finley is social services director KYJC(AM) Medford, Ore. Ferris is Medford attorney. Leahy is Medford real estate broker. They have no other broadcast interests. Action June 27.

■ **WKYE(AM) Bristol, Tenn. (AM: 1550 khz, 1 kw-D)**—Granted assignment of license from William J. Tilley to Sunshine Broadcasters for approximately \$200,000. Seller: Tilley has no other broadcast interests. Buyer: John Wren, W.R. Carrigan and Clyde Darnell (one-third each). Wren is president of Maryville, Tenn., evangelistic association. Carrigan is president and general manager and 45% owner of WFXV(AM) Middlesboro, Ky. Darnell owns Wartburg, Tenn., grocery, 35% of WECO(AM) Wartburg, and 15% of WFXV. Wren has no other broadcast interests. Action June 25.

Facilities Changes

FM applications

■ **WZWF(FM) Kokomo, Ind.**—Seeks mod. of CP to change freq. to 93.5 mhz.; major environmental action. Ann. July 10.

TV application

■ **KCTV(TV) San Angelo, Tex.**—Seeks CP to change ERP to 316kw vis., 30kw aur.; change TL to S. side of County Rd., approximately 3 miles S.E. of Eola, Tex.; change SL to 1011 E. 28th St., San Angelo; trans. to RCA TTG-17/17H; ant. to RCA; major environmental action. (800512KJ). Ann. July 10.

AM actions

■ **KIQI(AM) Hayward, Calif.**—Granted CP to change SL to Hayward; increase D power to 50 kw; add N operation with 5 kw; use alternate trans., install DA-2; change TL to Hayward Landing N.E. of Winton St., Hayward; conditions (BP-20398). Action Apr. 24.

■ **WMRO(AM) Aurora, Ill.**—Granted CP to increase D power to 2.5 kw; conditions (BP-20,824). Action May 1.

■ **WHYT(AM) Noblesville, Ind.**—Granted CP to increase power to 1 kw and make changes in DA sys. (BP-21,259). Action May 29.

■ **WGTR(AM) Natick, Mass.**—Granted mod. of CP to make changes in ant. sys. and change TL to Sewell St., off Route 126, Ashland; conditions (BMP-791108AH). Action May 29.

■ **WCCO(AM) Minneapolis**—Granted request to identify as Minneapolis-St. Paul. Action May 23.

■ **KVOX(AM) Moorhead, Minn.**—Granted CP to increase N and D power to 1 kw and 5 kw respectively; makes changes in DA sys.; delete remote of CP to decrease aural ERP to 31.6 kw; and change type trans. (BMPET-800401LE). Action May 30.

■ **WHLM(AM) Providence, R.I.**—Granted CP to change SL to East Providence, R.I., increase power to 5 kw; change from DA to DA-D; make changes in ant. sys.; conditions (BP-790423AB). Action May 27.

■ **WJRB(AM) Madison, Tenn.**—Granted CP to make changes in ant. sys., change power to 5 kw-D, 1 kw-N-DA-2 and change type trans., conditions (BP-790524AL). Action June 10.

■ **WHEO(AM) Stuart, Va.**—Granted CP to increase power to 5 kw; install new trans. (BP-781019A1). Action June 3.

■ **KAYO(AM) Seattle**—Granted CP to change TL to 21st and Lake Washington Blvd., Bellevue, Wash.; increase N power to 5 kw; install DA-N; conditions (BP-780727AM). Action May 29.

FM actions

■ ***KUCA(FM) Conway, Ark.**—Granted mod. of CP

to change ERP to 4.7 kw; specify RCL as Main Bldg., Univ. of Central Arkansas, Conway; condition (BMPED-790530AL). Action June 4.

■ WRUF-FM Gainesville, Fla.—Granted CP to increase ERP to 100 kw; change ant. height to 340 ft.; make changes in ant. sys.; install new ant.; condition (BPH-790718AD). Action June 10.

■ KJYE(FM) Kailua, Hawaii—Granted request to identify as Kailua-Honolulu, Hawaii. Action June 9.

■ *KUCB-FM Des Moines, Iowa—Granted mod. of CP to increase ERP to 5 kw ant. height to 260 ft.; change TL to Financial Center, 666 Walnut St., Des Moines; make changes in ant. sys. (increase height); install new ant. (BMPED-790815AA). Action June 5.

■ *WNEK-FM Springfield, Mass.—Granted CP to change freq. to 97.5 mhz; change ant. height -23 ft.; ERP to 013 kw, and make changes in ant. sys. (BPED-790614AG). Action June 5.

■ WKHQ(FM) Charlevoix, Mich.—Granted request to identify as Charlevoix-Petoskey, both Michigan. Action June 9.

■ KSAS(FM) Liberty, Mo.—Granted request to identify as Liberty-North Kansas City, both Missouri. Action June 9.

■ KNCY(FM) Nebraska City, Neb.—Granted request for SCA on a subcarrier frequency of 67 khz (BSCA-800228AO). Action May 30.

■ *WCWT-FM Centerville, Ohio—Granted CP to change freq. from 91.9 mhz to 92.1 mhz. (BPED-790827AJ). Action June 5.

■ WHPA(FM) Hollidaysburg, Pa.—Granted request to identify as Hollidaysburg-Altoona, both Pennsylvania. Action June 9.

■ WDOY(FM) Fajardo, PR.—Granted request to identify as Fajardo-San Juan, both Puerto Rico. Action June 10.

■ *WFOV(FM) Hampton, Va.—Granted CP to increase ERP to 1.25 kw; ant. height 195 ft., and install new ant. (BPED-790920AC). Action June 5.

■ WRJL(FM) Oak Hill, W.Va.—Granted request to identify as Oak Hill-Beckley, W. Va. Action June 10.

TV actions

■ *KCET(TV) Los Angeles, Calif.—Granted CP to change ERP to 148 kw, maxerp 2450 kw, ant. height 3,040 ft.; change type ant. (BPET-800208KG). Action May 30.

■ WDRB-TV Louisville, Ky.—Granted request to change SL and RCL to 624 West Mohammed Ali Boulevard, Louisville (BRCT-800225KE). Action May 30.

■ WATL-TV Atlanta—Granted authority to install STV (BSTCT-39). Action June 11.

■ KPLC-TV Lake Charles, La.—Granted CP to change type trans. (BPCT-800326KE). Action May 30.

■ WXON(TV) Detroit—Granted CP to change ERP to 1950 kw, maxerp 2190 kw, ant. height 970 ft.; make changes in ant. sys.; change type trans. and ant.; conditions (BPCT-791019KE). Action May 30.

■ *KAWA(TV) Bemidji, Minn.—Granted mod. of CP to decrease aural ERP to 31.6 kw; and change type trans. (BMPET-800401LE). Action May 30.

■ KTNV-TV Las Vegas, Nev.—Granted mod. of CP to change aural ERP to 31.6 kw; change type ant.; make changes in ant. structure (BMPCT-800411KE). Action May 30.

■ WUTR(TV) Utica, N.Y.—Granted CP to change ERP to 741 kw, maxerp 1150 kw, ant. height 800 ft.; change type ant. (BPCT-790426KG). Action May 30.

■ WHDY-TV Hickory, N.C.—Granted CP to change ERP to 112 kw, maxerp 275 kw; ant. height to 600 ft.; change type trans. (BPCT-790917KO). Action May 30.

■ KXMC-TV Minot, N.D.—Granted request to operate trans. by remote control from KXMC Building, Highway 83 S., Minot (BRCT-800401KE). Action May 30.

■ *WOUB-TV Athens, Ohio—Granted CP to change ERP to visual 1070 kw, aural 107 kw; change type trans. and type ant. (BPET-791226KE). Action May 30.

■ WDHO-TV Toledo, Ohio—Granted CP to change ERP to 1410 kw, maxerp 4370 kw, ant. height 1,390 ft.; conditions (BPCT-4945). Action May 30.

■ *WTF-TV Hershey, Pa.—Granted CP to install an aux. ant. (BPET-586). Action May 22.

■ *WSBE-TV Providence, R.I.—Granted CP to change ERP to 2140 kw, maxerp 2380, ant. height 600 ft.; change type trans. and ant.; and make changes in ant. structure; conditions (BPET-6011). Action May 30.

■ KNBC-TV Dallas—Granted mod. of CP to change ERP to 1170 kw, ant. height 1,700 ft.; change TL to Beltline Rd., .81 mile W. of Cedar Hill Rd., Cedar Hill, Tex., SL to 3333 Harry Hines Blvd., Dallas; Tex type trans. and ant. (BMPCT-791031KH). Action May 30.

■ KHTV(TV) Houston, Tex.—Granted request for authority to install STV equipment (BSTCT-790606KI). Action May 21

■ KUTV(TV) Salt Lake City, Utah—Granted CP to change ERP to 32.4 kw, maxerp 32.4 kw, ant. height 3,870 ft., change TL to atop Nelson Peak, 18 miles S.W. of Salt Lake City; change type trans. and ant.; conditions (BPCT-800207KI). Action May 30.

In Contest

FCC decision

■ WHBI(FM) Newark, N.J.—FCC has affirmed its denial of application of Cosmopolitan Broadcasting Corp. for renewal of license to operate WHBI. FCC reviewed matter in light of directive of U.S. Court of Appeals for District of Columbia. It concluded that "no appreciable weight" could be accorded to Cosmopolitan's showing concerning uniqueness of WHBI's foreign language programing, and that "given the magnitude and frequency of violations demonstrated on the record, Cosmopolitan's programing was not sufficiently meritorious to mitigate these serious and numerous adverse findings." Appellate court had upheld FCC's conclusions made in decision released June 3, 1976, that Cosmopolitan had virtually abdicated all control over selection and content of its programing and had committed other violations—including promotion of lottery, broadcasting false and misleading advertising, improper logging, failure to meet filing requirements and inadequate record keeping. However, court remanded case to FCC for further findings and conclusions on whether WHBI's programing was sufficiently meritorious to warrant renewal despite these violations. (Doc. 19657). Action July 1.

FCC Review Board decision

■ Columbus, Ohio—FCC's Review Board has upheld initial decision of ALJ David I. Kraushaar, released Oct. 3, 1979, granting CP to Commercial Radio Institute, Inc. (CRI) for new UHF station on ch. 28 at Columbus, and denying that of Christian Voice of Central Ohio (CVCO) for same facility. CVCO is licensee of WCVO(FM) at Gahanna, Ohio, suburb of Columbus. (BC Docs. 78-395-96). Action June 24.

Allocations

Petitions

■ Eagle River, Alaska—Lynn Blair requests amendment FM Table of Assignments to assign Ch. 298C to Eagle River (RM 3697). Ann. July 7.

■ Weed, Calif.—Jeanne M. Crabb and Robert C. Crabb request amendment FM Table of Assignments to assign ch. 274 in lieu of ch. 265A at Weed (RM 3698). Ann. July 7.

■ Santa Fe, N.M.—Philip H. Green requests amendment FM Table of Assignments to assign ch. 290 or 294 to Santa Fe. This petition for RM will be treated as a counterproposal in BC Docs. 80-160 and 80-196. Responsive statements to this counterproposal should be submitted as reply comments in these Docs. not later than date on which reply comments are due (rather than within 30 days after date of FCC public notice). (RM 3699). Ann. July 7.

■ Christiansted, St. Croix, V.I.—John T. Galanses request amendment FM Table of Assignments to assign ch. 262B to Christiansted (RM3696). Ann. July 7.

Actions

■ Fruita, Colo.—In response to petition by Richard G. Maynard proposed assigning 99.9 mhz to Fruita as its first FM assignment, comments due Aug. 22, replies Sept. 11 (BC Doc. 80-327; RM-3544). Action June 20.

■ Goulds and Homestead, both Florida—In response to petitions by Radio South Dade Inc. and Gold Coast

Broadcasting Corp. assigned 95.7 mhz to Homestead reassigned 98.3 mhz from Homestead to Goulds, substituted 102.3 mhz for 107.1 mhz at Jensen Beach, Fla., substituted 107.1 mhz for 96.7 mhz at Jupiter, Fla., and substituted 99.5 mhz for 95.5 mhz at Key West, Fla., and substituted 96.5 mhz for 96.3 mhz at Miami, Fla., effective Aug. 7. (Doc. 21239; RM-2803, 2927) Action June 16.

■ Jacksonville, Ill.—In response to petition by Big Country of Missouri Inc., proposed assigning 105.5 mhz to Jacksonville as its second FM assignment, comments due Aug. 25, replies Sept. 15 (BC Doc. 80-337, RM-3574). Action June 25.

■ Wichita and Winfield, Kan.—In response to petition by Stereo 105 Inc., proposed assigning 105.3 mhz to Wichita as its sixth FM assignment and substituting 94.3 mhz for 105.5 mhz at Winfield, comments due Aug. 25, replies Sept. 15. (BC Doc. 80-336, RM-3551). Action June 25.

■ Bemidji, Minn.—In response to petition by Bemidji Radio Inc. proposed assigning 102.9 mhz to Bemidji as its second FM assignment comments due Aug. 22, replies Sept. 11, Canadian concurrence must be obtained (BC Doc. 80-328; RM-3546). Action June 20.

■ Centralia, Mo.—In response to petition by Kenneth W. Kuenzie and Ronald W. Wenneker assigned 92.1 mhz to Centralia, effective Aug. 7 (BC Doc. 80-25; RM-3477). Action Aug. 7.

■ West Tulsa, Sand Springs and Pawhuska, all Oklahoma—In response to petition by Westside Communications Inc. and Music Sound Radio Inc. proposed substituting 104.9 mhz for 102.3 mhz at Pawhuska and assigning 102.3 mhz at West Tulsa or alternative, substituting 104.9 mhz for 102.3 mhz at Pawhuska and assigning 102.3 mhz to Sand Springs comments due Aug. 22, replies Sept. 11 (BC Doc. 80-239; RM-3447, 3553). Action June 20.

■ Portland, Ore.—In response to petition by Cascade Video Inc., assigned ch. 40 to Portland effective Aug. 11 (BC Doc. 80-12; RM-3399). Action June 25.

■ North Charleston, Goose Creek and Mount Pleasant, all South Carolina—Granted request by Clarendon County Broadcasting Corp. and extended through July 21 and Aug. 11 time to file comments and replies, respectively, in matter of amendment of FM channel assignments for North Charleston, Goose Creek and Mount Pleasant (BC Doc. 80-201, 202, 213). Action June 27.

Translators

VHF applications

■ Chevak, Alaska—City of Chevak seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 20 ft.) to rebroadcast indirectly KTVA(TV) Anchorage et al. Ann. June 19.

■ Cantwell, Alaska—State of Alaska seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 50 ft.) to rebroadcast indirectly KTVA(TV) Anchorage et al. Ann. June 19.

■ Hoonah, Alaska—State of Alaska seeks CP for new VHF translator on ch. 4 (TPO: 10w, HAAT: 20 ft.) to rebroadcast indirectly KTVA(TV) Anchorage et al. Ann. June 19.

■ Nikolai, Alaska—State of Alaska seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KTVA(TV) Anchorage et al. Ann. June 19.

■ Tokotna, Alaska—State of Alaska seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KTVA(TV) Anchorage et al. Ann. June 19.

■ Tanana, Alaska—City of Tanana seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 26 ft.) to rebroadcast directly KTVA(TV) Anchorage et al. Ann. June 19.

■ Mono County, Calif.—Mono County Service Area No. 5 seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KXTV(TV) Sacramento, Calif. Ann. June 19.

■ Collbran, Colo.—Mesa County seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 16 ft.) to rebroadcast directly KRMA(TV) Denver, Ann. June 19.

■ Collbran, Colo.—Mesa County seeks CP for new VHF translator on ch. 13 (TPO: 1w, HAAT: 20 ft.) to

rebroadcast directly KOA(TV) Denver. Ann. June 19.

■ Collbran, Colo.—Mesa County seeks CP for new VHF translator on ch. 6 (TPO: 1w, HAAT: 12 ft.) to rebroadcast directly KWGN(TV) Denver. Ann. June 17.

■ Gateway, Colo.—Mesa County seeks CP for new VHF translator on ch. 4 (TPO: 1w, HAAT: 16 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 17.

■ Gateway, Colo.—Mesa County seeks CP for new VHF translator on ch. 7 (TPO: 5w, HAAT: 24 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 17.

■ Gateway, Colo.—Mesa County seeks CP for new VHF translator on ch. 11 (TPO: 5w, HAAT: 28 ft.) to rebroadcast indirectly KRMA(TV) Denver. Ann. June 17.

■ Jackson County, Colo.—Jackson County seeks CP for new VHF translator on ch. 3 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KMGH(TV) Denver. Ann. June 17.

■ Jackson County, Colo.—Jackson County seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KBTB(TV) Denver. Ann. June 17.

■ Jackson County, Colo.—Jackson County seeks CP for new VHF translator on ch. 13 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KOA(TV) Denver. Ann. June 19.

■ New Castle et al, Colo.—Garfield County seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 37 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 17.

■ Ridgway, Colo.—Ridgway TV Assoc. seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 21 ft.) to rebroadcast directly KJCT(TV) Grand Junction, Colo. Ann. June 19.

■ Roan Creek, Colo.—Garfield County seeks CP for new VHF translator on ch. 4 (TPO: 10w, HAAT: 70 ft.) to rebroadcast indirectly KRMA(TV) Denver. Ann. June 17.

■ Roan Creek, Colo.—Garfield County seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 70 ft.) to rebroadcast directly KJCT(TV) Grand Junction, Colo. Ann. June 19.

■ Roan Creek, Colo.—Garfield County seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 70 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 17.

■ Walden, Colo.—Jackson County seeks CP for new VHF translator on ch. 12 (TPO: 10w, HAAT: 100 ft.) to rebroadcast indirectly KBTB(TV) Denver. Ann. June 17.

■ Walden, Colo.—Jackson County seeks CP for new VHF translator on ch. 8 (TPO: 10w, HAAT: 100 ft.) to rebroadcast indirectly KOA(TV) Denver. Ann. June 17.

■ Walden, Colo.—Jackson County seeks CP for new VHF translator on ch. 10 (TPO: 10w, HAAT: 100 ft.) to rebroadcast indirectly KMGH(TV) Denver. Ann. June 17.

■ Anock, Ore.—Anock Community TV seeks CP for new VHF translator on ch. 13 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KBCI(TV) Boise, Idaho. Ann. June 19.

■ Riley, Ore.—Countywide TV Translator District seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 14 ft.) to rebroadcast directly KTVZ(TV) Bend, Ore. Ann. June 17.

■ The Dalles, Ore.—Mid-Columbia TV Corp. seeks CP for new VHF translator on ch. 64 (TPO: 100w, HAAT: 55 ft.) to rebroadcast directly KOIN(TV) Portland, Ore. Ann. June 19.

■ Newberry, S.C.—Capital Communications seeks CP for new VHF translator on ch. 8 (TPO: 1w, HAAT: 135 ft.) to rebroadcast directly WLTX(TV) Columbia, S.C. Ann. June 17.

■ Orangeburg, S.C. Orangeburg, S.C.—Capital Communications seeks CP for new VHF translator on ch. 8 (TPO: 1w, HAAT: 305 ft.) to rebroadcast directly WLTX(TV) Columbia, S.C. Ann. June 17.

■ Sumter, S.C.—Capital Communications seeks CP for new VHF translator on ch. 8 (TPO: 1w, HAAT: 183 ft.) to rebroadcast directly WLTX(TV) Columbia, S.C. Ann. June 17.

■ East Price, Utah—Carbon County seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 15 ft.) to rebroadcast indirectly KUTV(TV) Salt Lake City. Ann. June 19.

■ East Price, Utah—Carbon County seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 15 ft.) to rebroadcast indirectly KSL(TV) Salt Lake City. Ann. June 19.

■ Ashford et al, Wash.—Pierce County TV seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 60 ft.) to rebroadcast directly KING(TV) Seattle. Ann. June 17.

■ Ashford et al, Wash.—Pierce County TV seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 60 ft.) to rebroadcast directly KIBO(TV) Seattle. Ann. June 17.

■ Ashford et al, Wash.—Pierce County TV. seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 60 ft.) to rebroadcast directly KOMO(TV) Seattle. Ann. June 17.

■ Keller, Wash.—Colville Confederated Tribes seeks CP for new VHF translator on ch. 9 (TPO: 1w, HAAT: 30 ft.) to rebroadcast directly KREM(TV) Spokane, Wash. Ann. June 17.

■ Lander et al, Wyo.—Harriscop Broadcasting Corp. seeks CP for new VHF translator on ch. 4 (TPO: 100w, HAAT: 117 ft.) to rebroadcast directly KTVO(TV) Casper, Wyo. Ann. June 19.

UHF applications

■ Flagstaff, Ariz.—Meredith Corp. seeks CP for new UHF translator on ch. 64 (TPO: 100w, HAAT: 35 ft.) to rebroadcast indirectly KPHO(TV) Phoenix, Ariz. Ann. June 23.

■ Prescott Chino Valley, Ariz.—Arizona St. Univ. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 50 ft.) to rebroadcast directly

KAET(TV) Phoenix. Ann. June 17.

■ Sycamore, Ariz.—Cyprus Bagdad Copper Co. seeks CP for new UHF translator on ch. 51 (TPO: 1w, HAAT: 27 ft.) to rebroadcast indirectly KTVK(TV) Phoenix. Ann. June 13.

■ Sycamore, Ariz.—Cyprus Bagdad Copper Co. seeks CP for new UHF translator on ch. 55 (TPO: 1w, HAAT: 19 ft.) to rebroadcast indirectly KAET(TV) Phoenix. Ann. June 17.

■ Sycamore, Ariz.—Cyprus Bagdad Copper Co. seeks CP for new UHF translator on ch. 59 (TPO: 1w, HAAT: 11 ft.) to rebroadcast directly KPNX(TV) Phoenix. Ann. June 17.

■ Sycamore, Ariz.—Cyprus Bagdad Copper Co. seeks CP for new UHF translator on ch. 57 (TPO: 1w, HAAT: 15 ft.) to rebroadcast indirectly KOOL(TV) Phoenix. Ann. June 17.

■ Sycamore, Ariz.—Cyprus Bagdad Copper Co. seeks CP for new UHF translator on ch. 53 (TPO: 1w, HAAT: 23 ft.) to rebroadcast indirectly KPHO(TV) Phoenix. Ann. June 13.

■ Tucson, Ariz.—Roadrunner TV Ltd. seeks CP for new UHF translator on ch. 27 (TPO: 1kw, HAAT: 50 ft.) to rebroadcast directly KZAZ(TV) Nogales, Ariz. Ann. June 23.

■ Escondido, Calif.—Oak Systems Inc. seeks CP for new UHF translator on ch. 57 (TPO: 100w, HAAT: 80 ft.) to rebroadcast directly KBSC(TV) Corona, Calif. Ann. June 23.

■ Grand Junction, Colo.—Mesa County seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 65 ft.) to rebroadcast indirectly KOA(TV) Denver. Ann. June 19.

■ Oak Creek, Colo.—Yampa Valley TV Assoc. seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 34 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 23.

■ Ocala, Fla.—Gainesville Television Inc. seeks CP for new UHF translator on ch. 57 (TPO: 100w, HAAT: 250 ft.) to rebroadcast directly WCJB-TV Gainesville, Fla. Ann. June 23.

■ Tallahassee, Fla.—Octagon Broadcasting Co. seeks CP for new UHF translator on ch. 40 (TPO: 1kw, HAAT: 500 ft.) to rebroadcast directly WMBB(TV) Panama City, Fla. Ann. June 23.

■ Hagerman, Idaho—The Klix Corp. seeks CP for new UHF translator on ch. 57 (TPO: 100w, HAAT: 15 ft.) to rebroadcast directly KMVT(TV) Twin Falls, Idaho. Ann. June 23.

■ Adams et al, Mass.—Sonderling Broadcasting Corp. seeks CP for new UHF translator on ch. 51 (TPO: 1kw, HAAT: 230 ft.) to rebroadcast directly WAST(TV) Albany, N.Y. Ann. June 23.

■ Big Falls, Minn.—County of Koochiching seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 1,485 ft.) to rebroadcast indirectly KBJR(TV) Duluth, Minn. Ann. June 23.

■ Birchdale et al, Minn.—County of Koochiching seeks CP for new UHF translator on ch. 56 (TPO: 100w, HAAT: 292 ft.) to rebroadcast indirectly KDLH(TV) Duluth, Minn. Ann. June 23.

■ Troy, Mont.—Troy TV District seeks CP for new UHF translator on ch. 64 (TPO: 1w, HAAT: 40 ft.) to rebroadcast directly KSPS(TV) Spokane, Wash. Ann. June 19.

■ Duckwater et al, Nev.—Railroad Valley General seeks CP for new UHF translator on ch. 55 (TPO: 20w, HAAT: 15 ft.) to rebroadcast indirectly KTVN(TV) Reno. Ann. June 19.

■ Duckwater et al, Nev.—Railroad Valley General seeks CP for new UHF translator on ch. 66 (TPO: 20w, HAAT: 15 ft.) to rebroadcast indirectly KTVX(TV) Salt Lake City. Ann. June 19.

■ Fabius, N.Y.—Gerald E. Devine seeks CP for new UHF translator on ch. 68 (TPO: 100w, HAAT: 27 ft.) to rebroadcast indirectly KLXA(TV) Santa Ana, Calif. Ann. June 19.

■ Salem, Ore.—Full Gospel Fellowship, Salem Chapter seeks CP for new UHF translator on ch. 61 (TPO: 100w, HAAT: 100 ft.) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Ann. June 19.

■ Miami, Tex.—Miami Translator System Inc. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 55 ft.) to rebroadcast indirectly KETA(TV) Oklahoma City. Ann. June 17.

■ Orangeville, Utah—Emery County seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 18

Summary of Broadcasting

FCC Tabulations as of May 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4552	3	3	4558	114	4672
Commercial FM	3197	2	0	3199	160	3359
Educational FM	1047	0	3	1050	81	1113
Total Radio	8796	5	6	8807	355	9162
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	75	304
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1013	99	1112
FM Translators	314	0	0	314	148	462
TV Translators	2537	0	0	2537	190	2727
VHF	1288	0	0	1288	424	1712

*Special temporary authorization

**Includes off-air licenses

ft.) to rebroadcast directly KBYU(TV) Provo, Utah. Ann. June 19.

■ Ashford et al, Wash.—Pierce County TV seeks CP for new UHF translator on ch. 56 (TPO: 20w, HAAT: 60 ft.) to rebroadcast directly KIRO(TV) Seattle. Ann. June 17.

■ Ashford et al, Wash.—Pierce County TV seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 60ft.) to rebroadcast directly KTPS(TV) Seattle. Ann. June 19.

■ Burns, Ore.—Countywide TV Translator District seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 15 ft.) to rebroadcast directly KTVZ(TV) Bend, Ore. Ann. June 17.

■ Malott et al, Wash.—Okanogan County seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 20 ft.) to rebroadcast indirectly KSPS(TV) Spokane, Wash. Ann. June 19.

■ Tonasket et al, Wash.—Okanogan County seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 40 ft.) to rebroadcast indirectly KSPS(TV) Spokane, Wash. Ann. June 19.

Cable

■ Tel-Com Inc. for Little Robinson, Long Fork and Elkhorn Creek, all Kentucky (KY0433-35) new system.

■ Acton CATV Inc. for Leon, Fla. (FL0224) add signal.

■ Century Cable of Southern California for La Habra Heights, Calif. (CA0802) new system.

■ American Television and Communications Corp. for Marshall, Minn. (MN0001) add signal.

■ Fitchburg Cable Communications Group et al for Fitchburg, Wis. (WI0220) new system.

■ Niall Communications Group et al for Hazel Green, Wis. (WI0221) new system.

■ Troy Cable Communications for Marysville and Paris, both Ohio (OH0758,9) new system.

■ Dokel Communications Corp. for Kenbridge, Va. (VA0239) new system.

■ Niall Belmont Cable Inc. et al for Belmont, Wis. (WI0222) new system.

■ UA-Columbia Cablevision of Tex Inc. for Fort Sam Houston, Tex. (TX0627) new system.

■ Vision Cable of Pinellas Inc. for Clearwater and Belleair both Florida (FL0492,3) new system.

■ Acton CATV Corp. for Benton Harbor and Benton, both Michigan (MI0182,200) add signal.

■ Perry Cable TV Corp. for Indiantown, Fla. (FL0494) new system.

■ Midcontinent Cable System for Gettysburg, S.D. (SD0050) add signal.

■ Video Vision Inc. for Bells, Tex. (TX0628) new system.

■ Video Vision Inc. for Whitewright, Tex. (TX0630) new system.

■ See-Nor Cable TV of Sikeston Inc. for Sikeston, Miner and Morehouse, all Missouri (MO0053,54,82) add signal.

■ Community TV of Madison for Madison, S.D. (SD0040) add signal.

■ Midcontinent Cable Systems for Redfield, S.D. (SD0016) add signal.

■ River Bend Cablevision Inc. for West Bend, Wis. (WI0218) add signal.

■ Warner Amex Cable Communications Inc. for Hood River, Ore. (OR0216) add signal.

■ Champaign Cablevision Co. for Urbana, Ohio (OH0607) add signal.

■ BA Communications for Briarwood Village, Fla. (FL0479) add signal.

■ Safety Systems Inc. for Merrill, Wis. (WI0045) new system.

■ North Utah Community TV Inc. for Hyde Park, Providence, Millville, Nibley, and Hyrum all Utah (UT0040-44) new system.

■ Clearview Cablevision Assoc. et al for Murrell Inlets, S.C. (SC0152) new system.

■ Storer Communications of Jefferson County Inc.

for Windy Hills, Ky (KY0432) new system.

■ Cablevision Co. for Forestdale, Ala (AL0186) new system.

■ CATV of Burlington Inc. for West Burlington, Iowa (IA0110) new system.

■ Video Vision Inc. for Savory and Grayson, both Texas (TX0629,31) new system

■ Amburgey Cullen et al for Hanover, Coal Mountain, Bruno and Varney, all West Virginia (WV0634-7) new system.

■ Black Hawk Cable Communications Corp. for North Richland Hills, Tex. (TX0632) new system.

■ Tele-Media Co. of Addil Inc. for Holloway, Ohio (OH0761) new system.

■ Ross County Cable TV Inc. for Twin, Ohio (OH0760) new system.

■ Tel-com Inc. for Matewan, Red Jacket, Blackberry City, North Matewan and Newtown, all West Virginia (WV0628-32) new system.

■ Blue Water Cable Inc. for Rose Hill, Kan. (KS0221) new system.

■ Cablevision Systems Long Island Corp. for East Rockaway, N.Y. (NY0849) new system.

■ Cablevision of Chicago et al for North Riverside, Ill (IL0399) new system.

■ Storer Communications of Jefferson County Inc. for Minor Lane Heights, Cherrywood Village, Shively and Belleneade, all Kentucky (KY0439,8,6,7) new system.

■ Community Cablevision Inc. for Frankfort, Kan. (KS0224) new system.

■ Brookhaven Cable TV Inc. for Brookhaven, Lake Grove, Patchogue and Bellport all New York (NY052,45,1,363,581) add signal.

■ Six Star Cablevision of Covina Inc. for Covina and Culver City, both Calif. (CA0806,7) new system.

■ Horizon Communications Corp. of Alabama for Arab, Centre and Hariselle, all Alabama (AL0015,73,47) add signal.

■ Horizon Communications Corp. of Kan. for Topeka, Kan. (KS0079) add signal.

■ Horizon Communications Corp. of Neb. for O'Neill, Neb. (NE0040) add signal.

■ Horizon Communications Corp. of Mo. for Knob Noster and Whiteman AFB both Missouri (MO0034,85) add signal.

■ Vision Cable Television Co. for Fort Lee, Cliffside Park, Edgewater, Englewood Cliffs, Fairview, Palisades Park, Ridgefield, Ridgefield Park, Little Ferry and Guttenberg, all New Jersey (NJ0082, 32, 92, 209, 51, 53, 52, 03, 54, 339, 8) add signal.

■ Spencer Community Antenna System Inc. for Spencer, Iowa (IA0023) add signal.

■ Coweta Cable Corp. for Newnan, Ga. (GA0105) add signal.

■ NewChannels Corp. for Marcellus, Salina and Liverpool, all New York (NY0847,48,346,26) add signal.

■ Audobon Electronics Inc. for Medford Lakes, Medford, Fort Dix and McGuire AFB, all New Jersey (NJ0386, 410, 255, 113) add signal.

■ Co-Op Television Inc. for Wardensville, W. Va. (WV0627) new system.

■ Telerama Inc. for North Randall and Euclid, both Ohio (OH0757,6) new system.

Call Letters

Applications

Call Sought by

KRHS Holiday Broadcasting Co., Bullhead City, Ariz
WGF6 Morovis Radio Assoc., Morovis, PR.

Existing AM's

KIEL KGMR Jacksonville, Ark
WLQV WCZY Detroit
KALO KTRM Beaumont, Tex.

Existing FM's

WBDJ WWCM-FM Brazil, Ind

WGLU WFMM Johnstown, Pa
Existing TV
WLN6 WTEV New Bedford, Mass.

Grants

Call Assigned to

New AM's

WCTA Crockett Broadcasting Corp., Alamo Tenn
KELG Bastrop County Communications Inc., Elgin, Tex

New FM

KZIG Cave City Public schools, Cave City, Ark

New TV's

KNAZ William H. Sauro, Prescott, Ariz
KOKI Tulsa 23, Tulsa, Okla

Existing AM's

WAFI WTHD Milford, Del
WLQY WADY Hollywood, Fla
WWZZ WYND Sarasota, Fla
WRMV WKYZ Herkimer, N.Y.
WTNY WWNY Watertown, N.Y.
KQDJ KEYJ Jamestown, N.D
KBLQ KBLW Logan Utah

Existing FM's

KRHS-FM KRHS Bullhead City, Ariz
WAFI-FM WAFI Milford, Del

WKQA WZRO Pekin, Ill
KNJY KLNQ-FM Clinton, Iowa
KYLC KRMS-FM Osage Beach, Mo.
WYYS WLVV Fairfield, Ohio

Existing TV

KCPD KCPO-TV Tacoma, Wash

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Station Manager position open with Regional Broadcasters Group. Powerful AM/FM combo in competitive, desirable market. Sales Managers wanting their own station or present GM's looking for a new challenge, call Don Anderson, WGRD, Grand Rapids, 616-459-4111.

Sales Manager for dominant Eastern Shore AM-FM. Salary, commission, expenses. Excellent sales, staff, and equipment, telephone 215-326-7373.

Tallahassee, Florida Sales Manager and Salesperson wanted. A chance to get in on the ground floor of the new WTAL, soon to be the talk of Tallahassee, Florida's beautiful city, pending FCC approval, of course. Prefer Tallahassee radio veterans, but will consider all applicants. All EEO guidelines affirmatively observed. Send resume to Donald C. Keyes, WNYN, 1515 Cleveland Avenue North, Canton, OH 44703.

Sales Manager or Station Manager. Experienced/qualified, to work with young sales staff in growing small/medium market in the Northeast. Send confidential resume to Box G-20.

Illinois small market FM looking for sales and promotion oriented person to manage entire staff. Person selected will be directly responsible to ownership. Salary plus commission. Box G-121.

Manager/Sales manager needed for leading mid-western FM station in college market. Experience needed. EEO. Resume to Box G-147

I need an all around individual to assist management. Some experience in engineering, fill in announcer & sales. Ideal for retired engineer or person on way up. 5 kw near St. Louis. Person to person for mgr. only. 314-586-8577

Dynamic General Manager/Sales Manager for major New England AM-FM. Must have strong sales background, be able to motivate and carry a top local list. Excellent salary, benefits and incentives. Send resume to Dick Robinson, 6 Suncrest Lane, Farmington, CT 06032 or call 203-232-9988.

Station Manager and Program Director for a 50,000 Watt FM religious station on Eastern Shore of Maryland. Send resume and salary requirements to: PO Box 130, Princess Anne, MD 21853.

General Manager. Small market in Wyoming. Aggressive, sales oriented. Manage and work short air shift. Possible buy-in situation for the right person. 307-864-2119 Bruce Long.

General Manager for a strong, group owned AM-FM combo in midwest market of 200,000. Experience necessary. Salary and benefits in excess of \$50,000. EOE. Send resume to Box G-158.

HELP WANTED SALES

Local Sales Manager—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own account list. Chance to be manager within six months for right person. E.O.E. Springfield, Massachusetts Box F-236.

Excellent opportunity with WCIT Radio, Lima, Ohio to replace account executive leaving after 8 years. Active account list for experienced sales person. Commission. E.O.E. Call Robert F. Rice for interview at 419-228-9248.

Sales Manager with saleable ideas willing to take a chance on a beautiful commission basis with major market AM full timer. Up to 40% on personal sales plus overwrite on others. Big money potential. Box G-68.

Wanted: Sales manager for Schuik Beautiful Music format, Utica-Rome market. Number one rated Arbitron station. Outstanding position, growth unlimited. Previous experience in selling beautiful music necessary. Contact William R. Williamson, General Manager WIBQ/WIBX, PO Box 950, Utica, NY 13503, Phone: 315-736-9313. An E.O.E. employer.

Fresno Group Broadcaster seeks local sales manager for Beautiful Music station. Market's No. 1 rated station. Must have ability to direct and motivate current sales staff and implement current sales programs. Must be creative communicator with a good track record. Call or write: John Tilson, KGNU, PO Box 4261, Fresno, CA 93744 209-485-7272. EOE

Account executive for expanding sales department. FM station approximately 60 miles from Pittsburgh. Applicants should have one or more years experience. Salary, commission, and excellent benefits. Apply in writing to WTRF Radio, 96 Sixteenth Street, Wheeling, WV 26003 by August 8, 1980. An Equal Opportunity Employer.

Combo salesperson/announcer who can handle mornings and take over established list. Single station small market. \$150/week salary plus 15% commission. Earnings potential \$18,000+. Send tape and resume to Wm. J. Clark, KTOC, 622 Hudson Avenue, Jonesboro, LA 71251.

Make Big Dollars with a growing broadcast group! If you can sell, there's no stopping you in our 9 station group. We don't "nickel and dime" our advertisers or our sales people. Only true professional, career minded people need apply. Openings now in upstate N.Y. with future possibilities in N.E. and Southeast. Send resume immediately! All replies confidential! E.O.E. Box G-131

Florida 100,000 Watt FM—Growing active list needs salesperson. Contact Jim Chaplin, PO Box 3192, Ft. Pierce 33450. Equal Opportunity Employer.

Radio Advertising salesperson: Experience necessary. Local Maryland station. Call 301-424-9292 for an interview. EOE.

Account Executives Wanted. Number one rated AM/FM combination in New York suburban area. Excellent salary and commission plan. Must be a self-starter. Send resume to Box G-152.

HELP WANTED ANNOUNCERS

Staff announcer needed late August for Beautiful Music combo. Good voice and reading a must... production ability desired. Send letter, resume and tape to: Manager, WVEL/WGLO, 28 S. 4th, Pekin, IL 61554. We are an Equal Opportunity Employer.

Staff person. Entry level. Creative. Imaginative. Dependable. Announcing-production. E.O.E. KHAS, Box 726, Hastings, NE.

Morning Personality needed for new high power FM coming on soon in Shenandoah Valley. We want a mature communicator, not a DJ. Send aircheck and resume to: Tom Manley, PO Box 1107, Harrisonburg, VA 22801. EOE.

Needed immediately ... Announcer with 1st Class FCC license for Top AM Contemporary Music Station in largest market in North Carolina. Minorities encouraged. Send tapes and resumes to Bill James, WCOG Radio, PO Box 8717, Greensboro, NC 27410. EOE.

Beautiful music station in a top 10 market in the booming sunbelt needs a professional, experienced announcer with production skills. Acquisition minded major group, with future room for growth; excellent fringe package. An Equal Opportunity Employer. Box G-57.

Announcer/PBP ... Live in one of U.S.'s most beautiful areas. Modern Country. WPED/WCMZ(FM)PO Box 8, Crozet, VA 22932. EOE.

Experienced announcer with creative airwork and commercial production. Good voice and air personality first phone preferred N.C. AM and FM. EOE. Send resume to Box G-63.

Air talent needed immediately for 50,000 watt country AM and 100,000 watt rock FM in North Carolina. Must be strong on production, personality and community involvement. Send tape and resume to: Joe London, Program Director, WFNC-WQSM, Box 35297 Fayetteville, NC 28303. EOE/MF.

Experienced Night Personality for exciting station in medium northeast market. E.O.E. Reply Box G-66

Immediate openings for full and PT announcers with strong production abilities. Top 40 AM/Adult contg. FM. Good attitude a must. Located on NH seacoast. Rush tapes & resumes to: Mike Pomp, PD, WWNH Radio, Rochester, NH 03867. EOE.

Wanted: Morning personality, very strong on production. Adult rock format in Missoula, Montana. Contact Steve Benedict 406-728-9399.

Immediate opening for all-night personality. Leading Pop Adult with heavy emphasis on oldies. Experienced preferred. Minorities are encouraged to apply. Send tape, resume and salary requirements. Bill Craig, WITY, Box 142, Danville, IL 61832. EOE M/F.

Maryland Adult Contemporary seeks morning drive communicator. Tape/resume to WARK, PO Box 1006, Hagerstown, MD 21740. No phone calls please.

50,000 watt FM. Top 40 seeks qualified drive time jockey. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, PO Box 758 Ocean City, MD 21842. No phone calls. E.O.E.

One of America's great radio stations is now taking talk show tapes and resumes for future consideration. Send to Tom Barsanti, Operations Manager, WTIC AM, FM, One Financial Plaza, Hartford, CT 06103. EOE, M/F

Pop Adult Announcer (PD.) and AM Drive News positions now available at AM/FM operation in Central N.Y. small market college town with larger market sound. Join our rapidly growing broadcast group and grow with us. Send tape and resume to WDOS/WSRK, 104 Chestnut Street, Oneonta, NY 13820. E.O.E.

Morning Drive Personality needed at areas No.1 Country Station. Experience and talent a necessity. Great opportunity with a growing station. Send resume and tape to: Henry Beam, WAHY, Box 1011, Princeton, WV 24740. EOE.

Top N.E. Suburban N.E. station desires experienced creative production person and good contemporary DJ. Exciting opportunity! Send tape and resume to G. James, WARE, 90 South Street, Ware, MA 01082.

Production specialist needed for Texas Station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to Box G-126.

HELP WANTED TECHNICAL

Are you tough enough to be Chief Engineer where the cowboys are mean, the summers get hot, the winters get cold, the wind blows over our three towers at least twice a year, the lightning parts your hair, and the women are good-looking? Call Two-Gun Gordon in Lamar, CO. 303-336-2206.

Chief Engineer: Duties: Maintenance of existing and installation of new public radio broadcast facilities as well as installation and maintenance of VHF-TV translators. Requires: 1st class FCC license, previous experience in broadcast engineering. App deadline: Aug. 1, 1980. Salary: DOE. Contact: Bruce Theriault, KRBD FM, 2415 Hemlock Street, Ketchikan, AK 99901 or phone 907-225-9655. Rainbird Community Broadcasting Corp. is an Equal Opportunity, Affirmative Action Employer.

Chief for Chicago area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter, able to work without direct supervision. Contact Ronald K. Craven, General Manager WBMX 312-626-1030 or 408 South Oak Park Avenue, Oak Park, IL 60302. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Major Broadcast Group seeks experienced chief engineer for dominant S.E. AM/FM operation. DA hands-on and automation expertise necessary. All applications should include extensive resume, salary history and compensation requirements. Equal opportunity employer. Please reply to Box G-60.

Chief Engineer: For leading AM/FM facility in one of the best recreational areas of the Ohio Valley. Directional AM, Class C FM, group stations. Need permanent, hard working individual with good references—applicant should be knowledgeable in studio and transmitter maintenance and directional operations. EOE. Send resume and salary requirements to: General Manager WKYX, PO Box 2397, Paducah KY 42001

Assistant Chief Engineer for WSPD Radio, Toledo, Ohio, a full-time 5 KW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Send resume with references to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, OH 43602.

Where are you? Somewhere there has to be a good engineer familiar with automation and stereo who would enjoy pleasant small town living in the Southeast. We're an AM/FM with background music. Send resume and salary requirements to Al Kahn, WJSK, Lumberton, NC 28358.

Chief Engineer (AM and FM), if you have been working with a good chief and are ready for your own situation, aggressive Midwestern broadcasting group accepting applications now for early August employment. Contact Bill Cunningham, Mitchell Broadcasting, Box 31777, Omaha, NE 68131. Equal Opportunity Employer.

Group broadcaster looking for experienced chief engineer for major market station. Applicant must be well versed in FCC regulations, plus have a good background in record keeping. Excellent starting pay plus benefits. EOE. Send complete resume and references to Box G-127

HELP WANTED NEWS

Major Market Newsperson: tired of the broadcasting boogie? Why suffer big city hassles and insecurity just to stay in a major market? We offer you major market radio in the country. KFGO-Fargo, North Dakota, has won five state and regional news awards in the last year. We need a heavy morning anchor. We pay major market salaries. T&R to Jay Joiner, News Director, KFGO Box 2966, Fargo, ND 58108. E.O.E.

Hardworking, Energetic newscaster/reporter needed for 50KW AM, 1000KW FM, Southeastern N.C. stations. Experience required. Good pay. Send tapes, resumes, salary requirements in first contact. Doug Fellows, WFNC/WQSM, Box 35297, Fayetteville, NC 28303. EOE. Women, minorities encouraged to apply.

Solid News Operation at 50 kw A/C in New York's capitol city has immediate opening for dedicated anchor/reporter. Send resume and tape to Phil Gregory, News Director, WPTR, PO Box 12279, Albany NY 12212.

News Director Wanted for one of the Midwest's outstanding radio news departments. Need experience, judgment and penchant for hard work. Resume and tape to Dick Record, WIZM & Z-93, La Crosse, WI. American's number one small city.

Established Virginia station looking for broadcast journalist to join growing news department. Good delivery, reporting and writing skills a must. Send tape, resume, expected salary and writing samples to News Director, WFLS AM-FM, Box 7275, Fredericksburg, VA 22401. An EOE, affirmative action employer.

Radio news hound needed for afternoon anchor and evening field reporting. Strong writing and good voice essential. Dominant news organization in medium upper midwest market. An Equal Opportunity Employer. Send resume to Box G-137

Colorado! News and Public Affairs Director for Community-Involvement in Southern Colorado's best hunting, fishing and skiing area. Farming area of 40,000. New ownership presents ground-floor opportunity for hard worker. Send tape and resume to Bob Gourley, Box 631, Monte Vista, CO 81144

Extraordinary News Operation in AP-award-winning, Billboard's "Station of the Year" needs experienced pro who can dig, read, and write by our standards. If you're good enough to join our expanding department, send tape and resume to Bob Bender, WDIF Radio, PO Box 10,000, Marion, OH 43302. EOE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Best Production Job in the business. Join news-talk WPXN and TM stereo rock WPXY as we move to new studios August first. Work with brand new state of the art equipment including Audiotronics consoles, ITC carts and splice finder, new TM production library. Opening salary near 20,000 dollars with five day week, three weeks vacation, health plan, free life insurance. Send resume, references, tapes, record of stable employment, and ten minutes of news reading to Manager, WPXN, 55 Saint Paul Street, Rochester, NY 14606. We're red hot. Equal opportunity employer.

I Like Radio People with first class tickets because they tend to be serious about the business. If you have one and other radio skills (PD, MD, PBP, strong copy/production, etc.). Tell me about it. Box G-55.

Announcer/PD/MD position opening soon due to promotion within company. Send tape, resume and letter of philosophy to Charlie Harrigan, Radio 790, KEKA, PO Box 1386, Eureka, CA 95501. Group owned operation, E.O.E.

Wanted Immediately: Experienced program director. Good commercial voice required. Prefer someone with football play by play experience. Send resume, audition tape, and salary requirements to William B. Hilton, WBUY Radio, PO Box 668, Lexington, NC 27292. EOE.

Program Director/Operations Manager—100,000 Watt regional station, midwest. Excellent administrator, supervise, lead entire station day to day operation except sales. Perfect for programmer wanting station management. Knowledge of programming, copy, production. Take charge person. Respond immediately. Box G-146.

SITUATIONS WANTED MANAGEMENT

Administrator with engineering background seeks position as operations manager with a large or medium market station. I've been in radio six years, with network and top twenty market experience. Box G-5.

Distress sale? Don't do it! Place me in your driver's seat now: in 60 days I can work a turnaround. Competitive markets only! My energy is endless, my incentive, equity ownership. Reply Box G-21

General Manager: A solid professional broadcaster with 17 yrs experience all in management. Skills include heavy sales and promotions, strong leadership and motivator, an organizer that sets goals and achieves those goals. Experience managing small, medium, major markets both AM/FM. Looking for above average opportunity. If success breeds success check out this successful dedicated pro. Best credentials available. Box G-58.

If seeking a salesman for your jukebox, look somewhere else. 30 years radio—TV—PR. Know FCC rules, programming, production, all internal activities. General manager available. Any size market: sunbelt preferred, all considered. Box G-145.

Major Market ... 8 years experience as General Manager in a highly competitive top 15 market. Extensive sales, programming and administrative skills all documented by a successful performance record. Your response to this ad will reveal a professional broadcaster with many qualifications which can be affirmed through multiple references. Box G-148.

General Manager—13 years mgt. experience in medium and major markets. I specialize in making stations profitable that don't have ratings. I've done it with religious, country, beautiful music and community oriented formats. Let me lead your station to more sales and profits. Box G-156.

General Manager—One man station type who sells does air work — writes great copy. Three decades of know how. One or two station market — prefer South or deep West. Family man, settled looking for permanency and ownership. AC 813—447-1478 Jim Brownell 101 N. Glenwood Avenue, Clearwater, FL 33515.

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

Twenty years program and sales experience medium and large markets. Long-term situation. Bill, 602—955-1073.

SITUATIONS WANTED SALES

Sales Manager. 20 years in radio. 5 sales. Small market. 308—384-4706 after 7. Anytime weekends.

Knowledgeable, aggressive sales pro seeks permanent position in Sales or Sales Manager slot. Any size market. Box G-129.

SITUATIONS WANTED ANNOUNCERS

Currently contemporary country in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Keith, 414—769-6966.

D.J./Announcer 30 years experience 3rd class ticket seeks any situation Georgia or Southeast except Florida John Sullivan 404—872-6830 if no answer 404—872-0103 leave message.

Got the ticket need the break 1st phone willing and able seeking break production experience will relocate call Martin 212—369-5729.

Billboard's Military Personality for 1979. Seven years AFRTS. A/C, Top-40 or AOR. Wes Wilson, Box 5678, APO NY, 09283.

Four years board experience, one year PBP, know "modern country," some rock. Prefer southern Rockies, southwest, or west coast. Call anytime 307—672-2182.

I've missed many opportunities to shut up, but can make it pay off for you. Broadcaster-Writer-Salesman with brains energy and excellent background (recently trained). Love small market. For openers, call Dan 212—548-1184.

2 Years Solid Experience. Looking for good station. Excellent reader. Professional sound. Dependable. Will go anywhere. Call Bob Long 414—547-0748.

D.J., News, Sports, Prod. 3rd. Adult Contemp. MOR. Available immediately. T&R on request. 408—224-0548.

DJ with 2 1/2 years experience 3rd ticket, wants full-time Top 40 position. Box G-51

Lady Announcer/Copywriter seeks news position. Some experience. Good voice, personable. Going for 1st phone. For T&R: Martine Wood, 3009 Harrison Street, Oakland, CA 94611 415—834-1124/3122.

Presently employed, already sold the snow tires and ready to go South, Southwest before winter. 6 years experience jock, presently continuity director. College & H.S. football PBP. First phone versatile & hard worker. Call Steve Snyder 412—246-2822 or write Box 764 Republic PA 15475.

Country PD/DJ. Good production, good references. Extensive automation experience. Male, 29, prefer Southeast, no small markets. Now available. Dan Mitchell (Hollenberg) 317—489-4677

Experienced DJ, good production, looking for a permanent position in good small market. Bill Jenkins, PO Box 1045, Charlottesville, VA 22902, 804—296-0987.

Newscaster—Skilled Writer—Warm, personable DJ. Articulate delivery, polished speech (Communications Degree) available for small market with modest budget, trees and fresh air. Excellent tape and music background. Box G-142.

Affirmative Action Employer's—Black male married hardworker with First Phone, Bachelors degree, Navy Veteran, Broadcast School graduate. Looking for first job as announcer, newscaster, production. Any format. Box G-110.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Solid announcer, versatile, single, will travel. Call Jeff Branch 414-282-8927.

Aggressive sportscaster fresh out of college with experience in announcing basketball, football, baseball, hockey. Also experienced in disc jockeying, news, and sales. Tapes available. Call Doug at 419-924-2938.

Young broadcaster with 1 year major market experience needs work. Have done talk, D.J., news, production, and even some janitorial work. Need 900/mo. Any size market, fine. Contact John Bailey 303-794-1949.

I'm named after a city in Texas but this experienced Top 40 AM/PM Drive/Night jock is looking for a gig in the East. Other areas considered. Good low voice, any slot, music, production—Bill "Houston," 516-423-0167

Minority jock looking for first break, tight board pleasant voice 3rd phone looking forward to relocating and willing to go anywhere ready now. Box G-155

Consider: pleasant voice, creative production, copywriting experience, communications degree, and dedication. Desire small market experience anywhere. For tape, resume, call Bill: 413-733-8804.

Sweating! Station sold. Currently production director/mornings. 22. Six years small markets—seeking afternoons, middays. Southeast. Box G-170.

SITUATIONS WANTED TECHNICAL

I'm working for the Mutual Broadcasting System, administering the installation of their satellite system. I'm looking for an engineering management position with an aggressive company that is directly involved with radio broadcasting. Write Jon Banks, 1506 Hollindale Drive, Alexandria VA 22306, or call 703-685-2083 from 9-5.

SITUATIONS WANTED NEWS

Accomplished Anchor-Reporter—R-TV News/Sports. Degree. Call Hank Holmes 617-679-6957 after 2 p.m./eves. Box F-211.

Experienced newswoman ... currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-282-0508 afternoons.

Sportscaster with commercial experience available excellent production sales and air shift skills will relocate Mitch 212-376-4664.

Sports Director with administrative and budgeting experience. My total sports coverage honored as state's best two consecutive years. Family man, involved in the community. Box G-79.

Sportscaster looking to move up to the medium market. Strong on PBP and local sports reports, with interviews; award-winning documentaries; and can handle all aspects of your sports operation, for on-air work to total responsibility for technical and contractual arrangements. Emphasis on positive and objective reporting to give your station a professional sports sound. Box G-81.

Award winning sportscaster looking for step up, medium market desired, plenty of commercial experience. Strong PBP all sports, talk, good voice. Also news director's experience, capable air shift, some sales. Can relocate, resumes, references, airchecks available. Box G-85.

Superior medium market PBP/sportscaster seeks new challenge at quality station. 516-781-0037, Gary.

Sportscaster, 28 veteran olympics and big ten seeks PBP college football and basketball. Will produce best package in country. Box G-62.

I can do it all! Sportscaster 18 years experience, o-b-p, talkshows, interviews. Central PA preferred 717-367-0536.

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

Experienced Reporter, good voice, BA Journalism. Prefer southwest. Call 213-769-9953 or write Box G-8.

Sportscaster—Top-10 midwest market experience. I write, report, produce and handle daily sportscasts and play-by-play. Looking for increased responsibility and opportunity in large or medium market. Let's talk now for fall start. 517-546-7765 mornings.

News director with six years experience in small and medium market seeks medium market ND position or major market reporter position. Minimum salary \$15,000. Call 217-243-6675.

Sportstalk Host seeks major market challenge. Fiery, opinionated, knowledgeable, creative, saleable, respected. Currently doing sportstalk in big league market. Major league PBP experience on 50,000 watt radio and television. Box G-125.

News Pro available. Young, aggressive, medium market experienced, former ND, top references 715-845-1058

Former news director with Colorado AM/FM/TV for five years. Currently with Congressman in Washington, DC. Seeking return to small-medium market broadcast journalism in West. Jim Huska, 703 Morningside Court, Herndon, VA 22070, 202-225-9802.

Sportscaster 4 years play by play sports talk. Board work production. Prefer midwest. Available immediately. Box G-112.

Experienced energetic street reporter with medium market background and network exposure looking to move up. Prefer East but will consider anywhere. Five years in radio. Box G-159

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director. Station sale makes available PD./O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box F-146.

Experienced auditor with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

Cost conscious, profit oriented, serious dedicated professional seeking Program Director and/or Operations Manager position. Four years experience in medium market programming and operations. Community involvement, ratings, audience and music research, promotion, format expertise plus cracker-jack administrator. Desire opportunity with people oriented company. Format, market size, geographic location unimportant. Call Kim at 215-437-5401

Top 10 Talent. Workaholic with superior management/leadership abilities. Available to PD, your station and guide it to number one! Box G-138.

Six years small markets: 22. Seeking program directorship. Currently production director/mornings. Best reference current employer. G-175

TELEVISION

HELP WANTED MANAGEMENT

General Manager. We need a station manager. Somehow our managers make good at our station and are captured by larger station opportunities or are offered executive positions with the networks. We seek an energetic, experienced manager who is prepared to grow with a corporation which is making its mark on the communications horizon. We are a single station market located in the northeast. Our building is modern in every respect. Our equipment will impress you for a facility of our size. And, frankly, our financials are in order. But more important, our people are competent and committed. We offer a favorable salary, an attractive fringe package and, significantly, owners who provide a management environment conducive to your success. Let us hear from you in confidence. Box G-65.

General Manager, Public TV and FM: Supervise \$2 million budget. Staff of approximately 55. Must have at least 5 years in broadcasting, including department head and/or direct supervision of people. Salary commensurate with experience. Upstate New York. AA/EOE/M-F. Send resume to Search Committee, Box G-104.

Promotion Manager for fast-growing, well-equipped network affiliate in top 100 southern market. We currently have the best local programming, production expertise and promotion in our market. You'll be a Department Head with good-sized budget and plenty of encouragement. Send resume and tape to Ken Gerdes, General Manager, WAFF-TV, PO Box 2116, Huntsville, AL 35804. (EOE)

Staff Analyst: Assists GM in performing institutional research, preparing and coordinating requests for financial assistance, design and application of management systems. \$1439/month. Application deadline: 8/15/80. Contact Larry Condit, KTEH, 100 Skyport Drive, San Jose, CA 95110.

Development Manager—Duties: plan and direct all fund-raising activities for southern ETV network. Activities include: membership drives, on-air fund-raising campaign, corporate underwriting, planning direct mail campaigns and work with volunteers on local and state level. Requires BA in Communications or related field. Experience in public TV, fund-raising. Salary: negotiable. Resumes to: APTN, 2101 Magnolia Avenue, Birmingham, AL 35205

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFVR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer

HELP WANTED SALES

Professional salesperson needed to take over established account list. One to two years of television sales experience required. Must be well versed in all facets of local direct and agency selling. Tremendous opportunity for growth and advancement with in this group owned VHF ABC affiliate. Contact or send resume to Eric Zitron, WXEX-TV, PO Box 888, Richmond, VA 23207. Equal Opportunity Employer.

Account Executive, Experienced TV A.E. wanted in top 90 market. Good benefits, good future. Someone experienced in calling on agency and local direct clients. Send resume to Local Sales Manager, PO Box 5590, Lexington, KY 40555

Local Sales Manager. Station in 110th market seeks experienced self starter to lead sales staff. Must have experience in working with agencies as well as smaller clients. Send resume and salary requirements to Market Director, KAUZ-TV, Box 2130, Wichita Falls, TX 76307. EOE.

Entry level local sales position at growing top 100 southern market TV station. Group broadcaster with outstanding growth potential. Send letter and resume to: Box G-115.

HELP WANTED TECHNICAL

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904-893-3127

Videotape Duplicating, Post-Production, Remote Fax company looking for Operating Engineers. Requires broadcast related experience, electronics school graduate or equivalent technical training and first class FCC license. Career opportunity, excellent salary and company benefits, including pension plan. Send resumes to Personnel, NET Television, Incorporated, 2715 Packard Road, Ann Arbor, MI 48104. An Equal Opportunity Affirmative Action Employer.

Maintenance Engineer for Seattle network affiliate. Must have good digital background as well as broad practical experience in TV broadcast maintenance. EOE. Contact Jack Shawcroft, PO Box 24525, Seattle, WA 98124. Phone: 206-223-5141

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

Immediate openings. First class VHF Network affiliate operation needs Engineer, TV maintenance (studio), radio maintenance (transmitter and studio). Must have 3 years previous experience and 1st phone license. Equal opportunity employer. Contact: Henry B. Ruh, Director of Engineering, WTHI AM-FM-TV, 918 Ohio Street, Terre Haute, IN 47808, 812-232-9481.

HELP WANTED TECHNICAL CONTINUED

Manager of Engineering for growing PBS affiliate. Seeking an innovative, progressive engineer to manage department, including broadcast operations, remote truck, transmission systems. Requires 1st class license. Prefer maintenance and remote production experience, minimum three years supervising an engineering department. Salary: open. Closing date August 1. Send resume to: Howard Lowe, KVIE, PO Box 6, Sacramento, CA 95801. EOE/AA.

Transmitter Engineer: First Class Radiotelephone Operator's License. 2 years specifically in broadcast TV transmitters, supervisory capability, keep transmitter and translators on-air including nights and weekends. This is a maintenance position. \$12,000. Send resumes to Bob Owens, WSKG Public Television, PO Box 97, Endwell, NY 13760. AA/EOE/M-F.

Chief Engineer for new ABC-TV affiliate station under construction in South Central Georgia. Successful candidate will have 5-7 years in UHF station operation. Will be completely responsible for the installation and maintenance of all the stations electronic equipment. Salary competitive. Send resume and salary history to: Tom L. Jones, General Manager WVGA(TV), PO Box 1588, Valdosta, GA 31601. Temporary phone: 305-423-8299. Equal opportunity employer.

PM Magazine/Detroit seeking cameraman/editor with minicam and 3/4" editing experience. Send resume and tapes to Helen Love, WJBK-TV 2, Box 2000, Southfield, MI 48037.

Chief Engineer (Lansing/Jackson, MI) Minimum five years engineering experience; good management abilities. Necessary to maintain ENG equipment, RCA VCR and 2" VTR, plus Phillips color cameras. Salary negotiable. Write Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

Wanted: broadcast chief engineer: to be responsible for the total supervision and operation of a public broadcasting television and radio system in Southern Minnesota. Station just received new grant to construct total new TV and radio operations that will serve some 240,000 persons in Southern Minnesota, must have minimum of two years of formal schooling in electronics, strong working knowledge of digital electronics, five years maintenance experience in broadcast systems, must be able to grasp and apply good managerial policies. First class FCC license essential. Experience in building new broadcast facilities helpful. Will manage staff of four full-time engineers and two part-time operators. Salary \$20,000 plus strong benefit package. Send resume and references to Barry G. Baker, General Manager, KAVT-TV Austin, MN 55912. KAVT, owned and operated by I.S.D. No. 492, is an equal opportunity employer.

Assistant Chief Engineer: Experienced in Master Control, Videotape, Telecine Operations and Studio Maintenance. Must have First Class FCC License and a minimum of 5 years practical experience on UHF Transmitters. Send resume and salary requirements to: A.M. vanDinteren, Chief Engineer, WATU Television, Inc., PO Box 6847, North Augusta, SC 29841. An Equal Opportunity Employer.

Chief Engineer—Full responsibilities for personnel and maintenance at leading ABC affiliate in one of the most desirable locations in the country. Unexcelled winter and summer outdoor sports minutes away. Station completed total upgrade technical capabilities with new mountain top transmitter, tower, ENG and related production equipment. Applicant should have two or three years supervisory background along with technical "hands-on" skills. We're looking for that number 2 or 3 person in a successful situation who wants to be the leader. Send resume to "Personnel," KTVX, 1760 Fremont Drive, Salt Lake City 84104—an Equal Opportunity Employer.

Master Control Operating Engineer—applications being accepted for the position of master control operating engineer. The applicant should have knowledge of quad-video recording and playback, 3/4" U-matics, Marconi Mark VIII cameras, Telecine operations, and audio mixing. FCC first or second class license preferred. Send salary requirements and resume to Robert J. Parkhurst, Chief Engineer, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Video Technician—Repairs and maintains TV and related equipment including fixed facility and portable equipment. Requires Associates degree or equivalent experience and at least 2 yrs. successful work with video equipment. Salary \$11,000. Excellent fringe benefits, friendly atmosphere. Apply to Personnel Office, Hampshire College, Amherst, MA 01002. EEO/AA Employer.

Maintenance Engineer with strong background in television maintenance and operation and first-class license needed for 50-60 size Midwestern market. An EOE. Send resume and salary requirements to Box G-166.

Fast growing production company in South Florida, needs engineers to install, maintain and interface latest state of the art equipment: Both Vital's Squeezezoom and Quantels DPE-5000 Digital Effects, Datatron Vanguard Editors, Ampex VPR-2B's, RCA-TK 28B's, etc. The positions are heavy technical, no operating required. Call: Michael Orsburn, Director of Engineering 305-587-9477 or send resume and salary requirements to: Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312.

Tape Editor: Immediate opening in Boston area for creative individual who has a technical background and a minimum of 4 years production house experience. Must know Quad, 1" and computer logic editing systems. Opportunity to grow within a top award winning production company. Call 617-329-4094.

HELP WANTED NEWS

Weather: M-F 6 and 10 p.m. Good opportunity in Florida resort city. Salary in teens. Send tape, resume to: Douglas Grimm, General Manager, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Assistant News Editor and week-end anchor for South Texas VHF. Box G-76.

Medium Market Affiliate looking for strong news anchor. Must have reporting, writing and producing experience. Salary negotiable. EOE M/F. Send tape and resume to Joe Norris, Station Mgr., WICD-TV, 250 Country Fair Dr., Champaign, IL 61820.

TV News Producer: Experienced, committed journalist who is excellent writer, organizer, creative thinker, and is seeking a career in news management. ENG background a must. Will be responsible for 6 and 10 newscasts. Send resume to: Steve Corona, News Director, PO Box 1515, Fort Wayne, IN 46801. An Equal Opportunity Employer M/F.

Top southwest sports crazy major market city wants the best most creative sports ENG photographer/editor in the country. Play by play, hard stories, features and specials all in a week's work. Must know sports. Many years experience and hard work a requirement. E.O.E. M/F. Box G-56.

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send reply and resume to Box G-50.

Anchor for midwest medium market station with strong news commitment, large staff and well-equipped newsroom. Our product is interesting, well-produced, journalistically sound, and looks major market. Compensation can be quite attractive. Strong anchoring experience is a must. EOE. Box G-83.

Feature Reporter wanted for top rated station in South Carolina. If you have at least two years experience and love to do features, let us take a look at your tape. Tapes will be returned promptly. All replies should include a recent resume and salary requirements... Addressed to: Gary Anderson, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. An EOE.

Executive Producer: Position available late summer for take charge person who thinks news. You'll need to know how to motivate people and make decisions. We're an ABC affiliate in a very competitive market with state of the art equipment. An Equal Opportunity Employer. Send resume to Box G-29.

Wanted anchor/producer for Honolulu, Hawaii network affiliate. Station seeks mature person to anchor/produce 2 daily television news programs mon-fri. EEO. Box G-144.

TV News—Consumer /Economics Reporter: Qualified applicants will combine background in consumerism and economics/business with television production experience to write, field produce and present a broad range of consumer/economics stories, features and series. Applicant must show demonstrated understanding of how financial, governmental and private sector concerns fit together to create economic and social conditions that impact on the consumer. Emphasis on locating, personalizing and packaging stories in colorful, locally relevant terms. College degree required. TV news reporting experience is necessary. An EEO employer. M/F. Letter and resume to be sent to Box G-111.

Electronic News Gathering Shooters: Qualified candidates should have a thorough knowledge of ENG tape production and techniques along with considerable experience in a daily television news operation. Applicants should have experience in cinematography and be able to work well with producers and reporters. Must also be able to respond to spot news pressure and have the ability to work on highly produced specials for the news department. Applicants must have a working knowledge of all ENG equipment presently used in the news department, and must also be able to edit tape pieces. An EEO Employer, M/F. Letter and resume to Box G-141.

Reporter who is energetic and creative. Midwest NBC Affiliate. Total ENG. Equal Opportunity Employer. Resume to Box G-113.

TV Environmental/Medical Reporter: Applicant must combine specific working knowledge in these areas with ability to package highly polished stories. Emphasis is on ability to use local story resources, including medical institutions, current environmental topics, federal agencies in Baltimore and D.C., and other pertinent places and persons in Baltimore to produce topical stories and series. College degree necessary. TV news reporting experience also necessary. An EEO employer, M/F. Letter and resume to Box G-116.

Nr. 1 and expanding—top ten news leader is adding much more news programming—business reporter, anchor/reporters weatherperson, photographers, news technicians, producers, writers and executive producer to be hired. Equal opportunity/affirmative action employer. Please send letters and resumes to Box G-118.

Senior Reporter to cover Washington National News for independent TV stations. Seeking aggressive, enterprising pro. Resume and cassette (no calls) to Hal Levenson, Bureau Chief, ITNA, 1101 30th St., N.W., Washington, DC 20007.

Weatherperson who is knowledgeable of weather and convincing on the air. Station has complete weather equipment. Equal Opportunity Employer. Resume to Box G-119.

News Assignment Editor: WPBT/TV 2 years has an opening for a News Assignment Editor. Duties include: assigning stories to reporters & photographers for The Nightly Business Report. Developing economic stories for potential coverage; booking guests for studio interviews; managing crews from news desk; checking wire machines & news sources for breaking stories. 3 years experience in TV news; financial news background desirable. College course work in Journalism & Economics. Send resume in confidence to: Manager of Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161.

Strong weekend sports anchor, weekday reporting. Must be able to carry weekday sports. Will co-host football coaches show. News reporting background helpful. EOE. Resume, tape, salary to: Jon Poston, KGUN-TV, Box 5707, Tucson AZ 85703.

Economics Reporter: We are an aggressive, hard-hitting news operation in a top 30 market looking for a reporter to develop local economic stories and present them in a way that is meaningful to our viewers. We are not looking for a "Dollars and Sense" or "Inflation Fighter" reporter in the traditional consultantese sense. The reporter we're looking for is a person who can develop sources within our business community, and relate local and national economic conditions and trends in a way that is visually interesting and editorially meaningful to the lives of our audience. If you live and breathe economics and have a genuine interest in how this vital area affects people, we're interested in you. EEO/M/F. Box G-164.

HELP WANTED NEWS CONTINUED

Anchor-Reporter for noon and/or weekends at number one news station. We are looking for an aggressive reporter who can handle live situations easily. Must have two years experience. Excellent salary and fringe benefits at this CBS sunbelt affiliate. Equal Opportunity Employer. Send resume and salary history to Box G-130.

Weathercaster—some meteorology experience. Ability to produce concise and informative weathercasts. S. CA. ABC affil. Send resume to Box G-160.

WIS TV is looking for a dedicated, experienced reporter. We just lost one of our best reporters to our own PM Magazine. If you have a good track record, at least two years experience and like working for a top rated station dedicated to putting on a quality news show, send a resume, recent tape and salary requirements to: News Director, WIS TV, Box 367, Columbia, SC 29202. EEO.

Immediate opening for experienced News Producer to produce late newscast and supervise night reporter and photographer assignments. Must be totally familiar with live remotes, graphics, fast-paced video for highly competitive news market. Degree journalism or related field helpful. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

Sports Anchor: M-F 5:30 & 10 pm. We want someone who does more than just rip and read. Good entry level position. Send tape/resume to: Tom Lundstrom, News Director, KREX-AM-FM-TV, Box 789, Grand Junction, CO 81501. EOE.

TV Producer: Applicant must have experience supervising production of TV station's major news programs. This person will also work with news reporters on mini-documentaries and special reports, and handle a variety of production assignments. Applicant must have experience in working with hour news format. Prefer college degree and minimum of three years experience commercial television news. An EEO employer, M/F. Letter and resume to Box G-149.

News Reporter: Progressive, top rated, small station offers a great opportunity for the right gal or guy. Send resume and tape sample of air work. Ulysses A. Carlini, PO Box 749, North Platte, NE 69101.

Feature Reporter for station with balanced news commitment including live ENG. Need someone who can consistently produce memorable stories that touch all emotions. Send complete resumes, tape, salary requirements to: News Director, WMTV, Madison, WI 53711. We're an equal opportunity employer.

Newsfilm Photographer: Photographer to shoot/edit news stories. Station going tape soon. Equal opportunity employer. Minorities encouraged to apply. Box G-150.

Anchor. Experienced only/no entry level. Send tape and resume to Art Angelo, News Director, KNOE-TV Box 4067, Monroe LA 71203. EOE.

News Reporter/Anchor: Central California NBC affiliate is looking for a bright, professional newsperson, with a degree in journalism or equivalent on-the-job experience. Must have extensive TV work history in field reporting, producing and on-air anchoring of news. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ-TV, Channel 24, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Co-anchor: Top fifty market losing our co-anchor to California. Person with journalistic background, peppy and pleasing personality needed to fill her post. If you're it, contact: Nick Lawler, News Director, WNEP-TV Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

TV News Researcher: Qualified candidates should be disciplined self-starters, able to set and meet self-imposed and outside deadlines. Applicants should be able to combine creativity and television production knowledge to develop leads, gather information, suggest ideas and work closely with reporters on packages and series. Prefer background of broad experience in diverse areas including government, business, the arts and other areas. College degree necessary. An EEO employer, M/F. Letter and resume to Box G-172.

Sports Director with a feel for story and show production—someone not content with scores and network freebies. Medium-sized Midwestern market. Television experience a must. An EOE. Send resume to Box G-167.

Weekend Sports caster /Sports Reporter. Looking for creative writer and storyteller, with emphasis on local sports. Large Midwestern market. An EOE. Send resume to Box G-173.

Producer: Top 50 market with jet helicopter, multiple live vans, two bureaus, and above all, hard-hitting and imaginative reporters. Needs creative producer to mix it all together for a fast paced and people pleasing show... Take charge guy or gal wanted. Contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

TV News-Feature Reporter Qualified applicants should have ability to develop and package feature stories on a daily basis. Field production knowledge and tight writing style with emphasis on originality and ability to incorporate personal trademark in feature packages is necessary. Primary requisite is on-camera presence and personality. College degree required. TV news reporting experience is necessary. An EEO Employer, M/F. Letter and resume to Box G-123.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Talk Show Producer: WDIV-TV, Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—someone with a creative track record and the managerial ability to motivate and build a staff from the ground up. Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producer, WDIV-TV, 622 W. Lafayette, Detroit, MI 48231. An Equal opportunity employer.

Executive Producer to design and produce statewide, weekly public affairs television programs. Must provide leadership and coordination of eight Ohio PTV stations for state's duplex microwave interconnection system. Knowledge of various production equipment essential. Headquartered in Columbus with extensive travel throughout the state. Salary \$25,000 per annum. Position term to June 30, 1981, with contract renewal possible. Send full resume, references and credits to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Applications must be received by August 8, 1980. Equal Opportunity Employer.

Top 10 Market seeking qualified Documentary Producer and on-air personality. Knowledge or experience of Pittsburgh area preferred. Group owned station. EOE. Send resume to Box G-44.

Wanted television director minimum 3 years broadcasting experience with background in directing live newscast and commercial production. Send resume and salary requirements to Director of Personnel, KITV, 1280 Ala Moana, Honolulu, HI 96814. An equal opportunity employer.

Marketing Director for Midwest station. Need aggressive, energetic person with creative talent and strong writing skills to take charge of Marketing/Promotion department. Will also handle budgets and detail work. Prefer experience in advertising or public relations. EEO. Send resume to Box G-96.

Assistant Production Manager—must be capable of assisting production manager in all phases of television production supervision. Must be knowledgeable of in-studio, location ENG, chyron, special effects, audio and contemporary television production operations and techniques. Must be familiar with scheduling and time allocation procedures. Must be pleasant and personable. Please send resume and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Manager of Creative Services: Unique opportunity to market network quality facilities and participate in growth potential. Seeking an individual with proven skills in facilities marketing and substantial experience as producer-director, especially in remote production. Salary: \$20,000-\$24,000, plus incentive benefits. Closing date: August 1. Send resume to: Howard Lowe, KVIE, PO Box 6, Sacramento, CA 95801. EOE/AA

KAKE-TV needs someone with strong photographic and production credentials, plus an ability to field produce. To round out our PM Magazine unit. Send tape and resume to Alan Schroeder, Box 10, Wichita, KS 67201. AN EOE.

Studio Supervisor—Top 10 Eastern Market. Qualified television lighting director with studio supervising experience. Will be responsible for maintaining quality and control of studio production. EOE. Send resume to Box G-42.

Producer (Public Affairs)—Primary responsibility for production of weekly magazine broadcast using ENG format. Organize and supervise on-location and studio production. Supervise reporters and other creative personnel. Bachelor's degree in journalism, broadcasting or related field and minimum two years demonstrated successful fulltime experience as producer of television programs with primary emphasis on broadcast journalism or equivalent combination of education and experience. Experience as on-camera reporter preferred. Background and experience in all formats of videotape recording and editing preferred. Salary range: \$16,007—\$19,995. E.O.E. Persons interested in consideration for this position should send the following items to be received no later than August 1, 1980: (1) letter of application; (2) a qualifications summary which indicates clearly the relationship of the candidate's education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate's work experience and achievements. Applications should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver CO 80204. This is contract employment subject to yearly renewal.

TV Director (Bilingual: English/Spanish). WPBT/TV 2 has an opening for a bilingual TV Director. Duties include: coordinating with Production Manager regarding selection of visuals, music, special effects and other aspects of the assigned production; determining assigning and supervising construction and lighting. Must have thorough knowledge of all phases of TV production. Working knowledge of CMX. Experience in live studio and remotes. Degree in Mass Communications or equivalent. Strong organizational abilities and good follow-through. Detail oriented. Ability to relate well to others. Send resume in confidence to: Manager of Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161. An equal opportunity employer. M/F.

Traffic: Hollywood TV station needs an experienced Assistant Traffic Manager. BIAS and supervisor experience required. Send resume and salary requirements to personnel, KHJ-TV, 5515 Melrose Ave., Hollywood, CA 90038, EOE M/F/H/C.

Creative Services Director: Must be able to talk with clients, write and produce local commercials. Minimum two years directing experience and samples of work required. Contact Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

On-Air Promotion Producer: Successful applicant will have at least two years experience in location and in-studio production. Position demands the ability to conceptualize and produce high quality work quickly and efficiently. Send resume and tape to On-air Promotion, PO Box 7696, St. Louis, MO 63103.

Production Manager: Creative person with minimum of three years of producing or directing to supervise and motivate a staff of competent production personnel; upper management must be long range goal. Send resume to Program Director, WLWT, 140 W. 9th, Cincinnati, OH 45202. Equal Opportunity Employer (M/F).

Top ten market. East Coast, looking for producer/director with 2-3 years experience in medium market TV station. Should have expertise in commercial and promotional writing, producing and directing and able to direct live studio productions. We are an equal opportunity employer M/F. Send resume to Box G-169.

TV Director/Producer—Top 10 Eastern Market. Experienced person to direct videotape/live, studio or remote productions. Experienced in local news, local programs and editing/mixing techniques. Ability to write, produce and supervise local programs helpful. EOE. Send resume to Box G-42.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Video Promotion Associate: The Public Broadcasting Service seeks individual in Video Promotion group to create national promotional announcements. Position requires strong creative writing and production ability with high technical expertise. Minimum of three (3) years experience in television writing and production required. B.A. in Broadcast Communications, Liberal Arts, or equivalent preferred. Please submit copy of resume, salary requirement and three (3) references to: Carole Dickert-Scherr, Public Broadcasting Service, 475 L'Enfant Plaza, SW, Washington, DC 20024. EEO/AA Employer

SITUATION WANTED MANAGEMENT

Experienced Program Director looking for small or medium market station, any part of country. Box G-171.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

9 Years Experience TV-AM-FM operations/maintenance, studio/transmitter. Relocatable. Box G-23.

Experienced assistant chief wants chief engineers position. 20 years experience. 816-833-3582.

SITUATIONS WANTED NEWS

Experienced, energetic reporter/photographer strong on photography can prove he's an asset to your station. Will prove creativity and ability to shoot great pictures on audition tape. Willing to relocate for any reporter, photographer or any combination of two. Box F-148.

Major Market Anchor/Interviewer/Reporter. Strong on delivery, camera presence and writing skills. Background includes M.A., political campaigns, 4 years R-TV News and PA in number 2 market. Contract expires June 30. Let's talk! 714-673-7086.

Personality weathercaster who can help you dominate your market. Light approach, but heavy knowledge of weather, plus heavy community involvement can add up to your success. Able to make color radar and other weather tools easily understood by audience. Box G-95.

Reporter. 1980 B.A. communications. Experience in reporting, some producing. Currently employed as news PA in top 25 market. Good appearance. Resume & tape available. Beverly Trimble, 816-761-7641, 9357 Newton Dr.-D Kansas City, MO 64138.

Major market sportscaster. Bright, energetic, conversational delivery spiced with humor and commentary. May book: No. 1 with 35 share. Award winning network packages, 8 year pro, early thirties. Available now. 313-354-3234.

Broadcast Journalist: Excellent at both hard news and feature reporting. 20 years old. MA Broadcast Journalism. Talented, imaginative newsman. Box G-52.

Experienced, skilled Anchor/Reporter. Also other production skills, both radio and T.V. Now in Northeastern Pennsylvania, but ready to move for right position. Reply Box G-77

Medium market Sports Director looking to move on to sports-minded medium or major market station. Creative, enthusiastic, ENG and PBP experience. Call 402-426-2202.

Satisfaction guaranteed in reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery. Will relocate. For video tape contact Charles Freiman 1404 Hillwood Court, Charlotte, NC 28210, 704-552-2473.

News Director position wanted. Seasoned reporter/anchor/producer ready for small market. Box G-153.

Experienced ENG news photographer and editor in midwestern market desires move to southeast. Box G-154.

Proven anchor-producer/director team. Produced 12% ratings growth at present station with video minded, fast paced, and award-winning newscasts. Looking for new challenges in bigger market with better equipment. Let us prove it to you. Box G-132.

T.V. Weathercaster with 4 yrs experience seeks same or Sports Anchor position. Box G-134.

Experienced photographer/editor (Tape/film/35mm still) Seeking more feature oriented job. Some on camera experience. Tape available. Box G-157

Weather Anchor, A.M.S. Seal, five years medium market. Box G-162.

Experienced Assignment Editor wants back in Top-40 market ... would also consider News Director/Assignment Editor at Top 80's station. Replies to Box G-151

Top flite play-by-play man NFL, NHL, and college exp. Call if you need a pro 612-941-8465.

News Director, Executive Producer, Managing Editor or Feature Reporter. If you are looking for one of the above, are committed to journalistic excellence, contact a 30 year veteran of broadcast journalism—reporting, writing, editing, managing, producing, ENG-ing, filming, assigning, polling, editorializing, featurizing, investigating, training and teaching. Bob Henry, PO Box 113, Dauphin Island, AL 36528, or call 205-861-4433.

Anchor/Male, 27, Masters Degree, came to number 3 station that is now number one. Two studios, microwave, live reports, ENG and 16 mm. Newsroom leader, innovative production techniques, tight writer, take charge attitude, will not settle for second best. Solid all around performer. Box G-168.

Former News Director with Colorado AM/FM/TV for five years. Currently with Congressman in Washington, D.C. Seeking return to small-medium market broadcast journalism in West. Jim Huska, 703 Morningside Court, Herndon, VA 22070. 202-225-9802.

TV Reporter. 3 years experience. Wants job in top 60 markets. Box G-174.

**SITUATION WANTED PROGRAMING,
PRODUCTION AND OTHER**

ENG Editor (Emmy Award winner), extensive field experience Satellites, telco and so on. 1st class FCC license. Interested in directing. Box G-114.

Creative Camerawork is my specialty. Know all lines of production. Degree in TV/Film. I will materialize your ideas. Will relocate. Tape, resume-David Wright, 824 Boal Parkway, Winnetka, IL 60093, 312-446-3057

Looking for a producer/host, or booth announcer? Why not put a winning smile on your team! Young man with several years of experience. 814-459-6087

TV Intern available immediately. ENG, camera, audio, production and more. Speak fluent Spanish and Tagalog. Box G-176.

Ten Years Experience in all phases of local TV production, following a Master's degree from Syracuse! As program director for two cable systems, I've administered, produced, directed, interviewed, ENG'ed, announced, taught, written, edited. Now what can I do for you? Tom Thomas, 413 Chestnut Court, Washington, PA 15301. 412-225-5494.

Minority female anxious to prove herself. Master's from Northwestern University. Field experience in Chicago & D.C. Reply to: R. Pierce-323 Branner St., Morristown, TN 37814.

The Gay Eighties: TV doc's and sitcoms, and feature films and '80's contain gay sensibility or content examining homosexuals in America. Experienced consultant/researcher available for gay themes PR, promotion, TV/film situations, locations-historical or contemporary. Ken Maley 415-956-1069.

CABLE

SITUATIONS WANTED TECHNICAL

TV Production Engineer. Seeking position in local origination cable TV. 1st phone. Experienced. Call Jim, 301-465-0864.

ALLIED FIELDS

HELP WANTED SALES

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

Broadcast Equipment Sales. Large Midwestern high technology dealer is seeking an experienced individual to handle the company's regional broadcast sales. The position offers marketing responsibilities for an extensive line of video and audio equipment as well as complete systems. Compensation of salary and commission is negotiable. Replies are handled confidentially. Send resume to Box G-86.

National radio time sales organization has openings in Chicago area office to sell by telephone or in person contractually to accounts all over the country. Call or write Ed Berk, Community Service Broadcasting, 601 Skokie Blvd., Northbrook, IL 60062. 312-564-3904.

HELP WANTED TECHNICAL

Video Engineer-Operator: Job emphasis on maintenance of professional video studio equipment. Some operations involved. Experience required. Resume to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002. Attn: Video Mgr. EEO

HELP WANTED NEWS

A major national trade association located in Washington, D.C. has immediate need for a nationwide spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, addresses to live audience and appearances in radio/t.v. "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-tv-public speaking and press interviews and demonstrable speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box F-204.

Radio news anchor/street reporter. To program our radio news service. The news service will offer spot news and documentaries on socio-economic and scientific issues of medicine and will be available to all radio stations via a toll-free number. Applicants must be experienced electronic media reporters who are creative; strong interviewers; and skillful news writers. Some travel involved. We are an equal opportunity employer M/F. Send resume to: Tom Nilles, American Medical Association, 535 N. Dearborn, Chicago, IL 60610.

HELP WANTED INSTRUCTION

Broadcasting Faculty Position. Instructor or Assistant Professor of Speech Communication to teach undergraduate courses in radio/TV in associate degree (2-year) program at Penn State/Wilkes-Barre. Ph.D. preferred. Masters and broadcasting experience required. Duties include teaching, administering program, managing FM station and color TV facility on local cable. Send resume to: Nils Parr, PO Box 1830, Penn State/Wilkes-Barre Campus, Wilkes-Barre, PA 18708. An Equal Opportunity/Affirmative Action Employer.

Buena Vista College is seeking an individual who can teach Radio Production, Station Management, Broadcast Regulation and Advertising and who can supervise the campus radio station. Ability to teach English, Speech or Theater a plus. MA required, PhD, preferred. Send credentials to: Fred D. Brown, Dean of Faculty, Buena Vista College, Storm Lake, IA 50588.

Instructor for radio and TV school in midwest, 5 years experience. Salary and hospitalization. Reply to Box G-143.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM Transmitters Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo TX 78040, Manuel Flores 512-723-3331

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

Wanted 750 to 1000 Ft tower capable of 12 FM bays Clarence Jones. 803-492-7613

Help. Need manual for Rust 14C-2 AM RF Amplifier. \$25.00 reward Call collect Barry, WAMB, Nashville, TN 615-889-1960.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition Guaranteed. Financing available Transcom, 215-379-6585

5" Air Heliaz 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.

FM Equipment, used-Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

RCA TT-10AL VHF Transmitter—Working good, Channel 6, many spares, \$5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$20,000

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

Sony 2850 3/4" Video Recorders—Good condition, \$1,500 ea.

Sony 2860 3/4" Video Recorders—Excellent condition, \$2,500 ea.

Spectavision 3/4" Editor—works with 2850 or 2860, \$3,000 ea.

Complete film island—PE 240, Eastman 285's, TP7 Eastman multiplexer, \$30,000.

IVC 500A Color Cameras—complete, beautiful pictures, ea \$7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000.

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CDL VSE-741 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea \$22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, enhancer, scope, monitor, 2 available, new low price, ea. \$14,000.

New Edutron CCD-20H Time Base Corrector—Broadcast specs, \$5,800.

VHF Antenna—RCA Batwing, Available now, \$8,000.

UHF Antennas—Various Models and Prices.

30 Brands of New Equipment—Special Prices We will buy your used TV equipment To buy or sell, call Toll Free 800-241-7878 Bill Kitchen Quality Media Corporation in GA call 404-324-1271 Box 7008, Columbus, GA 31908.

20 KW FM CCA 20,000DS, 3 yrs old, going to higher power, like new. M Cooper 215-379-6585

100KW ERP Circular Polarized FM Antennas 2 available: 1 RCA BFC 6 2/radomes tuned to 98.7 and 1 Shivley 6 bay with de-icers tuned to 94.7 \$4000 each. Contact W Clark, KTOC, Jonesboro, LA

Magnetic Film Recorder, RCA PM 75, 16 mm \$7000. Contact Robin Stow at 213-577-5575.

RCA 10 D FM transmitter with RCA BTE-15A Solid State Exciter Now in use, available soon. Also RCA BC-6A Dual Channel Console, recently removed from service. 414-743-4411. Ed Allen, Jr.

Ampex 351 mono reel to reel studio quality, mint, home use. Must sell, Jim Phillips, 419-782-8591

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1 KW AM Gates BC-1F with 500 w cut-back, s.s power supply. M Cooper 215-379-6585

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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.

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RADIO

Help Wanted Programing, Production, Others

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Prestigious major station in top five eastern market looking for versatile, creative personality for late morning talk program appealing to 25-54 women. Must be caring as well as assertive. Comfortable with phones as well as interviews; humor as well as issues. Years of experience is not as important as demonstrated success. Excellent compensation for the right individual. Men and women of all races desired. Send descriptive material to:

Box G-122

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Major Group Flagship Station in major market, needs a very special Adult Contemporary PD. We need someone with large market experience; a fantastic track record, both in ratings and in handling people; and needs a great challenge. We're a new group about to explode on the scene as a very impressive broadcasting company. We pay very good, our benefits are great, and we're an equal opportunity employer. Send replies to:

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I'm an experienced young pro looking for new opportunities in one of two areas: ... AS AN AIR PERSONALITY with a personality-oriented adult contemporary or top-40 station in a major market, or a top-flight medium market facility, or ... AS A PROGRAM DIRECTOR at a small- or medium market station with good people, good facilities, and management that's willing to let me grow in my first programming position. I have over 7 years experience both on the air (some in major markets) and behind the scenes. Presently employed. You or your program director can contact me through: S.R. Morison, RFD 2, Box 95, Delmar, DE 19940.

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Our Program Director has moved up and we need a top person as a successor. Person must have minimum of five years experience in a combination of Production, Operations and Programming. Good attitude and ability to work well with others is a must. Degree in Radio & TV to person's advantage. Top salary and company benefits. An Equal Opportunity Employer. Resumes only to: Conrad Cagle, WFIE-TV, P.O. Box 1414, Evansville, IN 47701.

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We need the best weatherperson available and we need you for the Fall. You'll forecast the weather Mon-Fri. at a good top 30 station located in the Southeast. We are a respectable, honest operation that believes in solid, aggressive reporting and presentation on the air. Please send resume to Box G-165. An EEO/M/F.

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If you have the drive and creativity needed to make a quality local magazine program number 1, please send a tape and resume (no phone calls) to:

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**Help Wanted Programing,
Production, Others
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News**

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Please send resume in confidence to Gary Schell, Personnel, Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301, or call (217) 222-8200.



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 Employment Manager



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NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	375K	Medium
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- VA. Coastal. Attractive. \$800,000.
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Rates: Classified listings (non-display) Help Wanted 70c per word \$10.00 weekly minimum Situations Wanted (personal ads) 40c per word \$5.00 weekly minimum All other classifications 80c per word \$10.00 weekly minimum Blind Box numbers: \$2.00 per issue

Rates: Classified display. Situations Wanted (personal ads) \$30.00 per inch All other classifications \$60.00 per inch For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space Agency Commission only on display space

Fates & Fortunes

Media



Walters

Rupert A. Walters, category manager for General Foods Corp., White Plains, N.Y., with marketing responsibility for Sanka and Brim brands, joins Warner Amex Cable Communications Inc., New York, as executive VP, marketing and programming. **Nickolas Davatzes**, VP of Intext Inc. and president of its

Intext Communications Systems division, New York, named senior VP, human resources and organization development, Warner Amex Cable.

Bazil O'Hagan, VP-general manager of WNDU-AM-FM-TV South Bend, Ind., elected president and general manager of licensee of stations, Michiana Telecasting Corp. (owned by University of Notre Dame). He now becomes chief executive and chief administrative officer. He succeeds **William Thomas Hamilton**, who has managed stations for 21 years, and is now partially retired, but will continue in executive capacity with WNDU stations.

Laurin Jorstad, station manager, WAOW-TV Wausau, Wis., named general manager. **Kent Hutchison**, local sales manager, succeeds Jorstad.



Heiser

Charles Heiser, general sales manager of KYW(AM) Philadelphia, named VP and general manager of KOAX(FM) Dallas (both stations are owned by Group W). Heiser succeeds **James Stansell**, who is one of purchasers of KDDC(FM) Dallas ("Changing Hands," page 37).

Jay Hoffer, operations manager, KERE(AM) Denver, named general manager.

David Barrett, former general manager of CFCE(AM)-CFQR-FM Montreal, named general manager of KWK(AM)-WWWK(FM) St. Louis.

Richard Osborne, general manager of WKXL-AM-FM Concord, N.H., elected president of Capitol Broadcasting Corp., licensee of station. He will continue as general manager. **J.W. Patrick Chaloux**, local sales manager, elected VP. **Donald Shapiro**, sales representative, elected treasurer. **Gardner Hill**, traffic manager and public affairs director, elected clerk. Elections followed purchase of stations by new officers and other station employees.

Boyd Arnold, general manager, WKMF(AM)-WGMZ(FM) Flint, Mich., named VP.

Edward J. Murray, local sales manager, KGB-AM-FM San Diego, named general manager of KSMA-AM-FM Santa Maria, Calif.

Rod O'Dell, account executive and acting sales manager, WVNR(AM) Beckley, W.Va., named general manager.

Brian Moors, general sales manager, WHN(AM) New York, named station manager.

Dan O'Brien, former promotion manager and assistant program director, WDCA-TV Washington, joins KCPQ-TV Tacoma, Wash., as director of operations.

Gary Neil, treasurer, KTXL(TV) Sacramento, Calif., assumes additional duties as VP-station operations.

Dennis Roberts, sales manager, KESS(FM) Dallas, named station manager.

Rick Fetherston, 6 p.m. anchor and reporter, WMTV(TV) Madison, Wis., assumes additional duties as assistant to station manager.

Frederick Sattler, media analyst, Campbell-Ewald Advertising, Detroit, joins WRIF(FM) Detroit as research director.

Douglas Jones, senior research associate, Frank N. Magid Associates, Marion, Iowa, joins Greater Media Inc., group owner based in East Brunswick, N.J., as director of research for radio division.

Jerry Buford, executive VP-operations, Daniels & Associates, Denver-based cable company, named executive VP-corporate development and acquisitions.

Paul Waring, who joined Cox Cable Communications, Atlanta, in February from General Electric Co., named VP of corporate development for Cox Cable.

Dr. Roger Fransecky, president of New York-based media consulting and production company, Roger B. Fransecky and Associates, and former president of National Television Workshop, New York, joins Teleprompter Cable Television there as VP-public affairs.

Barbara Levy Landes, assistant controller, financial planning and analysis, CBS News, New York, joins NBC there as VP-financial planning and analysis.

Arthur G. Cooper, VP-taxes, Viacom International, New York, named VP-treasurer.

Christine M. Warshaw, director of business affairs for ABC Television, Los Angeles, appointed director of business and legal affairs, ABC Motion Pictures.

Mitchell Stern, director of financial planning, CBS Television Stations Division, New York, joins CBS-owned WBBM-TV Chicago as director of business affairs.

Agnes Scott, development manager, noncommercial WTWS(TV) Detroit, named VP for development. **Charles Colding**, government affairs manager, named VP for government and community affairs.

James Long, manager of personnel development and services, Storer Broadcasting Co., Miami, elected VP.

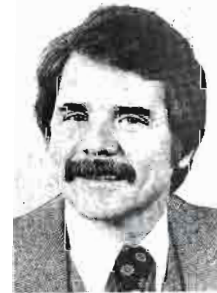
Shirley Martin, chief accountant, noncommercial KOKH-TV Oklahoma City, named busi-

ness manager and secretary of corporation.

Frank Gilland II, director of development, noncommercial WPTD(TV) Kettering, Ohio (Dayton), named VP for development.

Peter Pantsari, Southern representative, Agency for Instructional Television, joins Southern Educational Communications Association, Columbia, S.C., as director of administration-operations.

Advertising



Magnani

Louis A. Magnani, VP and general manager of New York office of Marsteller Inc., named president of agency, succeeding **Ramon Gaulke**, who has resigned to become principal and partner in new agency, Interco-America, New York, which is co-owned with Publicis of Paris, European-based agency.

Arnold Weinrib, management representative at McCann-Erickson, New York, appointed senior VP. **Tyy Mattson**, associate media director, Lee King & Partners, Chicago, joins Mc-

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Continental 
Electronics

Cann there in same capacity.

Bruce Broder, VP-associate creative director, W.B. Doner and Co., Detroit, named senior VP.

Jim August, executive VP, based in Detroit, Barkley & Evergreen, named executive VP-general manager of Kansas City, Kan., office.

Ericka Witnauer, account supervisor, Compton Advertising, New York, elected VP. **Susan Savage**, senior administrator in charge of program and talent negotiations on prime-time and daytime programming, NBC, joins Compton as manager of program business affairs.

Marcie Kazdin, senior planner, and **Ann Mazzini** and **Diane Ricketts**, both buyer-planners, Compton Advertising, New York, named assistant media managers.

In New York office of D'Arcy-MacManus & Masius, **Jan Sylvain**, associate research director, elected VP. **Robert (Dan) Cole**, from F. William Free agency in New York, joins DM&M there as account supervisor. In St. Louis office of DM&M, **Truman Walker**, from Stolz Advertising, named VP-account supervisor. **Robert Hagnauer Jr.**, from Occidental Life Insurance Co., named account coordinator on Anheuser-Busch account at DM&M, St. Louis. **Robert Mosher**, assistant account executive in St. Louis office, named account executive. **Michael Gilliland**, from Gardner Advertising, joins DM&M in St. Louis as senior writer. **Timothy Kidwell**, also from Gardner, named writer for DM&M, St. Louis. In Chicago office, **Elizabeth Nickles**, from J. Walter Thompson, named associate creative director.

Martin Murphy, account supervisor, Liller Neal Weltin, Atlanta, elected VP.

Richard Helmer, assistant professor of marketing and operations analysis, School of Management, State University of New York, Buffalo, joins N W Ayer ABH International, New York, as associate in marketing services group. **Shelley Kawai**, from Sacks & Rosen Advertising, New York, joins Ayer as art director. **Stephen Mandeville**, from Cunningham & Walsh, joins Ayer as media planner.

Richard Nye, account executive, Ogilvy & Mather, New York, joins Tracy-Locke Advertising, Dallas, as account supervisor.

Neal Hamlin, account executive, Fahlgren & Ferriss, Cincinnati, named account supervisor.

Vera Carbo, senior art director, Weightman Advertising, Philadelphia, named creative group supervisor.

John Montague, from Colle & McVoy, Minneapolis, and **Brian Hooks**, from Bozell & Jacobs, Minneapolis, join Carmichael-Lynch Advertising there as account executives. **David Steen**, who recently completed account training program at Carmichael-Lynch, named account executive.

Phillip Butcher, manager of Little Rock, Ark., branch office of Robert K. Butcher & Associates, named executive VP. **Anthony Diamond**, art director named VP. **David Gebhardt**, account executive, named VP-creative director.

Scott Clark, associate media director, Rosenfeld, Sirowitz & Lawson, New York, joins Kenyon & Eckhardt there in same capacity.

Robert Motl, account supervisor, J.I. Scott Co., Grand Rapids, Mich., named VP. **Dale Roberson**, account executive, named account supervisor.

Pam Kallies, media director, Saunders, Lubinski & Powell, Dallas, named VP. She will also supervise newly formed subsidiary, SL&P Media Services.

Roberta Dias, assistant account executive, Benton & Bowles, New York, joins Sive Associates, Cincinnati, as account executive.

Jack M. Taylor, media director, Garfield-Linn & Co., Chicago, joins Simpson Marketing Communications Agency, Columbus, Ohio, as director of media services.

Nikki Richardson, media production specialist for Chelmsford, Mass., public schols, joins JG Associates, Acton, Mass., as audio-visual communications specialist.

Donald Sherman, new business development director, KGSC-TV San Jose, Calif., resigns to form advertising and public relations agency, Donald J. Sherman & Associates.

Eric Lieberman, from Stiefel/Raymond Advertising, New York, joins Ketchum MacLeod & Grove, New York, as copywriter.

Dick Weinstein, marketing and sales director of Arbitron, New York, named VP, director of marketing, Petry Television, New York.

Thomas Turner, VP-New York sales manager, Blair Radio, named New York office manager. **Scott Lazare**, account executive, Roslin Radio Sales, New York, joins Blair Radio in same capacity.

Linda Packer, in sales capacity in Chicago office of RKO Radio Sales, named manager of Chicago office.

Barbara Mihalich, network coordinator, and **Susan Specht**, sales assistant, Eastman Radio, New York, named to New York network sales for Eastman.

Ed Trimble, local sales manager, WPGH-TV Pittsburgh, named general sales manager.

Richard Kelley, director of national sales, WHN(AM) New York, named general sales manager.

Michael Cefaratti, sales manager, KZEW(FM) Dallas, named general sales manager.

Ray Senate, national sales manager, WIBW-TV Topeka, Kan., named director of marketing.

Vince Frye, account executive, named national sales manager.

John Leeg, local sales manager, WICZ-TV Binghamton, N.Y., named national sales manager. **Robert Cibulsky**, on sales staff of WICZ-TV, succeeds Leeg. **Andrew Hubbell**, from WMGC-TV Binghamton, joins WICZ-TV as account executive.

Tony Battaglia, sales manager, WTVH(TV) Syracuse, N.Y., joins WJIM-TV Lansing, Mich., as local sales manager.

Bud Clayton, account executive, KESS(FM) Dallas, named sales manager.

Kelly Bender and **Johnny Treffalls**, account executives, KRLY(FM) Houston, named national and local sales manager, respectively.

Christopher Corson, account executive, KQV(AM) Pittsburgh, named local sales manager.

William E. Kelly Jr., account executive, WDVE(FM) Pittsburgh, named local sales manager.

John Hendricks, account executive, WXYZ(AM) Detroit, joins KVI(AM) Seattle as na-

tional sales manager.

Judy Layman Trent, account executive, WGMZ(FM) Flint, Mich., named local sales manager.

Robert Woodbury, commercial manager, WCCO-AM-FM Minneapolis, has announced his retirement. He has been with station since 1936 and commercial manager since 1963.

Sherry Owens, sales manager in Chicago market and credit clearing house specialist for Dun & Bradstreet, joins WLS(AM) Chicago as account executive.

Dennis Schoemehl, former publisher and owner of *Apartment Living* magazine, joins KSHE(FM) St. Louis as account executive.

Robert E. Butler, graduate, Southern Illinois university, Carbondale, joins WKAT(AM) Miami as account executive.

Howard Cook, account executive, KBRS(AM) Springdale, Ark., named sales manager. **Randy Freeman**, graduate, University of Arkansas, Fayetteville, joins KBRS as account executive.

Carl Price, senior account executive, Harrington, Richter & Parsons, Chicago, joins WBBM-TV Chicago as account executive. **Rory Clark**, who is working on master's degree at Southern Illinois university, Carbondale, and former instructor there, joins WBBM(AM) Chicago as retail sales account executive.

Michael Fierstein, account executive, WKKN(AM)-WYFE(FM) Rockford, Ill., **Charles Bishop**, from WAIT(AM) Chicago, and **Kathy Cook**, from Chicago office of Radio Advertising Representatives, join WIND(AM) Chicago as account executives.

Jeanne Marie Schiff, freelance public relations specialist, St. Louis, joins KSHE(FM) there as account executive.

Faith Shaw, from WLWT(TV) Cincinnati, joins WCVU(FM) Naples, Fla., as account executive.

Gary Drake, former South Dakota state legislator, later in insurance business, joins sales staff of KWAT(AM) Watertown, S.D.

Programing



Rush

Herman Rush, president, Marble Arch Productions, Hollywood, named president, Columbia Pictures Television there. **Betsy Cullen**, director of contract administration, Columbia Pictures Television Distribution, Burbank, Calif., named VP-domestic sales administration.

William M. Siegel

named chief executive officer of National Subscription Television(ON-TV), Los Angeles, with responsibility for both pay operations and regular commercial broadcasting on KBSC(TV) there. Siegel, formerly executive VP for operations and member of board of ARA Services Inc., will report to Jerry Perenchio, NST president.

Ralph D. Campbell, product marketing manager for Computer Sciences Corp., named marketing manager, video sales division, ABC Video Enterprises, stationed in Los Angeles.

Susan E. DiNapoli, sales representative with Renauld International Ltd., joins the ABC unit as marketing representative, based in New York.



Nathanson

Greg Nathanson, VP of programing, Golden West Broadcasting Corp., Los Angeles, joins Premiere—joint venture of Columbia Pictures Industries, Getty Oil Co., MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp.—as VP of programing. Premiere is scheduled to begin programing Jan. 1, 1981, and will offer motion pictures via satellite to cable systems and over-the-air pay television.

Ronna Wallace, director of programing, VidAmerica unit of Video Corp. of America, named director, programing, CBS Video Enterprises.

Merrill Brockway, producer of *Dance in America* series on noncommercial WNET(TV) Newark, N.J.-New York, named executive producer, arts programing, CBS Cable, first in series of appointments by CBS Cable of artists and producers in various fields.

Don Baer, director of Olympic operations, NBC Sports, New York, named VP-operations, NBC Sports.

Steve Halpern, co-owner, executive VP and director of account services and new business development, Rafshoon Advertising, Atlanta, joins Paramount Television Domestic Syndication as Southeast division manager, based in Atlanta.

James N. Ricks, with sales division of Paramount Television, named Southeastern regional sales manager, Metromedia Producers Corp. He is based in Daytona Beach, Fla.

Jon Turtle, who was involved in product acquisition and programing for National Subscription (ON) Television, Los Angeles, joins International Home Entertainment, Los Angeles-based company specializing in creation and production of shows for cable systems, as VP-production development and sales.

Mark Blinoff, former VP-general manager of Consolidated Communications Consultants, La Crescenta, Calif., and former program manager, KMPC(AM) Los Angeles, joins Merv Griffin Radio in Los Angeles as VP-general manager.

Jim Epstein, regional marketing manager for Philadelphia area, Prism, pay program service, named director of corporate development. **Tim Williams**, from Southwestern Bell Telephone Co., Houston, succeeds Epstein. **Bobby Taylor**, former Philadelphia Flyers goaltender, who was formerly with Prism, rejoins Prism as marketing and public relations representative.

Glen Swanson, director of Dinah Shore network and syndicated programs for almost 10 years, named director of *Hour Magazine*, Group W Productions' new syndicated daytime series.

Candace Johnson, formerly with WGMS-AM-FM Washington, joins Parkway Productions, Washington, radio fine arts program syndicator, as director of marketing.

Michael Coll, video specialist, Crown Zellerbach Corporate Communications, San Fran-

cisco, joins Warren Productions, Palo Alto, Calif., as writer-producer for business television productions.

Dick Purtan, CKLW(AM) Detroit, and **J.J. Johnson**, KDAY(AM) Los Angeles, elected president and VP, respectively, of Society of Radio Personalities and Programers.

Steve Currie, program manager, KOIN-TV Portland, Ore., elected first VP of National Association of Television Program Executives. Currie succeeds **John Goldhammer**, who left KABC-TV Los Angeles to join Paramount. **Chuck Larsen**, program director, WNBC-TV New York, elected second VP of NATPE, succeeding Currie.

Bruce King, sportscaster and sports director of KOMO-TV Seattle, appointed sportscaster of WABC-TV New York's *Eyewitness News*, effective in mid-August, replacing Warner Wolf, whose move to WCBS-TV New York is being challenged in court (see "Monitor," this issue). **Richard Regan**, sports producer, KYW-TV Philadelphia, joins WABC-TV in same capacity.

Gerry Peterson, chief of staff for governor of Mississippi, and former program director for RKO stations WRKO(AM) Boston and KHJ(AM) Los Angeles, joins RKO's KFRC(AM) San Francisco as program director.

Larry Knight, former assistant national program director for Fairbanks Broadcasting Co., Indianapolis, joins KCBQ(AM) San Diego as program director.

Mark Driscoll, from WMJX(FM) Miami, joins KIOY(FM) Hanford-Fresno, Calif., as program director and air personality.

Frank Allen Philpot, director of children's program development, Field Communications, San Francisco, joins Public Broadcasting Service, Washington, as director of children's and youth programing.

Judith Baker, director of programing, non-commercial WPTD(TV) Kettering, Ohio (Dayton), and co-owned noncommercial WPTO(TV) Oxford, Ohio, named VP for programing.

Cary Pfeffer, air personality, KEZO(FM) Omaha, and **Mary Jane McKittrick**, area manager, *Residential Guide* magazine, Los Angeles, join WOWT(TV) Omaha as co-hosts of *PM Magazine*, which starts in September.

Kathy Fountain, co-host and associate producer, *PM Magazine*, WINK-TV Fort Myers, Fla., and **Jim Mika**, reporter, WZZM-TV Grand Rapids, Mich., named co-hosts of *PM Magazine* on WZZM-TV.

Jon Findley, production manager at Field Communications' WKBS-TV Philadelphia, named to same position with Field's WFLD-TV Chicago.

Solomon Levine, programer assigned to various two-way talk shows, WRC(AM) Washington, named administrator, programs.

Tom Barsanti, operations manager, KCMO(AM) Kansas City, Mo., named operations manager, WTIC-AM-FM Hartford, Conn.

Tim Staudt, sports director and anchor, WJIM-TV Lansing, Mich., joins WILX(TV) Onondaga (Lansing), Mich., as sports director and anchor.

Roger Springfield, former assistant sports director, WBRC-TV Birmingham, Ala., joins WNEP-TV Scranton, Pa., as sports director.

Viv Roundtree, from WXKS-FM Medford, Mass., joins WBCN(FM) Boston as air

personality.

Ian Silva, former weekend air personality, WMZQ(FM) Washington, joins WPRW(AM) Manassas, Va., as morning air personality.

Patricia Houlihan, director of weekend news broadcasts on KJEO(TV) Fresno, Calif., named producer-director of *The AM Show* on KJEO.

Jan Daniels, night director, WYEA-TV Columbus, Ga., transferred to co-owned WAFF(TV) Huntsville, Ala., as night production director.

News and Public Affairs



Davis

Paul Davis, news director, WCIA(TV) Champaign, Ill., and immediate past president of Radio-Television News Directors Association ("Profile," Sept. 18, 1978), named news director of WGN-AM-FM Chicago, succeeding **John Raven-croft**, who will become news operation manager of WGN Radio.

Effective Aug. 18. **Dave Shaul**, assistant news director and executive producer, WCIA, has been named to succeed Davis as news director.

Nick Lawler, former assistant news director, WKBW-TV Buffalo, N.Y., joins WNEP-TV Scranton, Pa., as news director. **Pat Nilsen**, former reporter, WBRC-TV Birmingham, Ala., joins WNEP-TV in same capacity.

Roy Carden, news director and anchor, KCBD-

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Company _____

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Title/Position _____

Are you in cable TV operations? Yes No

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TV Lubbock, Tex., joins WPTF-TV Durham, N.C., as news director.

Ed Dorsey, producer of news and special projects, WDIV(TV) Detroit, and also serving as communications adviser to Benjamin Hooks, executive director of National Association for the Advancement of Colored People, named news director of WIND(AM) Chicago.

Dave Berg, assignment editor, KETV(TV) Omaha, joins KOVR(TV) Stockton-Sacramento, Calif., as assistant news director.

William Drummond, former editor of *Morning Edition* on National Public Radio, Washington, named national security correspondent.

Carolyn Craven, general assignment reporter, NPR, named White House correspondent.

Neal Conan, Scott Simon, Cokle Roberts and **David Molpus**, reporters, named correspondents.

Marty Ryan, special projects producer, NBC-TV's *Today* program, named producer of *Today*.

Joe Day, reporter, WCVB-TV Boston, named chief news correspondent.

Randy Covington, documentary producer, WAVE-TV Louisville, Ky., named manager of "I-Team" investigative reporting unit at WBZ-TV Boston.

Rich Yepsen, 6 p.m. news producer, WCMH-TV Columbus, Ohio, named assignment editor. **Ben Douglas Gelber**, graduate, Northern Illinois university, DeKalb, joins WCMH-TV as meteorologist. **Phil Paulin**, from WCHS-TV Charleston, W.Va., joins WCMH-TV as news photographer.

Angela Estell, general assignment reporter, Post-Newsweek's WPLG(TV) Miami, joins co-owned WJXT(TV) Jacksonville, Fla., as noon anchor. **Michelle Gahring**, general assignment and consumer reporter, WJXT, named weekend anchor and consumer reporter. **Larry Shenosky**, news producer, WJXT, named news producer-director.

Sally Fitz, field reporter, WCKT(TV) Miami, named weekend co-anchor.

Neal Rosenau, weekend news producer, KGW-TV Portland, Ore., named reporter.

Leah Erickson, former feature reporter and critic for KMOX-TV St. Louis, joins KYW-TV Philadelphia as weathercaster and science reporter.

Roberta Gordon, former senior producer-director for noncommercial WTCI(TV) Chattanooga, joins noncommercial WJCT(TV) Jacksonville, Fla., as executive producer for public affairs programming.

Cecily Newton, newscaster, WBTV(AM) Danville, Va., joins WBT(AM) Charlotte, N.C., as reporter.

Neil Snelling, reporter, WHIZ-AM-FM-TV Zanesville, Ohio, joins WHTH(AM)-WNKO(FM) Newark, Ohio, in same capacity.

Promotion and PR

Bonnie Jacob, independent theatrical press agent working in Washington and Boston, and **Ben Kittner**, assistant editor of National Education Association's newspaper, *NEA Reporter*, join Public Broadcasting Service, Washington, as editorial associates in public information department.

Vicky Purnell, admissions counselor at Old

Dominion university, Norfolk, Va., joins WTAR(AM) there as audience promotions manager.

Technology

Carl Youngberg, former VP-manufacturing, Data Pathing, Sunnyvale, Calif., joins International Video Corp. there as VP-manufacturing.

William A. Blockie, product manager, National Semiconductor Corp., named VP, marketing, Videomagnetics Inc., Sunnyvale, Calif.

Richard Carlsen, video sales engineer, Harvey Electronics, **Anthony Schicchi**, audiovisual consultant, Modern Mass Media, and **David Hillman**, who has been with Sony three years and recently completed management training program, named district sales managers for Sony Video Products Co.'s Eastern region.

Three executives in CBS-TV's production facilities and engineering department promoted to VP: **Robert M. Hammer**, general manager, network operations, New York, becomes VP, production facilities, New York; **Charles Cappleman**, general manager, Television City, Hollywood, becomes VP, production facilities, Television City; **Bernard Oseransky**, general manager, CBS Studio Center, Hollywood, becomes VP, production facilities, CBS Studio Center.

Gary Frank, international manager, Duo Fast, Franklin Park, Ill., joins Oak Communications, Crystal Lake, Ill., as director of sales for CATV division.

Stephen Lang, senior marketing specialist, Valtec Corp., West Boylston, Mass., named sales manager of Valtec's communication fiber optics group.

Allied Fields

Marcus Cohn, communications attorney with Washington law firm of Cohn & Marks, has been nominated by President Carter to six-year term on 26-member council of National Endowment for the Humanities, which disburses \$150 million appropriated by Congress for studies in humanities. Nomination is subject to Senate confirmation.

James DeGraffenreid, graduate, Columbia university School of Law, New York, joins Washington communications law firm of McKenna, Wilkinson & Kittner.

David C. Jatlow and **Stuart F. Feldstein**, associates, Fleischman & Walsh, Washington communications law firm, named partners. **Richard Rubin**, formerly with FCC Common Carrier Bureau, named associate.

Mel Kampmann, former VP for news and public affairs, WJLA-TV Washington, has opened communications consulting firm in Washington, specializing in news and program consulting. Firm is located at 4000 Albemarle St., N.W. Washington, 20016, (202) 362-8582.

Katherine Rutkowski, television research analyst, ABC, New York, joins National Cable Television Association, Washington, as assistant director of technical research. **Vithear Ouk**, graduate, Computer Learning Center, Springfield, Va., and American university Graduate School of Business, Washington, joins NCTA as manager of office of data services.

Al Crocker, sales engineer, Moseley Associ-

Money maker. Shirley K. Mecklin has been retained to direct fund-raising activities for Broadcast Pioneers Library in Washington. She will assume her duties Aug. 1 With an extensive background in promotion, public relations and reporting, as well as fund raising, Mecklin has just completed assignments for the Census Bureau and University of Chicago. The Broadcast Pioneers Library is endowed by the Broadcast Pioneers Educational Fund.

ates, Santa Barbara, Calif., joins Broadcast Communication Associates, Atlanta, as national sales manager.

New officers, Washington chapter of American Women in Radio and Television: **Linda Cincinnati**, Arent, Fox, Kintner, Plotkin & Kahn, president; **Mal Johnson**, Cox Broadcasting Corp., president-elect; **Alice Riehl**, Storer Broadcasting Corp., VP; **Elizabeth Levy**, Environmental Protection Agency, corresponding secretary; **Mila Albertson**, freelance writer and reporter, recording secretary, and **Helen Disenhaus**, Dow, Lohnes & Albertson, treasurer.

Ken Sunshine, former special projects director, *Record World* magazine, New York, joins American Society of Composers, Authors and Publishers, New York, as communications coordinator.

Larry Kirkman, professor, School of Communications, American university, Washington, named director, Television and Video Services program, American Film Institute, there.

Edward Stephens, professor of advertising and assistant dean of intermedia division at S.I. Newhouse School of Public Communications, Syracuse university, Syracuse, N.Y., named acting dean of school. He succeeds **Henry Schulte**, who has resigned, but remains member of faculty.

Deaths

Dick Graf, 51, former news director at WNAC-TV Boston, died July 15 in Boston hospital. He had been suffering from heart trouble. Last month, Graf gave up his position as news director at WNAC-TV because of ill health, but continued to work for station as director of special projects. During his career, he served as news director for WJBK-TV Detroit, WBBM-TV Chicago, and earlier had been news director for WNAC-TV. From 1959 to 1972, Graf worked for NBC News in New York as writer, editor, producer and news director. In 1973, he joined Television News Inc., Coors-financed newfilm service, as VP-news director. Survivors include his wife, Madonna, and three children.

Clarence J. Mulrooney, 91, former chairman of board of Midwest Radio-TV, licensee of WCCO-AM-FM-TV Minneapolis, died July 8. He was director of company since it was formed in 1952 and was vice chairman from 1967 to 1976. He was elected chairman in 1976 after reorganization of company under MTC Properties, which acquired ownership of WCCO. Survivors include his wife, LeVonne.

Don Nicholl, 52, television comedy producer and writer, died of cancer in Los Angeles July 12. He was co-executive producer of *Three's Company* and *The Ropers* and was also story editor and executive producer of *All in the Family*. He also produced *The Jeffersons*.

Stock Index

Exchange and Company	Closing Wed. July 16	Closing Wed. July 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
ABC	29 1/2	28 3/4	+ 3/4	+ 2.60	5	831
Capital Cities	55	55			11	727
CBS	49	49 1/4	- 1/4	- .50	7	1,420
Cox	80 3/8	79 3/4	+ 5/8	+ .78	12	542
Gross Telecasting	25 1/2	25 7/8	- 3/8	- 1.44	7	20
LIN	50 3/4	51 1/2	- 3/4	- 1.45	10	139
Metromedia	73	70 3/8	+ 2 5/8	+ 3.73	8	336
Mooney	9	9 1/2	- 1/2	- 5.26	12	3
Scripps-Howard	53 1/2	53 1/2			8	138
Storer	27 1/4	25 3/4	+ 1 1/2	+ 5.82	9	296
Taft	28 7/8	31 1/4	- 2 3/8	- 7.60	8	252
BROADCASTING WITH OTHER MAJOR INTERESTS						
Adams-Russell	20 5/8	19 1/2	+ 1 1/8	+ 5.76	17	37
Affiliated Pubs.	19 3/4	19 1/8	+ 5/8	+ 3.26	8	101
American Family	8 1/4	8 3/8	- 1/8	- 1.49	4	86
John Blair	21 7/8	20 7/8	+ 1	+ 4.79	7	81
Charter Co.	19 1/8	19	+ 1/8	+ .65	1	532
Chris-Craft	26 3/8	24 7/8	+ 1 1/2	+ 6.03	13	70
Coca-Cola New York	4 7/8	4 3/4	+ 1/8	+ 2.63	11	85
Cowles	24 3/8	24 1/2	- 1/8	- .51	16	96
Dun & Bradstreet	48	48 5/8	- 5/8	- 1.28	14	1,335
Fairchild Ind.	48 1/4	48 1/4			14	275
Fuqua	16	14 7/8	+ 1 1/8	+ 7.56	3	203
Gannett Co.	47 1/2	47	+ 1/2	+ 1.06	12	1,650
General Tire	17 5/8	16 7/8	+ 3/4	+ 4.44	7	416
Gray Commun.	34 1/2	34 1/2			7	16
Harte-Hanks	28 1/4	26 5/8	+ 1 5/8	+ 6.10	13	264
Heritage Commun.	15 7/8	15 5/8	+ 1/4	+ 1.60	8	48
Insilco Corp.	14 5/8	14 3/8	+ 1/4	+ 1.73	6	157
Jefferson-Pilot	28 3/4	28 1/4	+ 1/2	+ 1.76	6	630
Marvin Josephson	14 1/2	14 1/2			9	37
Kansas State Net.	29	29 3/4	- 3/4	- 2.52	23	54
Knight-Ridder	24	24 5/8	- 5/8	- 2.53	9	781
Lee Enterprises	20 3/4	20 1/4	+ 1/2	+ 2.46	10	149
Liberty	15 1/8	15	+ 1/8	+ .83	6	195
McGraw-Hill	32 7/8	31 3/4	+ 1 1/8	+ 3.54	10	809
Media General	29 1/2	29 3/8	+ 1/8	+ .42	8	213
Meredith	37 1/2	37 1/4	+ 1/4	+ .67	5	117
Multimedia	26	26 1/4	- 1/4	- .95	14	259
New York Times Co.	23 7/8	23 3/4	+ 1/8	+ .52	7	286
Outlet Co.	23 3/4	23 7/8	- 1/8	- .52	34	59
Post Corp.	17 3/8	17 1/4	+ 1/8	+ .72	9	31
Rollins	29	29 1/4	- 1/4	- .85	12	389
San Juan Racing	17 3/4	17 1/4	+ 1/2	+ 2.89	20	44
Schering-Plough	41 7/8	40 3/8	+ 1 1/2	+ 3.71	10	2,223
Stauffer Commun*	35	35			9	35
Tech Operations	10 1/4	10 5/8	- 3/8	- 3.52	11	14
Times Mirror Co.	34 5/8	32 7/8	+ 1 3/4	+ 5.32	8	1,175
Turner Broadcasting*	13 1/2	13 1/2				133
Washington Post	17	16 7/8	+ 1/8	+ .74	7	240
Wometco	19	19 5/8	- 5/8	- 3.18	8	168
CABLECASTING						
Acton Corp.	11 3/8	10 7/8	+ 1/2	+ 4.59	8	34
American Express	35 1/4	34	+ 1 1/4	+ 3.67	7	2,512
Burnup & Sims	10 1/8	9 3/4	+ 3/8	+ 3.84	13	88
Comcast	20 1/4	20 1/4			23	77
Entron*	5	5			5	4
General Instrument	59 3/4	58	+ 1 3/4	+ 3.01	10	517
Geneve Corp.	38 5/8	40 1/8	- 1 1/2	- 3.73	27	43
Tele-Commun***	24 1/2	28 1/2	- 4	- 49.12	14	320
Teleprompter	20 3/4	19 1/8	+ 1 5/8	+ 8.49	17	352
Time Inc.	50	48 7/8	+ 1 1/8	+ 2.30	10	1,408
TOCOM	16 1/2	16 1/4	+ 1/4	+ 1.53		49
UA-Columbia Cable	48 1/4	47	+ 1 1/4	+ 2.65	35	162
United Cable TV	31 3/4	31	+ 3/4	+ 2.41	22	130
Viacom	39 1/2	38 3/4	+ 3/4	+ 1.93	15	150
PROGRAMING						
Chuck Barris Prods.	3 3/8	3 1/4	+ 1/8	+ 3.84	3	10
Columbia Pictures	30 3/4	30 1/8	+ 5/8	+ 2.07	9	309
Disney	49 5/8	49 1/2	+ 1/8	+ .25	13	1,611
Filmways	8 1/8	7 7/8	+ 1/4	+ 3.17		54
Four Star	1 5/8	1 5/8			16	1
Getty Oil Corp.	81 1/2	79 1/2	+ 2	+ 2.51	9	6,895
Gulf + Western	17 5/8	16 1/2	+ 1 1/8	+ 6.81	4	985
MCA	48 5/4	47	- 3/8	- .79	8	1,095
Medcom	5 1/4	4 7/8	+ 3/8	+ 7.69	19	9
MGM Film	8 1/4	8 1/4			5	267
Reeves Commun.	22 1/2	19	+ 3 1/2	+ 18.42	16	54
Telepictures	4 1/4	3 5/8	+ 5/8	+ 17.24	19	9
Transamerica	17 1/2	16 5/8	+ 7/8	+ 5.26	5	1,143
20th Century-Fox	47 1/2	47 1/4	+ 1/4	+ .52	8	382
Video Corp. of Amer..	8 1/2	7 7/8	+ 1 3/8	+ 19.29	18	8
Warner	43 3/8	44	- 5/8	- 1.42	11	1,233
Wrather	18 1/8	17 3/4	+ 3/8	+ 2.11		41
SERVICE						
BBDO Inc.	38 1/2	36 3/4	+ 1 3/4	+ 4.76	8	96
Compact Video	16 3/4	16 1/2	+ 1/4	+ 1.51	16	31
Comsat	37 1/4	37 1/2	- 1/4	- .66	8	298
Doyle Dane Bernbach	30 1/2	29 1/2	+ 1	+ 3.38	8	79
Foote Cone & Belding	28	27 3/4	+ 1/4	+ .90	7	75
Grey Advertising	50	49 1/2	+ 1/2	+ 1.01	5	30
Interpublic Group	32 1/4	31 3/4	+ 1/2	+ 1.57	7	144
MCI Communications	9 1/2	9 5/8	- 1/8	- 1.29	48	289
Movielaab.	8	7 3/4	+ 1/4	+ 3.22	7	13
MPO Videotronics	5 1/2	5 3/4	- 1/4	- 4.34	15	3
A. C. Nielsen	29 3/4	27 5/8	+ 2 1/8	+ 7.69	12	327
Ogilvy & Mather	24 3/4	24 3/4			7	101
Telemation	1 1/2	1 1/2			9	1
TPC Communications	6 7/8	7 3/4	- 7/8	- 11.29	49	6
J. Walter Thompson	34 3/4	32 5/8	+ 2 1/8	+ 6.51	8	106
Western Union	24 3/4	24 5/8	+ 1/8	+ .50		375
ELECTRONICS/MANUFACTURING						
AEL Industries	7 1/4	7 3/8	- 1/8	- 1.69		12
Ampex	22 3/4	21 1/8	+ 1 5/8	+ 7.69	11	260
Arvin Industries	12 1/2	11 3/4	+ 3/4	+ 6.38	6	97
CCA Electronics*	1/8	1/8			1	
Cetec	5 5/8	5 1/2	+ 1/8	+ 2.27	7	11
Cohu	5 7/8	6 1/8	- 1/4	- 4.08	8	9
Conrac	16 3/8	16 7/8	- 1/2	- 2.96	7	33
Eastman Kodak	56 1/2	57 1/8	- 5/8	- 1.09	9	9,118
Elec Missile & Comm.	4 7/8	3 7/8	+ 1	+ 25.80	61	13
General Electric	54 1/2	53 3/8	+ 1 1/8	+ 2.10	9	10,059
Harris Corp.	39 7/8	38	+ 1 7/8	+ 4.93	15	1,206
Harvel Ind	6 1/2	6 1/2			17	3
Intl. Video*	7/8	7/8				2
Microdyne	19 3/4	21 1/2	- 1 3/4	- 8.13	15	2
M/A Com	34 1/8	34	+ 1/8	+ .36	30	312
3M	56 1/8	54 1/4	+ 1 7/8	+ 3.45	10	6,537
Motorola	52 3/4	51 3/4	+ 1	+ 1.93	10	1,505
Nippon Electric	45 1/4	46	- 3/4	- 1.63	35	1,485
N. American Philips	28 3/4	30	- 1 1/4	- 4.16	5	345
Oak Industries	29 1/4	28 7/8	+ 3/8	+ 1.29	10	152
Orrox Corp.	6	5 1/2	+ 1/2	+ 9.09	19	9
RCA	23 7/8	23 3/8	+ 1/2	+ 2.13	6	1,787
Rockwell Intl.	59 3/8	58 3/4	+ 5/8	+ 1.06	15	2,090
RSC Industries	4	3 7/8	+ 1/8	+ 3.22	10	9
Scientific-Atlanta	33	30 3/8	+ 2 5/8	+ 8.64	29	321
Sony Corp.	10 1/8	10 1/4	- 1/8	- 1.21	17	2,183
Tektronix	59 1/4	58 1/4	+ 1	+ 1.71	13	1,066
Texscan	12 1/4	12	+ 1/4	+ 2.08	24	9
Valtec	33 1/2	31 1/4	+ 2 1/4	+ 7.20	34	133
Varian Associates	25 3/4	24	+ 1 3/4	+ 7.29	12	197
Westinghouse	25	25 1/8	- 1/8	- .49	6	2,150
Zenith	12 1/8	10 7/8	+ 1 1/4	+ 11.49	11	228
Standard & Poor's 400 Industrial Average						
	134.83	132.86	+ 1.97			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss. ***Tele-Communications stock split two for one. + Stock traded at less than 12.5 cents.

When you position an ad in SRDS Spot Radio, you position your station in the market place.



It's as basic as that.

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

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

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

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

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

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

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

WE'RE MORE THAN JUST RATES.

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

SPOT RADIO RATES AND DATA

5201 Old Orchard Road, Skokie, Illinois 60077

Profile

Ayer's Marcella Rosen: bring on the challenges

The topsy-turvy world of advertising media in the 1980's is a shot of adrenaline to Marcella Rosen.

As senior vice president and media director of NW Ayer ABH International, New York, Rosen oversees a media staff of about 200 and has primary responsibility for almost \$400 million in expenditures, half of that in broadcast. As if that were not enough stimulus, Rosen says she's excited about the advertising implications of the new technology, particularly the challenges posed by the intensified competition to established forms by cable, pay cable, videocassettes and other communications outlets.

Challenges never have constituted a problem for Rosen, who has spent 23 years in advertising. She notes that she held account management positions at advertising agencies back in the mid-1960's, when women were a rarity in such posts. And she assumed the top media position at Ayer in 1978 although her background had not been extremely heavy in media.

Rosen does not come across as the stereotype of the strong-willed, plain-spoken career woman. She speaks softly and evenly, smiles and laughs often, but radiates seriousness and self-confidence. She thinks of herself as the modern career woman who combines marriage with a vocation.

"I would never have been able to hold down the jobs I did without the cooperation of my husband and the excellent household help I have had," she confesses. "My husband always has been supportive of everything I've tried to do. And without the household help I never would have been able to raise two wonderful children."

Her husband, David Rosen, helps in other ways. He is now president of TVC Laboratories, a New York-based color film processing firm, but was once a salesman for Screen Gems (now Columbia Pictures Television) and manager of WAST-TV Albany, N.Y. She says she sometimes discusses questions relating to television with him.

Like many executives in advertising and broadcasting, Rosen originally had set her sights on a career in another field—clinical psychology. While studying for her MA degree at Columbia University during 1955-57, she worked for the Psychological Corp. in New York evaluating various psychological experiments.

"When I received my master's degree in 1957, I decided to see if my background would be useful in industry," she recalls. "I made the rounds of several manage-



Marcella Jung Rosen—senior vice president and media director, NW Ayer ABH International, New York; b. Sept. 29, 1934, New York; BA, psychology, Barnard College, 1955; MA, clinical psychology, Columbia University, 1957; researcher, Psychological Corp., New York, 1956-57; market researcher, Cunningham & Walsh, New York, 1957-62; assistant research account executive and account executive, Doyle Dane Bernbach, New York, 1962-63; account executive, Smith/Greenland, New York, 1963-65; director of marketing services, media and research, Altman, Stoller, Weiss, New York, 1965-67; president, Marcella Rosen Associates, 1967-69; president, Trager-Rosen, 1969-77; associate marketing services group, NW Ayer, 1977-78; present post since 1978; m. David Rosen, 1962; children—Burt, 15; Lisa, 13.

ment consultant firms, and one suggested I might be able to land a job in research at an advertising agency. I had never thought of that."

She applied at various agencies and was accepted at Cunningham & Walsh in the market research department. She remained at C&W until 1962 and broadened her background over the next 15 years with posts in marketing, account management and media at such other New York agencies as Doyle Dane Bernbach; Smith/Greenland; Altman, Stoller, Weiss and her own agency, Trager-Rosen.

"It was wonderful experience," Rosen remembers. "At one time or another I was involved in marketing, account management and media on such diversified accounts as Yardley, General Mills, Folger coffee, the ABC Radio Network, Colgate, Sunshine biscuits, Chelsea National Bank and the Fortunoff discount stores."

In 1977 she accepted an offer to join

Ayer's Marketing Services Group as an associate. She performed a variety of marketing assignments for such clients as Avon, duPont, Scholl, Nestle and AT&T and also was active in the new business area.

The following year when the top slot in Ayer's media department opened up, the agency tapped Marcella Rosen.

Louis T. Hagopian, chairman and chief executive officer of Ayer, explains Rosen's selection: "We knew Marcella had not had extensive media background, but we saw two things. We had become aware of her excellent management skills and we were impressed with her broad background in marketing and account management. These we considered pluses. We feel she has strengthened the department by bringing in outstanding individuals and by broadening the activities of the media unit."

Rosen is confident that broadcasting will continue to flourish in the 1980's despite the growth of new media.

"We think that network television will continue to be a mass medium, although it will become more segmented, more like magazines," she ventures. "We feel that radio will find its place and continue to grow. We had some reservations because of the possible impact of the energy crisis on car riding. But we've concluded that Americans like their cars too much to cut down significantly on their usage of autos."

"We think of cable TV and disks as supplementary to existing media. We hope that cable will experiment with different kinds of programming. The investment can be modest for advertisers to try something new, and some of these projects may move up to network TV or other forms of television."

Rosen's network program staff was immersed in up-front buying for the 1980-81 season until a few weeks ago, and has completed these transactions. Rosen disagrees with other agencies that had been delaying their up-front activity.

"We found the market was generally soft and we were able to buy at reasonable rates," she says. The probability of escalating costs in the 1980's places emphasis on the need for well-trained, skilled media specialists, according to Rosen. She is proud of an in-house media seminar instituted at Ayer recently. It runs from 10 to 12 weeks and 40 persons have attended so far. Of that total, she adds, 27 have been promoted to higher positions.

Aside from her husband, she cites her alma mater, Barnard College, as an influence on her career. "Barnard inspired its women not to settle for second best," she remarks. "If you wanted to be a physician, you were never told to become a nurse."

Down to earth

There are encouraging signs that reason and balance are finding a place in projections of what the new technologies are likely to do to broadcast television. For a while, the enthusiasm whipped up by the new media gave broadcast TV incredibly short shrift. That seems to be changing.

In the last two weeks, for example, two respected agencies have produced forecasts that strike us as basically sound. Young & Rubicam, speaking only of pay cable, foresaw some effects on network TV but said they will be negligible, at least through 1985. "The end of network television as a mass medium is not in sight," Y&R concluded (BROADCASTING, July 14). And N W Ayer, as reported elsewhere in this issue, reached similar conclusions in a look at the whole lot of new media, deciding that they will essentially be supplements to existing forms.

These projections have logic on their side. It is irrational to think that viewers, given a greater diversity of things to watch and do, will not sample them and revisit attractions that they like. It is equally illogical to expect wholesale defection from broadcast TV to the assorted new media. Penetration alone—almost total for TV, just beginning for the new media—will protect broadcast television for quite a while, without regard to the inevitable need of the new media to prove themselves with programing.

It is often said that the new technologies will transform television as television transformed radio. The situations are not alike. Radio was confronted with a new medium that added an entirely new dimension on a national scale. The new technologies are just that—new means of delivery; they bring new and sometimes different programs but add no truly new dimension. Instead of transforming broadcast television, they will nibble at it.

The first signs of nibbling may, in fact, already have been detected. In the second quarter of this year, network shares of prime-time audience were down slightly from the same period of 1979 (BROADCASTING, July 7). Since total TV usage was up, the networks obviously lost audience, although its whereabouts is not yet clear.

Whether the dip was a meaningless aberration or the onset of a trend, this is how the new media that succeed will eventually establish their audiences—in bits and pieces. They will take something away from broadcast television, perhaps causing broadcasters to make some adjustments, but for as far ahead as anyone can see, they are not likely to endanger television's pre-eminence among mass media. Nor should that prospect dismay the new media, for they have already proved they can earn profits on relatively small pieces of the action.

How to cool it

The National Cable Television Association is understandably "shocked and disappointed" by the threat of a moratorium on cable franchising by municipal authorities who dislike S. 2827, the Senate bill to overhaul the Communications Act. S. 2827 is read by the National League of Cities as the death sentence for local authority over franchising. The NCTA says the league misunderstands the bill, which the NCTA ardently supports.

The space here is inadequate to evaluate the arguments in this face-off. It is enough to say that the National League of Cities may be reading more danger into the bill than is really promised and that the NCTA, attempting to calm the league's fears, may be reading less. The point is that there is a disagreement that will not be settled by a freeze on local franchising. What is needed is

clarification that can come only from the Senate Commerce Committee, which before the current recess was hell bent to mark up the bill.

Indeed the committee has many other reasons to reappraise S. 2827 before coming to a vote. Broadcasters have expressed strong reservations about sections that apply to them. S. 2827 offers broadcasting longer license terms but not much else in the way of deregulation and contains the mechanism for creation of substantial rental fees for spectrum use. It proposes to liberate cable from all governmental controls on broadcast signal carriage, a subject of intense dispute that ought to be vented in hearings.

There are other interests that the committee cannot ignore on its way to legislation. As reported elsewhere in this issue, the American Newspaper Publishers Association has drawn attention to features of S. 2827 that it thinks would encourage telephone companies to supply as well as to deliver electronic programing in unfair exploitation of their carrier role. On the other side, AT&T has expressed reservations of its own about the bill.

The advocates of fast action on S. 2827 argue that all the conflicts of interest were exposed at length during hearings on bills that preceded it. The fact is that S. 2827 is new enough legislation to have created controversies of its own. There may be no need for extended hearings. Surely, however, the committee will not go to mark-up before listening to testimony at reasonable length.

Perhaps the National League of Cities would appear to discuss its concerns and to explain why cooler heads decided to call off the moratorium on franchising.

Never look back

A foolish editor, attempting to refresh his memory of what was said on this page about political convention coverage four years ago, discovered an unequivocal prediction that the 1976 conventions would be the last to attract full television coverage. The prediction was based on the networks' loss of audiences that in 1976 left in droves for any other television they could find.

As reported elsewhere in this issue, the networks suffered a worse hemorrhage of audience during their full coverage of the Republican convention last week, but readers will find no prophecy about 1984. Maybe the networks are willing to sacrifice half their normal viewers to other television fare for the journalistic joy of overpowering a story. And indeed the Ford-Bush off-again-on-again vice presidential exercise last Wednesday was something all those absent network viewers must have been sorry they missed.

On to New York with the Democrats Aug. 11.



Drawn for BROADCASTING by Jack Schmidt

"It's just until all the announcers' vacations are over."

At 7:34 P.M., July 9, 1980, WESH-TV became
FLORIDA'S TALLEST ATTRACTION



Station officials Marvin C. Whatmore, left, and John M. Haberlan pose with 9-year old viewer Becky Evans who had just joined them in activating WESH-TV's new Harris transmitters and CP antenna atop a Kline Steel tower (inset) which, at 1,740', not only dwarfed the tower it replaced, but is some 50 stories taller than New York's World Trade Center.



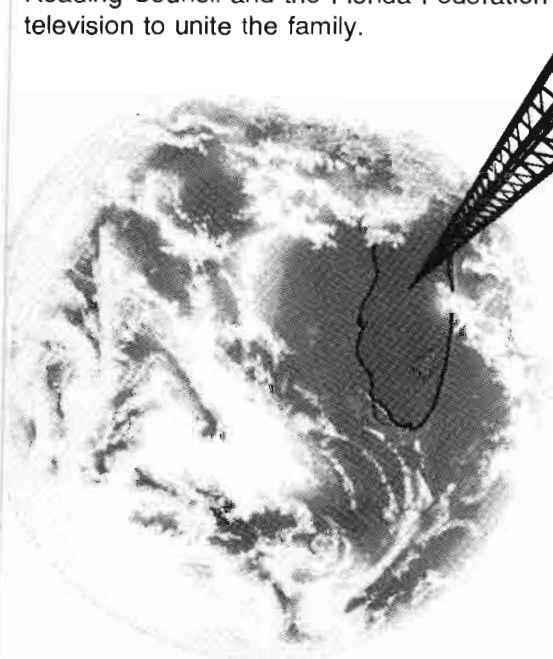
But it takes more than height to build character.

It took a year and more than \$3,000,000, plus years of planning, for WESH-TV to introduce a circularly polarized signal from a tower nearly 800 feet taller than the one from which it has served Central Florida for almost a quarter century. The result is improved reception for veteran viewers and the availability of a superior signal to some 300,000 new viewers in the 2,950 square miles added to the primary coverage area.

But reaching skyward with a new tower doesn't mean WESH-TV has forgotten that success in this fast-growing market is grounded in character, concern and involvement. That is what WESH-TV viewers, who've come from every corner of the nation, demand.

That's why WESH-TV maintains fully equipped and staffed studios in both Daytona Beach and Orlando, with a full-fledged news bureau in Cape Canaveral. That's why WESH-TV people are involved with the civic life of the region and why the station offers more hours of news and public affairs programming each week than its competitors. That's why 80,000 Central Florida Students play WESH-TV's 'TV News Game' and why the station's Daytona Beach manager is consultant to the Florida State Reading Council and the Florida Federation of Womens Clubs on programs geared to make the state a leader in using television to unite the family.

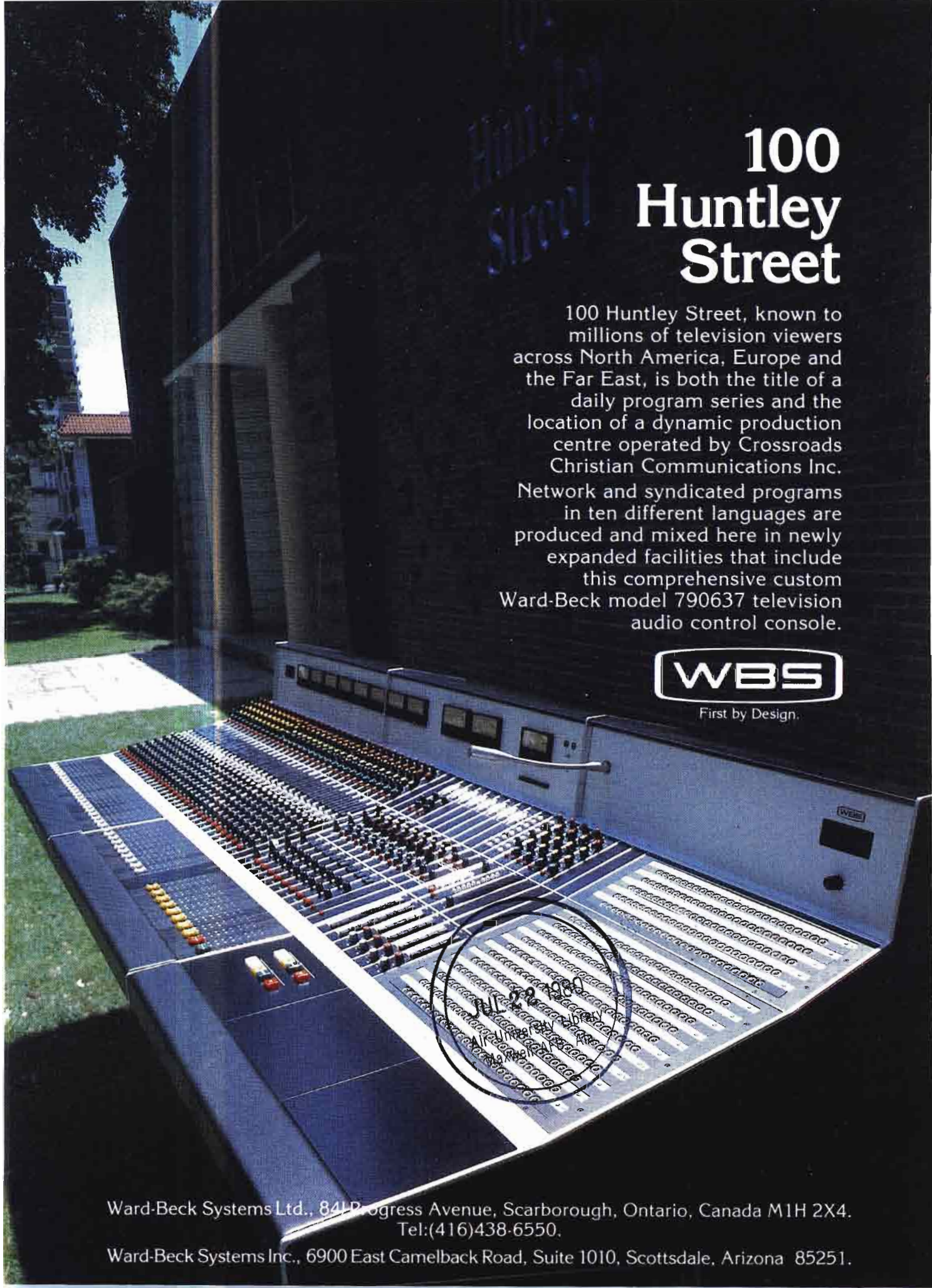
For a lot longer than it took to build a new tower, WESH-TV has been involved; has been concerned — has been building character.



WESH-TV

Daytona Beach/Orlando

A Cowles Broadcasting Station



100 Huntley Street

100 Huntley Street, known to millions of television viewers across North America, Europe and the Far East, is both the title of a daily program series and the location of a dynamic production centre operated by Crossroads Christian Communications Inc. Network and syndicated programs in ten different languages are produced and mixed here in newly expanded facilities that include this comprehensive custom Ward-Beck model 790637 television audio control console.

WBS

First by Design.

Ward-Beck Systems Ltd., 84 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4.
Tel:(416)438-6550.

Ward-Beck Systems Inc., 6900 East Camelback Road, Suite 1010, Scottsdale, Arizona 85251.