

Television's competitive posture □ Bottom line  
on the May sweeps □ Annual awards issue

# Broadcasting Jul 13

The News Magazine of the Fifth Estate □ Vol. 101 No. 2

50th Year □ 1981



## SUNNY & SHARE.

In the Tampa Bay Area, it's sunny for WTOG-TV, with the highest share of Adults 18-49 of any Independent in America's top 25 markets, according to the May Nielsen.

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**WTOG**  
**44**

Tampa/St. Petersburg

SOURCE: May '81, NSI, 9AM-12 Midnight, Monday-Sunday. Subject to normal rating qualifications.

351P1108AB5184 TVR DEC/83  
ADULTS 18-49  
US AIR FORCE  
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The First  
  
Years Of  
Broadcasting

1969

PAGE 77

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Only Mutual Radio could find a Larry King and attract an all-night audience that makes all-night as valuable a buy as any other daypart.



**MUTUAL BROADCASTING SYSTEM**  
Radio is our only business.

# The Week in Brief

TOP OF THE WEEK

**CBS GOES FOR DBS** □ The network has a plan, awaiting final corporate approval, for a direct broadcast satellite system that would deliver high-definition TV direct to homes, to TV stations and to cable systems. If decision is go, plan will be filed at FCC this week, before the commission's July 16 deadline for DBS applications. **PAGE 23.**

**STAYING ALIVE** □ Senate decides to go ahead with its version of deregulation legislation and not adopt House version. Wildmon and his CBTv come out against deregulation, while broadcasters are lobbying strongly for it. **PAGE 23.**

**POOL SNAFU** □ Networks get restraining order against White House decision to exclude television from coverage. White House action came after ABC, CBS, NBC, CNN, INN and ITNA failed to work out a pool arrangement that included representatives from each. **PAGE 24.**

**RAY OF HOPE** □ Even though the panel of experts meeting in Geneva on AM broadcasting did not produce what was expected of it, one hopeful sign was that Cuba appeared to be more flexible than was thought earlier on the high-power problem. **PAGE 24.**

**NETWORK SITUATIONER** □ Tinker gets ready to take over at NBC and Severino settles in at ABC as the battle to wrest the number one spot in ratings and dollars from CBS begins to heat up. **PAGE 27.**

**SWEEP SUMMARY** □ The Arbitron May figures show increases for CBS and NBC and a decrease for ABC in 216 markets. **PAGE 28.**

SPECIAL REPORT

**KUDOS COLLECTION** □ BROADCASTING's fifth annual awards issue features a roundup of the major national honors handed out in the last year to radio, television and cable. **PAGE 33.**

LAW & REGULATION

**LONG COPYRIGHT SUMMER** □ At the first day of six weeks

of hearings on how to divide the 1979 cable fund of \$15 million, the MPAA's Valenti testifies that cable's prosperity is due to syndicated programming and that syndicators should get 80% of the money. **PAGE 62.**

BUSINESS

**PREDICTIONS PROVE TRUE** □ Columbia Pictures and the Outlet Co. come to terms on a merger that will combine Outlet's five TV and seven radio outlets with Columbia's five radio stations in a deal worth about \$165 million. **PAGE 65.**

TECHNOLOGY

**TRANSPONDER JUGGLING** □ After getting Comstar I and II in the same orbital slot last month, RCA has switched transponder assignments of Cable Net Two to the second Comstar. **PAGE 70.**

JOURNALISM

**BUSINESS-JOURNALISM RAPPORT** □ A survey by the American Management Association of journalists, business executives and PR turns up disagreement on media coverage of industry. **PAGE 73.**

PROGRAMING

**PRIZE FUNDING** □ Annual awards for programming that promote "human values," funded by the Lilly Endowment and Capital Cities Communications, will now be supported by new endowment with the support of other broadcasters including Metromedia, Westinghouse, Times Mirror, LIN, Outlet, Hearst and Meredith. **PAGE 74.**

1969

**THE 'BROADCASTING' YEARS** □ Broadcasters found little to cheer in a year that saw the Supreme Court uphold the constitutionality of the fairness doctrine in the Red Lion decision, the Nixon administration launch a public campaign to discredit broadcast journalists and the tobacco interests decide to drop their \$230-million-per-year cigarette advertising in response to Senate threats to put clamps on cigarette marketing. **PAGE 77.**

PROFILE

**AN EYE ON TOMORROW** □ Jack Schmitt has been around. The former astronaut was on the moon in 1972 and now is in Congress. One of his main concerns is communications, with the New Mexico senator authoring the radio deregulation bill, S. 270. **PAGE 103.**

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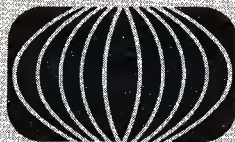
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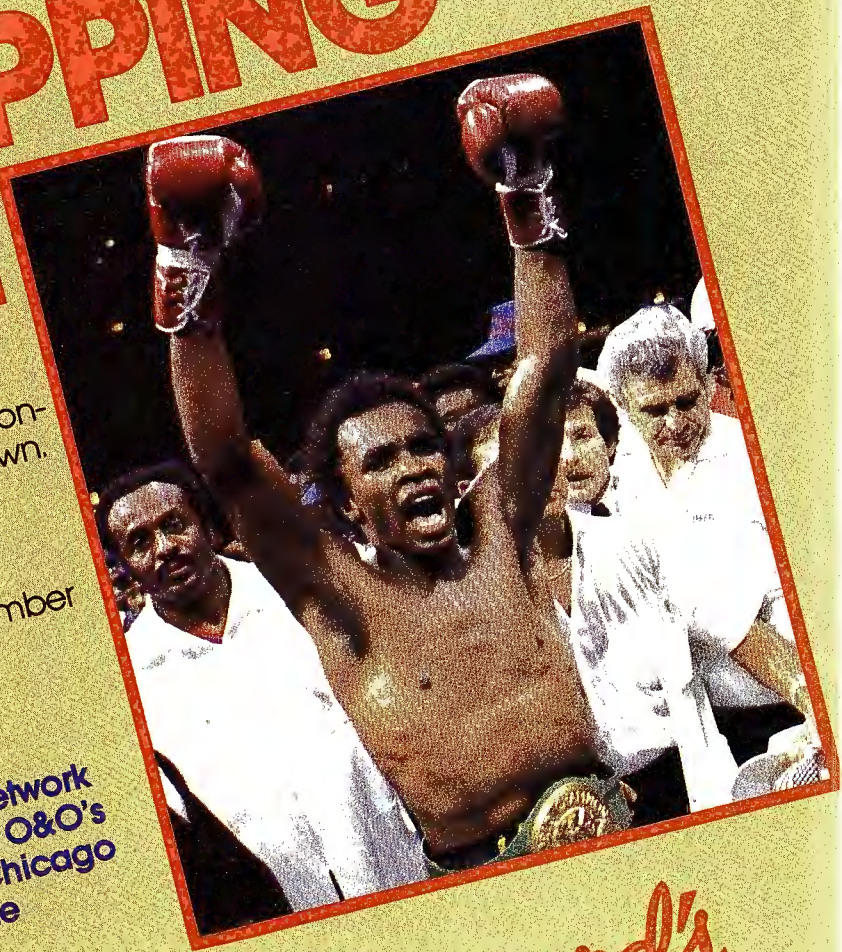
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# MCA TV



# Closed Circuit®

Insider report: behind the scene, before the fact

## Buyers' market

Broadcast financial sources say number of television stations up for sale is probably higher in history, with some 35 on block. Reasons said to be manifold: perception of stiffening competition from new TV stations coming on air as well as advent of new media; disaffection by some owners who bought stations some years ago at floating prime interest rate that now has soared to 20% and higher; decision by some TV station owners in nongrowth areas to leave broadcasting, particularly those in "snow-belt"; estate considerations, including individuals planning for retirement. Some owners are also offering properties on gamble that capital gains tax rate will be reduced by time deals are closed.

For whatever reasons, nobody is beating down Ziff-Davis Broadcasting's doors to buy its six TV stations, which it put on market six weeks ago (BROADCASTING, June 1). Goldman, Sachs & Co., handling projected sale, is said to have identified half-dozen potential prospects for entire group, which is way Ziff would prefer to sell out, but there's no indication of serious negotiations. There have been numerous inquiries, however, about individual stations—mainly three that are in Sun Belt. Ziff, which said it was selling to raise money to expand in information/data-base/entertainment areas, has put no price tag on stations, but entire group has been valued unofficially at more than \$100 million.

## Questions of character

FCC's general counsel's office currently is drafting notice of inquiry on role of character qualifications in licensing process. Notice will pose series of questions such as how (or if) serious nonbroadcast misconduct should be considered in determining applicant's or licensee's ability to carry out public interest obligation as broadcaster, how group owner's misconduct at one station should be evaluated in considering licenses it holds for others.

Intent is to set up guidelines for FCC and broadcasters to use in deciding what kind of misconduct could jeopardize standing as licensee. Similar idea was reflected by FCC General Counsel Stephen Sharp in article in *Federal Communications Bar Journal* earlier this year. He said then that commission should "banish from its lexicon the word character." FCC Commissioner Anne Jones made similar remarks before New England Broadcasting Association last Friday (see "In Brief").

## Liberation

Noncommercial radio will provide FCC with its next deregulation chore. Staff has drafted notice of rulemaking to lift regulations regarding formal ascertainment procedures, nonentertainment programming and program logging. Chances are reasonably good item will appear on agenda of commission's July 30 meeting. If not, it would go over to first meeting in September, after August hiatus. Television deregulation, promised by Chairman Mark Fowler, is not yet on horizon. But indications are that rulemaking to do that job will be presented to commission early in new year.

## Telling all

In preparation is item on satellite transponder allocations that should be ready for FCC action before or soon after FCC's August hiatus. Item stems from RCA Americom petition asking that it be relieved of its unique obligation to make allocation plan part of tariff or require all satellite carriers to do so. Best guess is that FCC will take latter approach in proceeding.

## Following suit

CBS was reported Friday to be nearing decision on starting second radio network. CBS Radio official wouldn't confirm or deny.

## Eye on Senate

Senate Majority Leader Howard Baker (R-Tenn.) appears to have votes for Rules Committee passage of resolution to allow televising of Senate proceedings. Resolution is scheduled for markup Friday (July 17). Six of committee's seven Republicans are said to have sided with Baker, who introduced resolution, leaving only Senator Jesse Helms (R-N.C.) undecided as of last week. Five Democratic members plan to vote for amendment to be offered by Senator Wendell Ford (D-Ky.) to allow radio-only coverage ("Closed Circuit," June 15), although Senator Harrison Williams (D-N.J.) has been in favor of televising proceedings.

If committee passes resolution, full Senate is believed likely to follow suit. Poll taken earlier this year by Cable Satellite Public Affairs Network which carries television service of House (BROADCASTING, March 9) indicated Senate majority in favor of televising action on floor.

## Perseverance pays

After dozen years as operating head of WFTV(TV) Orlando, Fla., while station was in interim status because of FCC troubles, Walter M. Windsor has been signed to three-year contract, effective July 15, by new corporate entity at base of \$170,000 per year. Windsor, who took over on April 1, 1969, has run profitable operation on channel 9 ABC affiliate under chairmanship of Gordon Gray, veteran station owner and operator and one of 70 stockholders in new licensee formed by five competing applicants that finally got together in one company (see page 63).

## Space sales

Exhibit space and hospitality suites are selling briskly for National Association of Broadcasters Radio Programming Conference, set for Aug. 16-19 at Hyatt Regency, Chicago. Of 93 available exhibit booths, 71 have been taken; of 60 available suites, 52 are reserved. Preregistration is on par with last year's at this time, with 547 signed up as of last Friday. Last year's conference, held Aug. 24-27 in New Orleans, drew record 1,600 participants and featured 53 exhibitors and 47 hospitality suites. Among new exhibitors this year are several of new 24-hour satellite programming services.

## Off again, on again

Group W Satellite Communications will hold New York press conference within month to announce first of its cable programming offerings, probably news service that had Ted Turner screaming antitrust in FCC filing last month (BROADCASTING, June 22). Several dates for press conference have been set and then rejected; firm date may be announced late this week.

## More or less

Effect of Reagan administration's economy-in-government program has saved bodies rather than dollars at FCC, according to fiscal year accounting. Reflecting pay increases dictated by inflation escalators are these comparisons: For fiscal 1980 (Oct. 1, 1979, to Sept. 30, 1980), budget of \$76,047,000, with 1,838 employees in Washington and 423 in field, for total of 2,261. For fiscal 1981 (Oct. 1, 1980, to Sept. 30, 1981), budget of \$80,363,000 with 1,608 employees in Washington and 396 in field, for total of 2,004. Reduction is being effected by attrition through retirements or other departures, with no replacements.

# Business Briefly

TV ONLY

**Clorox** □ Hidden Valley Ranch salad dressing. Begins Aug. 10 for third quarter in 37 markets. Agency: Young & Rubicam, New York. Target: women, 25-54.

**Florida Power Co.** □ Conservation '81. Begins late July or early August for 12 weeks in selected Florida markets. Prime access and prime times. Agency: W.M. Zemp & Associates, St. Petersburg, Fla. Target: total adults.

**Mrs. Grass Inc.** □ Soup. Begins late September for eight weeks in about 45 markets. Day and weekend times. Agency: Stern Walters/Earle Ludgen, Chicago. Target: women, 25-54.

**Taco Villa** □ Fast food restaurants. Begins Aug. 10 for seven weeks in Oklahoma markets. All dayparts. Agency: Johnston Advertising, Dallas. Target: adults, 18-34.

**Frederick & Herrud** □ Thorn Apple Valley packaged meats. Begins July 20 for five weeks in six markets. Day, prime,

late fringe and weekends. Agency: Lee King & Partners, Chicago. Target: women, 25-49.

**W.R. Grace** □ Institutional. Begins Aug. 17 for five weeks in about 10 markets. Day, prime access, news, prime and sports programming. Agency: Howard, Merrell & Boykin, Raleigh, N.C. Target: women, 25-54; men, 25-54.

**Ralston Purina** □ Variety pack. Begins Aug. 3 for four weeks in six markets. All dayparts. Agency: CPM, Chicago. Target: women, 25-54.

**Delweb Hotels** □ Sahara hotels. Begins Aug. 23 for four weeks in California markets. All dayparts. Agency: American Media Consultants, Los Angeles. Target: adults, 25-54.

**Scoville Inc.** □ Nutone division (security systems). Begins late July/early August for four weeks in smaller markets in Texas, Alabama, Louisiana, Missouri, Ohio and California. Agency: Dektas & Egar, Cincinnati. Target: adults, 25 and over.

**Reaching farmers.** Katz Agency Inc. has completed study examining TV viewing and radio listening patterns of farmers in Eastern time zone. All viewing/listening information was obtained from Nielsen diary keepers in regular February 1981 survey and was first time in 18 years that Nielsen undertook radio research project, according to Katz. Representative firm also commissioned Nielsen in 1980 for two studies on TV viewing patterns of farmers in Central time zone. Comparison shows that farmers in East tended to watch news programs more in morning than those in Central time zone (40.3% to 26.6%) and in early evening (80.7% to 59.0%) while those in Central watched more news in daytime (31.4% to 25.5%) and in late night (75.6% to 41.6%). Radio study was described as "preliminary" and shows that farmers in East listened not only to traditional early morning farm programs (41% to 48%) but also to other periods.

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**Vlasic Food Products** □ Begins Aug. 10 for three weeks in five West Coast markets. Agency: William B. Doner and Co., Southfield, Mich. Target: women, 25-49.

**Freeman Cosmetics** □ Sea kelp shampoo. Begins Aug. 3 for two to three weeks in seven markets. Agency: Ed Libov & Associates of California, Los Angeles. Target: women, 18-49.

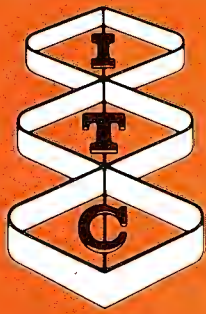
**Endicott Johnson** □ Shoes. Begins Aug. 26 for two weeks in 14 markets. Fringe, prime and sports programming. Agency: Fahigren & Ferris, Parkersburg, W.Va. Target: teen-agers, 12-17; men, 25-54.

**Marine Midland Bank.** □ Begins this week for two weeks in Albany-Schenectady-Troy, N.Y. News and prime times. Agency: Benton & Bowles, New York. Target: adults, 50 and over.

**Shane Co.** □ Jewelry stores. Begins Aug. 3 for one week in about five markets. Day, prime, fringe and weekends. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 18-54.

**Mita Copy Star** □ Copiers. Begins July 20 for one week in Las Vegas. Early fringe and prime times. Agency: Dentsu, New York. Target: men, 25-54.

**Victor Business Products** □ Victor calculators. Begins July 20 for one week in Las Vegas. Day times. Agency: Marsteller, Chicago. Target: men, 25-49.

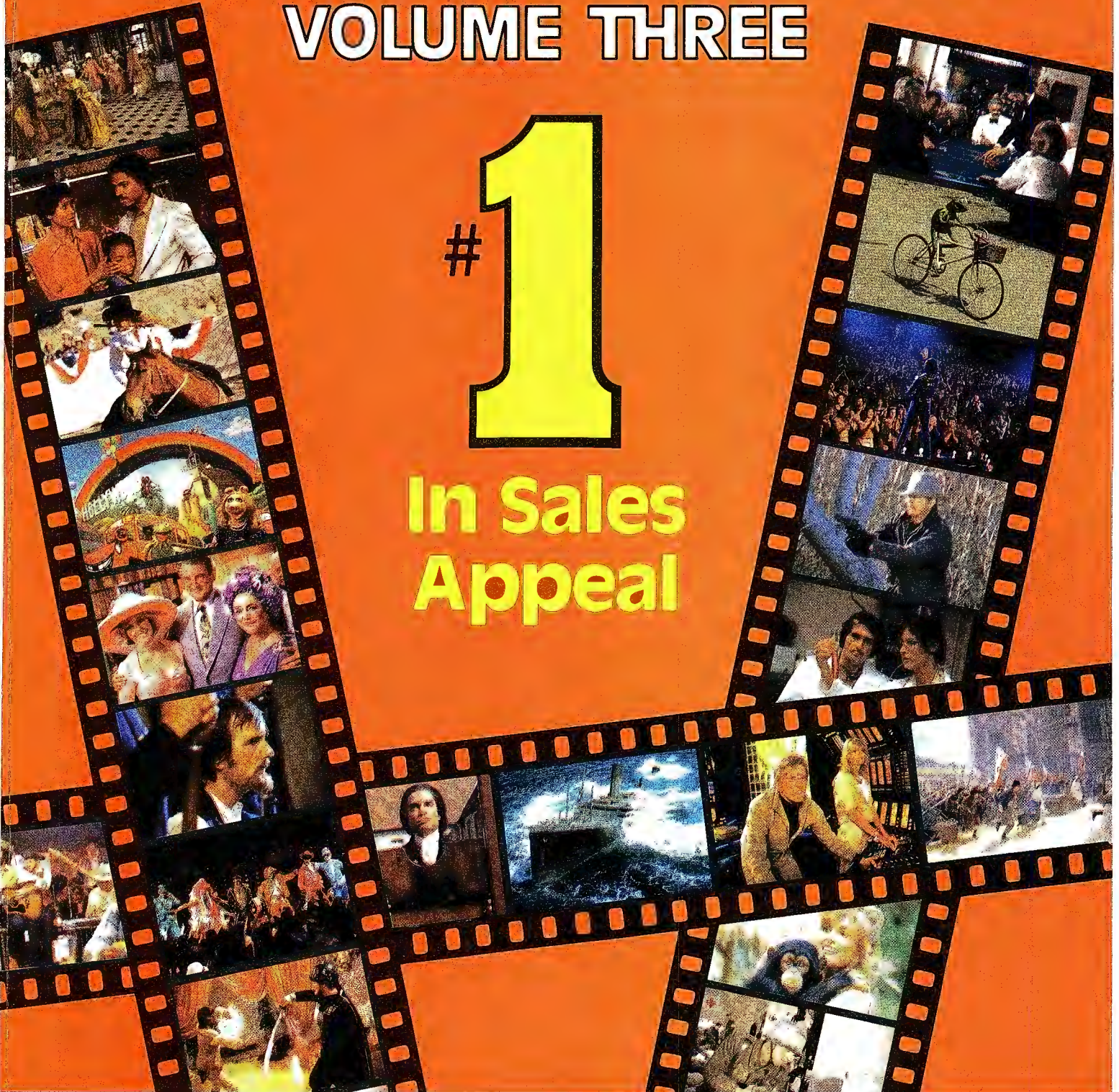


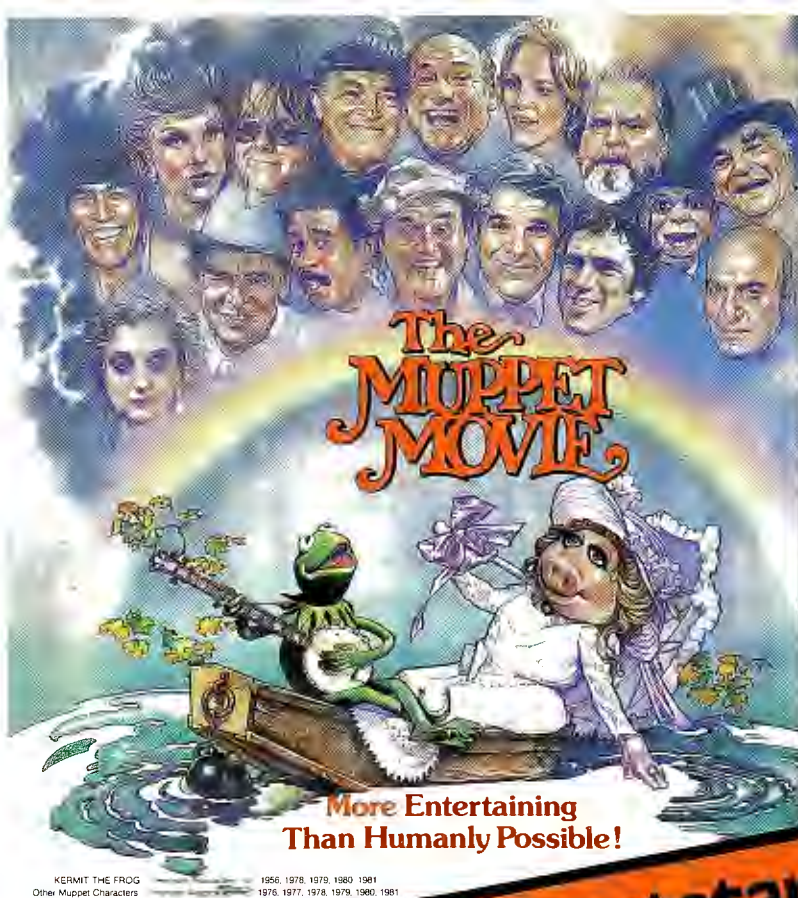
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KERMIT THE FROG  
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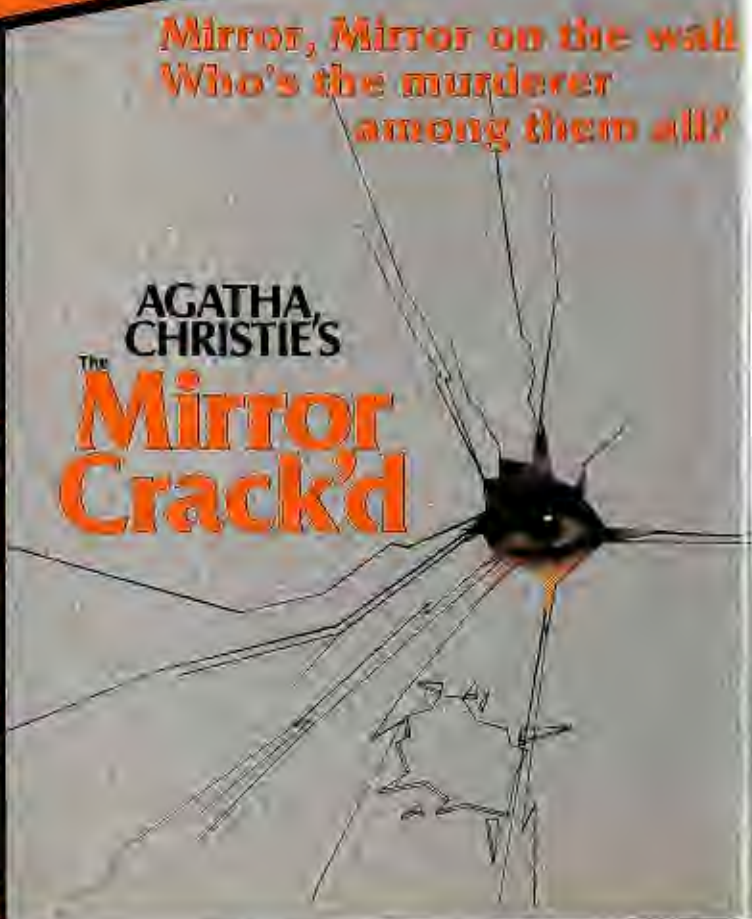
**All Quiet  
on the  
Western Front**

They Left For  
War As Boys,  
Never To  
Return  
As Men!



Mirror, Mirror on the wall  
Who's the murderer  
among them all?

AGATHA  
CHRISTIE'S  
**THE Mirror  
Crack'd**



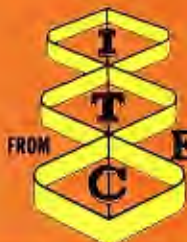
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 Miami/Ft. Lauderdale **WCIX-TV**

Houston **KTRK-TV**  
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 Seattle/Tacoma **KSTW-TV**  
 Atlanta **WSB-TV**  
 Flint/Saginaw/Bay City **WNEM-TV**  
 Wichita-Hutchinson **KTVH**  
 Richmond **WWBT**  
 Jacksonville **WAWS-TV**  
 Fresno/Visalia **KMPH-TV**  
 Spokane **KHQ-TV**  
 Portland/Poland Springs **WCSH-TV**  
 West Palm Beach/  
 Palm Beach **WPEC**  
 Chattanooga **WTVC**  
 Fort Wayne **WPTA**  
 Las Vegas/Henderson **KVVU-TV**  
 Ft. Myers/Naples **WEVU-TV**  
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 Macon **WCWB-TV**  
 Bangor **WLBZ-TV**  
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ENTERTAINMENT

an ACC MEDIA GROUP

the... Even so, in recent years there has been the... of frequency trading... proposed... by the ARF Media Communications... dience. Who are they? When are they

## D e b e a t e

### Major Meetings

**Aug. 16-19**—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau hotel, Miami Beach, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

**Nov. 9**—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

**Nov. 9-11**—*Television Bureau of Advertising*

27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

**Dec. 2-4**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Feb. 7-10, 1982**—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

**Feb. 7-10, 1982**—*National Religious Broadcasters* annual convention. Sheraton Washington hotel, Washington.

**March 11-16, 1982**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 4-7, 1982**—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

**April 17-22, 1982**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29, 1982**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

**May 2-5, 1982**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

**May 4-5, 1982**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 4-8, 1982**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

**May 10-13, 1982**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 16-18, 1982**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**June 6-10, 1982**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

■ **Aug. 23-26**—*Cable Television Administration and Marketing Society* conference, "CTAM '81." Copley Plaza hotel, Boston. Information: CTAM, 2033 M Street, N.W., suite 703, Washington, D.C., 20036, (202) 296-4218.

**Aug. 24-26**—*Arbitron Radio Advisory Council* meeting, Park Hilton, Seattle.

**Aug. 26-27**—*Arbitron Radio* workshop. Writer's Manor, Denver.

### September

**Sept. 1**—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

**Sept. 1**—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV pro-

grams that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

**Sept. 1**—Deadline for entries in fourth annual Tokyo Video Festival, sponsored by *JVC of Japan*. Information: JVC Tokyo Video Festival, c/o Burson-Marsteller, 866 Third Avenue, New York 10022.

**Sept. 4-13**—*International Audio and Video Fair Berlin*. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans.

**Sept. 11-13**—*Nebraska Broadcasters Association* annual convention. Lincoln Hilton, Lincoln, Neb.

**Sept. 11-13**—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

■ **Sept. 12**—Deadline for U.S. entries in 24th annual *International Film and TV Festival* of New York. Categories include commercials, TV programs, film, tape slide and audio-visual productions. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

**Sept. 13-15**—*Minnesota Broadcasters Association* fall meeting. Holiday Inn Downtown, Rochester, Minn.

**Sept. 13-15**—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

**Sept. 13-15**—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau Hilton, Miami Beach, Fla.

**Sept. 15**—Deadline for entries in 13th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, 76150, (817) 737-4011.

**Sept. 16-18**—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, 20035, (202) 457-4996.

**Sept. 17-16**—31st annual Broadcast Symposium,

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**Sept. 17-20**—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

■ **Sept. 18-19**—*South Dakota State University's* 15th annual South Dakota Broadcasters Day. University campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4191.

**Sept. 18-20**—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

**Sept. 18-21**—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

■ **Sept. 19**—*Society of Broadcast Engineers* San Francisco Bay Area annual banquet, chapter 40. Concord Inn, Concord, Calif.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington.

**Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

**Sept. 23-25**—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

**Sept. 23-26**—*National Broadcast Association for Community Affairs* annual conference. Manor Vail Lodge, Vail, Colo. Information: Marcia West, KOA-AM-TV Denver, (303) 861-4444.

**Sept. 24-25**—*National Association of Black Owned Broadcasters* annual broadcast management conference. National Association of Broadcasters headquarters, Washington.

**Sept. 24-26**—*American Women in Radio and*

*Television* Western area conference. Marina City Club, Marina del Rey, Calif.

**Sept. 25**—*Society of Broadcast Engineers* central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNY-FM-TV Liverpool, N.Y., (315) 457-0440.

**Sept. 25-26**—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

**Sept. 28-30**—*Nevada Broadcasters Association* annual convention. Elko, Nev.

**Sept. 28-30**—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

**Sept. 29-30**—*Arbitron Radio* workshop. Copley Plaza, Boston.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 24th annual meeting and show. Hyatt Regency, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, Lecompton, Kan., 66050, (913) 887-6119.

## October

**Oct. 1-2**—*University of Illinois* sixth scholar-educator conference, "Education, Media for the Millions, and Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

**Oct. 2-3**—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

**Oct. 2-4**—*American Women in Radio and Television* West central area conference. Omaha.

**Oct. 3-4**—*New Jersey Associated Press Broadcasters Association's* annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

**Oct. 4-6**—Cable Software Symposium and Exposit-

tion, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

**Oct. 4-6**—*Kentucky CATV Association* convention. Executive Inn, Owensboro.

■ **Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Golden Nugget casino hotel. Atlantic City, N.J.

**Oct. 5-7**—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 7**—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

**Oct. 7-8**—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

■ **Oct. 7-9**—*Tennessee Association of Broadcasters* convention. Peabody hotel, Memphis.

**Oct. 8-11**—*National Black Media Coalition* annual conference. Mayflower hotel, Washington.

**Oct. 9-11**—*American Women in Radio and Television* Midwest area conference. New Marriott, Harrisburg, Pa.

**Oct. 11-13**—*National Association of MDS Service Companies* annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associates Inc., 4701 Willard Avenue, suite 105, Washington 20015.

**Oct. 13-15**—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

**Oct. 13-15**—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

**Oct. 14-16**—*Kentucky Broadcasters Association* convention. Marriott Resort hotel, Lexington, Ky.

**Oct. 15**—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

**Oct. 15**—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

**Oct. 15**—Fund raising banquet for benefit of Broad-

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## Errata

**Howard Liberman** was incorrectly identified as attorney with Washington law firm, Cohn & Marks, in June 22 issue, page 34. He **left Cohn & Marks last December to open his own law office** in Washington.

**KCUE(AM) Red Wing, Minn.**, operates with **1 kw, daytime only**, not 250 w night, as reported in June 22 "Changing Hands" and "For the Record." Correct call letters for **Sorenson Broadcasting's Pierre, S.D.**, FM is **KNEY**, not KNEK as reported in "For the Record" June 22.

Station **sale of KGLC(AM)-KORS(FM) Miami, Okla.**, was **dismissed**, not granted, as reported in July 6 "Changing Hands" and "For the Record."



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# Broadcasting

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cast Pioneers Library, co-sponsored by *Broadcast Pioneers and Vince Wasilewski*, president, National Association of Broadcasters. Sol Taishoff, editor, *Broadcasting*, will be recognized. Washington Hilton.

**Oct. 15**—Video Technology for Filmmakers, sponsored by *Advanced Technology Seminars*. Barbizon Plaza hotel, New York. Information: Advanced Technology Seminars, 1600 Broadway, Suite 690, New York, 10019.

**Oct. 15-17**—*American Women in Radio and Television* Southwest area conference. Dallas. *AWRT* Southern area conference. Charleston, S.C.

**Oct. 15-18**—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

**Oct. 16**—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

**Oct. 16-17**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Oct. 19-20**—*American Women in Radio and Television* Northeast area conference. Boston.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Columbus Hyatt Regency, Columbus, Ohio.

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

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Oct. 26-28**—*Atlantic Cable Show*, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland. Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

**Oct. 28-31**—Pro & Con Screening Board's national conference on media, "Opportunities in the Media, with or without EEO." Information: Pro & Con Screening Board, 226 South Wabash, Suite 700, Chicago, Ill., 60604, (312) 663-0801.

**Oct. 29-Nov. 1**—*Missouri Broadcasters Association* fall meeting. Hilton Plaza Inn, Kansas City, Mo.

## November

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

**Nov. 1-4**—*Scientific Atlanta's* seventh annual Satellite Communications Symposium. Hilton hotel, Atlanta.

**Nov. 3-6**—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

**Nov. 4-6**—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

**Nov. 5-7**—*National Translator Association* annual Low-Power Television and Translator Convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111. (801) 237-2623.

**Nov. 8-11**—*Association of National Advertisers* annual meeting. Fairmont hotel, San Francisco.

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 9-11**—*Subscription Television Association* second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund, (213) 827-4400.

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## Teacher's aide

EDITOR: On behalf of those of us who have taught courses in broadcasting, using less-than-adequate materials, I offer you a genuine thank you for "The First 50 Years of Broadcasting" series. If I had had such well-written, concise and interesting information available when I taught radio and television courses at the University of Illinois several years ago, my job would have been much easier.—*Tom Jones, coordinator of broadcast services, University of Illinois, Office of Public Affairs, Urbana-Champaign campus, Champaign.*

*bana-Champaign campus, Champaign.*

## Forum

EDITOR: A note of thanks for allowing me to express my views and opinions about radio research in your fine and prestigious magazine. BROADCASTING is most assuredly "the source" of current, accurate and relevant information for those of us in the industry. It is truly an honor to have one's thoughts published in it ("Monday Memo," June 15).—*Wendy Marquardt, associate media director, Wyse Advertising, Cleveland.*



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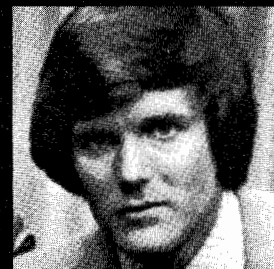


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# Broadcasting Jul 13

Vol. 101 No. 2

TOP OF THE WEEK

## CBS-DBS-HDTV: Putting them all together for the FCC

**Proposal for three-channel, 27 mhz system that would broadcast high-definition signals direct to homes, through affiliates and via cable systems awaits final approval in New York before submission by Thursday deadline**

CBS-TV is planning a direct broadcast satellite system that it hopes will lay the foundation for the eventual conversion of television in the United States from the current 525-line NTSC system to a high-definition television (HDTV) system.

As of late Friday (July 10), a proposal for a three-channel DBS system that would deliver HDTV signals direct to homes, to television stations for retransmission and to cable systems was on the desks of high-level executives at CBS waiting their decision as to whether it should be filed at the FCC this week.

All potential DBS operators are facing a Thursday (July 16) deadline at the FCC. When that agency accepted Comsat's DBS application last April it announced that any DBS venturer that wanted its application to be considered in conjunction with Comsat's must file before that date.

The CBS plan is consistent with several filings it has made on DBS since the FCC's proceeding began last October. It puts in concrete terms CBS's arguments that the DBS spectrum should be used to "accomplish a national transition to wide-screen, high-definition television service by the end of the decade" without tearing down the existing terrestrial television system.

Gene Mater, senior vice president, policy, CBS-TV, said last Friday that details of the CBS plan were still in a state of flux. The final shape of the plans will solidify if and at the same time CBS decides to file early this week, he said.

As testimony to the plan's amorphous shape, two slightly different schemes for using the three channels emerged last week. Jim Babb, executive vice president, WBTV-TV Charlotte, N.C., and chairman of the affiliate advisory committee, which was briefed by CBS on its DBS intention two weeks ago, said CBS was considering

one channel for delivering HDTV to television stations and direct to home, one for CBS Cable transmissions to cable systems and one for closed-circuit transmissions.

According to Babb, under the plan, viewers would have a choice of receiving programing from the first channel directly through a roof-top antenna or from the local CBS broadcast affiliate. The closed-circuit channel would be used for teleconferencing and emergency communications.

According to one CBS official, one channel would be dedicated to distributing HDTV programing to television stations, one for direct-to-home service and one for CBS Cable.

The key element of both plans—and, indeed, of CBS's entire concept of involving existing television stations in DBS—is the broadcasters' ability to rebroadcast HDTV. Technology will have to be devised to broadcast the extremely wide bandwidths HDTV signals with channels to which broadcasters can have access—or, a distant possibility, of compressing signals sufficiently to fit the normal 6 mhz transmission path.

When CBS talks about HDTV it is talking about the eventual conversion of all television equipment, including the television receiver, which would have to have some electronic intelligence (a "smart" receiver). According to Babb and sources at CBS, however, CBS's goal is to develop an HDTV system that is compatible with existing receivers in the same way that color television signals today are compatible with black-and-white receivers.

The CBS plan is clearly at philosophical odds with Comsat's application for a three-channel NTSC DBS system, but it is unclear whether they can coexist technically. One point of contention is bandwidth. Comsat has asked for 16 mhz channels. According to one CBS engineer working on the project, CBS will ask for a minimum bandwidth of 27 mhz, in keeping with that agreed upon for DBS service in Europe and Asia.

The CBS application, if submitted, should garner the support of most of the broadcast industry. An ABC proposal two weeks ago to convene a national conference to formulate plans to use DBS technology to foster the conversion of NTSC systems to HDTV drew support last week from the three major network affiliates groups and the Association of Maximum Service Telecasters. The affiliates said the public has a stake in "permitting its free, community-oriented service to add the benefits of high-definition technology." AMST claimed that the survival

of terrestrial broadcasters may depend on their ability to employ HDTV.

Although the CBS affiliates did not get all of their questions answered at the CBS briefing, and are worried about inclusion of cable in the plans, Babb said the consensus among them was that "CBS is moving in the right direction, philosophically and technically."

## Deregulation bill still alive in Senate; conference with House seen

**Legislation with license fee included survives proposal to adopt House version with no broadcast provision; Wildmon, CBTU come out against bill, say public interest will suffer**

Chances for quick passage of broadcast deregulation and license fee legislation remained good last week after Senate leaders decided to proceed to conference on the Senate's version of a mammoth budget bill. For a short time last week, Senate leaders considered a proposal from the Reagan administration to accept the House version of the bill, which contains no broadcast deregulation measures, but might find easier passage in the full Congress.

If the Senate had done that, there would have been no House-Senate conference on the bills, and broadcast deregulation measures would have reverted to their former status as separate bills pending in the Senate. As it is, there will be a conference as originally planned.

Republican senators participating in a mini-conference on the Commerce Committee's portion of the bill are likely to be Commerce Committee Chairman Bob Packwood (R-Ore.), Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and Senator Harrison Schmitt (R-N.M.). Ranking minority member Howard Cannon (D-Nev.) and one other Democrat on the Commerce Committee will also participate.

Ten members of the House Energy and Commerce Committee, six Democrats and four Republicans, will also participate in that mini-conference, but as of late Friday, leaders had not decided who the 10 would be. Likely participants are committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee

Chairman Timothy Wirth (D-Colo.), both of whom oppose passing the deregulation bills as part of the budget package.

While all this went on in Washington, lobbying for and against the broadcasting measures intensified. Last Thursday, the Coalition for Better Television, a group that had threatened a major boycott of television advertisers who support programs it deems indecent, joined a battery of other citizen organizations and several labor unions that oppose the bills. At the same time, broadcasters have mounted what may be the strongest grass-roots lobbying effort they have waged in years.

The Rev. Donald Wildmon, a Tupelo, Miss., minister who chairs the CBTV, said he opposes the bills because deregulation "would take away public participation" in TV and radio programming. He plans to advise member groups, churches and individuals to oppose the bills this week in a weekly newsletter, the *NFD Informer*, sent to members of another group he heads, the National Federation for Decency.

Wildmon said he opposes the bill's provisions to eliminate requirements for ascertainment of community needs, to allow the FCC to award licenses by lottery and to eliminate comparative renewal proceedings. He and CBTV had joined at least 15 other citizen groups and labor unions that oppose broadcast deregulation, including the National Coalition on Television Violence, Media Access Project, National Abortion Rights Action League, Action for Children's Television, National Education Association, Americans for Democratic Action, the National Catholic

Conference, National Black Media Coalition, American Civil Liberties Union and the National Association for Better Broadcasting. Representatives of those and other groups wrote to Wirth, saying they'd like to participate in his activities toward revising the Communications Act, and oppose passage of the Senate-passed bills.

Wildmon, who learned of the pending legislation from Samuel Simon, executive director of the National Citizens Committee for Broadcasting (BROADCASTING, July 6), said he decided to oppose the bills despite strong "mixed emotions" about their merits. "I'm a free enterprise type of fellow," he said, but deregulation as proposed in the bills "would remove any incentive broadcasters have to be responsible to their communities."

The measures in question would deregulate radio, increase license stability for TV stations and impose user fees on telecommunications providers. Also included in the package are provisions to fund public broadcasting for fiscal years 1984 through 1986 and to provide for eventual VHF-TV service in New Jersey.

At the same time, broadcasters, encouraged by the momentum of the budget process, are said to be lobbying in favor of the bills in much greater numbers than they have for any other initiative in recent years. Government relations committees for both CBS and ABC affiliate groups have urged their members to contact their representatives in Congress. The National Association of Broadcasters and National Radio Broadcasters Association have likewise activated their members.

## Snafu develops over pool plans for White House

An impasse between the White House press office and Washington television news organizations was resolved temporarily last Thursday when a Georgia judge issued a temporary restraining order against a new policy that leaves it up to television to name pool reporters—an idea whose time appears not to have come.

The temporary restraining order, issued by Judge Orinda Evans, U.S. District Court for the Northern District of Georgia, directed the White House to hold off on a new press pool policy it had adopted, after attorneys for ABC and NBC argued that it discriminated against television and had been adopted to punish television for being unable to meet its provisions.

At issue was a new pool policy the White House had planned to put into effect on July 10. That policy, which it announced on June 4, required "the television media representatives themselves" to determine whose reporters and cameramen would make up each day's pool, and came in the wake of Cable News Network's May 11 suit against the White House and the three major networks. In that suit, which is currently pending, CNN alleges that the old system of pool coverage, by rotating only ABC, NBC and CBS, denied CNN access to news in vio-

## Ray of hope from 9 khz meeting

### U.S. experts returning from Geneva reassert failure of main channel-spacing studies but see chance for accord with Cuba on AM interference

Out of the shambles of the western hemisphere's panel of experts (POE) meeting in Geneva that, participants agree, failed to produce the AM channel-spacing studies expected of it, have emerged the first expressions of hope that the U.S.'s AM-interference problem with Cuba may be susceptible to solution. No one is calling for a celebration yet; political complications are said to be serious. But one American who worked with two Cuban engineers for eight weeks said he was "optimistic" about the possibility of resolving U.S.-Cuban differences.

The POE meeting, which ended on June 19, was to have provided comparative studies of three AM channel-spacing plans—the present 10 khz system and two rival 9 khz schemes that would create 12 new channels each. But, as Larry Olson, the FCC engineer who headed the U.S. delegation, reported last week at a meeting of the industry Advisory Committee on Radio Broadcasting, poor computer pro-

gramming and inadequate preparation—much of which he blamed on the International Frequency Registration Board, which was in charge of the project—prevented the panel from producing what he calls a "conclusive" report. The studies are subject to "so many infirmities," he said, repeating a view he expressed earlier in an interview (BROADCASTING, June 29), that "I'd hate to rely on them" in deciding between 9 khz and 10 khz. The FCC is to make its decision at a closed meeting on July 29.

But if the POE session failed in its primary purpose, the personal relations that developed over the eight weeks seemed to generate mutual confidence and respect among the engineers from the eight countries represented on the POE. And those feelings, on the part of the Americans, extended to the Cubans.

Indeed, Wallace Johnson, of the Association of Broadcast Engineering Standards, and Steve Selwyn, an FCC engineer, who worked with two Cuban engineers on one of four subcommittees, appeared encouraged by their attitude toward the two countries' mutual problems. Cuban stations now are operating at powers causing interference to stations in Florida, and

Cuba's proposals for future radio operations indicate that the problems will intensify.

But Johnson, who said the contact with the Cubans afforded him "insight" into problems of the island nation, said the Cubans' use of high power is aimed at offsetting "a terrible problem of interference in Cuba."

Most of Cuba's interference problems, Johnson said, result from the fact that two or more stations operate on many of Cuba's channels. So the Americans suggested that, by reducing power, Cuba's stations would cease interfering with one another—with a resulting improvement in service—and with U.S. stations, as well. The use of directional antennas was also suggested, although Cuba has rejected that idea in the past. "The Cubans were receptive to engineering techniques that would help them, and help us, too," Johnson said.

The Americans indicated they made clear that cooperation is required regardless of which channel-spacing plan is adopted. Johnson said the point was made that if a 9 khz plan were adopted, the Cubans' use of high power would deny other countries—including those with

lation of antitrust laws and the First Amendment (BROADCASTING, May 18).

Although the major players in the drama—ABC, CBS, NBC, CNN, Independent Network News and the Independent Television News Association—exchanged a series of letters, phone calls and telegrams, no agreement on who should be included in the pool was reached by the new organizations.

On July 2, the press office announced that there would be room for five television representatives in the daily pool for July 10, requesting that the media notify the office by noon of July 9 of who had been selected to take those spots.

What happened next is hard to determine because spokesmen for the news organizations, noting that the CNN suit is under litigation, declined to comment. But ABC, CBS, NBC and CNN, unable to agree on a pool among themselves, each wrote the press office recommending staffers from their own organizations to fill the pool.

Sid Davis, head of NBC's Washington bureau, and Bill Knowles, head of ABC's, both wrote the White House explaining that their union agreements (with the National Association of Broadcast Employees and Technicians) prevented them from using pool coverage unless supplied either by NABET members or by technicians from the International Brotherhood of Electrical Workers, the union at CBS. CNN, ITNA and INN all are non-union. Each of the three major networks submitted its own list of five pool representatives for July 10, as did CNN.

After the deadline passed, the White House press office, discerning that the television organizations hadn't been able to agree among themselves, posted its press pool assignments for July 10, noting that since the television media representatives hadn't complied with the White House request, the "pool does not include television media representatives." Said a White House staffer: "Instead of five names, we got 20," so it was decided to exclude television from the news pool until the news organizations worked out their problems on their own.

After the networks caught wind of the White House's plan, attorneys for ABC and NBC, in Atlanta for the preliminary stages of the CNN suit, asked Evans, the presiding judge in the case, to issue the temporary restraining order. The order was issued by the Atlanta judge on the evening of July 9.

In reaction to the order, the White House posted another notice late on July 9, announcing that it would, "for the time being," go back to the "previously existing method of designating television media representatives" in the pool coverage, and announced NBC would be supplying pool coverage for July 10.

Although rumors were flying early Friday that the Justice Department would appeal the order, no appeal had been made by early afternoon.

The issue will be addressed again this week when Evans is expected to consider a CNN motion for a preliminary injunction to enjoin the White House from denying CNN equal access.

## Rhetorical backlash to UNESCO threats on press freedom

**House subcommittees stage hearings calculated to send message abroad: Stay out of press regulation or face prospect of retaliation by U.S.**

Two subcommittees of the House of Representatives last week turned on the transmitter, aimed it in the direction of UNESCO, increased the volume, and sent what was intended to be another in a series of strong signals: Back off on proposals to regulate the world press or face the unspecified wrath of the U.S.

For most of the members of the subcommittees, at least, the role they were playing was a natural. "I can't imagine an issue on which Congress would be happier to stand than this one," said Representative Joel Pritchard (R-Wash.).

The issue is the movement of the United Nations Educational, Scientific and Cultural Organization toward adoption of New World Information Order, backed by the Soviet Union and a number of Third World countries, that would provide for such things as licensing of the press and drafting a code of ethics for journalists. Supporters of the movement say the order is intended to improve reporting from developing countries.

But some 60 journalists from 20 Western and Third World countries met at Talloires, France, in May and adopted a declaration calling for unremitting opposition to the New World Information Order as a violation of press freedom (BROADCASTING, May 25). Last month, the Senate pitched in with a 99-0 vote in support of a sense of Congress resolution stating that the U.S. contribution to UNESCO—\$49 million annually—should be reduced to the extent it is used to support efforts to restrict the free flow of information.

Now, the House Foreign Affairs Subcommittees on Human Rights and International Organizations are considering resolutions aimed at underlining that message. One (H. Res. 137) expresses support for the Talloires declaration. The other (H. Res. 142) calls on UNESCO to "cease efforts to attempt to regulate news content . . ."

Members of Congress and a State Department official who testified were clearly expecting their voices to be heard at UNESCO headquarters in Paris, as well as in Washington.

"This is a nonnegotiable issue," said Senator Thomas Quayle (R-Ind.), a former publisher of the Huntington, Ind., *Herald-Express*, and a joint author of the Senate resolution on UNESCO. The U.S. should not participate in "any compromise," he said. And it should make clear "our patience is not inexhaustible." Representative Millicent Fenwick (R-N.J.), co-author of H. Res. 142, said of the

which Cuba is friendly, like Mexico—the use of the new channels that would be made available. Johnson said it appeared that a 10 kw limit on stations occupying the new channels would satisfy most of the countries in the hemisphere.

None of this appears to settle the issue of the two 500 kw stations Cuba has said it will place on the air. That is regarded as purely a political problem. Nevertheless, Johnson said, "I ended up in an optimistic frame of mind."

That wasn't true of all the Americans who participated in the POE meeting. Arthur Silver, a consultant to the Puerto Rican Broadcasters Association, said, "My feeling is, that for planning purposes, they'd do anything but that in the real world, they wouldn't do anything." Furthermore, he said, the Cubans would want a quid pro quo.

To the Daytime Broadcasters Association representatives, discussion of the Cuban issue provided additional ammunition for support of the 9 khz channel spacing plan that DBA initiated. Ray Livesay, DBA president, and Greg Skall, DBA counsel, said after the advisory committee meeting that, regardless of whether Cuba agrees to the technical solutions to the interference problems suggested by Johnson and Selwyn, the two 500 kw stations it wants to build as propaganda outlets in the

hemisphere remain a problem. To solve it, DBA would concede two of the 12 new channels the 9 khz plan would create. Cuba and the other countries in the hemisphere, they noted, would be able to operate additional stations with up to 10 kw on the remaining 10 channels. Under the 10 khz plan, Skall and Livesay noted the only channels on which Cuba could operate its proposed superpower stations are those on which U.S. stations broadcast.

The POE session not only failed in its objective; it left the U.S., at least, with aggrieved feelings toward the IFRB, an arm of the International Telecommunication Union. Americans who attended the meeting tend to place much of the blame for the failure on IFRB. What's more, they indicated the IFRB's attitude was a hindrance. Olson said IFRB resisted, not always successfully, inclusion in the POE report of ideas panel members had developed at the second session for remedying defects in procedures uncovered in Geneva.

The matter doesn't end there. William Jahn, of the State Department's Office of International Communications Policy, said the U.S. should not depend on the IFRB in Rio. He said it should develop its own computer capacity to support the U.S. delegation. However, funding that support remains a problem to be solved.

UNESCO proposals, "This is dangerous stuff." As for the resolution, she said, it "is intended to provide force for the voice of the free world against any regulation of the free press." And her co-author, Representative Robert Shamansky (D-Ohio), added that the measure is "a call to all free peoples everywhere to rally to the standard of a free press."

And Elliott Abrams, assistant secretary of state for international organization affairs, made it clear the department welcomes such expressions from Congress. "We need congressional support to upgrade the international communications function," he said.

The tone of Abrams's statement was tough and uncompromising on the New World Information Order. But in response to a question from Representative Don Bonker (D-Wash.), chairman of the Human Rights Subcommittee, who presided, Abrams said a press report last month that he had indicated the U.S. was sending a signal it would withdraw from UNESCO was inaccurate. "We have no plans to leave UNESCO," he said.

Support for the House resolutions also was expressed by NBC News President William Small. The resolutions "send a clear message that this government, that these citizens believe in freedom of expression, believe it to be an essential human right," he said, adding, "Your resolutions are unequivocal statements that this nation will not sanction international controls on news and the free movement of journalists."

But Small also suggested the U.S. might need something more than congressional resolutions to deal with its problems at UNESCO. In response to questions, he expressed the view that the U.S. is represented there by "less than the best," some of whom are "dilettantes." Challenged by Pritchard, he said, "those in journalism are unsatisfied with the quality" of those representing the U.S. However, he was unspecific, and acknowledged he did not know who was in charge at the present time.

Throughout the hearing, Bonker asked witnesses whether there was any chance of "compromise" on the issue with UNESCO. It wasn't until the last witness testified that he heard what he indicated he thought was the basis for one. The witness was Philip H. Power, chairman of Suburban Communications Corp., which publishes more than 40 community newspapers in Michigan and Ohio, a member of the board of the World Press Freedom Committee, and, as it happens, Sarah Power's husband.

Philip Power suggested that, rather than pull out of UNESCO or attempt to punish it by withholding funds, the U.S. serve notice that "unless [UNESCO] shapes up," the U.S. will set aside the percentage of contributions that would be destined for the communications sector and put it in a trust fund for news and communications development.

The suggestion was welcome to Bonker.

"Your statement reflects the kind of diplomatic approach we should have rather than the bellicose one of threatening to pull out of UNESCO," Bonker said. He liked the idea of setting aside a percentage of funds in a trust fund. "It's both a carrot and stick approach," he said.

Despite the strong pro-First Amendment tilt of the proceeding, the witnesses did not go without challenge. Representative Mervyn Dymally (D-Calif.), former lieutenant governor of California and a first-term congressman, pecked at most of the witnesses, questioning their assumptions regarding the correctness of their positions. For instance, when Quayle, Fenwick and Shamansky were testifying jointly in favor of the resolutions, Dymally said Third World governments feel they have no protection against "abuses" of the press, and said, "We operate on the assumption that the media are godlike and without fault." But it was unlikely that Dymally's questions constituted sufficient static to drown out the hearing's main message to Paris.

## INTV, United Video take their turns at copyright bat

**Kastenmeier subcommittee nears end of hearings on thorny issue; Ferris, Ladd this week**

"We have met the enemy and he is us," said Herman Land, president of the Association of Independent Television Stations, in describing the ironic situation his members face under compulsory licensing. Land argued his case last Thursday (July 9) before the House Subcommittee on Courts, Civil Liberties and the Administration of Justice at the fifth in a series of hearings on cable copyright laws. "We are both the local stations that must compete with imported distant signals and we are the distant signals," Land said.

Independents are the only entities in all of broadcast and cable television that must negotiate and pay for individual performance rights licenses for nearly every program they carry, said Land. Because of this, "many independent stations are losing money," he said, citing 1979 figures that 22.2% of independent VHF and 50.7% of independent UHF stations were unprofitable.

Congress should either eliminate compulsory licensing or mandate syndicated exclusivity protection, said Land, to solve present market inequities.

Bills pending in the subcommittee would accomplish either of these ends. One (H.R. 3844), introduced by Representative Barney Frank (D-Mass.), would make all cable systems with more than 2,500 subscribers fully liable for copyright fees. Another (H.R. 3560), introduced by Subcommittee Chairman Robert W. Kastenmeier (D-Wis.), would restrict compulsory licensing to signals permitted under the FCC's recently eliminated distant signal

importation rules and allow the Copyright Royalty Tribunal to establish its own syndicated exclusivity rules.

Either approach should be accompanied by a requirement that cable systems carry local broadcast signals, according to Land, because systems are not likely to make them available otherwise. Land noted a tendency among newer apartment complexes able to receive cable not to install master antennas.

Land objected to provisions in both pending bills to exempt smaller cable systems from copyright liability. Kastenmeier's bill would exempt systems with fewer than 5,000 subscribers from any copyright liability and Frank's would put systems with fewer than 2,500 subscribers under compulsory license. "Over 76% of systems in the top 50 TV markets and 79% of systems in the top 100 markets have fewer than 5,000 subscribers," said Land. No commercial user of copyrighted programs should be totally exempt from liability, he said, but if the subcommittee must exempt some systems, it should exempt only unaffiliated systems with fewer than 1,000 subscribers.

Land praised a provision in Frank's bill that would make satellite resale carriers liable for copyright fees. Resale carriers are not passive common carriers, argued Land, but select signals they think they can market.

Opposing Land on the issue of resale carriers was Roy Bliss, executive vice president of United Video Corp. and the hearing's only other witness. Elimination of compulsory licensing would "bankrupt United Video" because it could not afford to pay copyright fees on all the programs it carries.

United Video, the second largest resale carrier, grossed \$3.1 million last year and had profits of \$300,000, according to Bliss. He argued that copyright fees collected from it and the two other carriers, the biggest, Southern Satellite Systems, and Eastern Microwave, would not significantly increase revenues to copyright owners and would have "absolutely no impact on program supply."

Resale carriers are "passive delivery vehicles," not performers of copyrighted works, said Bliss, and thus should not be liable for copyright fees. There was nothing sinister about United Video's selection of WGN-TV Chicago, the station it retransmits, said Bliss. It merely responded to requests from its customers, some of whom had previously been receiving WGN-TV via microwave.

Bliss said WGN-TV had not objected to microwave retransmission and had marketed that retransmission to its advertisers. It had, however, objected to retransmission by satellite and does not market its increased audience, which Bliss said had been doubled, by satellite resale.

The subcommittee will complete its hearings on cable copyright this Wednesday (July 15). Witnesses will be former FCC Chairman Charles Ferris and Register of Copyrights David Ladd.

## How things stand among the networks after the May sweeps and before the fall wars

**This is what ABC and NBC are up against as they get ready—under new leadership—to take on CBS in the constant competition for the TV top**

A new set of competitors takes the field this week to help masetmind NBC's and ABC's challenges to CBS—and to each other—for leadership in television ratings and dollars.

Grant Tinker is scheduled to take over the NBC chairmanship (BROADCASTING, July 6), and John C. Severino takes up the ABC Television presidency to which he was named two months ago so that Fred Pierce could concentrate more on his ABC Inc. executive vice presidency. The differences among the networks are long in some cases, squeaky close in others.

In prime time this broadcast year, CBS is currently running 1.4 rating points ahead of ABC, and ABC is running 1.4 points ahead of NBC. From the delayed start of the season last October 27 through July 5, CBS averaged an 18.4 Nielsen rating, ABC a 17.0 and NBC a 15.6.

In only one major daypart is there a really close three-way race: late night (11:30 p.m. to 1:30 a.m.), where the averages from September through June were 5.7 for CBS, 5.6 for NBC and 5.5 for ABC. Early morning is a close two-way race, with NBC's *Today* and ABC's *Good Morning America* battling back and forth and virtually tied, while CBS's *Morning News* broadcast lags far behind.

Otherwise the dayparts are battlegrounds primarily for ABC and CBS, with NBC all but out of sight behind. In daytime from September through June 28, ABC was leading with a 7.9, followed by CBS at 6.8 and NBC at 4.4. In Saturday morning children's programming, the averages through June put CBS ahead with 6.2, edging ABC at 5.9, with NBC at 4.3.

In the evening newscasts, the race has tightened, first as ABC News built its organization and then after Walter Cronkite left the CBS anchor desk. From September, through June, it's CBS 14.1, NBC 12.2 and ABC 12.0. Since March 9, when Dan Rather took over from Cronkite, it's CBS 12.4, ABC 11.2 and NBC 10.9.

On a total-day basis ABC could claim, when the first-run season ended April 19, that it was number one with an all-day average of 10.7 to CBS's 10.1 and NBC's 8.5.

Ratings translate into dollars, and thus far this year ABC is clearly ahead on the strength of good showings in other dayparts as well as solid second place in prime. For the first quarter, the revenue estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising showed ABC with \$437,405,600, CBS with \$432,190,000 and NBC with \$398,850,300 (BROADCASTING, June 1). Second quarter results are not in, but

in April and May ABC apparently hit a total of about \$346.2 million, CBS about \$324.8 million and NBC about \$279.4 million.

Sales for fall are slow in starting this year, but network sources say they show signs of being close to getting under way in earnest. For instance, H. Weller (Jake) Keever, ABC TV sales vice president, estimated last week that ABC alone has almost \$300 million in plans under consideration by agencies and had requests for about \$100 million on which it hasn't completed work.

The networks are in competition with more than one another, of course, and in the past few years their combined ratings have shown some slippage to other entertainment sources— independent and public stations, pay cable, subscription TV or whatever. The news for them last week was comparatively good, however. The latest word on their combined ratings indicated they were fairly stable, edging down from 41.9 in June 1980 to 41.3 last month, a slide of about 1%. May told an even better network story, with combined ratings matching those of May 1980. But homes using television levels are climbing—the gain in May was 3%, in June about 1%. So the network share is dropping: 2% in May, 3% in June. On that basis, as one observer put it, "the networks seem to be losing ground even when standing still."

Whether the schedules in place for fall will halt or intensify that trend is unclear. Networks always fine-tune their announced new season schedules before the season starts, but they aren't expected to overhaul them—unless Tinker tears up the one he's inherited, as Fred Silverman before him did three years ago, and Tinker isn't expected to do that. The clearest thing about the outcome, then, is that for

all the new competition, the agencies, Wall Street analysts and others who predict such things almost uniformly see the emerging prime time rank order—as Teicom did last week (see box below)—unchanged from this year's: CBS first, ABC second, NBC third.

### Tinker's just interested in 'NBC absolutely'

Grant Tinker, reelected at MTM last week and planning to be at NBC this week, said it was still too early for him to have "knowledge or feelings" about the three-network competition. Furthermore, he said, he's just interested in "NBC absolutely" and will leave it to outsiders to appraise its relative standing in the competitive scheme of things.

For answers to specific questions about the network, Tinker suggested that someone like NBC Entertainment President Brandon Tartikoff would be the one to talk to—a comment that suggested Tartikoff might still be around for that purpose.

Regarding his earlier discussions with RCA Chairman Thornton Bradshaw before being offered the NBC chairmanship, Tinker said they centered on "the medium itself" and Tinker's belief that the networks now are in the "position of having to be run as a business."

Tinker said that a "blind trust" is "already established" for his MTM holdings—therefore making him able to work at NBC. Others, he said, are working to "negotiate me out" of MTM. Tinker himself was formally elected by the NBC board of directors to be that company's chairman and chief executive officer. At MTM, Arthur Price, who had been executive vice president, has been named to succeed Tinker as president.

**Telcom's handicapping.** Telcom Associates, Los Angeles-based program counseling firm, is betting on CBS to capture the prime-time TV network sweepstakes in the fourth quarter of 1981 with an average rating of 19.5 (31.6 share), pulling ahead of ABC (18.0 and 29.3) and NBC (16.4 and 26.6). Herb Jacobs, president of Telcom, says the projections cover the 13 weeks after the official start of the new fall season, whenever that may be.

According to Telcom, CBS will emerge the winner on four nights of the week—Sunday, Monday, Thursday and Friday, and ABC will garner the remaining three. NBC will capture no nights but will emerge second on two (Tuesday and Friday) and will be in the third slot on other evenings, according to Telcom's evaluation. An NBC spokesman said Telcom had proved far from infallible in its predictions. He said last year Telcom predicted quick cancellation for NBC's *Harper Valley PTA*, which not only survived but has been renewed, and that *Hart to Hart* (ABC) and *Facts of Life* (NBC) were said to be in trouble, whereas both have been winning their time periods.

Telcom tabs only five of the 23 new shows to be successful, three on CBS: *Vintage Years*, *Shannon* and *Jessica Novack*. Others: NBC's *Father Murphy* and ABC's *Fall Guy*.

Telcom cautions that some previously successful shows should be watched in the fourth quarter for evidence of slippage. It places in this category *That's Incredible*, *Mork & Mindy*, *Benson* and *Living It Up* on ABC and *Facts of Life*, *Harper Valley*, *NBC Magazine* and *Hill Street Blues* on NBC.

According to Telcom, the top five programs in the fourth quarter of 1981 will all be on CBS. They are *Dallas*, with a 28 rating; *60 Minutes*, 26.7; *M\*A\*S\*H*, 24.8; *Dukes of Hazzard*, 24.4, and *The Jeffersons*, 23.8. Destined for bottom five slots in the ratings race next fall, Telcom says, are ABC's *Living It Up* and *Maggie* (9.8 ratings) and *Open All Night* (9.4), and NBC's *NBC Magazine* (9.4) and *Mickey Rooney* (9.1).

# Arbitron May sweeps show gains for CBS and NBC, drop for ABC

Homes viewing network television in prime time during Arbitron's May sweep of local markets rose 2.4% over the figure for the May 1980 sweep.

Whether the household rating increase was "real," however, was not clear, for in compiling its latest reports Arbitron used updated figures that, based on the 1980 U.S. census, totaled 2.5% more TV homes than would otherwise have been the case (BROADCASTING, June 15).

The figures, compiled by CBS researchers from Arbitron reports for 216 markets, showed 36,274,000 homes viewing network-television during the average prime-time quarter-hour, up from 35,432,000 a year earlier.

On the basis of national ratings for the period covered by the sweeps, CBS had been projected as the winner (BROADCASTING, June 1)—as it proved to be—but ABC had been cast slightly ahead of NBC, whereas in the sweep reports NBC came out slightly ahead of ABC.

Homes reached by CBS affiliates averaged 12,658,000 per quarter-hour, up 3.4% from May 1980. NBC affiliates averaged 11,868,000, a gain of 5.6%, while ABC affiliates averaged 11,748,000, a decline of 1.7%.

CBS researchers calculated that in the

140 markets with three or more stations, CBS affiliates took first place in 62, down from 63.5 in May 1980; NBC affiliates were first in 42.5, up from 31 a year ago, and ABC affiliates were first in 35.5, down from 43.5. (Half-points derived from ties: In two-way ties for first place, for example, each network received half a point and also tied for second; three-way ties were worth three-tenths of a point for each network.)

In addition, CBS affiliates placed second in 48.5 markets, up from 44.5 a year ago, while NBC affiliates were second in 53.5, down from 54.5, and ABC affiliates were second in 38, down from 39. Third place was occupied by CBS affiliates in 29.5 markets, virtually unchanged from last year's 30; by NBC affiliates in 44, down from 52.5, and by ABC affiliates in 66.5, up from 55.5.

The CBS analysis also showed that CBS affiliates made gains in homes reached in 103 markets, compared with a year ago, while 57 CBS affiliates showed declines and 17 showed no change. For NBC, 117 showed gains, 40 declines and 19 no change. For ABC it was gains for 59, declines for 96 and no change for 21.

Ninety-seven of the top 100 markets have three network affiliates. In these CBS placed first in 44, second in 34 and third in

19. NBC was first in 30, second in 34 and third in 33. ABC was first in 26, second in 28 and third in 43.

While the bulk of the CBS analysis related to prime time, one section examined affiliate performance on an almost all-day basis—9 a.m. to midnight. On that basis, in terms of homes reached per average hour, CBS affiliates placed first in 67.5 markets (up from 61.5 in May 1980); NBC affiliates were first in 30.1 (down from 39.5), and ABC affiliates were first in 42.1 (up from 37.0). Second-place rank was divided: CBS 42.6, NBC 48.1 and ABC 49.1. In third place it was CBS 29.6, NBC 61.6 and ABC 48.6.

The chart below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's May 1980 and 1981 reports. Household numbers are in thousands (add 000) per average prime-time quarter-hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m.). Percentage change for 216 markets for the April 29 to May 26 sweep period is also included. A dash (—) indicates no primary affiliate in market. An asterisk (\*) denotes affiliation change between the May 1980 and 1981 sweeps.

ADI	ABC			CBS			NBC		
	1980	1981	% change	1980	1981	% change	1980	1981	% change
Abilene-Sweetwater, Tex.	13	10	-23.1	14	12	-14.3	28	27	-3.6
Albany, Ga.	—	—	—	—	—	—	48	51	+6.2
Albany-Schenectady-Troy, N.Y.	78	71	-9.0	67	57	-15.0	81	79	-2.5
Albuquerque, N.M.	53	57	+7.5	42	42	NC	45	43	-4.5
Alexandria, La.	—	—	—	—	—	—	28	29	+3.5
Alexandria, Minn.	—	—	—	—	—	—	34	36	+5.8
Alpena, Mich.	—	—	—	5	7	+1.4	—	—	—
Amarillo, Tex.	33	29	-12.2	19	21	+10.5	27	28	+3.7
Anchorage	10	10	NC	11	11	NC	10	11	+1.1
Anniston, Ala.	—	—	—	11	15	+36.3	—	—	—
Armore-Ada, Okla.	13	9	-30.8	25	24	-4.0	—	—	—
Eureka, Calif.	9	8	-11.2	8	10	+25.0	83	85	+2.4
Evansville, Ind.	48	47	-2.1	33	36	+9.0	48	47	-2.1
Fargo, N.D.	23	20	+13.1	31	25	-19.4	23	20	+13.1
Farmington, N.M.	—	—	—	—	—	—	—	—	—
Flagstaff, Ariz.	—	—	—	—	—	—	—	—	—
Flint-Saginaw-Bay City, Mich.	—	—	—	—	—	—	—	—	—
Florence, S.C.	83	85	+2.4	40	41	+2.5	83	85	+2.4
Fort Myers-Naples, Fla.	14	15	+7.1	40	46	+15.0	—	—	—
Fort Smith, Ark.*	15	11	-26.7	31	28	-9.7	14	15	+7.1
Fort Wayne, Ind.	37	40	+8.1	36	36	NC	15	11	-26.7
Fresno, Calif.	47	47	NC	45	52	+15.5	47	47	NC





ADI	ABC			CBS			NBC			ADI	ABC			CBS			NBC		
	1980	1981	% change	1980	1981	% change	1980	1981	% change		1980	1981	% change	1980	1981	% change	1980	1981	% change
Miami	156	144	- 7.7	164	173	+ 5.4	142	153	+ 7.7	Salisbury Md.	7	10	+42.8	18	18	NC	70	70	- 1.5
Miles City-Glendive, Mont.	—	—	—	1	1	NC	1	0	-100.0	Salt Lake City	68	70	+ 2.9	75	87	+ 1.1	71	71	—
Milwaukee	109	119	+ 9.1	104	111	+ 6.7	93	105	+12.9	San Angelo, Tex.	—	—	—	8	7	-12.5	—	—	—
Minneapolis	140	147	+ 5.0	143	169	+18.1	98	102	+ 4.0	San Antonio, Tex.	73	74	+ 1.3	80	80	NC	66	70	+ 6.0
Minot-Bismarck-Dickinson, N.D.	—	—	—	21	24	+14.2	22	29	+31.8	San Diego	104	92	-11.6	96	88	- 8.4	65	64	- 1.6
Missoula-Butte, Mont.	22	24	+ 9.0	—	—	—	16	22	+37.5	San Francisco	277	257	- 7.3	250	240	- 4.0	205	203	- 1.0
Mobile, Ala.-Pensacola, Fla.	63	62	- 1.6	87	86	- 1.2	54	61	+12.9	Santa Barbara-Santa Maria, Calif.	26	22	-15.4	15	16	- 6.7	17	14	-17.7
Monroe, La.-El Dorado, Ark.	23	23	NC	60	55	- 8.4	6	8	+33.3	Savannah, Ga.	19	17	-10.6	37	39	+ 5.4	34	34	—
Montgomery, Ala.	14	13	- 7.2	17	22	+29.4	55	57	+ 3.6	Seattle-Tacoma, Wash. (Bellingham, Wash.)	144	154	+ 6.9	120	110	- 8.4	124	137	+10.4
Nashville	83	76	- 8.5	125	130	+ 4.0	113	112	- 0.9	Shreveport, La.-Texarkana, Tex.	61	60	- 1.7	76	83	+ 9.2	53	67	+26.4
New Orleans	90	84	- 6.7	115	121	+ 5.2	87	91	+ 4.5	Sioux City, Iowa	31	29	- 6.5	9	11	+22.2	23	26	+13.0
New York	1014	917	- 9.6	898	853	- 5.1	856	883	+ 3.1	Sioux Falls-Mitchell, S.D.	13	11	-15.4	47	52	+10.6	33	35	+ 6.0
Norfolk-Portsmouth, Va.	70	70	NC	82	81	- 1.3	70	72	+ 2.8	South Bend-Elkhart, Ind.	43	46	+ 6.9	46	50	+ 8.6	46	52	+13.0
North Platte, Ind.	15	8	-46.7	21	23	+ 9.5	22	21	- 4.6	Spokane, Wash.	46	45	- 2.2	44	46	+ 9.0	45	51	+13.3
Odessa-Midland, Tex.	63	63	NC	71	75	+ 5.6	72	80	+11.1	Springfield, Mass.	57	48	-15.8	—	—	—	40	40	NC
Oklahoma City	60	63	+ 5.0	56	57	+ 1.7	51	60	+17.6	Springfield, Mo.	19	18	- 5.3	51	55	+ 7.8	56	62	+10.7
Omaha	83	99	+19.2	77	87	+12.9	83	95	+14.4	Springfield-Decatur-Champaign, Ill.	46	48	+ 4.3	54	58	+ 7.4	54	58	+ 7.4
Orlando-Daytona, Fla.	—	—	—	—	—	—	—	—	—	Syracuse, N.Y.	55	50	- 9.1	70	62	-17.5	66	68	+ 3.0
Ottawa, Iowa-Kirkville, Mo.	17	17	NC	—	—	—	—	—	—	Tallahassee, Fla.	10	10	NC	46	50	+ 8.6	—	—	—
Paducah, Ky.-Cape Girardeau, Mo.	29	29	NC	60	68	+13.3	55	58	+ 5.4	Tampa-St. Petersburg, Fla.	111	126	+13.5	171	199	+16.3	142	158	+11.2
Palm Springs, Calif.	6	6	NC	—	—	—	5	5	NC	Terre Haute, Ind.	12	12	NC	37	37	NC	34	40	+17.6
Panama City, Fla.	18	17	- 5.6	—	—	—	18	21	+16.6	Toledo, Ohio	63	61	- 3.2	79	75	- 5.1	74	78	+ 5.4
Parkersburg, W. Va.	—	—	—	—	—	—	6	5	-16.7	Topeka, Kan.	—	—	—	28	31	+10.7	22	20	- 9.1
Peoria, Ill.	36	35	- 2.8	35	35	NC	37	38	+ 2.7	Traverse City-Cadillac, Mich.	16	14	-12.5	35	39	+25.8	31	31	+34.7
Philadelphia	440	435	- 1.2	355	354	- 0.3	289	308	+ 6.5	Tucson, Ariz.	36	37	+ 2.8	31	32	+ 3.2	36	39	+ 8.3
Phoenix	87	90	+ 3.4	85	93	+ 9.4	85	93	+ 9.4	Tulsa, Okla.	73	62	-15.1	67	63	- 6.0	49	59	+20.4
Pittsburgh	224	244	+ 8.9	226	218	- 3.6	137	146	+ 6.5	Tuscaloosa, Ala.	—	—	—	7	9	+28.5	—	—	—
Portland, Ore.	111	122	+ 9.9	112	112	NC	96	104	+ 8.3	Twin Falls, Idaho	—	—	—	—	—	—	10	9	-10.0
Portland-Poland Springs, Me.	44	45	+ 2.2	38	40	+ 5.2	43	43	NC	Tyler, Tex.	35	31	-11.5	—	—	—	—	—	—
Presque Isle, Me.	—	—	—	9	6	-33.4	—	—	—	Utica, N.Y.	14	12	-14.3	—	—	—	26	23	-11.6
Providence, R.I.-New Bedford, Mass.	104	96	- 7.7	68	75	+10.2	113	105	- 7.1	Victoria, Tex.	4	3	-25.0	—	—	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	—	—	—	29	30	+ 3.4	28	33	+17.8	Waco-Temple, Tex.	42	37	-12.0	—	—	—	31	31	NC
Raleigh-Durham, N.C.	83	93	+ 1.2	94	97	+ 3.1	28	29	+ 3.5	Washington	174	205	+17.8	224	228	+ 1.7	174	198	+13.7
Rapid City, S.D.	11	13	+18.1	—	—	—	23	26	+13.0	Waterbury-Carthage, N.Y.	—	—	—	20	20	NC	—	—	—
Reno	21	23	+ 9.5	17	18	+ 5.8	17	17	NC	Wausau-Rhineland, Wis.	22	21	- 4.6	30	31	+ 3.3	11	11	NC
Richmond, Va.	52	63	+21.1	73	83	+13.6	55	65	+18.1	West Palm Beach, Fla.	39	39	NC	9	12	+33.3	44	51	+15.9
Roanoke-Lynchburg, Va.	33	28	-15.2	68	78	+14.7	49	64	+30.6	Wheeling, W. Va.-Steubenville, Ohio	—	—	—	47	55	+17.0	48	42	-12.5
Rochester, N.Y.	54	53	- 1.9	52	45	-13.5	46	42	- 8.7	Wichita-Hutchinson, Kan.	58	52	-10.4	63	60	- 4.8	57	63	+10.5
Rochester, Minn.-Mason City, Iowa	24	21	-12.5	19	20	+ 5.2	17	24	+41.1	Wichita Falls, Tex.-Lawton, Okla.	23	21	- 8.7	28	27	- 3.6	25	26	+ 4.0
Rockford, Ill.	34	28	-17.7	26	25	- 3.9	28	23	-17.9	Wilkes Barre-Scranton, Pa.	91	86	- 5.5	67	52	-14.8	71	75	+ 5.6
Roswell, N.M.	—	—	—	11	11	NC	—	—	—	Wilmington, N.C.	24	13	-45.9	—	—	—	51	54	+ 5.8
Sacramento-Stockton, Calif.	131	123	- 6.2	102	101	- 1.0	112	116	+ 3.5	Youngstown, Ohio	43	43	NC	55	48	-12.8	41	42	+ 2.4
St. Joseph, Mo.	16	16	NC	—	—	—	—	—	—	Zanesville, Ohio	—	—	—	—	—	—	—	—	—
St. Louis	142	151	+ 6.3	157	169	+ 7.6	136	156	+14.7										
Salinas-Monterey, Calif.	57	45	-21.1	17	21	+23.5	25	24	- 4.0										

# There is only one Chemical Mace<sup>®</sup> brand aerosol.



Unfortunately, people have taken to calling all tear gas aerosols, "Mace". Which is incorrect. When a trademark is used incorrectly, it may stop being a trademark. Then anyone can use it. Which means you can't be sure of the quality you expect when you buy the brand name.

So, we'd like to remind you that Chemical Mace<sup>®</sup> is a registered trademark of Smith & Wesson and is properly used as an adjective followed by a noun. As long as people use our good name correctly, they'll get a Chemical Mace<sup>®</sup> aerosol when they want a Chemical Mace<sup>®</sup> aerosol...not some other aerosol.



**Smith & Wesson**

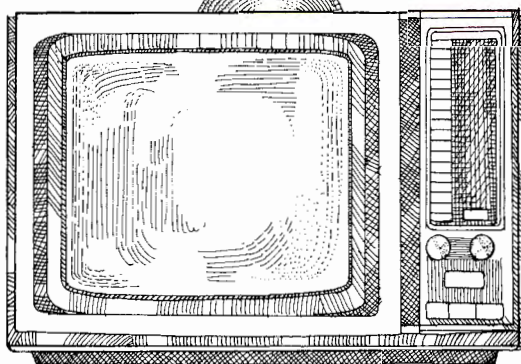
a BANGOR PUNTA Company

Springfield, Massachusetts 01101

# HOW TO MAKE YOUR TV SET LISTEN.

If you live in or around New York, Los Angeles, Boston or Memphis, it's as easy as turning the channel to WOR-TV or KHJ-TV or WNAC-TV or WHBQ-TV. The RKO Television stations.

That's because the programming you'd see on any one of those stations is the result of our viewers being heard. Whether it's reporting



the news, coverage of social issues, political programs, shows for kids, women, Hispanics, Blacks, or senior citizens—our TV stations respond to the concerns of their communities.

And the only way to learn what our viewers want to see is to listen to what they need. After all, if we want them to watch us we've got to listen to them.



**WHERE TELEVISION IS A TWO-WAY MEDIUM.**

**9**  
WOR-TV  
NEW YORK

**9**  
KHJ-TV  
LOS ANGELES

**7**  
WNAC-TV  
BOSTON

**13**  
WHBQ-TV  
MEMPHIS



# THE ANNUAL FIFTH ESTATE AWARDS ISSUE



Broadcasting Magazine's fifth annual  
compilation of national awards  
in radio, TV and cable

*The number of national awards bestowed for radio, television and cable achievement continues to follow the growth of the electronic media. BROADCASTING's annual roundup showcases performance among all the arts and disciplines of the Fifth Estate.*

**Achievement in Children's Television Awards**

9th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution towards improving children's television" and "continuing excellence."

ACT Awards

- NBC** "Cartoons with a Conscience," in *Drawing Power*.
- KGO-TV San Francisco** *Dudley's Diner*.
- WLBT-TV Jackson, Miss.** *Kids Corner*.
- KDKA-TV Pittsburgh** *Trolley Show*.
- WFTV(TV) Orlando, Fla.** *On the Go*.
- WCVB-TV Boston** *The Body Works*.
- New York State Education Department** *High Feather*.
- Children's Television Workshop** *3-2-1 Contact*.
- WLS(AM) Chicago** *Express*.
- Continental Cablevision of New Hampshire** *I Like Kids Creating*.
- Minneapolis Children's Health Center and Abbott Northwestern** *Electronic Get Well Card*.
- Black Hawk Cable Communications, Hurst, Tex.** *Read For the Sky*.

Special Awards

- PBS** *Gettin' to Know Me* by Children's TV International, Falls Church, Va.
- PBS** *Righteous Apple* by Rainbow TV Works, Hollywood, Calif.
- PBS** *Up & Coming* by KQED Inc., San Francisco.

Citations

- KRON-TV San Francisco** *Just Kidding*.
- CBS News** *30 Minutes*.

**Addy Awards**

Presented by the American Advertising Federation for excellence in advertising.

Radio

- WGBF(AM)-WHKC(FM)** Evansville, Ind. □ Mr. Gatti's (Local-30 seconds or less).
- Dusenbury & Alban Inc.**, Durham, N.C. *Kidswear* (Regional/national-30 seconds or less).
- Marsteller Inc.**, Chicago □ Edward Hines Lumber (Local-more than 30 seconds).
- Kloppenburg, Switzer & Teich**, Milwaukee □ Koss Corp. (Regional/national—more than 30 seconds).
- Ehrig and Associates**, Seattle □ Dairy Farmers of Washington (local campaign).
- Doe-Anderson Advertising Agency**, Louisville □ North American Van Lines Inc. (Regional/national campaign—any length).

Television

- Buntin Advertising**, Nashville, Cain-Sloan (Local-30 seconds or less).

**Horlick Levin Hodges Advertising Inc.**, Los Angeles Southern California Savings & Loan (Local-30 seconds or less—production budget \$5,000 □ more).

**Bozell & Jacobs Inc.**, Omaha □ Northwestern Bell Telephone Co. (Regional/national-30 seconds or less).

**WMC-TV Memphis** □ In house campaign (Local-more than 30 seconds-production budget under \$5,000).

**Rafshoon Shivers Vargas Tolpin**, Atlanta □ Circus World. (Local-more than 30 seconds-production budget \$5,000 or more).

**Ogilvy & Mather**, San Francisco □ Henry Weinhard's Private Reserve (Regional/national-more than 30 seconds).

**Frankenberry, Laughlin, Bernstein & Constable Inc.**, Milwaukee □ H.C. Prange Co. (Local campaign—production budget less than \$5,000 or more).

**Vinokur Advertising Corp.**, Beverly Hills □ Buffums Department Stores (Local campaign—production budget for any commercial \$5,000 or more).

**Sinclair & Associates**, San Antonio, Tex. □ Brake Check (Regional/national campaign).

**American Chiropractic Association**

Presented by American Chiropractic Association "to recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible health reporting."

Radio

- Kimberly J. Adams**, Cornell University *The Child Athlete and Diet*, Gold award.
- Herb Denenberg**, WCAU(AM) Philadelphia *Six Weekly Reports*, bronze award.
- Marilou Johaneck**, KMOX(AM) St. Louis *Too Far To Care*, bronze award.

Television

- Yanna Kroyt Brandt**, ABC-TV □ *FYI*, gold award.
- Barry Kaufman, Roger Sergel** *Stoned, Smashed and Smarts*, bronze award.
- George Merlis**, *Good Morning America* (ABC) □ *What Parents Should Know About Drugs*, broadcast award.

**American Legion Fourth Estate Award**

Presented by the American Legion for "outstanding achievement in the field of communications."

**ABC** □ *America Held Hostage*.

Certificate winners

- WNBC(AM)** New York.
- KMOX(AM)** St. Louis.
- WJR(AM)** Detroit.
- KBTW(TV)** Denver.

**Andy Awards**

Presented by the Advertising Club of New York for creative excellence in advertising.

Radio

- McCann-Erickson** □ For product messages (Lockheed California Co.).
- Doe Anderson Advertising** □ For product messages (Kentucky Department of Tourism).
- Bozell & Jacobs** □ For product messages (Minolta).
- Levine, Huntley, Schmidt, Plapler & Beaver** □ For product messages (Ferrarelle).
- Chalk, Nissen, Hanft** □ For product messages (After Six Inc.).
- Levine, Huntley, Schmidt, Plapler & Beaver** □ For product campaign (Ferrarelle).
- Inglehart & Partners** □ For retail (Bockman Co.).
- Pepsi-Cola** □ For product campaign (BBDO).

Television

- Lunch Hour Ltd.** □ For political message (Minnesota Citizens for Initiative and Referendum).
- Davidson Pearce Ltd.** □ For product messages (International Wool Secretariat).
- Bonneville Productions** □ For public service (Church of Jesus Christ of Latter Day Saints).
- Cavaliere, Kleier, Pearlman Inc.** □ For public service (Hirsch Photo).
- BBDO** □ For product messages (Pepsi International).
- Ash/LeDonne** □ For product messages ("Barnum" stage play).
- Compton Advertising** □ For product messages (Ivory bar soap).
- N W Ayer** □ For product messages (AT&T Long Lines).
- W.B. Doner** □ For product messages (WDIV(TV) Detroit).
- Kenyon & Eckhardt** □ For product messages (Colgate-Palmolive).
- Young & Rubicam; Needham, Harper & Steers** (tie) □ For product messages (Lincoln-Mercury—Y&R, Polaroid—NH&S).
- McDonald & Little** □ For product messages (Coca-Cola Co.).
- Needham, Harper & Steers** □ For business products (Xerox).

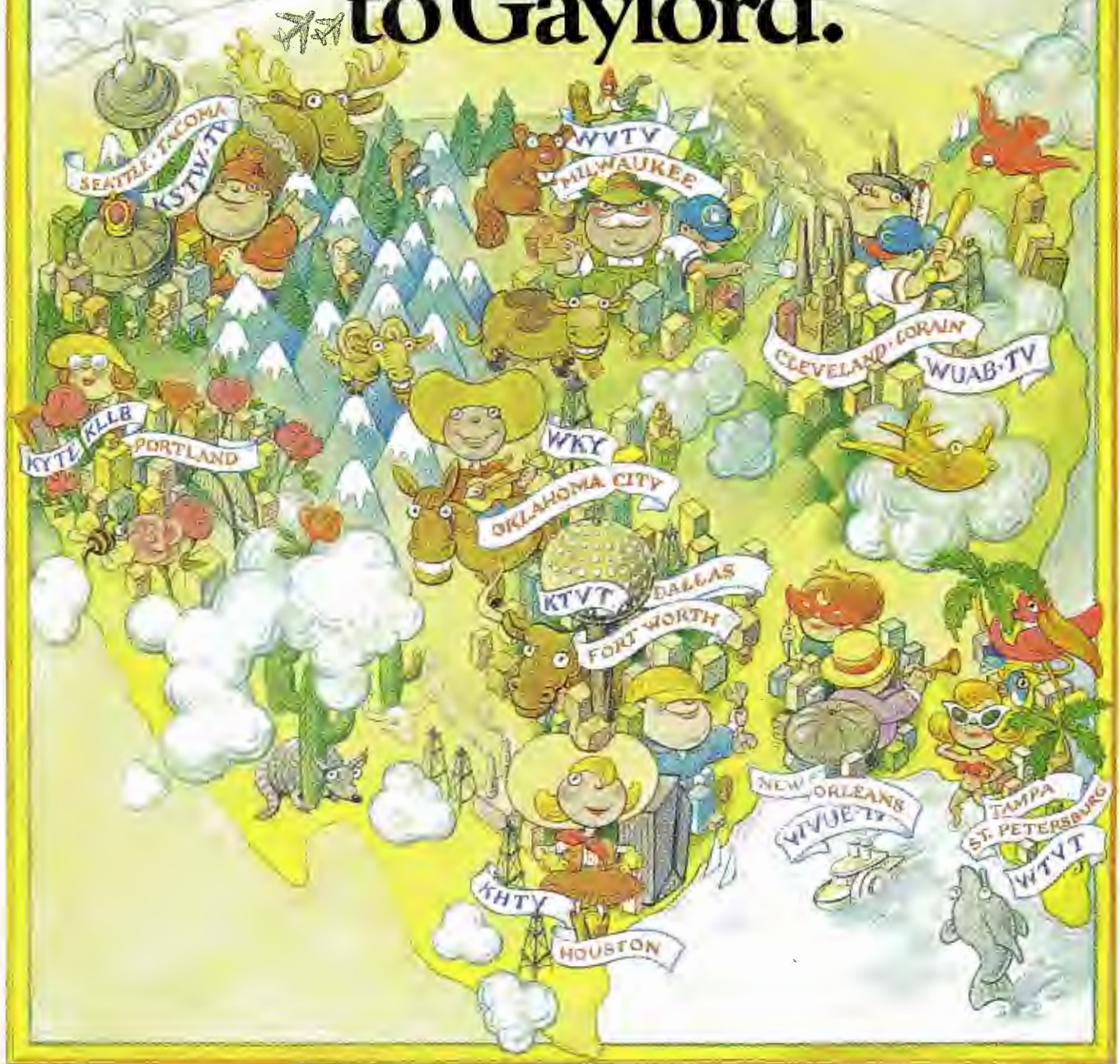
**Armstrong Awards**

17th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but this year were opened up to AM stations as well.

Creative Use of the Medium:

- WGBH(FM)** Boston □ *Currer Bell, Esquire*, first place.
- National Radio Theatre**, Chicago □ *God*, second place.
- KWAX(FM)** University of Oregon, Eugene □ *Kidwax*, honorable mention.

# The world according to Gaylord.



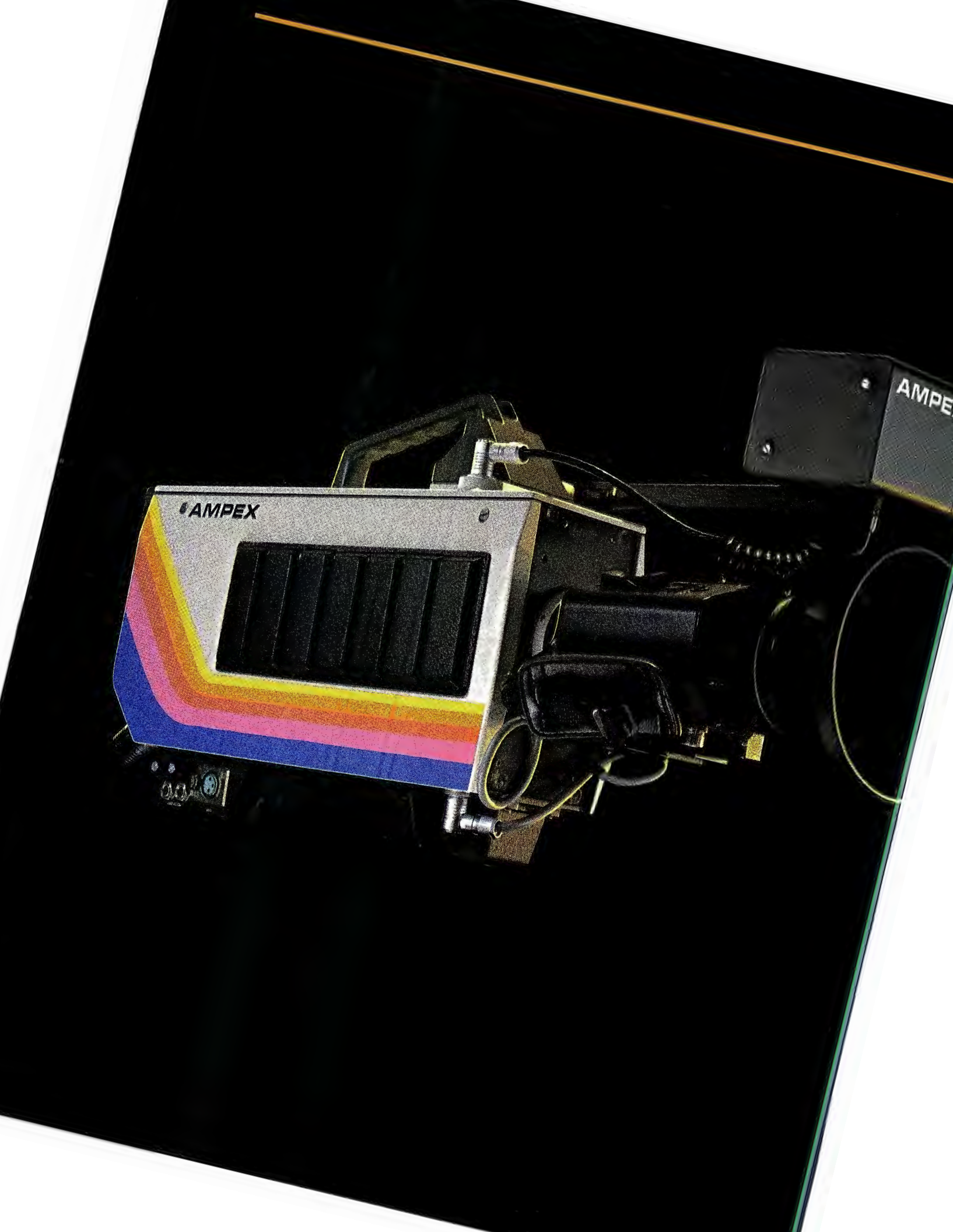
Who knows Houston and Dallas like a wealthy Texas oilman? Who knows New Orleans like a Creole connoisseur? And who knows as much about the blue skies over Seattle as a native Washingtonian? Gaylord, of course. Because we know our markets like the proud people who live there. Nine markets in all. From the Pacific Northwest to the sunny Southeast. That's the world of Gaylord. And we're ready to work with you. **GB**

**Gaylord Broadcasting Company**

One of America's largest privately owned broadcasting companies.

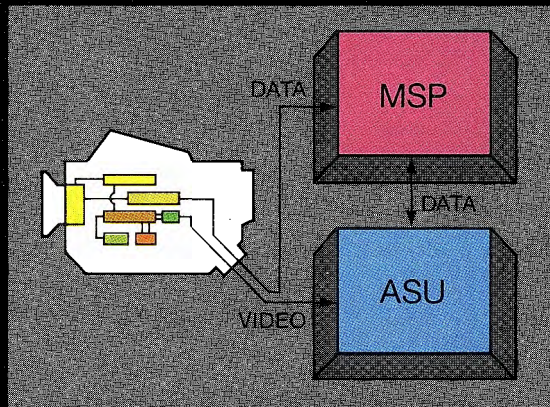
KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma • WUAB-TV Cleveland/Lorain  
KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee • WKY Oklahoma City • KYTE/KLLB Portland

Represented nationally by  
**TELEREP**

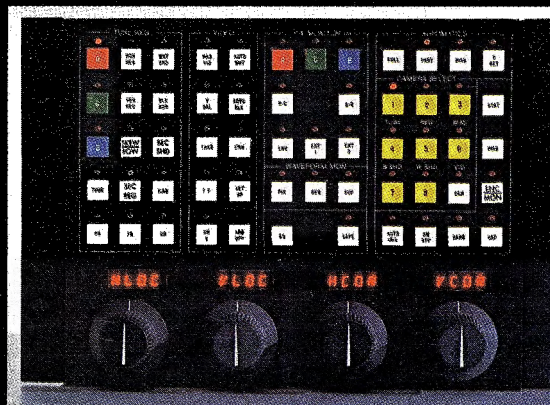




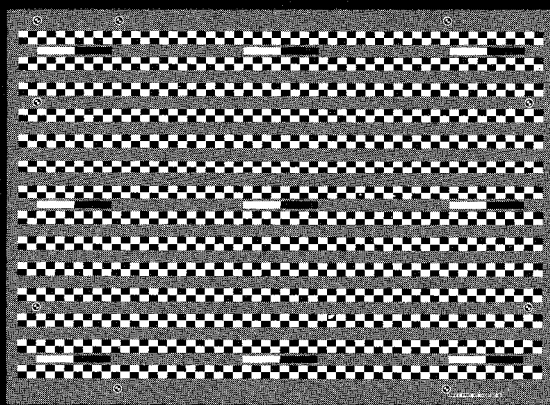
# Why the BCC-20 Is a Camera for the 80s.



ASU INTERFACE



MASTER SET-UP PANEL



LENS DIASCOPE PATTERN

Full-time digital control makes the BCC-20 Digicam a better camera for the 80s.

Automatic performance. Essentially perfect registration. And a picture quality that comes through in the field or in the studio make Digicam the breakthrough camera you've been waiting for.

### Automatic Set-Up You Can Depend On.

The BCC-20 delivers superior registration and picture quality. Time after time after time.

Using unique digital measurement techniques, Digicam's ASU (automatic set-up unit) converts video signals from the diascope pattern to digital signals. It then electronically compares these signals to its electronic pattern test chart.

This allows the ASU operating with digital commands from the MSP (master set-up panel) to measure all important adjustments.

Like tube alignment. Geometry. Registration. Shading. Black balance. And white balance. All automatically!

The ASU then sends corrective digital commands to the camera head microprocessor. There the camera's revolutionary SECS (spatial error correction system) makes critical adjustments. To geometry. To shading. And, in the case of registration, incredible adjustments in 210 zones to .05%!

This advanced technology is unique to the BCC-20 Digicam. It means you can count on a superior picture with total automatic set-up. Repeatedly!

### Quality You Can Depend On.

We didn't overlook the smallest detail to ensure Digicam's quality.

For example, the camera's detail processing electronics and very special coring selectively discriminate against noise to give startling detail in all three channels.

This unique Ampex approach results in low light details with brilliant clarity. You'll get a sharp, crisp picture without bothersome edge effects.

### Are You Ready For The 80s?

Digicam is the most advanced camera for the 80s. It's not only the ideal EFP camera. It's also ideal for the studio with the kind of performance and quality you'd expect in a great camera.

Find out soon. Discover the BCC-20 Digicam by calling your Ampex representative today.

**Get The Ampex Edge.**



Ampex Corporation, Audio/Video Systems Division  
Redwood City, CA 94063 415/367-2011

**Joe Frank**, independent producer □ *The Death of Trotsky*, honorable mention.

#### Music

**CHFI-FM** Toronto, Ont. □ *Dance*, from the *Tapestry* series, first place.

**WBAI(FM)** New York □ *The Hand to Mouth Existence of Larry Adler*, second place.

**WLIR(FM)** Hempstead, N.Y. □ *Woodstock—A Decade Later*, honorable mention.

**KPRA(FM)** Berkeley, Calif. □ *If I Had a Hammer*, honorable mention.

#### Community Service:

**WOR(AM)** New York □ *Cystic Fibrosis . . . The Secret Disease*, first place.

**CBC-AM** Toronto, Ont. □ *The Handicapped Child*, from the *Open Circuit* series, second place.

**WAHT(AM)** Lebanon, Pa. □ *Three-Mile Island: The Public's Right to Know*, honorable mention.

**WGH(AM)-FM** Hampton, Va. □ *Runaway*, honorable mention.

**Radio Production Associates** Seattle □ *Neighborhood News Review*, honorable mention.

#### News

**WUHY-FM** Philadelphia □ *91 Report*, first place.

**WBBM(AM)** Chicago □ *Coverage of the American Airlines Crash*, second place.

**WSBA(AM)-FM** York, Pa. □ *Coverage of Three-Mile Island*, honorable mention.

#### News Documentary

**KYW(AM)** Philadelphia □ *Three-Mile Island—Seven Days of Fear*, first place.

**WNBC(AM)** New York □ *Health Care: The Sick System*, second place.

**WBUR(FM)** Boston □ *Push for Pull: The Iran Crisis*, honorable mention.

**KSJN(FM)** St. Paul □ *Trampled Grass: Notes on 16 Days Between the Border and Bangkok*, honorable mention.

#### Education

**WBEZ(FM)** Chicago □ *Onions are Forever* from *The Big Onion* series, first place.

**CBC-FM** Toronto, Ont. □ *Ideas*, second place.

**South Carolina Educational Radio Network** Columbia, S.C. □ *Catch-On*, honorable mention.

**KALE(AM)-KIOK(FM)** Richland, Wash. □ *Eclipse: Mother Nature's Show of the Century*, honorable mention.

#### Special Awards

**WFMT(AM)-FM** Chicago □ Technical achievement in broad-

casting and innovative programming concept.

**Wayne Hetrich**, National Public Radio, Washington □ Technical achievement in broadcasting.

**Steve Ember**, WETA-FM Washington □ Technical achievement in broadcasting.

## Associated Press Broadcasters Awards

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

**Liz Carver** □ For best national summary.

**Richard Lawyer** □ For best regional summary.

**Tom Harrigan** □ For best regional enterprise.

**Liz Carver** □ Jo-Ann Paige Memorial Enterprises Award.

**KARZ(AM) Phoenix** □ For outstanding cooperation.

**KSVF(AM) Santa Fe, N.M.** □ For best spot news coverage.

**KESQ-TV Palm Springs, Fla.** □ For weekend coverage.

**WIBW(AM) Topeka, Kan.** □ For best national enterprise.

**AP, Albuquerque, N.M.** □ For best sport news coverage.

**Bill Strong, AP, Boston** □ Broadcast Editor of the Year

## AAUW Media Awards

Presented by the American Association of University Women "to those television programs which present a positive image of today's women."

**ABC, Eight Is Enough** □ (home and family life).

**CBS, Lou Grant** □ (women & employment).

**Phil Donahue, syndicated** □ (women's issues).

**CBS, Portrait of a Rebel: Margaret Sanger** □ (women's achievements).

**ABC, Kids Are People Too** □ (children's programs).

**NBC, Today's Jane Pauley** □ (television news & sports).

## Howard W. Blakeslee Award

28th. Presented by the American Heart Association in memory of the late AP science editor, for "outstanding reporting on heart and blood vessel diseases."

**Jill Stein, KMOX(AM) St. Louis** □ For seven spot news reports covering breaking developments in research and treatment.

**Gene Allen, KPRC-TV Houston** □ For *Killer in Your Future*, seven reports on heart disease.

**Karl Idsvoog, KUTV(TV) Salt Lake City** □ For report on controversial chelatin therapy to treat arteriosclerosis.

## Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design.

**Milton Clipper**, WDVM-TV Washington □ Small budget animation.

**Stefan Gerber and Meryl Cohen**, WXYZ-TV Detroit □ Promotional and sales animation.

**Carol Kabrin**, WDIV-TV Detroit □ On-air illustration.

**Mel Robbins**, WBZ-TV Boston and **Bill Robles**, KNXT(TV) Los Angeles □ News courtroom sketching.

**Bob Hernandez**, KNXT(TV) Los Angeles and **Gary Goldberg, WVIT(TV)**, Hartford, Conn. □ News still graphics.

**Bruce Sorensen**, KATU-TV Portland, Ore. □ Station identification/holidays.

**Robert Brandel**, NBC-TV New York, **David Henry**, WSBK-TV Boston, **Teresa Heintzman**, WHAS-TV Louisville, Ky □ Title still graphics.

**Dianne Hanau-Strain**, WSNS-TV Chicago □ Public affairs and operational.

**Magda Mourad**, WDIV-TV Detroit □ News sets.

**James Houff**, WDIV-TV Detroit □ Strikeable sets.

**Randall Chase**, KING-TV Seattle □ One time only production sets.

**Bunny Zaruba and Wiley Schmidt**, KGO-TV San Francisco □ Promotion items, display and signage.

**Ron Pearl**, WCVB-TV Boston □ Station promotional campaigns.

**David Henry**, WSBK-TV Boston and **Bunny Zaruba**, KGO-TV San Francisco □ Newspaper and TV guide advertising.

**Teresa Heintzman**, WHAS-TV Louisville, Ky. □ Trade publication advertising.

**Jim Denney**, WYES-TV New Orleans □ Posters, car cards and billboards.

**Judy Rosenfield**, WJLA-TV Washington and **Neil Wassers-tein**, WXYZ-TV Detroit □ Booklets and brochures.

**Neil Wasserstein**, WXYZ-TV Detroit □ Letterhead, releases and flyers.

**Dianne Hanau-Strain** WSNS-TV Chicago □ Best of show.

**Richard Lee Dickinson**, WCVB-TV Boston □ Art direction.

## Broadcasters Promotion Association Awards

Presented by the BPA to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

Multimedia campaign. (outside)

**KCST-TV** San Diego □ Large market TV.

**WPTF-TV** Raleigh, N.C. □ Medium market TV.

**KTWO-TV** Casper, Wyo. □ Small market TV.

**KFBW(AM)** Los Angeles □ Large market radio.

**WINY(FM)** New York □ Large market radio.

**WCKY(AM)** Cincinnati □ Medium market radio.

Multimedia campaign (in house)

**KATU-TV** Portland, Ore. □ Large market TV.

**WYES-TV** New Orleans □ Medium market TV.

**WRIF(FM)** Detroit □ Large market radio.

**WCNY-FM** Syracuse, N.Y. □ Medium market radio.

Limited campaign using one medium

**WABC-TV** New York □ Large market TV.

**WITI-TV** Milwaukee □ Medium market TV.

**WIS-TV** Columbia, S.C. □ Small market TV.

**WXYZ(AM)** Detroit □ Large market radio.

## MARTIN R. GAINSBROUGH

### AWARDS

### PROGRAM



For Details, Write:

**FISCAL POLICY COUNCIL**  
100 East 17th St.  
Riviera Beach, FL 33404

Telephone  
(305) 845-6065

# THIS IS AN AWARDS WINNING AD.



#### AWARDS?

Two first-place Awards of Excellence and seven second-place Certificates of Merit...all presented to WHAS TV-11 Artist **Teresa Heintzman** at this year's Broadcast Designers' Association seminar. Incidentally, no one in the nation won more.

Represented by **hrp** Harrington, Righter and Parsons

#### WINNING?

**Action 11** newscasts are number one at noon, 6&11pm... total ADI, Metro households\* total DMA households\*\* persons 18+ men 18+ women 18+ teens\* \*\* Got the picture? Kentuckiana does.

\*ARB May 1981; \*\*NSI May 1981

**WHAS 11**

**LOUISVILLE  
KENTUCKY**

**KSL(AM)** Salt Lake City Medium market radio.  
**KRDO(AM)** Colorado Springs Small market radio.

TV news and public affairs

**WTAE-TV** Pittsburgh Large market.  
**WVUE-TV** New Orleans Medium market.  
**WRDW-TV** Augusta, Ga. Small market.

TV other than news or public affairs

**KNBC-TV** Los Angeles Large market TV.  
**KSL-TV** Salt Lake City Medium market TV.  
**KTWO-TV** Casper, Wyo. Small market TV.  
**WFYR-FM** Chicago Large market radio.

Radio news and public affairs

**WNBC-TV** New York Large market TV.  
**WPCQ-TV** Charlotte, N.C. Medium market TV.  
**CFRB(AM)** Toronto Large market radio.

Radio other than news or public affairs

**KABC-TV** Los Angeles Large market TV.  
**WNEM-TV** Saginaw, Mich. Medium market TV.  
**KFRC(AM)** San Francisco Large market radio.  
**WROW(AM)** Albany, N.Y. Medium market radio.

In-house produced announcement

**ATV** Melbourne Large market TV.  
**WWBT(TV)** Richmond, Va. Medium market TV.  
**WLBT-TV** Jackson, Miss. Small market TV.  
**CFRB(AM)** Toronto Large market radio.

Local use of syndicated TV materials

**KDKA-TV** Pittsburgh Large market TV.  
**WHBQ-TV** Memphis Medium market TV.  
**KPWR-TV** Bakersfield, Calif. Small market TV.  
**WPOC-FM** Baltimore Large market radio.

Local use of syndicated radio materials

**WDVM-TV** Washington Large market TV.  
**WLYH-TV** Lancaster Medium market TV. (two awards)

Sales promotion

**WBBM-TV** Chicago Large market TV.  
**WABC-TV** New York Large market TV.  
**CITV-TV** Edmonton, Alberta Medium market TV.  
**WKYT-TV** Lexington, Ky. Small market TV.  
**KABC(AM)** Los Angeles Large market radio.  
**KSL(AM)** Salt Lake City Medium market radio.

Print ad for audience promotion

**WLS-TV** Chicago Large market TV.  
**WSOC-TV** Charlotte, N.C. Medium market TV.  
**STW** Tuart Hill, Western Australia Small market TV.  
**Radio 740** Toronto Large market radio.  
**CKWX(AM)-CJAZ-FM** Vancouver Medium market radio.

Outdoor advertising for audience promotion

**KOMO(TV)** Seattle Large market TV.  
**KSL-TV** Salt Lake City Medium market TV.  
**KOLN-TV/KGIN-TV** Lincoln, Neb. Small market TV.  
**WINS(AM)** New York Large market radio.  
**CFCN(AM)** Calgary, Alberta Medium market radio.  
**WMBD(AM)** Peoria, Ill. Small market radio.

Promotion, other

**KBTV(TV)** Denver Large market TV.  
**WKBW-TV** Buffalo, N.Y. Medium market TV.  
**WROR-FM** Boston Large market radio.  
**WROW(AM)** Albany, N.Y. Medium market radio.  
**CKIQ(AM)** Kelowna, B.C. Small market radio.

Community involvement by a radio station

**WKTU-FM** New York  
**KJR(AM)** Seattle

Community involvement by a television station

**KOB-TV** Albuquerque, N.M.  
**WPHL-TV** Philadelphia

## Christophers

Presented by The Christophers, ecumenical mass media organization to producers, writers, and directors for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

*ABC News Closeup: Can It Be Anyone Else?* Executive producers, John Korty, Pamela Hill; producer, Bill Couturie; director/co-writer, Dennis Lofgren; writer, Michael Shandler.

*Christmas Special With Luciano Pavarotti* Producer-director, Jean-Yves Landry (PBS).

*Family of Strangers: An ABC Afternoon Special* Executive producer, Linda Gottlieb; producers, Doro Bachrach, Franklin

Getchell; director, Robert Fuest; writers, Jeffrey Kindley, Len Jenkin.

*Front Line* Producer-director, David Bradbury (PBS).

*Gideon's Triumph* Executive producer, John Houseman; producer/writer, David W. Rintels; director, Robert Collins (CBS).

*Homeward Bound* Producers, Steve Tisch, Jan Avnet; director, Richard Michaels; writer, Burt Prelutsky (CBS).

*IBM Presents Baryshnikov on Broadway* Executive producer, Herman Krawitz; producer/director, Dwight Remion; producer, Gary Smith (ABC).

*The Invisible World* Executive producers, Dennis B. Kane, Thomas Skinner; writer/producer director, Alex Pomasonoff (PBS).

*A Lady Named Baybie* Executive producer, David Loxton; producer/director/writer, Faye Sandlin (PBS).

*Lefty* Executive producer, William Robert Yates; producer/director/writer, Faye Sandlin (NBC).

*Little Lord Fauntleroy* Producer, Norman Rosemont; director, Jack Gold; writer, Blanche Hanalis (CBS).

*NBC White Paper: Gambling in America* Producer/writer, Anthony Potter; directors, Frank DeMeo, Gerald Polikoff; writers, David Brinkley, Lloyd Dobyns.

*On Giant Shoulders* Executive producer, Jack Venza; director/dramatization, Anthony Simmons; producer, Mark Shivas; dramatization, William Humble (PBS).

*Playing for Time* Executive producer, Linda Yelben; director, Daniel Mann; writer, Arthur Miller (CBS).

*A Private Battle* Producer, Robert Haimi; director, Robert Lewis; writer, John Gay (CBS).

*Upton at the Apollo* Producer/director, Dwight Remion; producer, Gary Smith; writers, Harry Crane, Marty Farrell (NBC).

## Clarion Awards

9th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

Radio

**Denise Richardson, Jack Franks, Reg Laite, WOR(AM) New York.** *The Blue Minority.*

**Steve Reiner, National Public Radio.** *Year of the American Hostages.*

**Ann Carroll, John Meehan, Office of Telecommunication, American History Museum at Smithsonian Institute** *Voices of the Civil Rights Movement.*

**Jo Moring, Hank Miles, NBC Radio** *Second Sunday.*

**George Martin, KNX(AM) Los Angeles.** *Diablo Canyon Series.*

**Dave Ross, KIRO(AM) Seattle.** *Saving Kids from Illiteracy.*

Television

**Richard Gerdau, Tim O'Brien, Michael Connor, ABC** *Escape from Justice—Nazi War Criminals in America.*

**Phillip S. Balboni, Mishka Harden, Jack Hynes, WCVB-TV Boston.** *Denise.*

**Karen Dorn, Mark Huessey, Jim Zimmer, KSPS-TV Spokane, Wash.** *Life with St. Helens.*

**Pamela Hill, Richard Richter, Paul Altmeyer, ABC.** *The Shattered Badge.*

**Linda Cavanaugh, Paul Parisot, Steve Neumann, KTVY(TV) Oklahoma City** *Abortion: Murder or Mercy.*

**Diane Allen, Sandra Bennett, Bruce Karder, WLS-TV Chicago** *Super Rat.*

**Jim Karayn, WHYY(TV) Philadelphia** *Every Four Years: A Study of the Presidency.*

## Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Radio

**K Mart** Home Sale (Ross Roy).



**Unda-USA**  
 Announces  
 16th Annual  
**GABRIEL AWARDS**  
 for programs which creatively  
 treat issues concerning  
 human values.

36 Categories for local and national  
 programs, plus Station of the Year and  
 Personal Achievement Awards

Deadline for entries - Sept 1, 1981

For information, contact:  
**GABRIEL AWARDS**  
 136 West Georgia Street  
 Indianapolis, IN 46225  
 317-635-3586  
 Charles J. Schista, Chairman

# **THERE ARE NO EMPTY NAILS IN OUR LOBBY.**

*The Oklahoma Associated Press Broadcasters Awards, 1980.*

- Best General Reporting
- Best Spot News
- Best Feature
- Best Photography

*The National Academy of Television Arts and Sciences, 1980.*

- National Award for Community Service and National Finalist "A Waiting Child."

*Oklahoma Film Festival, 1981.*

- Gold Award, T.V. Production, "Oil In Oklahoma: Josh Cosden"
- Special Achievement Award, for Overall Production "Oil In Oklahoma: Josh Cosden"
- Silver Award, Educational Category "The Indian Painters: Catlin, Miller and Cary"

*International Film & TV Festival of New York, 1980.*

- Bronze Award  
O.C. Seltzer: The West in Miniature

*Governor & Governor's Committee on Employment of the Handicapped, 1981.*

- Citation, Television Station of the Year

*Oklahoma Film Festival, 1980.*

- The Governors Award "Will Rogers: The Unique American"

*Veterans of Foreign Wars, 1980*

- "Television Station of The Year"

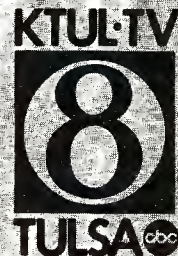
*Oklahoma Department of Public Safety Jerry Marx Memorial Award*

- Aggressive Traffic Safety Promotion

*Oklahoma Highway Safety Office Award 1980-81*

- Outstanding Highway Safety Airtime

**"CJ., BETTER ORDER SOME MORE NAILS."**



**Koss Stereophones** □ Serenity (Kloppenburg, Switzer & Teich).

**Ferrarelle** □ Dictionary (Levine, Huntley, Schmidt, Plapler & Beaver).

**The Bustop** □ Help Eliminate Chest Colds (Fred Arthur Productions).

**Levi Strauss** □ Skysingers (Foote, Cone & Belding/Honig).

**Saab** □ 900 Sedan III (Ally & Gargano).

**Astoria Federal Savings** □ Applicant (Greenstone & Rabasca).

**Pabst Extra Light Beer** □ Gourmet Chili Contest (Ogilvy & Mather).

**Ovaltine Hot Cocoa Mix** □ Minor Milestones (TBWA Advertising).

**Butterfingers** □ Bop (Lee King & Partners).

**St. Louis Masonry Institute** □ Three Little Pigs (Fred Arthur Productions).

**Agree Creme Rinse** □ The Big Date (Needham, Harper & Steers).

**California Milk Advisory Board** □ Freelance Matador (Cunningham & Walsh).

**New York Mets** □ Ballgame (Della Femina, Travisano & Partners).

**Leo's Quality Foods** □ Midnite Snack (Klein Advertising).

**King Koil Posture Bond Mattress** □ Who's Sleeping? (Grey Advertising).

**Durafame Firelogs** □ Anniversary (Botsford, Ketchum).

**Mobil Chemical Mocop** □ If You Could Hear (Martin Agency).

**Blue Cross of Southern California** □ Lower (J. Walter Thompson).

**WCBM(AM) Baltimore** □ Life is a Rock (Burden & Charles).

**La-Z-Boy Office Seating** □ Seat Tester (Marvin Hahn Advertising).

**Minnesota Citizens For Initiative & Referendum** □ Bad Law (Lunch Hour Ltd.).

**Greenpeace** □ Misconceptions (Belling Productions).

**Monty Python** □ Contractual Obligation Album (Arista Records).

**U.S. Army** □ Printed Circuit (N W Ayer).

**Goodyear Auto Service** □ Women's Car Care (Wyse Advertising).

**Solo's Pizza** □ Pain of Burgers (VanSant, Dugdale & Co.).

**American Automobile Association** □ Rainstorm (Della Femina, Travisano & Partners).

**Ace Hardware Stores** □ Dogs in the Family (D'Arcy-MacManus & Masius).

**Ferrarelle** □ People (Levine, Huntley, Schmidt, Plapler & Beaver).

**North American Van Lines** □ Piano (Doe-Anderson).

**Air Jamaica** □ We're Gonna Win You Over (Ketchum, MacLeod & Grove).

**Haagen Dazs** □ Best Made (Radio Band).

**MCI Communications** □ Mother (Ally & Gargano).

**Red Balloon Co.** □ Balloons Are For Adults (KVI[AM] Seattle).

**North American Van Lines** □ Piano (Perfect Pitch).

**Teleprompter Cable Television** □ Ernie in the Kitchen (Ralph Kent Cooke).

**Michelob Beer** □ New George Benson Full Vocal-Slow Version (D'Arcy-MacManus & Masius).

**Pepsi-Cola** □ Catch That Pepsi Spirit (BBDO).

**Ford Motor Co.** □ Ireland (Wells, Rich, Greene).

**New England Telephone** □ Behind the Times (Dick Lavsky & Associates).

**New Yorker Magazine** □ Watches (Dick Lavsky & Associates).

Television

**Federal Express** □ Paper Blob (Ally & Gargano).

**Smith Barney** □ Amphitheatre (Ogilvy & Mather).

**Houston Chronicle** □ Jaworski (Rives Smith Baldwin & Cariberg).

**Made in the Shade Jeans** □ It's Not a Name (Young & Rubicam).

**Lincoln Mercury Capri** □ Magic (Young & Rubicam).

**Mobil I** □ New York to New York (Doyle Dane Bernbach).

**Citicorp Travelers Checks** □ Bath (Doyle Dane Bernbach).

**Henry Weinhard's Private Reserve** □ Alaska (Ogilvy & Mather).

**Kellogg Rice Krispies** □ Cloister (Leo Burnett).

**Ovaltine Hot Cocoa Mix** □ Minor Milestones (TBWA Advertising).

**Cadbury Creme Eggs** □ Clucking Bunny (Young & Rubicam).

**McDonald's** □ Moving (Needham, Harper & Steers).

**Miss Clairol** □ You Are So Beautiful (Foote, Cone & Belding).

**Breakstone Sour Cream** □ Mom (Geers Gross Advertising).

**Gopher Football** □ Ohio/Southern Cal/Michigan University (Chuck Ruhr Advertising).

**Tony's Pizza** □ Burp Rev (Bozell & Jacobs).

**Sharp Color TV** □ Tiptoe (Isidore, Lefkowitz, Elgort).

**Sherwin Williams** □ Difficult Jobs (Doyle Dane Bernbach).

**Blue Cross/Blue Shield** □ Body (Meldrum & Fewsmith).

**Hour Magazine** □ Roger's Picture (Della Femina, Travisano & Partners).

**ITT** □ Qume (Needham, Harper & Steers).

**American Tourister** □ Airport (Doyle Dane Bernbach).

**Meow Mix** □ Crosswords (Drossman Yustein Clowes).

**Aika Seltzer** □ Can't Find It (Wells, Rich, Greene).

**No On Proposition 9** □ Rich Man (Roßs McCanse & Associates).

**Coca-Cola Special Olympics** □ I've Got To Try (McCann-Erickson).

**Yamaha** □ Harry, A Motorcycle (Chiat/Day).

**U.S. Army** □ Laser Tank (N W Ayer).

**Aamco Transmissions** □ Roughly Speaking (Calet, Kirsch, Kurnit & Spector).

**Dunkin' Donuts** □ Every Bit As Good (Ally & Gargano).

**American Automobile Association** □ Rain (Della Femina, Travisano & Partners).

**Montgomery Ward Optical Department** □ Herbie (Meldrum & Fewsmith).

**Coca-Cola** □ Thirsty Workers (McCann-Erickson).

**Matchbox** □ Cordoba (Levine, Huntley, Schmidt, Plapler & Beaver).

**Federal Express** □ Secretary (Ally & Gargano).

**Pan American Airways** □ Say Hello (N W Ayer).

**Bell System** □ Lion (Lewis & Gilman).

**Gillette Papermate Pen** □ Precision (BBDO).

**Merrill Lynch** □ China Shop (Young & Rubicam).

**Mobil Corp.** □ The Misunderstood Elephant (Steve Gold Productions).

**Henry Weinhard's Private Reserve** □ Alaska (Ogilvy & Mather).

**Timex** □ Mean Machine (Grey Advertising).

**Polaroid** □ Mariette Bonus (Doyle Dane Bernbach).

**Lincoln Mercury Cougar** □ Four Door Selection (Young & Rubicam).

**TRW** □ Deep Space Watch (Robert Abel & Associates).

**Federal Express** □ There's Always Federal (Ally & Gargano).

**Alabama Office of Highway and Traffic** □ Gas Hog (Luckie & Forney).

**Jonathan Mohr Sleep Shops** □ Old Mattress (Frankenberry, Laughlin, Bernstein & Constable).

**Pepsi-Cola** □ Papa (BBDO).

**Budweiser** □ Bud Youth (D'Arcy-MacManus & Masius).

**Lincoln-Mercury Capri** □ Magic II (Young & Rubicam).

**Pentax** □ M & M's (Ally & Gargano).

**Lincoln Mercury Lynx** □ Genesis (Young & Rubicam).

**New Yorker Magazine** □ Watches (Lord Geiler Federico Einstein).

## Announcing

# 1982 Hazlett A. Cochran \$2,000 Memorial Awards

for journalistic excellence in reporting U.S. coal issues

The Cochran awards, named for a man who helped pioneer coal industry public relations, were established by the National Coal Association to recognize journalists whose work contributes to better public understanding and appreciation of the U.S. coal industry.

Awards of \$1,000 each will be made to the authors of winning entries in the (1) *print* and (2) *electronic* media categories. The competition is open to journalists representing newspapers, magazines, radio and television, and wire services (technical and trade publications are not eligible).

Entries will be judged on how well they enhance public awareness and understanding of: (1) the coal industry's role in solving national energy problems; (2) coal's contribution to America's economy; (3) achievements in coal mining safety; (4) advances in coal mining and utilization technologies, with respect to greater productivity and environmental quality; and (5) the need for greater coal use.

Eligible are stories published or broadcasted between March 1, 1981 and Feb. 28, 1982. The deadline for submission is April 1, 1982. Entries may include but are not limited to news stories and series, analyses, interviews, features, editorials and documentaries.

For complete information on rules, submission procedures and entry forms, write to: Chairman, Journalism Awards, National Coal Association, 1130 17th St., N.W., Washington, D.C. 20036.



## Commendation Awards

Presented by the American Women in Radio and Television for presenting positive women's images.

**NBC News** □ Ask NBC News.

**WNEW-TV NEW YORK  
HAS SEEN THE LIGHT.**

**CHARLIE'S ANGELS**

A Spelling/Goldberg Production  
Available Fall 1981 from



**COLUMBIA PICTURES TELEVISION**

Radio



Television



**To keep up with this**



Cable Communications



Earth Receive Stations



Color Television



For more than fifty years, Storer has been in the forefront of broadcasting. Because we've always been on top of the latest broadcasting innovations.

We began in radio in 1927. Helped to pioneer television in the 40's. And became involved in cable television as far back as 1963.

**changing world, we've made a few changes of our own.**



Uplink Satellite Transmission

Along the way, we've been an active force in a great many other technological advances, in our ever-growing, ever-changing industry.

When we look back over our more than half-century of service, it's hard to believe how much the communications industry has changed.

And that's what makes the future so exciting. Because, at Storer, we believe that the only limit to the possibilities of communications is the limit of human imagination.

**STORER**  
BROADCASTING COMPANY

**CBS-TV** □ *A Matter of Life and Death.*  
**ABC-TV** *The Women's Room.*  
**PBS** *A Ladie Named Baybie.*  
**PBS** □ *Masterpiece Theater's "Testament of Youth."*  
**KPNX-TV** Phoenix □ *A Woman's Crisis—A New Look at Breast Cancer.*  
**WABC-TV** New York □ *My Mommie Works.*  
**Warner Amex Qube**, Columbus, Ohio □ *But It's A Man's Job.*  
**WCKT(TV)** Miami □ *Woman's Place.*  
**WJLA-TV** Washington □ *What Does Your Mom Do?*  
**WBLS(FM)** New York □ *A Woman's Dilemma.*  
**WAHT(AM)** Annnville-Cleona, Pa. □ *Sexual Shakedown.*  
**Broadcasting Foundation of America**, New York □ *Women in China—Past & Present.*  
**KWON(AM)** Bartlesville, Okla. □ *That American Woman.*

Silver Satellite Award

**Charles Kuralt** CBS News.

## CPB Awards

Presented by CPB to noncommercial radio and television stations for outstanding local programs and promotion efforts.

Ralph Lowell Award

**Fred Friendly** Columbia University professor.

Edward R. Murrow Award

**William H. Kling** Minnesota Public Radio.

Radio Development

**WGUC(FM)** Cincinnati Large market, public awareness.  
**WBO(FM)** Buffalo, N.Y. □ Middle market, public awareness.  
**KVLU(FM)** Beaumont, Tex. □ Small market, public awareness.  
**WDET-FM** Detroit □ Large market, public participation.  
**WHIL-FM** Mobile, Ala. □ Middle market, public participation.  
**KUSC(FM)** Los Angeles, **WBEZ(FM)** Chicago □ Large market, fund raising.  
**WCNY-FM** Syracuse, N.Y. □ Middle market, fund raising.  
**WHIL-FM** Mobile, Ala. □ Small market, fund raising.

Radio Programs

**WADE(FM)** Atlanta *No More Fields to Plow.*  
**WEBR(AM)** Buffalo □ Best regularly scheduled newscast.  
**Western Public Radio**, San Francisco *Invisible Victims: Japanese-American Survivors of the Atom Bomb.*  
**WUHY(FM)** Philadelphia □ *91 Report.*  
**WGBH(FM)** Boston □ *First Person America: Voices of the Thirties-Harlem Stories.*  
**KXPR(FM)** Sacramento, Calif. □ *Sacramento Spectrum.*  
**South Carolina Educational Radio Network** □ *Marion McPartland's Piano Jazz II.*  
**ZBS Foundation**, Ford Edward, N.Y. □ *The Blackmailer.*  
**KBYU(FM)** Provo, Utah *The Halloween Tree.*  
**WUHY(FM)** Philadelphia □ *Fresh Air.*  
**KSOR(FM)** Ashland, Ore. *Chatterbox: How Giamee the Ax Found Out.*  
**WBEZ(FM)** Chicago *Audio Jam: Telephone Communication.*  
**KUT(FM)** Austin, Tex. *Star Date.*  
**KUOM(AM)** Minneapolis *Aging in America.*

Television Promotion

**Public Broadcasting Associates**, Boston □ *Odyssey.*  
**WUSF-TV** Tampa, Fla. *Tony Pizzo's Tampa.*

**WYES-TV** New Orleans *Hot Stuff: The Restaurants of New Orleans.*  
**KQED(TV)** San Francisco □ *First Annual Rare and Fine Wine Auction.*  
**WNET(TV)** New York □ *Festival '80*  
**WVU-TV** Morgantown, W. Va. *Seed Money.*  
**WTVS(TV)** Detroit *Joan Robinson Story.*  
**WETV(TV)** Atlanta □ *Sunglasses.*

Television Programs

**WNET(TV)** New York □ *Presumed Innocent.*  
**Kentucky Educational Television**, Lexington, Ky. *Just One Day.*  
**WQED(TV)** Pittsburgh *WQED Presents: Pittsburgh's Dancin'.*  
**Mississippi Center for Educational Television**, Jackson, Miss. *William Faulkner: A Life on Paper.*  
**KCTS-TV** Seattle □ *Do I Look Like I Want To Die?*  
**WVIZ-TV** Cleveland □ *Beauty and the Beast.*  
**WHA-TV** Madison, Wis. □ *The Wisconsin Magazine.*

## DeForest Audion Gold Medal

Presented by the Veteran Wireless Operators Association.

**George Riley** Former engineering supervisor for WOR-TV New York.

## DuPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

**Walter Cronkite** □ For "continuing heroic service."  
**Carol Mon Pere, Sandra Nichols, KTEH(TV)** San Jose, Calif. *The Battle of Westlands.*  
**Walter Jacobson, WBBM-TV** Chicago □ *Perspectives.*  
**Red Cloud Productions, WGBY-TV** Springfield, Mass. □ *Joan Robinson: One Woman's Story.*  
**WLS-TV, Chicago Sun-Times** *The Accident Swindlers.*  
**Perry Miller Adato, WNET(TV)** New York □ *Picasso: A Painter's Diary.*  
**Mississippi Center for Educational Television** □ *William Faulkner: A Life on Paper.*

**Group W, KYW-TV** Philadelphia, **WBZ-TV** Boston, **WJZ-TV** Baltimore □ For investigative "I" teams.  
**National Public Radio** *All Things Considered, Morning Edition.*  
**ABC-TV** *The Iran Crisis: America Held Hostage, Nightline.*  
**Ed Bradley, CBS Reports** *CBS Reports: Blacks in America: With All Deliberate Speed.*  
**Roger Mudd, CBS-TV** *CBS Reports: Teddy.*  
**Reuven Frank, NBC-TV** *NBC White Paper: If Japan Can ... Why Can't We?*

Citations

**Robert Riggs, WAST(TV)** Albany, N.Y. □ *Downhill Dollars.*  
**WCCO-TV** Minneapolis □ *The Moore Report.*  
**WCVB-TV** Boston *Denise.*  
**Robert Richter, WGBH-TV** Boston *A Plague on Our Children.*  
**Lorraine Gray, WNET(TV)** New York *Independent Focus: With Babies and Banners.*  
**Lea Thompson, WRC-TV** Washington □ *Baby Formula: The Hidden Dangers.*  
**Alan Griggs, WSM-TV** Nashville *KKK: The Wizards at Odds.*  
**Public Broadcasting Associates** *Odyssey: Seeking the First Americans.*  
**ABC-TV** *Directions, Closeup: This Shattered Land.*  
**CBS-TV** *Campaign 80, CBS Magazine.*

## Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Programs

**Lou Grant** (CBS) Drama series.  
**Taxi** (ABC) Comedy series.  
**Carlton Your Doorman** (CBS) Animated program.  
**Live From Studio 8H: A Tribute to Toscanini** (NBC) □ Classical program in the performing arts.  
**The Halloween That Almost Wasn't** (ABC) Children's program.  
**The Body Human: The Magic Sense** (CBS) □ Informational program.  
**Fred Astaire: Change Partners and Dance** (PBS) □ Outstanding program achievement—special class.



**Winner** Powers Boothe flanked by *Eight Is Enough's* Susan Richardson and ABC Entertainment senior vice president Brandon Stoddard, holds aloft the Emmy he won for playing Jim Jones in *The Story of Jim Jones*.

**The 34th Annual Tony Awards** (CBS) □ Outstanding program achievement—special events.

**IBM Presents Baryshnikov on Broadway** (ABC) □ Variety or music program.

**The Miracle Worker** (NBC) □ Drama or comedy special.

**Edward and Mrs. Simpson** (syndicated) □ Limited series.

#### Writing

**Bob Colleary** □ Comedy series ("Photographer," *Barney Miller*, ABC).

**Seth Freeman** □ Drama series ("Cop," *Lou Grant*, CBS).

**Buz Kohan** □ Variety or music program (*Shirley MacLaine ... Every Little Movement*, CBS).

**David Chase** □ Limited series or special (*Off the Minnesota Strip*, ABC).

#### Acting

**Harry Morgan** □ Supporting actor, comedy, variety or music series (*M\*A\*S\*H*, CBS).

**Loretta Swit** □ Supporting actress, comedy, variety or music series (*M\*A\*S\*H*, CBS).

**Cathryn Damon** □ Lead actress—comedy series (*Soap*, ABC).

**Richard Mulligan** □ Lead actor—comedy series (*Soap*, ABC).

**Stuart Margolin** □ Supporting actor—drama series (*The Rockford Files*, NBC).

**Nancy Marchand** □ Supporting actress—drama series (*Lou Grant*, CBS).

**Ed Asner** □ Lead actor—drama series (*Lou Grant*, CBS).

**Barbara Bel Geddes** □ Lead actress—drama series (*Dallas*, CBS).

**George Grizzard** □ Supporting actor—limited series or special (*The Oldest Living Graduate*, NBC).

**Mare Winningham** □ Supporting actress—limited series or special (*Amber Waves*, ABC).

**Patty Duke Astin** □ Lead actress—limited series or special (*The Miracle Worker*, NBC).

**Powers Boothe** □ Lead actor—limited series or special (*Guyana Tragedy: The Story of Jim Jones*, CBS).

#### Directing

**James Burrows** □ Comedy series ("Louie and the Nice Girl," *Taxi*, ABC).

**Roger Young** □ Drama series ("Cop," *Lou Grant*, CBS).

**Dwight Hemilton** □ Variety or music program (*IBM Presents Baryshnikov on Broadway*, ABC).

**Marvin J. Chomsky** □ Limited series or special (*Attica*, ABC).

#### Creative arts

**Ian Fraser, Ralph Burns, Billy Byers** □ Music direction (*IBM Presents Baryshnikov on Broadway*, ABC).

**Peter G. Edwards, William Knight, Peter S. Passas** □ Lighting direction (*F.D.R. The Last Year*, NBC).

**Gayne Rescher** □ Cinematography—limited series or special ("The Silent Lovers," *Moviola*, NBC).

**Bill Blunden, Alan Pattillo** □ Film editing—limited series or special (*All Quiet on the Western Front*, CBS).

**Charles Lisanby, Dwight Jackson** □ Art direction—variety music program (*IBM Presents Baryshnikov on Broadway*, ABC).

**Alan Johnson** □ Choreography (*Shirley MacLaine ... Every Little Movement*, CBS).

**Wayne Parsons, Tom Geren, Dean Hall, Bob Highton, William Landers, Ron Sheldon** □ Technical direction and electronic camerawork (*The Oldest Living Graduate*, NBC).

**James D. Bissell, William Webb** □ Art direction—series ("The Old Sister," *Palmerstown, U.S.A.*, CBS).

**Wilfrid Shingleton, Juliann Sacks, Jean Taillandier, Robert Christides, Cheryal Kearney** □ Art direction—limited series or special (*Gauguin the Savage*, CBS).

**Travilla** □ Costume design—limited series or special ("The Scarlett O'Hara War," *Moviola*, NBC).

**Richard Blair** □ Make-up ("The Scarlett O'Hara War," *Moviola*, NBC).

**Larry Germain, Donna Gilbert** □ Hairstyling (*The Miracle Worker*, NBC).

**M. Pam Blumenthal** □ Film editing—series ("Louie and the Nice Girl," *Taxi*, ABC).

**Don Crosby, Mark Dennis, Tony Garber, Doug Grindstaff, Don V. Issacs, Hank Salerno, Larry Singer** □ Film sound editing (*Power, Part I*, NBC).

**Ray Barons, David Campbell, Bab Pettis, John Reitz** □ Film sound mixing (*The Ordeal of Dr. Mudd*, CBS).

**John Hawkins** □ Videotape editing—series (*The Muppet Show* with Liza Minnelli, syndicated).

**Danny Whige** □ Videotape editing—limited series or special (*Olivia Newton-John—Hollywood Nights*, ABC).

**Bruce Burns, Jerry Clemans** □ Tape sound mixing (*Sinatra: The First 40 Years*, NBC).

**Patrick Williams** □ Music composition—series ("Hollywood," *Lou Grant*, CBS).

**Jerry Fielding** □ Music composition—limited series or special (*High Midnight*, CBS).

**Scott Schachter** □ Individual achievement—creative technical crafts (live audio mixing, *Live From Studio 8H: A Tribute to Toscanini*, NBC).

**Mark Schubin** □ Individual achievement—creative technical crafts (live stereo simulcast, *Luciano Pavarotti and the New York Philharmonic*, PBS).

**Phill Norman** □ Graphic design and title sequences (*The French Atlantic Affair, Part I*, ABC).

**David Clark, Joel Fein, Robert L. Harman, George E. Porter** □ Information programs—film sound mixers (*Dive to the Edge of Creation*, PBS).

**Bryan Anderson, Bob Elfstrom, Al Giddings** □ Informational programs—cinematography (*Mysteries of the Sea*, ABC).

**Robert Eisenhardt, Hank O'Karma, Jane Kurson** □ Informational programs—film editing (*The Body Human: The Body Beautiful*, CBS).

**Enzo A. Martinelli** □ Cinematography ("Breakthrough," *The Contender*, CBS).

**Bob O'Bradovich** □ Individual achievement—children's program, make-up (*The Halloween That Almost Wasn't*, ABC).

**Geof Bartz** □ Individual achievement—special class, film editing ("Dr. James 'Red' Duke, Trauma Surgeon," *Operation Lifeline*, NBC).

#### Governor's Award

**Johnny Carson** □

## Daytime Emmy Awards

Presented by the National Academy of Television Arts & Sciences recognizing outstanding achievements in all phases of television.

#### Production

**Gloria Monty** □ For daytime drama series, *General Hospital* (ABC).

**Bob Stewart, Anne Marie Schmitt, Jane Rothschild** □ For game or audience participation show, *\$20,000 Pyramid* (ABC).

**Richard Mincer, Patricia McMillen, Darlene Hayes, Sheri Singer** □ For talk/service series, *Donahue* (syndication).

**Peter Barsocchini** □ For variety series, *Merv Griffin Show* (syndication).

#### Performers

**Douglass Watson** □ For actor in daytime drama series, *Another World* (NBC).

**Judith Light** □ For actress in daytime drama series, *One Life To Live* (ABC).

**Larry Haines** □ For actor in supporting role in daytime drama series, *Search for Tomorrow* (CBS).

**Jane Elliott** □ For actress in supporting role in daytime drama series, *General Hospital* (ABC).

**Peter Marshall** □ For host in game or audience participation show, *Hollywood Squares* (NBC).

**Hugh Downs** □ For host/hostess in talk/service series, *Over Easy* (Public Broadcasting Service).

**David Letterman** □ For host/hostess in variety series, *David Letterman Show* (NBC).

#### Directing

**Marlena Laird, Alan Pultz, Phillip Sogard** □ For entire daytime drama series, *General Hospital* (ABC).

**Mike Garguilo** □ For individual direction of single episode of game or audience participation show, *\$20,000 Pyramid*, 5/15/80 (ABC).

**Jerry Kupcinet** □ For individual direction of single episode of talk/service series, *Richard Simmons Show*, 3/13/80 (syndication).

**Sterling Johnson** □ For individual direction of single episode of variety series, *Dinah & Friends in Israel*, 9/10/80 (syndication).

#### Writing

**Douglas Marland, Robert Dwyer, Nancy Franklin, Harding LeMay** □ For dramatic series, *The Guiding Light* (CBS).

#### Children's programming

**Joel Kosofsky** □ For series production excellence, *Captain Kangaroo* (CBS); and **Jay Rayvid, James A. DeVinney, Christine Ochtun** □ *A Tale of Two Cities, Once Upon A Classic* (PBS).

**Martin Tahse** □ For production excellence on entertainment special, *A Matter of Time (ABC Afterschool Special)* (ABC).

**Joel Heller, Madeline Amgott, Vern Diamond, Allen Ducovny, Diego Echevarria, Virginia Gray, Susan Mills, Patti Obrow White, Catherine Ollan, Robert Rubin, Martin Smith** □ For outstanding informational/instructional series/special, *30 Minutes* (CBS); **Jack Wohl, Bernard Rothman, Julie Andrews' Invitation to the Dance With Rudolph Nureyev (*The CBS Festival of Lively Arts for Young People*).**

**Joel Heller, Walter Lister** □ For outstanding informational/instructional programing-short format, *In The News* (CBS).

**Bill Cosby** □ For outstanding individual achievement (performing), *The Secret* (CBS); **Ken Howard** (performing), *The Body Human, Facts For Boys* (CBS); **Marlo Thomas** (performing), *The Body Human: Facts for Girls*, (CBS); **Danny Aiello** (performing), *Family of Strangers* (ABC); **John Herzfeld** (directing), *Stoned* (ABC); **Blossom Elfmann** (writing), *I Think I'm Having A Baby* (CBS); **Robert E. Fulsz M.D.** (writing), *The Body Human: Facts for Girls* (CBS); **Mary Munisteri** (writing), *Mandy's Grandmother* (syndicated); **Joe Consentino** (cinematography), *Globetrotters* (syndicated); **Robert Elfstrom** (cinematography), *The Body Human: Facts For Boys* (CBS); **Eric Van Haren Noman** (cinematography), *Egyptian Weavers* (syndicated); **Peter Hammer** (film editing), *Do Me A Favor ... Don't Vote For My Mom- Pt. 3* (syndicated); **Allen Kirkpatrick** (film editing), *Bike Racing* (syndicated); **Dick Maitland** (audio), *Tuning the Engine* (PBS); **Dick Hyman** (music), *Sunshine's On the Way* (NBC); **Dorothy Weaver** (costume design), *Family of Strangers* (ABC); **Steve Atha** (make-up and hair design), *Sunshine's On the Way* (NBC); **Lewis Gifford, Paul Kim, Tom Yohe** (graphics), *Drawing Power* (NBC).

#### Religious programming

**Sid Darion** □ For outstanding achievement in programming, *Directions* (ABC); **Ellwood E. Keiser, C.S.P., Mike Rhodes, Insight (syndicated).**

**Martin Sheen** (performing) □ For outstanding individual achievement in programming, *Long Road Home* (syndicated); **C. Murakowski, Dahl Dela** (art direction) and **Scott Heineman** (set decorator), *Long Road Home*, (syndicated).

#### Others

**Yanna Kroyt Brand** □ For special classification of outstanding program achievement, *FYI* (ABC).

**Merrill Markoe, Rich Hall, David Letterman, Gerard Mulligan, Paul Raley, Ron Richards** (writers) □ For outstanding individual achievement, *The David Letterman Show* (NBC); **Caroly Wilcox, Cheryl Blalock, Edward G. Christie**, (puppet design, construction and costuming), *Sesame Street* (PBS).

**Robert Hoffman** (technical director) □ For individual achievement in any area of creative technical crafts, *Savannah* (ABC); **Anthony Gambino, Lawrence Hammond** (electronic camera), *Savannah* (ABC); **Dayton Anderson** (costume design), *The Mike Douglas Show* (syndicated); **Michael Gass** (graphics), *Good Morning America* (ABC); **David Spagnolia, Thomas Burton, Claudia Zeitlin Burton** (graphics), *The John Davidson Show* (syndicated); **Joseph Solomito, Howard Zweig, Lawrence Hammond, Dianne Cates-Cantrell, Robert Ambrico, Christopher Mauro, Larry Strack, Salvatore Augugliaro, Vincent Senator, Thomas McGrath, Len Walas, Albin S. Lemanski, Peter Bohn, Charles Eisen, Barbara Wood, Diana Wenman, Jean Dadario, Roger Haenelt** □ For technical excellence on drama series, *All My Children* (ABC).

**Sy Tomashoff, John Conolly, David Murin, Michele Reisch, James Cola, John Quinn, Sybil Weiberger** □ For design excellence, *Ryan's Hope* (ABC).

# THREE'S COMPANY is #1

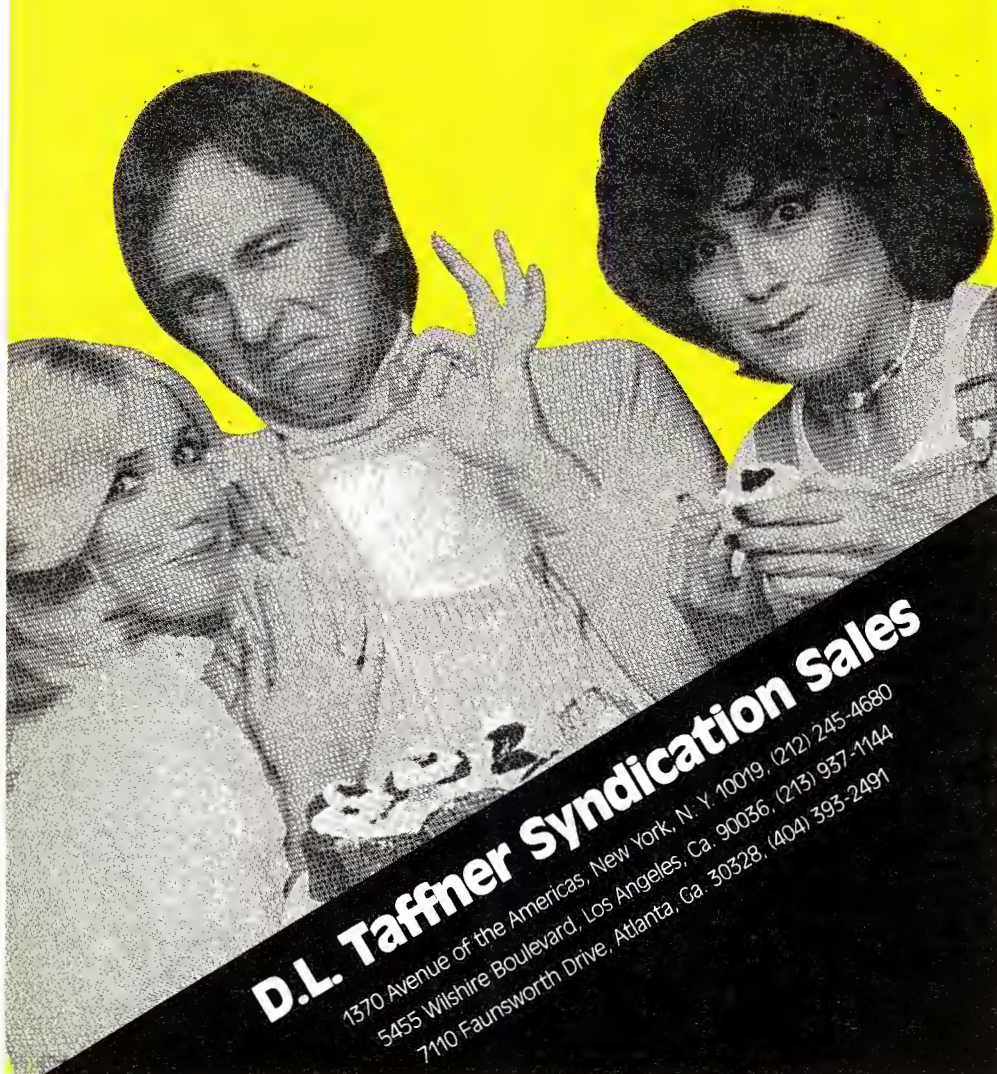
2 of the 3 top sitcoms are from D.L. Taffner  
(Apr 29-May 27 '81 NTI MAY sweeps, rankings of prime time programs)

1. **THREE'S COMPANY**  
20.2 rating 32 share

2. **M\*A\*S\*H**  
19.7 rating 30 share

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19.0 rating 30 share

← 130 episodes from  
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Fall '82 syndication start!



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## News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work.

### Programs

**Pope John Paul II in Poland** □ Helen Marmor, producer; Phillip Scharper, correspondent (NBC).

**Post Election Special Edition** □ Jeff Grainick and William Lord, producers; Ted Koppel, Frank Reynolds, Max Robinson, Lynn Sherr and Barbara Walters, correspondents (ABC).

### Outstanding Individual Achievements

Writing: **Bill Moyers** □ *Our Times* (PBS).

**Irwin Rosten** □ *Mysteries of the Mind* (PBS).

**Marlene Sanders and Judy Reemtsma** □ *What Shall We Do About Mother?* (CBS); **Morton Silverstein and Chris Wallace** □ *The Migrants, 1980* (NBC); **Perry Wolff** □ *American Dream, American Nightmare* (CBS).

Direction: **Patrick M. Cook** □ *Death in a Southwest Prison* (ABC).

**Ray Lockhard** □ *NBC White Paper: If Japan Can, Why Can't We?* (NBC).

**Roger Phenix** □ *NBC Reports: To Be A Doctor* (NBC); **Morton Silverstein** □ *NBC Reports: The Migrants, 1980* (NBC).

Cinematography: **Mike Edwards** □ *Inside Afghanistan* (CBS).

**Alan Raymond** □ *To Die For Ireland* (ABC).

Film Editing: **Maurice Murad** □ *CBS Reports: The Saudis* (CBS).

**Steve Sheppard** □ *Inside Afghanistan* (CBS); **Kenneth E. Werner and Mils Rasmussen** □ *Death in a Southwest Prison* (ABC).

Technical Direction and/or Electronics Camerawork: **Jon Alpert** (camera) □ *Third Avenue, Only the Strong Survive* (PBS); **Jack Clark** (camera) □ *Shooting of Bill Stewart: Nicaragua* (ABC).

Associate Direction and/or Videotape Editing: **John Godfrey, Jon Albert and Keiko Tsuno** (videotape editors) □ *Third Avenue, Only the Strong Survive* (PBS); **Ruth Newald** (videotape editor) □ *CBS Reports: Miami: The Trial that Sparked the Riots* (CBS).

Audio: **Jim Cefalo**, (deceased sound recordist) □ *Shooting of Bill Stewart: Nicaragua* (ABC); **Robert Rogow**, location sound recordist and **Joel Dulberg**, re-recording mixer □ *Pavrotti* (CBS).

Musical Direction: **Lionel Hampton** □ *No Maps on My Maps* (PBS).

### Program Segments

**CBS Reports: Miami: The Trial That Sparked the Riots** □ Eric F. Saltman, producer; Ed Bradley, correspondent (CBS).

**Lights, Cameras ... Politics** □ Ann G. Black and Tom Priestley, producers; Richard Reeves, correspondent (ABC).

**Hot Shells: U.S. Arms for South Africa** □ William Cran, producer (PBS).

**Who Killed Georgi Markov?** □ Phil Harding, producer; Michael Cockerill, correspondent (PBS).

**CBS Reports: On the Road** □ Bernard Birnbaum and Charles Kuralt, producers; Charles Kuralt, correspondent (CBS).

**CBS Reports: Teddy** □ Andrew Lack, producer; Roger Mudd, interviewer (CBS).

**CBS Reports: What Shall We Do About Mother?** □ Judy Reemtsma, producer; Marlene Sanders, correspondent (CBS).

**The Invisible World** □ Alex Pomasanoff, producer (PBS).

**Mysteries of the Mind** □ Irwin Rosten, producer (PBS).

**Nicaragua** □ Lowell Bergman and Neil Cunningham, producers; Dave Marash, correspondent (ABC).

**Onward Christian Voters** □ Joel Bernstein, producer; Dan Rather, correspondent (CBS).

**Too Little, Too Late?** □ Janet Roach, producer; Ed Bradley, correspondent (CBS).

**Arson for Profit (Parts I and II)** □ Peter Lance, producer; Geraldo Rivera (ABC).

**Urethane** □ Peter Jeffries, producer; John Dancy, correspondent (NBC).

**VW Beetle: The Hidden Danger** □ Jeff Diamond, producer; Sylvia Chase, correspondent (ABC).

**Bette Davis** □ Nancy Lea, producer; Mike Wallace, interviewer (CBS).

**Here's Johnny!** □ David Lowe Jr., producer; Mike Wallace, interviewer (CBS).

**George Burns: An Update** □ Betty Osha, producer; Bob Brown, correspondent (ABC).

**Heart Transplant** □ Robert Eaton, George Lewis and Arthur Lord, producers (NBC).

**Fishing Boat Sinks** □ Nancy Fernandez and Jeff Weinstock, producers; Lee McCarthy, correspondent (NBC).

**Murder of a Correspondent** □ Ken Luckoff, producer; Al Dale, correspondent (ABC).

## Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programming.

**Outstanding live sports special** □ *1980 Winter Olympic Games* (ABC). Roone Arledge, executive producer; Chuck Howard, Chet Forte, Dennis Lewin, senior producers; Bob Goodrich, Curt Gowdy Jr., Terry Jastrow, Terry O'Neil, Eleanor Riger, Ned Steckel, Doug Wilson, producers; Jeff Ruhe, coordinating producer; Brice Weisman, producer for "Up Close and Personals"; Robert Riger, Bud Greenspan, special project producers.

**Outstanding live sports series** □ *NCAA College Football* (ABC). Roone Arledge, executive producer; Chuck Howard, senior producer; Bob Goodrich, Eleanor Riger, Curt Gowdy Jr., Dick Buffinton, Chris Carmody, Ned Steckel, Doug Wilson, producers.

**Outstanding edited sports specials** □ *Gossamer Albatross—Flight of Imagination* (CBS). Eddie Einhorn, executive producer; Joseph A. Thompson, Thomas F. Horton, producers.

**Outstanding edited sports series** □ *NFL Game of the Week* (syndication). Ed Sabol, executive producer; Steven Sabol, producer.

**Outstanding sports personality** □ Jim McKay (ABC).

**Outstanding directing in sports programming** □ Sandy Grossman for *Superbowl XIV* (CBS).

**Engineering supervision/technical direction/electronics camerawork** □ ABC—Julius Barnathan, Joseph DeBonis, Bill Stone, Joseph Maitz, David E. Eschelbacher, Charles Baldour, David Linick, Eric Rosenthal, Abelnour Tadros, Tony Uyttendaele, engineering supervisors; Dick Horan, Robert Armbruster, Bill Blumel, Loren Coltran, Geoffrey Felger, Mike Jochim, Jacques Lasgards, Bill Maier, Joseph Polito, Elliott R. Reed, Martin Sandberg, Tony Versley, Mike Fisher, Joseph Kresnickas (Chicago), B. Untiet (West Coast), technical managers; Les Weiss, Warner Gunthar, Chester Mazurek, William Morris, Joseph Schiavo, Joe Nesi, and from West Coast, E. Buttleman, J. Allen, G. Bucci, H. Falk and D. Smith, technical directors; Diane Cates, Gary Donatelli, Danny LaMothe, Charles Mitchell, Steve Nikifor, William Sullivan, Don Farnum (Chicago), Rick Knipe, Morton Lipos, Joseph Montesano, electronic camerapersons, *1980 Winter Olympic Games*.

**Cinematography** □ Bob Angelo, Ernie Ernst, Jay Gerber, Stan Leshner, Don Harx, Hank McElwee, Howard Neef, Jack Newman, Steve Sabol, Bob Smith, Art Spieller, Phil Tuckett, cinematographers, *NFL Game of the Week* (syndicated); Harvey Harris, Harry Hart, Don Shapiro, cinematographers, *1980 Winter Olympic Games* (ABC).

**Videotape editing** □ ABC—Barbara Bowman, Paul Fanelli, Charles Gardner, Marvin Gench, Roger Haenelt, Connie Kraus, Alex Moskovic, Lou Rende, Nathan Rogers, Erskine Roberts, Mario Schenchman, Ann Stone, Arthur Volk, Frank Gugliano, Ronald Ackerman, Michael Altieri, Thomas Capace, John Croak, Jack Hierl, Anthony Jatchenko, Hector Kicellan, Ken Klinspeil, Pete Murphy, Hiorshi Nakamoto, Carl Pollack, Merritt Roesser, Winston Sadoo, Fausto Sanchez, Rene Sanchez, Leo Stephan, Richard Valasco, Ed Zlotnick, videotape editors, *1980 Winter Olympic Games*.

**Film editing** □ ABC—Angelo Bernarducci, Jon Day, Sam Fine, John Peterson, Vincent Reda, Anthony Scandiffio, Wayne Weiss, Ted Winterburn, film editors, *1980 Winter Olympic Games*.

**Music composition/direction** □ Chuck Mangione, music composer/director, *1980 Winter Olympic Games*, original theme, "Give It All! You Got" (ABC).

**Individual achievement** □ Jerry P. Caruso, Harry Smith, creators of radio frequency golf cup microphone, *Bob Hope Golf Classic* (NBC).

# TOO CLOSE FOR COMFORT IS #3

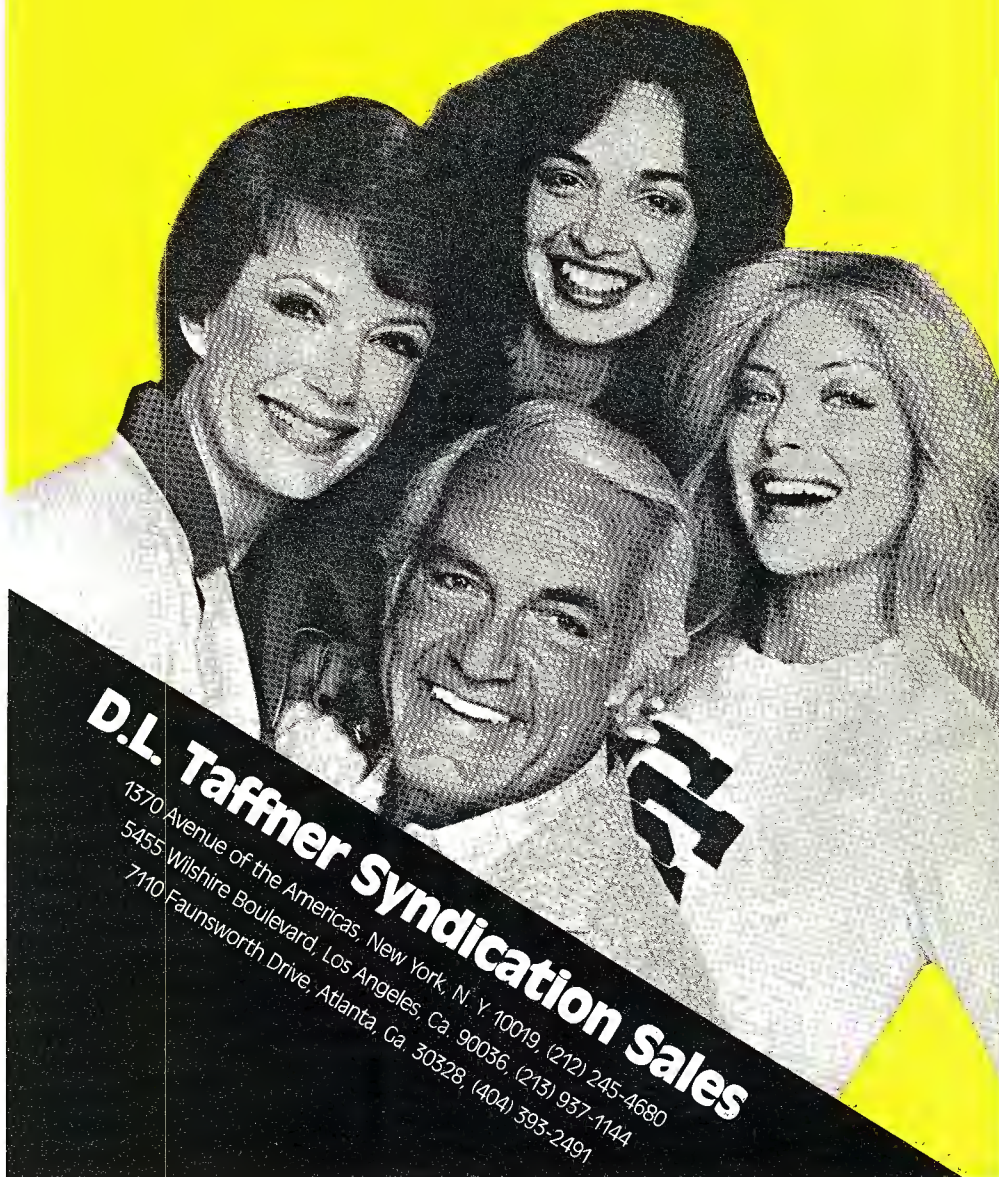
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## **MEDIA MONITOR**

# CBS News Aids Soviet Disinformation

Walter Cronkite gave an interview to Soviet journalist Vitali Kobysch in the spring of 1979 in which he was quoted as saying to the Russian: "I'd like readers to know that I consider myself a friend of your country, and I will do everything in my power to ensure mutual understanding between our people."

Perhaps that was what Cronkite thought he was doing in the final program in the CBS series on national defense that was aired on June 18. His contribution to the five-hour CBS series was to try to explain to the American audience what his friends, the Russians, are really thinking about nuclear war and national defense.

He started out with an interview of General Mikhail Millstein, who was introduced by Cronkite as "a leading officer in the Soviet Army for almost 40 years" and as affiliated with Soviet military intelligence.

Cronkite asked Gen. Millstein, "What if the United States decided that a limited nuclear war was not unthinkable?"

Millstein replied: "There is a great propaganda about the possibility of a first strike against land-based missiles. In the United States they say that the Soviet Union is planning such a first strike. Well, that's all just a very dangerous way of military thinking, because they are trying to persuade people that a nuclear war is possible. No, a nuclear war is impossible!"

Cronkite then asked, "But isn't it true that through the last few years the Soviet Union has been developing these missiles at a much faster rate than the U.S.?"

Millstein: "My answer is categorically not. The United States had in the beginning Polaris A-1, then Polaris A-2, then Polaris A-3 (it is MIRVed), then Poseidon, with the MIRV system, then the Trident system is already going up. The land-based missiles—Minuteman I, Minuteman II, then Minuteman III."

Mr. Cronkite was much too polite to point out to General Millstein that he was speaking nonsense. The fact is that the Soviets now have over 2,400 nuclear missiles capable of hitting the United States. In 1962, at the time of the Cuban Missile Crisis, they had fewer than 10 such missiles. While the Soviets have been adding to their missile stockpile at a rapid rate, the United States has kept the number of its long-range missiles frozen—at 1,052 for those that are land-based, and 656 for those that are launched from submarines.

Who is this Gen. Millstein that Cronkite permitted to so misinform the CBS audience? According to a high level Soviet defector, Igor Glagolev, Millstein is an expert on disinformation. Glagolev, who was a consultant to the Soviet government on arms control, says that Gen. Millstein was actually opposed to arms control, but he has no reluctance to tell the American people just the opposite.

Glagolev notes that while CBS gave the impression that the Soviets don't think of nuclear war as winnable and therefore could not be contemplating a first strike against the U.S., their official military doctrine is just the opposite. He says CBS could have learned that simply by reading Marshal Sokolovsky's authoritative book, *Military Strategy*. Instead they gave a platform to Soviet disinformation experts.

*MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.*

## Excellence in Consumer Journalism Awards

6th annual. Presented by the National Press Club for excellence in consumer reporting.

### Large market radio

**Richard Rieman, Pat Cassidy, Harvey Hunt** □ WMAQ(AM) Chicago (first place).

**Carol Colman** □ WRFM(FM) New York (citation).

### Large market television

**Roberta Baskins** □ WLS-TV Chicago (first).

**Herbert Deenberg** □ WCAU-TV Philadelphia (citation).

**Lea Thompson, Jack Cloherty, Robert Currie** □ WRC-TV Washington (citation).

## Freedom Foundation

32d annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

### Television

**KOCO-TV** Oklahoma City □ *Wednesday's Child* (encased George Washington honor medal).

**ABC** □ *Aging in Venice*.

**CBS-TV** □ *Gideon's Trumpet*.

**KAIT-TV** Jonesboro, Ark. □ *The Newest Americans*.

**WWL-TV** New Orleans □ *The Teacher*.

### Radio

**KFWB(AM)** Los Angeles □ *Beyond the Three R's—Value and Good Citizenship* (encased George Washington honor medal).

**Bonneville Productions** □ *Music and the Spoken Word*.

**Starr West Jones** □ *Patriotic Radio Series*.

**WRAL(FM)** Raleigh, N.C. □ *The Good Samaritans*.

**WRFM(FM)** New York □ *WRFM Report*.

## Gabriel Awards

14th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

### Nationally distributed programs

**ABC** □ *Attica*, and *This Shattered Land*.

**Canadian Broadcasting Corp.** □ *David*, and *The Handicapped Child*.

**Capital Cities Productions and Paulist Productions** □ *A Friend in Deed*.

**United Methodist Communications** □ *Connections*.

**KGW(AM) Portland, Ore., and United Presbyterian Church** □ *Open Door: Mothers*.

**TM Special Projects and Holland Group** □ *Woodstock-Ten Years Later*.

### Local programs in top 25 markets

**WCVB-TV Boston** □ *Park Street Under*, and *Denise*.

**Franciscan Communications, Los Angeles** □ *Ease On Down the Road*.

**KPIX-TV San Francisco** □ *Huckleberry Finn In the 20th Century*.

**WMT-TV Cedar Rapids, Iowa** □ *Who Is Johnny Mann?*  
**Mississippi Center for Educational Television** □ *The Land Where the Blues Began.*  
**KTNV-TV Las Vegas** □ *Close-Up.*  
**KETV(TV) Omaha** □ *The Word of Allah: Behind Bars.*  
**KUID-TV Moscow, Idaho (University of Idaho)** □ *Iran, Religion and World Conflict.*

Local radio programs

**Catholic Media Ministry of Santa Rosa, Calif.** □ *Codebreakers.*  
**WEEL-FM Boston** □ *You're Hearing Boston.*  
**Wisconsin Educational Radio Network, Madison, Wis.** □ *Book Trails.*

Public service announcements

**Father Flanagan's Boys' Town, Boys Town, Neb.** □ *Love Is a Family Affair.*  
**Roman Catholic Archdiocese of Toronto, Ont.** □ *Life-Times Series.*  
**Bonneville Productions, Salt Lake City** □ *Dad, You Make a Difference.*  
**WKBW(AM) Buffalo** □ *Buffalo Drug Abuse Program.*

### Martin R. Gainsbrugh Awards

3rd annual. Presented by the Fiscal Policy Council for excellence in economic reporting.

Network TV

**Lloyd Dobyns, NBC** □ *If Japan Can, Why Can't We?*

Citations

**Dan Cordtz, ABC News** □ 20/20 segment, "Japanese Imports."  
**Arch Campbell, WRC-TV Washington** □ *Personal Investing.*

Network radio

**Robert Krulwich, National Public Radio** □ *Productivity.*

Citations

**Susan A. O'Connell and Tom Powell, Progressive Radio Network** □ *News Blimp.*

Local TV

**Jeff Seward, KCTS-TV Seattle** □ *Black Youth Unemployment in Seattle/In the Best of Times.*

Citations

**Jennifer Moore, WDIV-TV Detroit** □ *Made in Japan.*  
**John Spiropoulos, WJLA-TV Washington** □ *Deeper in Debt.*  
**Betsy Brenneman and Sheila Toomey, KTOO-TV Juneau, Alaska** □ *Beaufort Basics.*

Local radio

**Jere Laird, KNX(AM) Los Angeles** □ *The 1980 Economy, Boom or Bust?*

Citations

**Stan Brooks WINS(AM) New York** □ *What's Ahead for City Neighborhoods: Renaissance or Ruin?*

### Gavel Awards

22d annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Television

**Gideon Productions, Los Angeles** □ CBS-TV's *Gideon v. Wainwright* (network produced programs).

**WNET(TV) New York** □ *Bill Moyers's Journal*, "Judge" segment (network, public broadcasting).

**WCYB-TV Boston** □ *Miller's Court: Witness for Hire, Miller's Court: Religion and Politics* (nonsyndicated, markets 1-10).

**WTVF-TV Nashville** □ *Tennessee Brethren* (nonsyndicated, markets 11-50).

**KCPQ-TV Tacoma, Wash.** □ *When a Woman Fights Back* (local, noncommercial).

Radio

**WOR(AM) New York** □ *The Blue Minority* (nonsyndicated, markets 1-10).

**WCBM(AM) Baltimore** □ *Bankruptcy: Going for Broke* (nonsyndicated, markets 11-50).

**WNHV(AM) White River Junction, Vt.** □ *Group Portrait with Law* (nonsyndicated, markets 51 and over).

### Golden Globe Awards

**Shogun, NBC** □ (best series drama).

**Yoko Shimada, Shogun** □ (best TV actress, drama).

**Richard Chamberlain, Shogun** □ (best TV actor, drama).

**Taxi ABC** □ (best series, comedy or musical).

**"The Shadow Box"** □ (best made for TV motion picture).

**Katherine Helmond, Soap (ABC)** □ (best TV actress, comedy or musical).

**Alan Alda, M\*A\*S\*H (CBS)** □ (best TV actor, comedy or musical).

**Valerie Bertinelli, One Day At A Time (CBS); Diane Ladd, Alice (CBS)** □ (tie for best supporting actress).

**Pat Harrington, One Day At A Time (CBS); Vic Tayback, Alice (CBS)** □ (tie for best supporting actor).

### Good Sam Awards

Presented by American Advertising Federation for excellence in public service advertising.

Television

**Bonneville Productions** □ Church of Jesus Christ of Latter-Day Saints.

# The American Chiropractic Association proudly announces the winners of The 1980 Journalism Awards Competition

#### Special Interest

**Gold Award (First Place)**  
 "Making Diets Healthy at P.S. 166"  
 Michelle Marder Kamhi,  
 Nutrition Action Magazine

**Bronze Award (Runner-Up)**  
 "Black Lung Series"  
 Arnell Church and Mike Hall,  
 UMW Journal

**Bronze Award (Runner-Up)**  
 "Drug Emergencies Among The Elderly"  
 Claude A. Frazier, M.D.,  
 Emergency Medical Services

**Bronze Award (Runner-Up)**  
 "Living With Stress"  
 Lois Robertson, Country Guide Magazine

#### Radio

**Gold Award (First Place)**  
 "The Child Athlete And Diet"  
 Kimberly J. Adams, Cornell University

**Bronze Award (Runner-Up)**  
 "6 Weekly Reports"  
 Herb Denenberg, WCAU Radio

**Bronze Award (Runner-Up)**  
 "Too Far To Care"  
 Marilou Johaneck, KMOX Radio



#### Television

**Gold Award (First Place)**  
 "FYI"  
 Yanna Kroyt Brandt, ABC-TV

**Bronze Award (Runner-Up)**  
 "Stoned, Smashed and Smarts"  
 Dr. Barry Kaufman and Roger Sergel,  
 WMAQ-TV

**Bronze Award (Runner-Up)**  
 "What Parents Should Know About Drugs"  
 George Merlis,  
 ABC-TV—Good Morning America

#### Special Award

**Gold Award (First Place)**  
 "Editorial Cartoons"  
 Richard Locher, Chicago Tribune

#### Consumer

**Gold Award (First Place)**  
 "That Aching Back"  
 Anastasia Toufexis, TIME Magazine

**Bronze Award (Runner-Up)**  
 "Too Much Surgery?"  
 Laurence Cherry, Family Weekly Magazine

**Bronze Award (Runner-Up)**  
 "The Facts About Vitamin C"  
 Lowell Ponte, Reader's Digest

**Bronze Award (Runner-Up)**  
 "Back Talk"  
 Colin Covert, TWA Ambassador Magazine

#### Newspaper

**Gold Award (First Place)**  
 "Cancer In Cincinnati"  
 Douglas Starr and Jim DeBrosse,  
 The Cincinnati Post

**Bronze Award (Runner-Up)**  
 "Series Exploring High Hospital Rates"  
 James A. Haight, The Charleston Gazette

**Bronze Award (Runner-Up)**  
 "Women and Doctors: What Ails Them?"  
 Sara Bullard and Scott Benarde,  
 Fort Lauderdale News

**CLOSING DATE FOR 1981 COMPETITION MARCH 1, 1982  
 FOR RULES & ENTRY FORMS, WRITE TO:**

Journalism Awards American Chiropractic Association 2200 Grand Avenue • Des Moines, Iowa 50312

**Denninberg Advertising**  United Way of the National Capital Area (two awards).

**Grey Advertising Inc.**  National Alliance of Business.

**Ketchum, MacLeod & Grove**  National Cambodia Crisis Committee.

**Ketchum, MacLeod & Grove**  Consumer Information Center.

**Rivers Smith Baldwin & Carlberg**  The Lighthouse of Houston.

**Young & Rubicam**  United Negro College Fund.

Radio

**Foote, Cone & Belding/Honig**  U.S. Forest Service.

**Ketchum, MacLeod & Grove**  Consumer Information Center.

**KFRC(AM) San Francisco**  San Francisco Society for the Prevention of Cruelty to Animals.

**Mennonite Media Services**  Mennonite Churches and Church of Brethren.

Multimedia

**Advertising Club of Denver**  Colorado Association of Retarded Citizens.

**Dancer Fitzgerald Sample**  Fresh Air Fund.

## Grammy Awards

23rd annual. Presented by the National Academy of Recording Arts and Sciences for outstanding performance in the field of recording.

**Record of the Year**  *Sailing*, Christopher Cross, Michael Omartian, producer.

**Album of the Year**  *Christopher Cross*, Christopher Cross, Michael Omartian, producer.

**Song of the Year**  *Sailing*, Christopher Cross, songwriter.

**Best New Artist**  Christopher Cross.

**Best Pop Vocal Performance, Female**  *The Rose*, Bette Midler.

**Best Pop Vocal Performance, Male**  *This Is It*, Kenny Loggins.

**Best Pop Vocal Performance by a Duo or Group With Vocal**  *Guilty*, Barbra Streisand & Barry Gibb.

**Best Pop Instrumental Performance**  *One on One*, Bob James & Earl Klugh.

**Best Rock Vocal Performance, Female**  *Crimes of Passion*, Pat Benatar.

**Best Rock Vocal Performance, Male**  *Glass Houses*, Billy Joel.

**Best Rock Performance by a Duo or Group With Vocal**  *Against the Wind*, Bob Seger & The Silver Bullet Band.

**Best Rock Instrumental Performance**  *Regatta de Blanc*, Police.

**Best R&B Vocal Performance, Female**  *Never Knew Love Like This Before*, Stephanie Mills.

**Best R&B Vocal Performance, Male**  *Give Me The Night*, George Benson.

**Best R&B Performance by a Duo or Group With Vocal**  *Shining Star*, Mannhattans.

**Best R&B Instrumental Performance**  *Off Broadway*, George Benson.

**Producer of the Year**  *Phil Ramone*.

**Best Classical Album**  *Berg: Lulu (Complete Version)*, Pierre Boulez cond. Orchestre de l'Opera de Paris; principal soloists: Teresa Stratos, Yvonne Minton, Franz Mazura, Toni Blankenheim; Guenther Breest, Michael Horwarth, producers.

**Best Classical Orchestra Recording**  *Bruckner: Symphony No. 6 In A Major*, Sir Georg Solti cond. Chicago Symphony Orchestra; Ray Minshull, producer.

**Best Opera Recording**  *Berg: Lulu (Complete Version)*, Pierre Boulez cond. Orchestre de l'Opera de Paris; principal soloists: Teresa Stratos, Yvonne Minton, Franz Mazura, Toni Blankenheim; Guenther Breest, Michael Horwarth, producers.

**Best Choral Performance, Classical (Other than Opera)**  *Mozart: Requiem*, Carlo Maria Giulini, conductor; Norbert Balatsch, chorus master; Philharmonic Chorus & Orchestra.

**Best Chamber Music Performance**  *Music For Two Violins (Moszkowski: Suite For Two Violins/Shostakovich: Duets/Prokofiev: Sonata For Two Violins)*, Itzhak Perlman, Pinchas Zukerman.

**Best Classical Performance—Instrumental Soloist or Soloists (with Orchestra)**  *Berg: Concerto For Violin & Orchestra Stravinsky: Concerto In D Major For Violin & Orchestra*, Itzhak Perlman (Seiji Ozawa cond. Boston Symphony Orchestra). *Brahms; Concerts In A Minor For Violin & Cello ("Double Concerto")*, Itzhak Perlman & Mstislav Rostropovich (Bernard Haitink cond. Concertgebouw Orchestra).

**Best Classical Performance—Instrumental Soloist or Soloists (without Orchestra)**  *The Spanish Album, Itzhak Perlman*.

**Best Classical Vocal Soloist Performance**  *Prima Donna, Volume 5—Great Soprana Arias From Handel to Britten*, Leontyne Price (Henry Lewis cond. Philharmonic Orchestra).

**Best Engineered Recording, Classical**  *Berg: Lulu (Complete Version)*, Karl-August Naegler, engineer.

**Classical Producer of the Year**  Robert Woods.

**Best Rhythm & Blues Song**  *Never Knew Love Like This Before*, Reggie Lucas & James Mtume, songwriters.

**Best Jazz Fusion Performance, Vocal or Instrumental**  *Birdland*, Manhattan Transfer.

**Best Country Vocal Performance, Female**  *Could I Have This Dance*, Anne Murray.

**Best Country Vocal Performance, Male**  *He Stopped Loving Her Today*, George Jones.

**Best Country Performance by Duo or Group with Vocal**  *That Lovin' You Feelin' Again*, Roy Orbison & Emmylou Harris.

**Best Country Instrumental Performance**  *Orange Blossom Special/Hoedown*, Gilley's "Urban Cowboy" Band.

**Best Country Song**  *On The Road Again*, Willie Nelson, songwriter.

**Best Gospel Performance, Contemporary or Inspirational**  *The Lord's Prayer*, Reba Rambo, Dony McGuire, B.J. Thomas, Andrae Crouch, The Archers, Walter & Tramaire Hawkins, Cynthia Clawson.

**Best Gospel Performance, Traditional**  *We Come To Worship*, Blackwood Brothers.

**Best Soul Gospel Performance, Contemporary**  *Rejoice*, Shirley Caesar.

**Best Soul Gospel Performance, Traditional**  *Lord, Let Me Be An Instrument*, James Cleveland & The Charles Fold Singers.

**Best Inspirational Performance**  *With My Song I Will Praise Him*, Debby Boone.

**Best Ethnic or Traditional Recording**  *Rare Blues*, (Dr. Isaiah Ross, Maxwell Street, Jimmy, Big Joe Williams, Son House, Rev. Robert Wilkins, Little Brother Montgomery, Sunnyland Slim) Norman Dayron, producer.

**Best Latin Recording**  *La Onda Va Bien*, Cal Tjader.

**Best Recording For Children**  *In Harmony/A Sesame Street Record*, (The Doobie Brothers, James Taylor, Carly Simon, Bette Midler, Muppets, Al Jarreau, Linda Ronstadt, Wendy Waldman, Libby Titus & Dr. John, Livingston Taylor, George Benson & Pauline Wilson, Lucy Simon, Kate Taylor & The Simon/Taylor Family) Lucy Simon & David Levine, producers.

**Best Comedy Recording**  *No Respect*, Rodney Dangerfield.

**Best Spoken Word, Documentary or Drama Recording**  *Gertrude Stein, Gertrude Stein, Gertrude Stein*, Pat Carroll.

**Best Instrumental Composition**  *The Empire Strikes Back*, John Williams, composer.

**Best Album of Original Score Written for a Motion Picture or a Television Special**  *The Empire Strikes Back*, John Williams, composer.

**Best Cast Show Album**  *Evita—Premiere American Recording*, Andrew Lloyd Webber, composer; Tim Rice, lyrics; Andrew Lloyd Webber, Tim Rice, producers.

**Best Jazz Vocal Performance, Female**  *A Perfect Match/Ella & Basie*, Ella Fitzgerald.

**Best Jazz Vocal Performance, Male**  *Moody's Mood*, George Benson.

**Best Jazz Instrumental Performance, Soloist**  *I Will Say Goodbye*, Bill Evans.

**Best Jazz Instrumental Performance, Group**  *We Will Meet Again*, Bill Evans.

**Best Jazz Instrument Performance, Big Band**  *On The Road*, Count Basie and Orchestra.

**Best Instrumental Arrangement**  *Dinorah, Dinorah*, Quincy Jones & Jerry Hey, arrangers.

**Best Arrangement Accompanying Vocalist(s)**  *Sailing*, Michael Omartian & Christopher Cross, arrangers.

**Best Arrangement For Voices**  *Birdland*, Janis Siegel, vocal arranger.

**Best Album Package**  *Against The Wind*, Roy Kohara, art director.

**Best Album Notes**  *Trilogy: Past, Present & Future*, David McClintock, annotator.

**Best Historical Reissue Album**  *Segovia—The EMI Recordings 1927-39*, Keith Hardwick, producer.

**Best Engineered Recording**  *The Wall*, James Guthrie, engineer.

## Humanitas Award

Presented to writers of television programs that most effectively communicate "enriching human values" by the Lilly Endowment and Capital Cities Communications.

**Michael Cristofer, The Shadow Box** (ABC)  Program, 90 minutes or longer.

**Michael Kozoll, Steven Bocho, "Dressed to Kill"** episode of *Hill Street Blues* (NBC)  Program, 60 minutes.

**Hugh Wilson, "Venus Flytrap Explains the Atom"** episode of *WKRP IN Cincinnati*  Program, 30 minutes.

**Morton Silverstein, Chris Wallace**  *The Migrants 1980* (NBC) Special Prize.

## Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "the best examples of public service journalism and broadcasting."

Broadcast winner

**KTMC(AM)**  McAlester, Okla.

## International Broadcasting Awards

20th annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes agency and production company.)

Television

**Sweepstakes winner**  *Kipper*. Lego Toys, T.B.W.A., London; Clearwater Film Co., London. (Winner in combination category also).

**Live action, 60 seconds English**  *Special Training*. Thai Airways International, Magnus Nankervis & Curl, Milsoms Point, Australia; Sedelmeier Film Productions, Chicago.

**Live action, 60 seconds, non-English**  *Snowy Heron*. Shiseldo Co., Ltd., Hakuho, Tokyo; Toyo Cinema Co., Tokyo.

**Live action, 30 seconds, English, produced in U.S.**  *Carlos Palomino*. Backer & Spielvogel, New York; Bob Giraldi Productions, New York.

**Live action, 30 seconds, English, produced outside U.S.**  *Trucks*. Citroen Cars, Ltd., Colman & Partners, London; Jennie & Co., London.

**Live action, 30 seconds, non-English**  *Samurai*. Matsushita Electric Industrial Co., Hakuho, Osaka; Z Inc., Tokyo.

**ID's, 10 seconds or less**  *Door to Door*. Federal Express Corp., Ally & Gargano, New York; Sedelmeier Film Productions, Chicago.

**Animation**  *Perrier*. Analt Corp., Monahan Dayman Adams, North Sydney, Australia; Film Graphics, Crows Nest, Australia.

**Humorous**  *There's Always Federal*. Federal Express Corp., Ally & Gargano, New York; Sedelmeier Film Productions, Chicago.

**Videotape**  *Marching Chips*. House Food Industrial Co., Dentsu Inc., Osaka; Den-Ei Inc., Tokyo.



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**Public Service** — *Turnabout*. U.S. Forest Service. Foote, Cone & Belding/Honig, Los Angeles; Stu Berg/Gary Freund, Los Angeles.

**Local (one market)** *Body*. Blue Cross/Blue Shield of Northeast Ohio, Meldrum & Fewsmith, Cleveland; Centipede Films, New York.

**Series (three commercials)** *Mirage, Maze, China Shop*. Merrill Lynch, Young & Rubicam, New York; Dick Miller, New York.

#### Radio

**Sweepstakes** *Selket, Moving Van, Heirloom*. North American Van Lines, Doe-Anderson Advertising, Louisville, Ky.; Perfect Pitch, Cleveland.

**Musical, 60 seconds** *Little River Band*. Dr. Pepper Co., Young & Rubicam, New York; HEA Productions, New York.

**Musical, 30 seconds** *Call Best Western*. B-W Advertising, Phoenix; Skinny Joe Productions, San Diego.

**Humorous, 60 seconds** *The Picture*. Frontier Auto Sales, no agency. Jock Blaney, KTWO Radio, Casper, Wyo.

**Humorous, 30 seconds** *The Burglar*. B.C. Tree Fruits, Ltd., Ed Conville & Associates, Vancouver, Canada; Griffiths-Gibson Productions, Vancouver, Canada.

**Open, 60 seconds** *Selket*. North American Van Lines, Doe-Anderson Advertising, Louisville, Ky.; Perfect Pitch, Cleveland.

**Open, 30 seconds** *In Harmony*. T.D.K. Cassette Tapes, Newton & Godin, Tunbridge Wells, England; Hobo Radio Productions, London, England.

**Local (one market)** *Body Talk*. Oregon Dairy Products Commission, Marx, Knoll & Mangels, Portland, Ore.; Griffiths-Gibson Productions, Vancouver, Canada.

**Public Service** *Misconceptions*. Greenpeace Foundation, no agency; Belling Productions, Los Angeles.

**Phil Donahue** — Broadcaster of the Year for his contribution as host of *Donahue* and contributor to NBC-TV's *Today*.



**Magic of Phil**. The International Radio and Television Society's Broadcaster of the Year award went to Phil Donahue. Shown receiving the plaque from Ave Butensky, IRTS president.

**Sam Cooke Digges**, CBS Radio — Gold Medal for his contribution over the years as CBS Radio president.

**KOOL-TV** Phoenix | *Chapter 10: Juvenile Justice*—Bob Martin, Bill Lucas, Susan Sain (children's, markets 11-40).

**KSL-TV** Salt Lake City | *Concert Kids, Small World Shakespeare, Shim Sham Songster*—Scott Clawson, Ed Yeates (children's, markets 41-214).

**WBZ-TV** Boston | *The Tull Ship Lindo*—Richard Kurlander, Gail Levin (all other, markets 1-10).

**KING-TV** Seattle | *The Mountain: Rainier*—Keith Lollis, Al Stenson (all other, markets 11-40).

**WMTV(TV)** Madison, Wis. | *Terminal Madness*—Laurie Leonard, Jerylyn Goodman (all other, markets 41-214).

**KXAS-TV** Fort Worth | *The Hurt That Doesn't Heal*—Russ Thornton, Lee Elsesser (public affairs specials, markets 1-10).

**WMC-TV** Memphis | *The Gospel According to Television*—Ron Klayman, Stuart Zanger (public affairs specials, markets 11-40).

**KGGM-TV** Albuquerque, N.M. | *Rage in Sante Fe*—Scott Randall, Mary Malloy (public affairs specials, tie for markets 41-214).

**WBBF-TV** Rock Island, Ill. | *She Wants a Mighty Good Road*—George Kaplow, Paul Meincke (public affairs specials, tie for markets 41-214).

**KGO-TV** San Francisco | *The Final Frontier*—Tim Major, Kenneth Ellis (public affairs series, markets 1-10).

**KTVI(TV)** St. Louis | *Extra*—Vic Skaggs, Carol Williams (public affairs series, markets 11-40).

**WLBT(TV)** Jackson, Miss. | *Dorothy is Dying*—Hewitt Griffin, Dennis Smith (public affairs series, tie for markets 41-214).

**WBEC-TV** Hampton, Va. | *Focus: To a Prince*—Lawrence Kiewer, Jane Gardner (public affairs series, tie for markets 41-214).

**CKND-TV** Winnipeg | *Children of Gael*—Stan Thomas, Barry Gordon (foreign).

**WCVB-TV** Boston | *Lies, Legends and Lunatics*—Bruce Marson, Dick Amaral (sports, markets 1-10).

**WTHR(TV)** Indianapolis | *Horses of Steel*—Tom Rose, Bob Campbell (sports, markets 11-40).

**WLKY-TV** Louisville, Ky. | *The First Annual George Lestrade Invitational Croquet Tourney*—Bob Jones (sports, markets 41-214).

**KNXT(TV)** Los Angeles | *Down at the Dunbar*—Larry Fordsick, Vincent Di Bona (entertainment, markets 1-10).

**KING-TV** Seattle | *A Song for Louisiana*—Keith Lollis, Bob Guy (entertainment, markets 11-40).

**WLKY-TV** Louisville, Ky. | *The Pleasure of Their Company*—Bob Jones (entertainment, markets 41-214).

## International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

## Iris Awards

5th annual. Presented by the National Association of Television Program Executives for outstanding local TV programing.

**WCVB-TV** Boston | *Eli and the Whale*—Bruce Marson, Larry Jordan, Bob Cokkie (children's, markets 1-10).

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## Robert F. Kennedy Journalism Awards

12th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

#### Broadcast winners

**WPLG-TV** Miami | *The Billion Dollar Ghetto*.

**CBS Radio** | *Exodus—Freedom Flotilla*.

## Abe Lincoln Awards

12th annual. Presented by the Radio and Television Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America."

**Fred M. Rogers, Mr. Rogers' Neighborhood** — Distinguished communications Recognition Award.

**Robert E. Lee**, FCC commissioner — Distinguished Communications Medal.

**George Nicholaw**, KNX-FM Los Angeles — Radio award

**Emory Bundy**, KING-TV Seattle | Television award

#### Merit Awards

**R. Kent Replogle**, KMBC-TV Kansas City, Mo.

**Frank J. Oxarart**, KFVB(AM) Los Angeles

**Walt Elder Jr.**, WSB-TV Atlanta  
**Fred Williams**, WAHT(AM) Lebanon, Pa.  
**Jack Bowen**, KOCO-TV Oklahoma City  
**Ray Watson**, KXL(AM) Portland, Ore.

## Media Awards for Economic Understanding

4th annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College. First prizes are \$5,000; second prizes, \$2,500.

### Radio

**Robert Krulwich**, National Public Radio, Washington — *Productivity Deciphered* (first prize).

**Frank D. Beaman**, WKQX(FM) Chicago — *Productivity-The Man at the Machine* (first prize).

**Bill C. Marshall, Christine M. Marshall**, KEYY(AM) Provo, Utah — *Geneva's Economic Impact on Utah Valley* (first prize).

**James Boutet**, WIND(AM) Chicago — *Making It Anyway: Economics in the 1980's*. Chicago-style (second prize).

**William A. Leslie**, WRAL(FM) Raleigh, N.C. — *World of Widgets* (second prize).

### Television

**Milton Friedman, Graham Massey, Michael Latham, Robert J. Chitester**, WQLN-TV Erie, Pa. — *Free to Choose* (first prize).

**Anne Holt, Randall Scheuer**, WNGE-TV Nashville, Tenn. — *VW: Venture into America* (first prize).

**Jim Moore, Mike Lester**, WOWT(TV) Omaha — *Man and the Mandan* (second prize).

**Reuben Frank, Clare Crawford-Mason, Ray Lockhart, Lloyd Dobyns**, NBC-TV — *If Japan Can Why Can't We?* (second prize).

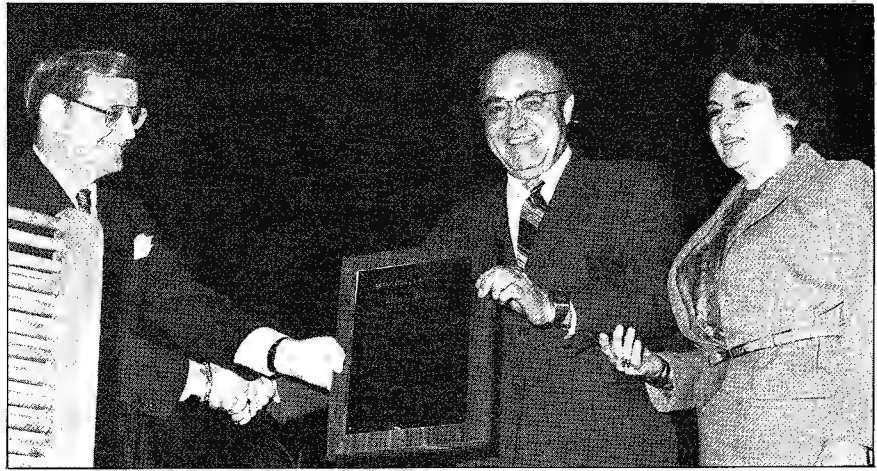
## Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

**Fetzer Broadcasting's WKZO(AM)** Kalamazoo, Mich.



**True pioneer.** Veteran broadcaster John Fetzer accepts the Broadcast Pioneers's Mike Award from Broadcasters Foundation President Norman E. (Pete) Cash on behalf of Fetzer Broadcasting's WKZO(AM) Kalamazoo, Mich.



**Top honor.** Arch Madsen of Bonneville International accepts NAB's Distinguished Service Award from then joint board chairman Tom Bolger. To Madsen's left is his wife, Peg.

## Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."

**Martin Umansky**, president and general manager, KAKE-TV Wichita, Kan.

**Chicago Tribune**, newspaper and broadcast station owner—WGN Continental.

**Donald W. Reynolds**, owner, president and chief executive officer, Donrey Media.

**Carl Rowan**, syndicated columnist. *Agronsky & Co.* panelist.

Idell Kaitz Award.

**Frank M. Drendel**, senior vice president, M/A-COM — Jerry Greene Memorial Award.

**Nicholas E. Worth**, vice president, engineering, Telecable Engineering award for outstanding achievement in operations.

**Nathaniel M. Marshall**, president, Systems Communications Cable — Outstanding committee chairman award.

**William J. Ryan**, vice president, general manager, Palmer Cablevision — Walter Kaitz Award for outstanding contribution through state or regional association.

**Robert E. Turner**, chairman, Turner Communications — Robert H. Beisswenger Memorial Award.

**Sydney Fluck Jr.**, engineering division manager, Wavetech Cable — Engineering award for outstanding achievement in development.

## National Association of Broadcasters Awards

**Distinguished Service Award:** presented to any broadcaster ... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." **Engineering Achievement Award:** presented ... for engineering contributions "which measurably advance the technical state of the broadcasting art."

**Arch Madsen**, Bonneville International — Distinguished service.

**Wallace Johnson**, Association for Broadcast Engineering Standards — Engineering achievement.

**William Carlisle**, retired NAB vice president — Grover Cobb award (posthumously)

## NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in CATV programming.

### President's Awards

**Richard Loftus**, president, Scripps Howard Cable.

**Brian Lamb**, president, C-SPAN.

**Brian Conboy**, Washington general counsel, Time Inc.

**H.I. King**, former president, TV Signal Co. of Aberdeen, S.D.

### National Awards

**William J. Bresnan**, president, Teleprompter Cable — Larry Boggs Award.

**June E. Travis**, senior vice president, administration, ATC

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T.A.T. COMMUNICATIONS CO.

**Continental Cable**, Lansing, Mich., R. Paul McConaughy, program director □ Excellence in overall format and content in community programming.

**UA-Columbia Cablevision**, Oakland, N.J., Lenny Melamedas, studio director □ Excellence in community involvement in community programming.

**Cable Television**, Hayward, Calif., Marquerite Johnson, local origination manager □ Programming for special community audience.

**Warner Qube**, Columbus, Ohio, David Feingold, executive producer for *For the Sake of Clean Air* □ Excellence in documentary or public affairs.

**Total CATV**, Baton Rouge, La., Daniel Stein, producer for *Football '80* □ Excellence in sports programming.

**Suburban Cablevision**, East Orange, N.J., Greg Vandervort, director for *June Day* □ Excellence in entertainment programming.

**Warner Amex**, Reston, Va., Thomas Bartelt, director for *The International Children's Festival at Wolf Trap* □ Excellence in children's programming.

**Golden Triangle Communications**, Denton, Tex., Joan Young, director for *Out of the Mysterious Past* □ Excellence in educational programming.

**Cablevision of Emporia**, Emporia, Kan., Sam Dicks, director for *Blessed, Blessed Mama: A Chase County Life*; **Suburban Cablevision**, East Orange, N.J., Greg Vandervort, director for *Conference on Literature and the Urban Experience*; **Warner Qube**, Columbus, Ohio, Fred Barzyk, program producer for *Lulu Smith: The Chicken Who Ate Columbus* □ Excellence in single program, unclassified.

**Warner Qube**, Columbus, Ohio, Jon Steinberg, producer for *QUBEsumers Mean Business* □ Excellence in public affairs program series.

**Warner Qube**, Columbus, Ohio, Allie Sherman, executive producer for *Ohio State Football* □ Excellence in sports program series.

**Sunflower Cablevision**, Lawrence, Kan., Randy Mason, producer for *Bringin' it All Back Home* □ Excellence in entertainment program series.

**Golden Triangle**, Denton, Tex., Candice Liepa, news director



**Top of the line.** The National Cable Television Association's distinguished achievement award was presented to Gerald Levin (center), group vice president of Time Inc. for Home Box Office's "continued pioneering and outstanding achievements in the pay TV industry." At left is Dr. Vivian Horner, NCTA's cable services committee chairman; at right, Jim Heyworth, president of HBO.

for *News 25* □ Excellence in news program series.

**Syracuse Cable**, Syracuse, N.Y., Abby Lazar, producer for *Kid Stuff* □ Excellence in children's program series.

**Marin 11**, San Rafael, Calif., Christopher Coughlin, producer for *Innersight* □ Excellence in educational program series.

**Warner Qube**, Columbus, Ohio, Leigh Denham, producer for *Columbus Alive* □ Excellence in program series.

**Home Box Office**, New York, *Consumer Reports Presents Food Show* □ Excellence in national public affairs program.

**HBO**, Bruce Cohn, producer for *Time Was ... the 40's* Ex-

cellence in documentary for national program.

**HBO**, Marty Callner, producer for *SRO Diana Ross* □ Excellence in musical general entertainment for national program.

**Showtime**, New York, Bill Siegler, producer for *Little Johnny Jones* □ Excellence in national unclassified general entertainment program.

**Showtime**, Burt Dubrow, producer for *Broadway on Showtime: Passion of Dracula* □ Excellence in national dramatic program.

**ESPN**, Bristol, Conn., Bill Fitts, executive producer for *WCT Tennis: McEnroe and Connors* □ Excellence in national program sports event coverage.

**HBO**, Michael Fuchs, executive producer for *Thrill Sports* □ Excellence in national program about sports.

**Warner Amex**, New York, *Livewire* □ Excellence in national children's program.

**C-SPAN**, Arlington, Va., *The Presidential Transition with Jack Watson* □ Excellence in national special audience program.

**HBO**, John Korty, executive producer for *Stepping Out: The DeBolts Grow Up* □ Excellence in national unclassified program.

**C-SPAN**, Arlington, Va., *1980 Election Program* □ Excellence in national public affairs program series.

**Cable News Network**, Atlanta, *Investigative Report on Cancer* □ Excellence in national news program series.

**HBO**, Tim Braine, producer for *Wimbledon 1980* □ Excellence in national sports event series.

**USA Network**, Glen Rock, N.J., Sanford Fisher, executive producer for *Sports Probe* □ Excellence in national sports program series.

**Warner Amex**, New York, *Livewire* □ Excellence in national children's program series.

**B.E.T.** Washington, Robert Johnson, executive producer for *BET Sports Presents Black College Basketball* □ Excellence in special audience for national program series.

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## Ohio State Awards

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Performing Arts and Humanities

**Capital Cities TV Productions**, Philadelphia *The Capital Cities Family Specials*.

**CBS Entertainment**, New York *Guyana Tragedy: The Story of Jim Jones.*

**Dallas County Community College**, Dallas *The World of F. Scott Fitzgerald.*

**ABC**, New York *A Special Gift.*

**Children's Radio Theatre**, Washington *Second Annual Children's Playwriting Contest.*

**Children's Television International**, Falls Church, Va. *The Book Bird.*

**Wisconsin Educational Radio Network**, Madison *Under Henry's Tree.*

**KMGH-TV** Denver *Borrowed Faces.*

**Maryland Center for Public Broadcasting**, Owings Mills *A Day With Conrad Green.*

**WGBH-TV** Boston *Currer Bell, Esquire: The Life of Charlotte Bronte.*

**Society for Education Through The Arts**, Providence, R.I. *Allamaze.*

**National Radio Theatre of Chicago**, Chicago *The Sea Wolf.*

**WGBH Educational Foundation**, Boston *The Spider's Web: Roll of Thunder, Hear My Cry.*

**Connecticut Public Broadcasting**, Hartford *Wallace Stevens: The Poet with the Blue Guitar.*

Natural and Physical Sciences

**KIRO Inc.**, Seattle *Mount St. Helen's Eruption.*

**WBZ(FM)** Chicago *The Big Onion.*

**KXL Radio**, Portland, Ore. *Mount St. Helen's: A Radio Diary.*

**WBBM-TV** Chicago *Agent Orange: The View From Vietnam.*

**UW Stout Teleproduction Center/Wisconsin Educational Television Network**, Menomonie *Mathways.*

**Michael Hirsh Productions**, Highland Park, Ill. *Express.*

**National Public Radio**, Washington *Antarctica: The Invisible Continent.*

**KYUK Radio**, Bethel, Alaska *Call the Doctor.*

**WQED(TV)** Pittsburgh *The Invisible World.*

**WGBH-TV** Boston *Life on a Silken Thread.*

**Playback Associates**, New York *The Search for Solutions.*

Social Sciences/Public Affairs

**Minnesota Public Radio**, St. Paul *The Way to 8-A.*

**National Public Radio**, Washington *Not So Placid: The 1980 Winter Olympics.*

**WNYE-FM-TV** Brooklyn, N.Y. *Stories From the Market Place: Inflation.*

**WTIC(AM)**, Hartford, Conn. *Rape: An Act of Aggression.*

**WRC-TV** Washington *Baby Formula: The Hidden Dangers.*

**CBS Entertainment**, New York *Gideon's Trumpet.*

**WGBH-TV** Boston *Yulva's Diary.*

**KBPS(AM)** Portland, Ore. *Orenaut Calling: Native Americans of the Island Region.*

**ABC**, New York *The Uranium Factor.*

**WTTV-TV** Indianapolis *Getting Around.*

**WHAS-TV** Louisville, Ky. *Slightly Used New Cars.*

**WCVB-TV** Boston *WCVB-TV Public Interest Programs.*

**CBS News**, New York *30 Minutes.*

**WQLN-FM**, Erie, Pa. *Free to Choose.*

**WHA-TV**, Madison, Wis. *Seraphim.*

**WMAL(AM)** Washington *One Hundred Days.*

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

**Robert Trout**, ABC News Radio *Radio interpretation of*



**Victory wink.** Carroll O'Connor holds the George Foster Peabody award he won for the "Edith's Death" episode on *Archie Bunker's Place*. Dr. Scott M. Dutlip, (l) dean, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, and Dr. Fred C. Davidson, (r) president, University of Georgia, the school which sponsors the Peabodys, accompany O'Connor.

news.

**Frank Sesno**, Associated Press Radio *Spot radio reporting.*

**Richard Threlkeld**, CBS-TV *Spot TV reporting.*

**Bill Moyers**, WNET-TV New York *TV interpretation of news.*

**Bill Kurtis**, WBBM-TV Chicago *International reporting in any medium.*

**Chris Wallace, Morton Silverstein**, NBC-TV *Best editorial or editorial series.*

view with a captor who held her at gunpoint.

**ABC** *For Amber Waves.*

**CBS Entertainment** *For Playing For Time.*

**British Broadcasting Corp.**, London *For All Creatures Great and Small.*

**Carroll O'Connor** *For "Edith's Death," an episode of Archie Bunker's Place.*

George Foster Peabody Awards

41st annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

**NBC Radio** *For The Hallelujah Caucus.*

**Minnesota Public Radio**, St. Paul *For A Prairie Home Companion.*

**WNCN(FM)**, New York *For its overall station performance broadcasting classical music.*

**National Public Radio**, Washington *For Jazz Alive!*

**Canadian Broadcasting Corp.**, Toronto *For The Wonderful World of Science.*

**Canadian Broadcasting Corp.** *For "Peniel," 1980 the Hornby Collection series.*

**San Francisco Opera** *For the San Francisco Opera radio broadcasts.*

**Studs Terkel, WFMT(AM)-FM**, Chicago *For his radio interviews highlighting the American working man.*

**CBS News** *For Universe.*

**Mary Nissenson, WTVJ(TV)**, Miami *For Poland: Changing Nation.*

**CBS Entertainment** *For Gideon's Trumpet.*

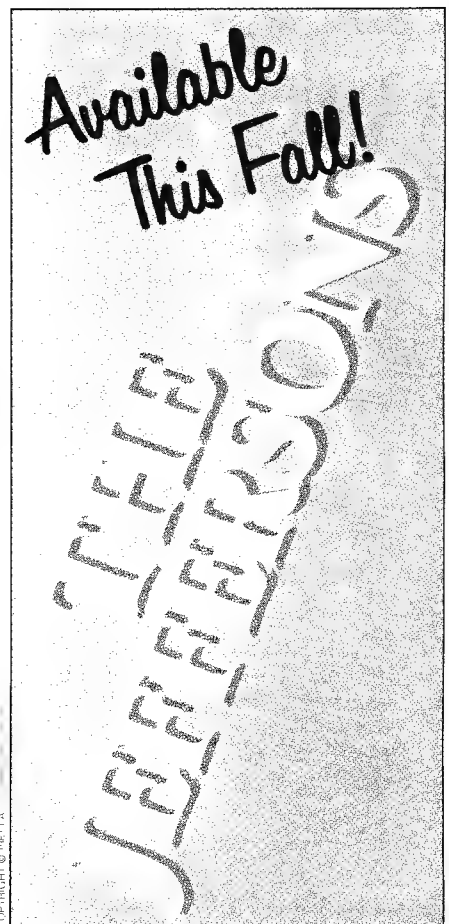
**NBC and Paramount Television** *For Shogun.*

**Sol Taishoff** *For 50 years of reporting and interpreting the news in radio and television—and more recently cable.*

**Public Broadcasting Service and executive producer Robert Geller** *For The American Short Story series.*

**ABC** *For IBM Presents Baryshnikov On Broadway.*

**Elaine Green**, WCPO-TV, Cincinnati *For her extreme poise and professionalism in conducting a searching personal inter-*



KCET(TV) Los Angeles, Adrian Malone and Carl Sagan  
For *Cosmos*.

Maryland Instructional Television, Owings Mills For *Terra: Our World*.

WQED(TV) Pittsburgh, and National Geographic Society  
For *National Geographic Specials*.

KETH(TV)'s [San Jose, Calif.] Carol Mon Pere and  
Sandra Nichols For *The Battle of Westlands*.

Phil Donahue, host of *The Donahue Show*.

KQED-TV San Francisco, For *Broken Arrow: Can a  
Nuclear Weapons Accident Happen Here?*

KUED-TV Salt Lake City and WNET-TV New York For  
"The MX Debate" special edition of *Bill Moyers Journal*.

Walter Cronkite, CBS For his unsurpassed skills and integrity in reporting the news.

Rod Downey Citation

Eddie Barker, Eddie Barker Associates Presented to  
RTNDA's outstanding committee chairman.

Radio

WCBS(AM) New York General news.

WHDH(AM) Boston Spot news.

KNX(AM) Los Angeles Investigative.

WBZ(AM) Boston Continuing news coverage.

Television

WCCO-TV Minneapolis General news.

WCPO-TV Cincinnati Spot news.

KYW-TV Philadelphia Investigative.

KATU-TV Portland, Ore. Continuing news coverage.

## Radio-Television News Directors Assn. Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Distinguished Service Award

John Salisbury, KXL(AM) Portland, Ore. For distinguished service to RTNDA.

Paul White Award

Walter Cronkite, CBS News For significant contribution to broadcast journalism.

Michelle Clark Award

Dalton Tanonaka, KHON-TV Honolulu Presented to a news broadcasting beginner for journalistic excellence.

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## Sigma Delta Chi Distinguished Service Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

WHDH(AM) Boston Radio reporting.

WIND(AM) Chicago Public service in radio journalism.

Lesley Crosson, WEEI-AM-FM Boston Editorializing on radio.

Television

Greg Dobbs, Bill Blakemore, ABC-TV Television reporting.

KSL-TV Salt Lake City Public service in television journalism.

Bill Moyers, WNET(TV) New York Editorializing on television.

## SMPTE Awards

Presented by the Society of Motion Picture and Television Engineers.

Irwin A. Moon, Moody Institute of Science Eastman Kodak Gold Medal Award for his advancement of education through many unique uses of film.

Chester E. Beachell, consultant John Grierson International Gold Medal for contributions in cinematography and sound recording for documentaries.

Kenneth G. Lisk, Eastman Kodak Co. Agfa-Gevaert Gold Medal Award for achievements in transferring television images to film.

Arthur C. Blaney, retired, RCA Samuel L. Warner Memorial Award for contributions in photographic sound recording, cross-modulation testing and the design of optical systems in recording stereo variable area photographic soundtracks.

Alan M. Gundelfinger, consultant Herbert T. Kalmus Award for contributions in the development of color film and in applying computer technology to lens design.

Andrew Oliphant and Martin Westin, British Broadcasting Corp. Journal Award for paper entitled "A Digital Telecine Processing Channel."

August Arnold, co-founder of Arnold & Richter, inventors Progress Medal for "many years of significant contributions to the motion picture industry"

Loren L. Ryder, Ryder Magnetic Sales Corp. Honorary Membership Award for his contributions in sound recording.

William R. Ahern, NBC Citation for outstanding service to the society.

Eugene R. Myler, Eastman Kodak Co. Citation for outstanding service to the society.

Paul Yang, Paul Yang & Associates Inc. Citation for outstanding service to the society.

## Television News Photography Competition

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Ernie Crisp photographer of the year

Bob Tews KBTV(TV) Denver.



Tews

Station of the year

KING-TV Seattle.

Randy Fairbairn, NBC-TV News *Haitians on Cayo Lobos* (first place, spot news).

Jeffrey Weinstock, NBC-TV News *Sinking Boat* (second place, spot news).

Chuck P. Pharris, ABC-TV News *Panama Riots—part I* (third place, spot news).

Kenneth Fall, KUTV-TV Salt Lake City *Hobos: The Road to Nowhere* (first place, mini-documentary).

Bob Tews, KBTV(TV) Denver *Wildcatter* (second place, mini-documentary).

William F. Geddle, WKYC-TV Cleveland *Our Forgotten Children* (third place, mini-documentary).

Paul Henschel, WCCO-TV Minneapolis *500 Mile Snow Race* (first place tie, sports).

James Gordon Douglas, WHIO-TV Dayton, Ohio *A Shattered Dream* (first place tie, sports).

Alan Devine, WSM-TV Nashville *Fire Strike—First Night* (first place, general news).

Gary Watson, WFAA-TV Fort Worth *Heat Wave* (second place, general news).

Ed Matney, WCCO-TV Minneapolis *Quiet Crisis* (first place, documentary).

John W. Baynard, WBZ-TV Boston *The Tall Ship Lindo* (second place, documentary).

Greg Cooke, CBS-TV News *The Wagon Train Trail* (third place, documentary).

William F. Geddle, WKYC-TV Cleveland *Taxi* (second place, feature, no first place awarded).

Jay Krajewski, WWL-TV New Orleans *Summer's End* (third place tie, feature).

Milton Ritter, KGW-TV Portland, Ore. *Hood River Bridge* (third place tie, feature).

Editing excellence award

Alan Moorman, KTCATV St. Paul *Money*.

Special citation

David C. Crockett, KOMO-TV Seattle *Mount St. Helens*.

## TVB/NRMA TV Commercials Competition

Presented annually by the National Retail Merchants Association and the Television Bureau for the best campaigns and for the best commercials in the retailing field.

Bloomington's, New York Grand prize winner.



Dayton's, Minneapolis □ Best campaign, markets 1-20.

Marshall Field's, Chicago □ First place commercial, markets 1-20.

Broadway Southwest, Mesa, Ariz. □ Best campaign, markets 21-50.

H.C. Prange Co., Green Bay, Wis. □ Best campaign and first place commercial, markets 51-100.

Palais Royal, Beaumont, Tex. □ Best campaign, markets 100+.

Kerrisons □ First place commercials, markets 100+.

## UPI National Broadcast Awards

Presented by UPI, with national winners picked from competition of state and regional winners. Following is list of 1980 winners.

### Radio

**KGWA(AM)** Enid, Okla. □ Outstanding editorial.

**WBBM(AM)** Chicago □ Outstanding editorial.

**WSPY(FM)** Plano, Ill. □ Outstanding spot news coverage.

**WBZ(AM)** Boston □ Outstanding spot news coverage.

**KBYG(AM)** Big Spring, Tex. □ Outstanding sports coverage.

**KPRC(AM)** Houston □ Outstanding sports coverage.

**WXRT(FM)** Chicago □ Outstanding documentary.

**WKY(AM)** Oklahoma City □ Outstanding documentary.

**WOBT(AM)** Rhinelander, Wis. □ Outstanding public service/investigative reporting.

**Florida Network** Orlando, Fla. □ Outstanding public service/investigative reporting.

### Television

**WGGB-TV** Springfield, Mass. □ Outstanding editorial.

**WWL-TV** New Orleans □ Outstanding editorial.

**WIFR-TV** Freeport-Rockford, Ill. □ Outstanding spot news coverage.

**WLPQ-TV** Miami □ Outstanding spot news coverage.

**WESH-TV** Orlando, Fla. □ Outstanding sports coverage.

**WBBM-TV** Chicago □ Outstanding sports coverage.

**WFTV(TV)** Orlando, Fla. □ Outstanding documentary.

**WCCO-TV** Minneapolis □ Outstanding documentary.

**KNTV(TV)** San Jose, Calif. □ Outstanding public service/investigative reporting.

**WLS-TV** Chicago □ Outstanding public service/investigative reporting.

## Women At Work Broadcast Awards

Presented by the National Commission on Working Women to "recognize broadcasters performing in the public interest through exceptional reporting and programing on the concerns of working women."

### TV public affairs

**Martha Stuart Communications, Hillsdale, N.Y.** □ *Are You Listening: Household Technicians* (first place).

**Iowa Public Broadcasting System,** Des Moines □ *Market to Market: Rural Women* (second place).

**WETA-TV Washington** □ *Social Security: Time for an Overhaul?* (third place).

### TV editorials

**KSL-TV Salt Lake City** □ *Women and Educational Administration* (first place co-winner).

**WABC-TV New York** □ *Displaced Homemakers* (first place co-winner).

### TV portraits

**WDVM-TV Washington** □ *Everywoman: Just Ask Phyllis Martin* (first place).

### TV news series

**KGO-TV San Francisco** □ *Women at Work* (first place).

**WBBM-TV Chicago** □ *Sexual Harassment* (second place).

### Radio public affairs

**WEKU-FM Richmond, Ky.** □ *Women's Work* (first place).

**KOB(AM) Albuquerque, N.M.** □ *77KOB Salutes the Working Woman* (second place).

**WRFM(FM) New York** □ *Single Parents: Seeing Both Sides* (third place).

### Radio editorials

**KFWB(AM) Los Angeles** □ *Women's Issues Are Human Issues* (first place).

**KFWB(AM) Los Angeles** □ *Don't Criticize a Sensible Meeting* (second place).

### Working women's history

**KPFA(FM) Berkeley, Calif.** □ *The Politics of Nursing* (first place).

**WGBH(FM) Boston** □ *The Women Who Wove* (second place).

**WCUW(FM) Worcester, Mass.** □ *Rosie The Riveter: Worcester Style* (third place).

## Writers Guild of America Awards

Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

**Michael Gass** (*Iranian Hostages, What Kids Should Know*), **Milo Hess** (*Miami Riots, Tunnel Tolls*) □ For television graphic art.

**Gil Cowley, Kevoik Cholakian** □ For television graphic animation (*Summer Chillers on the Late Show*).

**Cathrine Kellison** □ For on-air promotion (*NBC Entertainment*).

### ment campaign).

**Michael Connor, Kathy Slobogin, Steve Singer, Peggy Brim** □ For television documentary script, current events (*The Killing Ground-An Update*, ABC).

**Irwin Rosten** □ For television documentary script (*Mysteries of the Mind*, PBS).

**Mel Granick** □ For radio documentary (*Reporting on Medicine: Alopecia*, CBS Radio).

**John A. Boyle** □ For radio dramatic/comedy script (*The Longest Walk*, KLAC(AM) Los Angeles).

**Tom Ryan** □ For radio spot news script (*Fifteen Minute Iranian Special*, RKO Radio).

**Mervin Block, Raphael Rothstein** □ For television spot news script, tie (*Block for A Selection of Anchor Lead-ins at the 1980 National Political Conventions*, CBS; Rothstein for *Obituary of the Shah of Iran*, ABC).

**Claire Labine, Paul Avila Mayer, Mary Munisteri, Jeffrey Lane, Judith Pinsker** □ For daytime serial, television (*Ryan's Hope*, ABC).

**Paul A. Golding, David Irving** □ For children's script, television (*The Secrets of Lost Valley*, NBC).

**David Chase** □ For anthology script drama, television original (*Off the Minnesota Strip*, ABC).

**David W. Rintels** □ For anthology script drama, television adaptation (book by Anthony Lewis, *Gideon's Trumpet*, CBS).

**Carmen Culver** □ For anthology script comedy, television original or adaptation (book by Harold Krents, *To Race the Wind*, CBS).

**Stephen J. Cannell** □ For dramatic episodic script, any length, television (*Tenspeed and Brownshoe*, ABC).

**Stan Daniels, Ed Weinberger** □ For comedy episodic script or pilot, any length, television ("The Censors" on *The Associates*, Paramount TV).

**Michael Elias, Jack Handey, Carmen Finestra, Robert Garland, Connie Turner, Steve Martin** □ For variety script, musical or comedy, any length, television (*Comedy Is Not Pretty*, NBC).

**Ernest Tidyman** □ For multipart long form series and/or any production of more than one part, *Guyana Tragedy: The Story of Jim Jones, Part I*, based on Charles A. Krause's book "Guyana Massacre—An Eyewitness Account," CBS).

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## CRT begins task of cutting up 1979's cable royalty pie

**MPAA's Valenti testifies on first day of hearings that cable's 'rosy financial picture' due to syndicated programming entitles syndicators to 'lion's share' of \$15-million fund**

The Copyright Royalty Tribunal last week launched the first phase of what promises to be a long process of deciding how to distribute 1979 cable royalty fees. Six weeks of all-day hearings have been scheduled through the middle of August for 13 claimants to argue for their share of the \$15-million cable fund.

The first day of the hearings featured Jack Valenti, president of the Motion Picture Association of America, representing program syndicators, whom the tribunal awarded 75% of the 1978 cable fund.

Valenti argued that because syndicated programs represent 80% or more of the programs retransmitted by cable systems under the compulsory license, program syndicators deserve the lion's share of the cable royalty fund.

Valenti said MPAA's position was based on the "harm-benefit" criterion "solidly rooted in the legislative history of the compulsory license."

He said the "growth and prosperity" of the cable industry reflected the benefit cable systems receive from their retransmission of syndicated programs.

Valenti pointed out the FCC's 1979 cable financial report revealed that the cable industry's financial status has improved markedly, with a return on equity of about 19.3%. Cable systems' operating revenues for 1979 were \$1.8 billion, up 20.3% from 1978; total assets were \$3.2 billion, up 11.9% from 1978; pre-tax net income was

\$199.3 million, up 45.4% from 1978, and by 1985, cable revenues are expected to rise to \$8.5 billion, he said.

"This rosy financial picture is based squarely upon the retransmission of syndicated programming, which constitutes the great bulk of the programs offered by cable systems and induces cable subscribers to pay for additional services," he said.

Valenti said cable systems harm program syndicators in two ways. First, he said, cable retransmissions injure program syndicators' ability to sell their programs in the broadcast syndication market, their primary source of revenues. Second, he said, retransmission harms syndicators by what he referred to as "lost compensation."

Although in most cases "fair compensation" is determined by negotiation between owner and user in the marketplace, cable systems, under the compulsory license scheme, aren't required to negotiate, he said. Instead, he said, that compensation is "determined by an admittedly arbitrary fee schedule provided in the Copyright Act." The difference between the compensation paid by cable systems under the compulsory license and the price that would be paid in the marketplace was a measure of that harm, he said.

Although Valenti said there wasn't enough money in the cable fund for the tribunal to provide fair compensation to each royalty claimant, he thought the tribunal should "take into consideration the amount program owners could receive from cable systems in the open marketplace in determining how much they are harmed, and, consequently, how much they should receive from the royalty pool."

Based upon that notion of "harm," he said programs with relatively little market value to cable systems should receive a relatively small portion of the royalty pool, while programs with a relatively high marketplace value to cable systems should receive a relatively large portion of the royalty pool.



Valenti

Valenti argued since syndicated programs represent the "great majority" of the programs retransmitted, this "is evidence of the great value placed by viewers on this product." Also, he said, since most of the retransmitted programming cable uses is syndicated programming, that programming is responsible for most of cable's "revenue benefits."

Valenti also argued that syndicated programming is essentially different from local or sports programming because syndicated programming has "universal appeal."

Program syndicators, he said, seek to license their works all over the country while local shows are displayed only in the local market and are not "designed to appeal to audiences in other areas."

Although he said sports programs had "somewhat wider appeal" than local shows, most sports events that have national appeal are broadcast by the national networks and, as a result, are exempt from cable copyright liability.

Although he said cable retransmission could harm sports program owners if those programs were retransmitted into areas where they had marketplace value and were available for license, "cable retransmission of syndicated programs confer a greater benefit upon cable systems and result in greater harm to owners of such programs than do retransmission of local and sports programs," he said.

Other claimants scheduled to testify, for whom dates and times have not been set, are the American Society of Composers, Authors and Publishers; Broadcast Music Inc.; Canadian Broadcasting Corp.; Christian Broadcasting Network; Heritage Village Church and Missionary Fellowship Inc.; Joint Sports; National Association of Broadcasters; National Public Radio; Old Time Gospel Hour Inc.; Public Broadcasting Service; Superstation Inc., and Time-Life Films.



**CRT.** Copyright Royalty Tribunal commissioners ponder testimony on the first day of six weeks of hearings on 1979 cable TV royalty distribution. L to r: Frances Garcia, Douglas Coulter, Acting Chairman Thomas Brennan and Mary Lou Burg.

## Case closed after 15-year fight for Orlando TV station

**FCC approves plan for joint venture among five competing applicants that had been running station on interim basis for past 12 years**

The FCC has approved a settlement agreement proposed by the five competing applicants in the 15-year-old fight for the license of WFTV(TV) Orlando, Fla., on channel 9. The commission also granted the new-station application as amended by the parties reflecting that agreement.

The five applicants—which have been operating the station jointly on an interim basis since 1969—are Mid-Florida Television Corp. (Joseph Brechner, president); TV 9 Inc. (Hugh F.McKean, president, and Gordon Gray, executive vice president); Comint Corp. (James C. Robinson, president); Central Nine Corp. (Benjamin F. Smathers, president), and Florida Heartland Television Inc. (Joel P. Phillips Jr., president).

The settlement calls for the creation of a joint venture in which each of the five parties will have an ownership interest. Under the new agreement, Mid-Florida, TV 9 and Comint will each own 28 1/3% of the joint venture with an income interest of 23 1/3%. Central Nine Corp. will own 5% of the venture and have an income interest of 20%. Florida Heartland will own 10% with 10% income interest.

Under the new venture, Gray becomes chairman of the joint board while Walter Windsor will continue as general manager, a position he has held since the five parties started operating the station jointly.

The agreement also gives the black shareholders of Comint—Bettye H. Smith and Paul C. Perkins—the option to purchase the 5% interest of Central Nine during a 45-day period beginning three years from the effective date of the agreement (Aug. 1).

Mid-Florida Television—which initially was granted a construction permit for the station in 1955 after a three-year comparative hearing—will be paid \$3.5 million for the physical assets of the station, which the joint venture will continue to use in the operation of WFTV.

The settlement also calls for the reimbursement of almost \$35,000 to the station in 1957 after a four-year compara-

United Church of Christ and the Florida Conference of the United Church of Christ for their litigation expenses as intervenors in the case. They intervened to “guarantee against a sell-out” of the rights and interests of the black participants in the case, according to one attorney who followed the proceedings.

The initial grant to Mid-Florida was called back, like several others, after allegations of ex parte contracts with the late FCC Commissioner Richard Mack, who was forced to resign. In 1957, the commission affirmed the initial grant to Mid-Florida, but that decision was appealed. In 1958 the appellate court remanded the case to the commission with orders to review it in light of findings that a former Mid-Florida attorney, William Dial, had made improper representations to Mack. The case bounced back and forth between the court and FCC until 1966 when it was opened to other applicants.

In the latest round, the case had been pending commission review since July 1978 when the FCC Review Board denied Mid-Florida’s application and awarded the license for the station to TV 9 (BROADCASTING, July 24, 1978). The Review Board based that decision on testimony that a former Mid-Florida board member, attorney Martin Segal, allegedly had financial ties to a reputed organized crime

figure in central Florida.

TV 9 was awarded the license on grounds of integration of ownership and management—holders of 47.5% of the TV 9 stock planned to work full time at the station.

WFTV has been appraised at between \$40 million and \$50 million.

## Wirth urges Reagan not to drop Justice suit against Bell

“It would be inappropriate for the Justice Department to drop its antitrust suit against AT&T,” House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has told President Ronald Reagan. Responding to reports that cabinet members are considering recommending such a course (BROADCASTING, June 29), Wirth wrote in a letter to the President such consideration “calls into question the credibility of the government’s antitrust policy throughout the economy.”

Arguments for dropping the suit are “weak,” said Wirth, and do not address

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Gray



Windsor



**FCC's newest member.** Mimi Weyforth Dawson is applauded by Senator Robert Packwood (R-Ore.), for whom she worked for eight years, after her ceremonial swearing in as a member of the FCC, on Monday. Packwood administered the oath, in the Senate Caucus Room of the Russell Office Building, five days after the official oath was administered by Chief Administrative Law Judge Lenore Ehrig. The swearing in occurred before some 200 guests, including members of Dawson's family, present and former members of the Senate and House, Congressional staffers, White House aides and Cabinet members and FCC officials.

the issue in the case, AT&T's alleged anti-competitive conduct and whether it is liable for punishment. Instead, arguments address whether divestiture is an appropriate remedy in the face of concerns about national security and U.S. competitiveness in world telecommunications markets. Divestiture or any other remedy "are issues for the court to decide and only in the event that AT&T is found liable," said Wirth.

Only the argument that the lengthy trial causes "uncertainty" in the investment community goes to the issue of whether to continue the trial, said Wirth, and that argument is "plainly specious."

Finally, Wirth noted that antitrust laws "are often cited as the principal tool for assuring a competitive marketplace in this industry if specifically imposed regulatory schemes are lifted." To drop the case against AT&T now would be the wrong message to send "at a time we are all seeking ways to deregulate the industry when competition warrants, especially when it appears that officials outside the Justice Department, not charged with antitrust enforcement, will make the decision about continuing to press the case."

## Justice attacks FCC's cellular radio design

**In petition for reconsideration of commission standards, it calls scheme 'anticompetitive'**

The FCC's licensing scheme for cellular radio—the latest technology in mobile radio services—is "blatantly anti-competitive." That assessment comes from the U.S. Department of Justice which recently filed a petition for reconsideration of the commission's report and order establishing standards for cellular radio, adopted last April (BROADCASTING, April 13).

This is not the first time Justice has leveled that charge at the commission's handling of how the new cellular technology should be implemented. Commissioner James Quello noted at the April meeting that Justice had characterized the commission's approach to cellular as anti-

competitive early in the proceeding.

That charge stems from the fact that only two systems would be authorized per market, and of the 40 mhz of spectrum space the commission has allocated per market, half would go exclusively to wireline carriers, i.e., the local telephone company, while the remaining spectrum would be granted to a nonwireline carrier. If more than one nonwireline carrier is interested in serving a market, a comparative hearing would be held. That process could take two years or more.

The commission made it clear however, that all telephone companies would be expected to furnish appropriate interconnection to nonwireline carriers at terms as favorable as those offered to their own cellular subsidiaries (which the phone companies would be required to establish in providing cellular service).

Without specific standards spelling out interconnection agreements, however, Justice refused to buy the commission's rationale, contending that wireline companies would have enough leeway and motivation to forestall providing interconnection to their nonwireline counterparts for as long as possible.

Justice was also doubtful about the effectiveness of the requirement that wireline companies set up separate subsidiaries to offer cellular services. Theoretically, that requirement is supposed to deter predatory pricing and cross-subsidization, but even the commission went no further than to state that a separate subsidiary "should make the detection of anticompetitive conduct somewhat easier for regulatory authorities."

Justice disagreed, arguing that "to achieve this kind of detection requires a degree of regulatory scrutiny far beyond the level of the commission's past performance . . . any regulatory structure designed to police AT&T's categorization of common costs and their allocation to regulated and unregulated services is doomed to be ineffective."

The commission adopted its cellular radio licensing scheme to insure rapid implementation of the new technology nationwide. In its report and order the commission said that given AT&T's technical capabilities and its substantial market penetration, only it "is in a position today to place cellular systems in operation around the country in the immediate future."

However, Justice took issue with that logic as well, contending that an "applicant possessing great technical expertise does not need an automatic license, because in a competitive environment its superiority will be adjudged and rewarded by a license." Furthermore, Justice said that the issuance of an automatic license to wireline carriers "eliminates any pressure [on that class of carrier] to develop a competitive or technically superior system."

Another problem with the commission's licensing scheme Justice said, was that in most major markets the nonwireline allocation will be contested, giving the wireline cellular licensee a head start of up to two years or more.

## Columbia Pictures signs for Outlet for \$165 million

**Merger would combine Outlet's 5 TV, 7 radio stations with Columbia's 5 radio stations; Eller at helm of broadcast group**

Columbia Pictures Industries and the Outlet Co. have agreed in principle on terms for a merger of the two companies. Outlet earlier this year had indicated a merger might be in its future (BROADCASTING, March 16).

Although there are different ways of calculating the value of the deal, which is structured as a tax-free trade of Outlet stock for a new preference issue from Columbia with a face value adding up to about \$165 million, some Outlet shareholders appeared convinced the price is low. Following the announcement of the agreement, Outlet common slid on the market from \$40 below \$36 on Wednesday.

One implication of the deal is that it would put Karl Eller back at the helm of a large complement of stations. Eller, head of Combined Communications when it merged into Gannett, took command of a new Columbia unit, Columbia Pictures Communications, shortly after his joint venture with Charter Oil collapsed, with a mandate to "expand aggressively in the communications field." Outlet's five VHF stations and seven radio properties (five FM, two AM), even without Columbia's two FM and three AM stations (and interest in a UHF), constitute a major station group. Eller said last week it would be necessary for Columbia to sell off some of the new properties, citing the "one-to-a-market" rule that would come into play with the transfer of ownership of co-located Outlet television and radio properties. Coming along in the deal is KOVR(TV) Stockton-Sacramento, Calif., for which Outlet paid \$65 million last year.

The mechanics of the stock trade provide for each share of Outlet common to receive a unit consisting of two new series of Columbia preferred stock, "which is expected to be publicly traded."

The first series shares would carry an accumulative annual dividend of \$2, be entitled to one vote and be convertible into Columbia common on the following basis: one-to-one if Columbia common trades "at an average price of \$41 during a representative period prior to the closing," 1-to-.9 if the Columbia common price is \$45.50 or higher, 1-to-1.1 if the Columbia stock trades at \$37.25 or lower. The second series shares would be nonconvertible,

have a par value of \$4.50 and an annual cumulative dividend of 75 cents per share. Par value of the first series would be \$45. Columbia common closed Tuesday at \$35.50, down 25 cents, which was 12.5 cents lower than the previous day.

Analysts evaluating the trade put the value of the units at between \$43 and \$45, a value that would fluctuate with the price of Columbia shares. There are about 3.7 million fully diluted Outlet shares outstanding; hence the \$165 million value.

Outlet President Bruce Sundlun had previously indicated he expected the company could bring in about \$200 million if it were sold outright—a figure he arrived at by valuing the company at about \$300 million and lopping off \$100 million as the debt Outlet is carrying. Ascribing a \$40-million value to the tax-free structure of the deal, the Columbia price would seem to approximate Sundlun's hypothetical price.

However, one analyst who has been following Outlet, Mario Gabelli of Gabelli & Co., had been estimating that a tax-free deal for Outlet could yield perhaps \$10 more per share than is being realized here.

A separate part of the merger agreement provides for Sundlun and Outlet's chairman and principal shareholder, Joseph Sinclair, to get seats on the Columbia board of directors.

No changes are contemplated in the management of the Outlet stations, however, according to Eller. Indeed, he said that he viewed a principal asset in the deal as the quality of Outlet's management. The company's broadcast division is headed by its president, David Henderson.

Outlet's stations are WJAR-TV Providence, R.I.; WRLM(FM) Taunton, Mass.; KIQQ(FM) Los Angeles; WTOP(AM) Washington; WDBO-AM-FM-TV Orlando, Fla.; WQRS-FM Detroit; WCMH-TV Columbus, Ohio; WIOQ(FM) Philadelphia; KSAT-TV San Antonio, Tex., and KOVR. Outlet also owns about 70 stores operating under the names Cherry & Webb, Touraine, Flair and Philipsborn.

Columbia Pictures owns WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City, and WWVA(AM)-WCPI(FM) Wheeling, W.Va.

## Rogers Cablesystems makes money moves

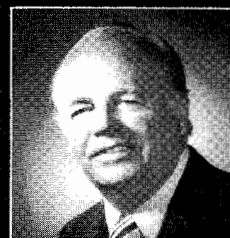
Rogers Cablesystems, the major Canadian MSO, has initiated several financing moves that will enable it to participate directly in the joint takeover of UA-Columbia Cablevision along with that company's major shareholder, United Artists Theater Circuit. Under the originally announced terms of the UACC deal

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(BROADCASTING, May 25), Rogers Telecommunications, the family-held company of Cablesystems's chairman Ted Rogers, was to be a 51% partner with UATC in the buy-out, with Cablesystems' purchasing the Rogers's stake "within three years."

Last week, it was announced that Gulf + Western (Paramount Pictures' parent) would trade stock and other interests valued at about \$40 million (U.S.) to acquire the 49% interest Cablesystems held in the Canadian theater chain, Famous Players Ltd. (G + W held the controlling 51%). Cablesystems also indicated it plans a \$50-million (Canadian) convertible security issue (which would follow a separate \$50-million convertible issue of last fall), and that it will sell some other noncable assets for \$3 million (Canadian).

The Canadian dollar value of the UACC deal for Cablesystems would run about

\$190, \$160 million in U.S. currency. A Cablesystems spokesman last week indicated that a contemplated "fourth part" of the financing program the company is putting together (looking at the assets sales and the two convertible issues separately) would be a merger of Rogers's U.S. assets into UA-Columbia, which could then be looked on to return some cash to the Canadian company. A UACC spokesman, commenting on that suggestion, noted it is a possibility "down the road," but that any such deal would be "at arm's length, of course."

Cablesystems said that the various deals represented the enactment of a company policy to concentrate its resources in the cable field. That's something Ted Rogers has done in the last two and a half years, having in that time acquired (counting UACC) three cable operators with more than half a million subscribers.

**KBLF(AM)-KSNR(FM) Red Bluff, Calif.** □ Sold by Communications by Design Inc. to Wireless Associates for \$1 million. **Seller** is owned by David Caldwell and wife, Kathryn, who have no other broadcast interests. **Buyer** is principally owned by Gary Katz, vice president and general manager of KATA(AM) Arcata and KFMI(FM) Eureka, both California. Katz also is 50.1% owner and managing general partner of KAGO-AM-FM Klamath Falls, Ore. KBLF is on 1490 khz with 1 kw day and 250 w night. KSNR is on 95.9 mhz with 3 kw and antenna 1,080 feet above average terrain. **Broker:** Hogan-Feldman Inc.

**KEIN(AM) Great Falls, Mont.** □ Sold by Meyer Great Falls Inc. to Sundance Communications for \$900,000 plus \$100,000 for assumption of debt. **Seller** is subsidiary of Meyer Broadcasting Co., Bismarck, N.D.-based group of two AM's, three FM's and four TV's and cable system serving Bismarck. William A. Ekberg is president and wife, Marietta Meyer Ekberg, is chairman and principal owner. **Buyer** is owned by William Luzmoor (85%) and Consumer Growth Capital Inc. (15%). Luzmoor is former 26% owner of KRKK(AM)-KQSW(FM) Rock Springs, Wyo., and past president of Wyoming Association of Broadcasters. Consumer Growth Capital is Minneapolis investment firm owned by John Gerlach. Buyers have no other broadcast interests. KEIN is on 1310 khz with 5 kw day and 250 w night. **Broker:** R. C. Crisler & Co.

**KKOZ(FM) Billings, Mont.** □ Sold by Christian Enterprises Inc. to Communications Systems II for \$700,000. **Seller** is Billings, Mont.-based group of five AM's and three FM's which also sold, subject to FCC approval, KMZK(FM) Belgrade, Mont., for \$420,000 (BROADCASTING, June 29). Harold Erickson is president. **Buyer** is owned by Raymond M. McLean (40%), Stephen J. Edwards, Rex A. Shepard (25% each) and Gregory J. Gould (10%). McLean is former sales manager at KGHL(AM)-KIDX(FM) Billings, where Gould is former salesman. Edwards and Shepard have interests in Rock Springs, Wyo., oil fields. KKOZ is on 97.1 mhz with 17.5 kw and antenna 30 feet below average terrain.

**WCAZ-AM-FM Carthage, Ill.** □ Sold by Pioneer Broadcasting Inc. to Tri-State Broadcasting for \$575,000. **Seller** is owned by Ken Hodges (51%) and wife, Jessie (49%), who have no other broadcast interests. **Buyer** is owned by Dan Bryan and wife, Shar (50% each). Dan Bryan owns 13% of KCI-AM-FM Washington, Iowa. WCAZ is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Wilkins & Associates.

**KPDN(AM) Pampa, Tex.** □ Sold by Top O' Texas Broadcasting to K&M Leasing for \$400,000 plus \$75,000 noncompete agreement. **Seller** is principally owned by Warren Hasse, who has no other broadcast interests. **Buyer** is principally owned by

## Changing Hands

PROPOSED

**WVII-TV Bangor, Me.** □ Sold by Eastern Maine Broadcasting Systems Inc. to Seaway Communications Inc. for \$3.3 million. **Seller** is owned by John J. and Gerard R. Pineau, brothers (50% each), who have no other broadcast interests. **Buyer** is Chicago-based group of some 30

stockholders who also own WAEO-TV Rhinelander, Wis., first VHF to be acquired by minority representatives under FCC's distress sale policy (BROADCASTING, Sept. 25, 1978). John Swain is president. WVII-TV is ABC affiliate on ch. 7 with 100 kw visual, 10 kw aural and antenna 1,400 feet above average terrain. **Broker:** *Avpro Inc.*

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Phillip Moore and Cecil Koonce, who are associated with local storm window and siding firm and have no other broadcast interests. KPDN is on 1340 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

**KGUL-AM-FM Port Lavaca, Tex.** □ Sold by estate of Daniel L. Andrus to Double "R" Radio Inc. for \$450,000. **Seller** is Emma J. Andrus, widow, as administrator for estate, who has no other broadcast interests. **Buyer** is owned by D. Ray Muse and Ronald L. Bailey (50% each). Muse is Lafayette, La., real estate broker. Bailey is real estate investor. They have no other broadcast interests. KGUL is 500 w daytimer on 1560 khz. KGUL-FM is on 95.9 mhz with 3 kw and antenna 186 feet above average terrain.

**KBER(AM) Abilene, Tex.** □ Sold by Abilene Broadcasting Inc. to Hayes-Allison Communications Corp. for \$305,000. **Seller** is owned by Norman Fischer, media broker, who has no other broadcast interests. **Buyer** is owned by Stephen G. Allison and Earl C. Hayes Jr. (30% each), Earl Hayes's brother, Philip, and latter's wife, Carol A. (20% each). Allison is Largo, Fla., real estate investor. Earl Hayes is architect in Portsmouth, Ohio. Philip Hayes is reporter for KRON-TV San Francisco. Carol Hayes is magazine editor. They have no other broadcast interests. KBER is 500 w daytimer on 1560 khz.

**KCNY(AM) San Marcos, Tex.** □ Control (85.73%) sold by William Veidt to W. J. Harpole (50.01%) and father, Jay Harpole (49.99%) for \$278,650 plus \$120,000 non-compete agreement. **Seller** has no other broadcast interests. **Buyers** own KVOU(AM)-KYUF(FM) Uvalde, Tex. Jay Harpole owns 50% of KEPS(AM)-KINL(FM) Eagle Pass and 49% of KVOZ(AM)-KOYE(FM) Laredo, both Texas. KCNY is 250 w daytimer on 1470 khz. *Broker: Norman Fischer & Associates.*

**WULA(AM)-WKQK(FM) Eufaula, Ala.** □ Sold by WULA Inc. to McGowan Broadcasting Inc. for \$300,000. **Seller** is owned by Roth E. Hook and wife, Lucille. Roth Hook owns 55% of WRAG(AM) and 100% of WAQT(FM), both Carrollton, Ala.; 80% of WMAG(AM)-WQST(FM) Forrest, Miss.; 55% of WRUS(AM)-WAKQ(FM) Russellville, Ky.; 50% of WSLG(AM) Gonzales and KRUS(AM)-KXXZ(FM) Ruston, both Louisiana. **Buyer** is owned by Steven McGowan (51%) and wife, Denise G. (16.3%), James R. Williams III (16.3%) and William B. Blunt (16.4%). Steven McGowan is salesman at WOOF-AM-FM Dothan, Ala. Williams is broadcast executive with Associated Press in Jackson, Miss. Blunt is Montgomery, Ala., investment banker. They have no other broadcast interests. WULA is on 1240 khz with 1 kw day and 250 w night. WKQK is on 92.7 mhz with 3 kw and antenna 79 feet above average terrain. *Broker: Blackburn & Co.*

**WDRL(FM) Monmouth, Ill.** □ Sold by Lindstrom Broadcasting Co. to O'Connor Broadcasting Inc. for \$255,000. **Seller** is owned by Dean R. Lindstrom and family, who have no other broadcast interests. **Buyer** is owned by Michael G. O'Connor (65%), Mianne S., Debra S., and Dorea S. Mitchell, sisters (10% each), and John L. Miller (5%). O'Connor owns 10% of KCHE-AM-FM Cherokee, Iowa. Mitchells are students and own 8.03% each of class B nonvoting stock of KGRN(AM) Grinnell, Iowa. Miller is staff announcer and salesman at KCOG(AM)-KMGO(FM) Centerville, Iowa. WDRL is on 97.7 mhz with 3 kw and antenna 210 feet above average terrain.

**WMCC(FM) Etowah, Tenn.** □ Sold by Ketron Broadcasting Inc. to Athens Broadcasting Corp. for \$200,000. **Seller** is owned by Charles R. Ketron, who also owns co-located WCPH(AM). **Buyer** is owned by Steve H. Snowden (51%), wife, Joan C. (34%), Frank T. Foster, Charles H. Westbrook and Jerry N. Brown (5% each). They own WLAR(AM) Athens and WUCR(AM) Sparta, both Tennessee, and also are applicants for new FM in Clarksville, Va. (BROADCASTING, March 16). WMCC is on 103.1 mhz with 3 kw and antenna 14 feet below average terrain.

□ Other proposed station sales include: KEOS(AM)-Flagstaff, Ariz.; KLRB(FM) Carmel, Calif. (BROADCASTING, July 6); WITY(AM) Danville, Ill. (BROADCASTING, June 29); WPRZ(AM) Evanston, Ill.;

WBFC(AM) Stanton, Ky.; WMPX(AM) Midland, Mich. (BROADCASTING, July 6); WBMS(AM) Black Mountain, N.C.; WKZL(FM) Winston-Salem, N.C. (BROADCASTING, June 22); WPQR(FM) Uniontown, Pa.; WXYR(FM) Columbia, S.C. (BROADCASTING, May 18), and WAKN(AM)-WNEZ(FM) Aiken, S.C. (See "For the Record," page 81.)

APPROVED

**KWEN(FM) Tulsa, Okla.** □ Sold by KWEN Inc. to Katz Broadcasting of Tulsa Inc. for \$3,050,000. **Seller** is principally owned by Ron Curtis, who owns KOKY(AM)-KLAZ(FM) Little Rock, Ark. **Buyer** is subsidiary of The Katz Agency Inc., New York station representative. KWEN is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain.

**KOKX(AM)-KIMI(FM) Keokuk, Iowa** □ Sold by KOKX Inc. to Withers Broadcasting of Iowa Inc. for \$950,000. **Seller** is owned by Gertrude Flambo and son, John (54% jointly); Dale Cowle (28%) and Ronald D. Westby (18%). Cowle owns KASI(AM)-KCCQ(FM) Ames and KLWW(AM)-KQCR(FM) Cedar Rapids, both Iowa, and KKJO(AM)-KSFT(FM) St. Joseph, Mo. Flambo and Westby have no other broadcast interests. **Buyer** is owned by W. Russell Withers who owns WMIX-AM-FM Mount Vernon, Ill.; WDTV-TV Weston, W. Va., and 56% of KGMO-AM-FM Cape Girardeau, Mo. KOKX is on 1310 khz with 1 kw day and 500 w

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night. KIMI is on 95.3 mhz with 3 kw and antenna 175 feet above average terrain.

**KENI(AM) Anchorage** □ Sold by Midnight Sun Broadcasters Inc. to KENI Associates for \$712,000. **Seller** is Anchorage-based group owner of four AM's and three TV's; Alvin D. Bramstedt is president, general manager and 21.3% owner. There are 50 other stockholders. They have been granted approval to sell KENI-TV Anchorage and KFAR-TV Fairbanks (BROADCASTING, March 30). **Buyer** is owned by Randall D. Jensen, Edward W. Christiansen, Arthur Greenfield, William L. Simpson, Earl E. Rielly and Charles M. Gray (16.77% each). They are Northwest investors and also minority stockholders of Midnight Sun Broadcasters. KENI is on 550 khz with 5 kw full time.

**KPCG(FM) Joplin, Mo.** □ Sold by Pentecostal Church of God to Pat Demaree (90%) and Dwayne McChristian (10%) for \$575,000. **Seller** has no other broadcast interests. **Buyers** own and operate KFAY(AM)-KKEG(FM) Fayetteville, Ark. Demaree also owns WMBH(AM) Joplin, Mo. KPCG is on 102.5 mhz with 100 kw and antenna 440 feet above average terrain.

**KJAK(FM) Slaton, Tex.** □ Sold by Faith Broadcasting Service to Williams Broadcasting Group for \$575,000. **Seller** is owned by Gary L. Acker and James E. McCuiston (50% each). Acker also owns WROS(AM) Jacksonville, Fla.; KWA(AM)

Amarillo, Tex.; 50% of KEPT(FM) Shreveport, La.; 50% of KFIX(FM) Laredo, Tex., and 25% of KLFJ(AM) Springfield, Mo. He sold, subject to FCC approval, construction permit for KJTV(TV) Amarillo (BROADCASTING, March 30) as partial consideration for his purchase of KRTZ(FM) Roswell, N.M. McCuiston has no other broadcast interest. **Buyer** is owned by G.O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). Williams Oil is principally owned by G.O. Williams, Sharon, Okla.-based oil jobber and automobile dealer. Galt is Oklahoma City attorney. They have no other broadcast interests. KJAK is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

**KSFE(AM) Needles, Calif.** □ Sold by James J. Parr to Veach Associates for \$525,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by Jesse Veach, morning announcer at WPAY-FM Portsmouth, Ohio, who is also new FM applicant for Needles (BROADCASTING, April 20). KSFE is on 1340 khz with 1 kw day and 250 w night.

**WYNN(AM) Florence, S.C.** □ Control (85%) sold by John F. Maurer, his son, John G., and Agnes C. Hunt to James N. Maurer, son of John F. Maurer, and his sisters, Mary Fulton and Jennifer Welsch for \$512,000. James N. Maurer is Hilton Head, S.C., real estate investor and already owns 15% of WYNN. James Maurer will own 80% of station and sisters 10% each. Family has no other broadcast interests. WYNN is 250 w daytimer on 540 khz.

□ Other approved station sales include: KSRM(AM)-KQOK(FM) Soldotna, Alaska; KACJ(AM)-KAJJ(FM) [CP] Greenwood, Ark.; KRCQ(AM) Indio, Calif.; KCFI(AM) Cedar Falls, Iowa; WKVE(AM) Cave City, Ky.; KBUG(AM) Springfield, Mo.; KTNC-AM-FM Falls City, Neb.; WPPC(AM) Penuelas, P.R.; WGNS(AM) Murfreesboro and WHLP-AM-FM, all Tennessee. (See "For the Record," page 82).

on a more efficient basis than in the past.

The restructuring involves a reduction in the PGW list from more than 30 stations to about 12, according to Philip Lombardo, president of Corinthian. He said PGW will continue to represent client stations until the expiration of existing contracts, but added that stations may elect to leave earlier. He said PGW intends to represent a select list of about 12, including the six Corinthian TV stations.

In the consolidation, about 25 PGW employees will be terminated, with the staff to total about 125. Offices will be closed in Boston, Philadelphia and Charlotte, N.C.; nine other offices remain.

Lombardo said the company's strategy recognizes that the 1980's will be more competitive than ever before and TV stations have to build a strong local identity to strengthen viewer and advertiser support. To this end, he said, Corinthian stations will place heavier emphasis on local news, and TVS will step up its production of special programming for sale by PGW.

## Washington stations seek Arbitron audit

### Metroplex's Sherard wants area stations to fund independent examination of ratings results

William Sherard, vice president and general manager of Metroplex Communications's WPKX(AM) Alexandria, Va., and WVKX(FM) Woodbridge, Va., in the Washington market, said last week he had launched a plan to get radio broadcasters in the area to fund a nonpartisan audit of Arbitron Radio's future Washington reports.

Sherard said the plan grew out of a disagreement in which he claimed Arbitron's winter report for the Washington area contained "blatant and numerous errors" that resulted in "massive come and quarter-hour losses" for WPKX-WVKX, plus advertising losses that he estimated "conservatively" at \$243,000.

Arbitron replied to Sherard last week that of 16 diaries he claimed had been misedited, 10 were edited correctly and that the six others, when corrected, added only 300 persons aged 12-plus to the stations' average quarter-hour audience. More than that, Arbitron said, a review of all Washington-area diaries turned up three errors that had incorrectly added 300 persons to WPKX-WVKX, so that "the net result is zero."

Sherard said he still disputed Arbitron's contention that 10 diaries were edited correctly, and that he found it "ironic that they get off the hook for one set of errors by finding a new set of errors." He said he had called a meeting of Washington area broadcasters to consider funding an audit of future Arbitron reports and that the first response was "excellent." He said he was also initiating proceedings with the Arbitron Radio Advisory Council.

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## PGW restructures, reduces client list

**Rep will keep parent Corinthian and co-owned TVS, will cut list of stations from 30 to 12 and close three offices**

The restructuring and consolidation of operations at Peters Griffin, Woodward Inc., New York (BROADCASTING, July 6), resulted in part from an internal study conducted by the parent company, Corinthian Broadcasting Corp., indicating that the appropriate route to follow in the 1980's was to integrate the activities of PGW, TVS Network and Corinthian Productions.

Under the new set-up, PGW will represent the TVS Network and Corinthian Productions for network and regional sales. Corinthian officials said the step is regarded as a deployment of its resources



# Stock Index

Exchange and Company	Closing Wed. Jul 8	Closing Tue. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	29	30 1/2	-1 1/2	- 4.91	5	812
N Capital Cities	73	77 7/8	-4 7/8	- 6.26	15	961
N CBS	55 7/8	56	- 1/8	- .22	8	1,557
N Cox	63	69	-6	- 8.69	10	851
A Gross Telecasting	28 1/8	29 3/8	-1 1/4	- 4.25	8	22
O LIN	33 1/2	34	- 1/2	- 1.47	12	185
N Metromedia	132		-15	-10.20	14	590
O Mooney	7 3/4	7 3/4			10	3
O Scripps-Howard	68 1/2	54	+14 1/2	+26.85	11	176
N Storer	33 3/4	35 3/8	-1 5/8	- 4.59	11	443
N Taft	28 3/8	30 5/8	-2 1/4	- 7.34	8	277
O United Television	7 5/8	7 7/8	- 1/4	- 3.17		91

Exchange and Company	Closing Wed. Jul 8	Closing Tue. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	24	25 1/4	-1 1/4	- 4.95	19	79
A Affiliated Pubs.	30 3/4	31	- 1/4	- .80	13	158
N American Family	9	9			4	111
N John Blair	19 1/4	19 1/4			6	71
N Charter Co.	10 5/8	11 1/4	- 5/8	- 5.55	1	290
N Chris-Craft	33 7/8	35	-1 1/8	- 3.21	17	106
N Coca-Cola New York	9 7/8	9 1/2	+ 3/8	+ 3.94	22	174
N Cowles	34 1/2	36 1/8	-1 5/8	- 4.49	23	136
N Dun & Bradstreet	60 3/4	64 1/8	-3 3/8	- 5.26	18	1,694
N Fairchild Ind.	25 3/8	26 3/8	-1	- 3.79	7	289
N Gannett Co.	39 1/2	40 3/8	- 7/8	- 2.16	10	2,136
N General Tire	28	29	-1	- 3.44	11	675
O Gray Commun.	49	49			10	24
N Harte-Hanks	36 3/4	39 1/4	-2 1/2	- 6.36	17	350
O Heritage Commun.	13 1/2	15	-1 1/2	-10.00	7	73
N Insilco Corp.	18 5/8	18 5/8			8	200
N Jefferson-Pilot	27 1/8	27 7/8	- 3/4	- 2.69	6	594
O Marvin Josephson	12 1/4	12 3/4	- 1/2	- 3.92	8	28
N Knight-Ridder	36 7/8	38 1/4	-1 3/8	- 3.59	13	1,193
N Lee Enterprises	27	28 3/4	-1 3/4	- 6.08	13	192
N Liberty	15 1/4	15	+ 1/4	+ 1.66	6	194
N McGraw-Hill	51	51 3/4	- 3/4	- 1.44	16	1,267
A Media General	36 3/8	38 1/4	-1 7/8	- 4.90	10	262
N Meredith	60 3/8	63 1/2	-3 1/8	- 4.92	9	190
O Multimedia	32 3/4	34 3/4	-2	- 5.75	17	329
A New York Times Co.	35 3/8	36 3/8	-1	- 2.74	11	424
N Outlet Co.	36 3/8	39	-2 5/8	- 6.73	53	91
A Post Corp.	21 7/8	22	- 1/8	- .56	11	39
N Rollins	17	17 1/2	- 1/2	- 2.85	7	463
N San Juan Racing	20	19 3/4	+ 1/4	+ 1.26	22	50
N Schering-Plough	35 1/4	34 1/4	+1	+ 2.91	8	1,871
O Stauffer Commun.	45	45			11	45
A Tech Operations	12 1/2	14 1/8	-1 5/8	-11.50	13	13
N Times Mirror Co.	51 7/8	53 3/4	-1 7/8	- 3.48	12	1,769
O Turner Bcstg.	29	24 1/2	+4 1/2	+18.36		290
A Washington Post	24 3/4	27 1/4	-2 1/2	- 9.17	10	347
N Wometco	19 3/4	22 3/4	-3	-13.18	9	262

Exchange and Company	Closing Wed. Jul 8	Closing Tue. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	15 1/8	17	-1 7/8	-11.02	11	45
N American Express	46	48 3/8	-2 3/8	- 4.90	9	3,279
O Burnup & Sims	14 5/8	16 3/8	-1 3/4	-10.68	18	130
O Comcast	25	26 1/4	-1 1/4	- 4.76	28	96
N General Instrument	104 3/4	115 1/2	-10 3/4	- 9.30	18	922
O Rogers Cablesystems	9 1/2	10 1/8	- 5/8	- 6.17	18	180
O Tele-Communications	26 3/4	27 5/8	- 7/8	- 3.16	26	637
N Teleprompter	35 5/8	36	- 3/8	- 1.04	30	606
N Time Inc.	68 7/8	71 3/4	-2 7/8	- 4.00	13	1,938
O Tocom	12 1/4	13 1/4	-1	- 7.54		40
O UA-Columbia Cable	80 1/4	80 7/8	- 5/8	- .77	59	269
O United Cable TV	24 1/4	27 3/8	-3 1/8	-11.41	17	237
N Viacom	26 7/8	27 1/4	- 3/8	- 1.37	17	239

Exchange and Company	Closing Wed. Jul 8	Closing Tue. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	3 1/2	3 5/8	- 1/8	- 3.44	3	11
N Columbia Pictures	35 1/8	36 1/4	-1 1/8	- 3.10	10	356
N Disney	58 1/4	63 1/4	-5	- 7.90	15	1,895
O Enterprise Radio	4	4				10
N Filmways	8	7 3/4	+ 1/4	+ 3.22		50
O Four Star	1 7/8	1 7/8			19	1
N Getty Oil Corp.	69 3/4	69 1/4	+ 1/2	+ .72	8	5,730
N Gulf + Western	19	20	-1	- 5.00	5	1,418
N MCA	47 1/8	49	-1 7/8	- 3.82	8	1,107
O Medcom	8 3/4	9 1/2	- 3/4	- 7.89	31	15
N MGM Film	9 5/8	10 1/2	- 7/8	- 8.33	6	312
O Reeves Commun.	44 3/4	50 1/4	-5 1/2	-10.94	32	162
O Telepictures	6 5/8	6 7/8	- 1/4	- 3.63	30	16
N Transamerica	22 3/4	23 3/4	-1	- 4.21	6	1,486
O Video Corp. of Amer.	12 5/8	14	-1 3/8	- 9.82	26	12
N Warner	47 5/8	51	-3 3/8	- 6.61	12	2,799
A Wrather	25 1/2	24 1/4	+1 1/4	+ 5.15		58

Exchange and Company	Closing Wed. Jul 8	Closing Tue. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	40 1/2	43	-2 1/2	- 5.81	9	101
O Compact Video	21 3/4	21 3/4			20	64
N Comsat	55 3/8	59	-3 5/8	- 6.14	12	443
O Doyle Dane Bernbach	14 1/4	14 3/4	- 1/2	- 3.38	4	17
N Foote Cone & Belding	33 5/8	35 3/4	-2 1/8	- 5.94	9	92
O Grey Advertising	63	65	-2	- 3.07	6	38
N Interpublic Group	35	34 1/2	+ 1/2	+ 1.44	7	156
N JWT Group	36 1/8	35 1/2	+ 5/8	+ 1.76	8	110
O MCI Communications	20 1/4	22 1/2	-2 1/4	-10.00	101	741
A MovieLab	5	5 3/8	- 3/8	- 6.97	4	8
A MPO Videotronics	5 3/4	6	- 1/4	- 4.16	16	3
O A.C. Nielsen	41	45	-4	- 8.88	17	460
O Ogilvy & Mather	33 1/4	35	-1 3/4	- 5.00	10	137
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	3 7/8	3 7/8			28	3
N Western Union	22	23	-1	- 4.34		333

Exchange and Company	Closing Wed. Jul 8	Closing Tue. Jun 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	18	18 3/4	- 3/4	- 4.00		30
N Arvin Industries	16 1/8	17 7/8	-1 3/4	- 9.79	8	125
A Cetec	6 1/8	6 5/8	- 1/2	- 7.54	8	12
O Chyron	16	17	-1	- 5.88	26	20
A Cohu	8 1/8	8 3/4	- 5/8	- 7.14	11	13
N Conrac	23 7/8	24	- 1/8	- .52	10	50
N Eastman Kodak	72 5/8	74 3/4	-2 1/8	- 2.84	11	11,720
O Elec Missile & Comm.	11	12 1/4	-1 1/4	-10.20	138	30
N General Electric	61 3/8	61 7/8	- 1/2	- .80	10	13,911
N Harris Corp.	44 3/8	44 7/8	- 1/2	- 1.11	16	1,365
O Microdyne	25 1/4	27 5/8	-2 3/8	- 8.59	19	67
N M/A Com. Inc.	27	28 7/8	-1 7/8	- 6.49	24	901
N 3M	57 1/4	57 1/2	- 1/4	- .43	10	6,668
N Motorola	67 1/4	71 5/8	-4 3/8	- 6.10	12	1,919
O Nippon Electric	94	93 1/4	+ 3/4	+ .80	72	3,086
N N. American Philips	46	47 1/2	-1 1/2	- 3.15	7	553
N Oak Industries	30 1/8	30 1/2	- 3/8	- 1.22	10	327
A Orrox Corp.	12 7/8	13 1/4	- 3/8	- 2.83	42	21
N RCA	22 3/8	23	- 5/8	- 2.71	6	1,677
N Rockwell Intl.	35 5/8	36 1/8	- 1/2	- 1.38	9	2,672
A RSC Industries	5 7/8	6 1/4	- 3/8	- 6.00	15	13
N Scientific-Atlanta	26 1/8	28	-1 7/8	- 6.69	23	553
N Sony Corp.	20 1/2	20 1/2			34	4,420
N Tektronix	53 1/8	55	-1 7/8	- 3.40	12	970
A Texscan	15 1/2	16 3/4	-1 1/4	- 7.46	30	45
N Varian Associates	28	28 1/2	- 1/2	- 1.75	13	215
N Westinghouse	29 5/8	30 3/8	- 3/4	- 2.46	7	2,516
N Zenith	18 1/8	19	- 7/8	- 4.60	16	341

Standard & Poor's 400 Industrial Average 144.41 147.62 - 3.21

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington), P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents.

## Transponder juggling on the Comstars

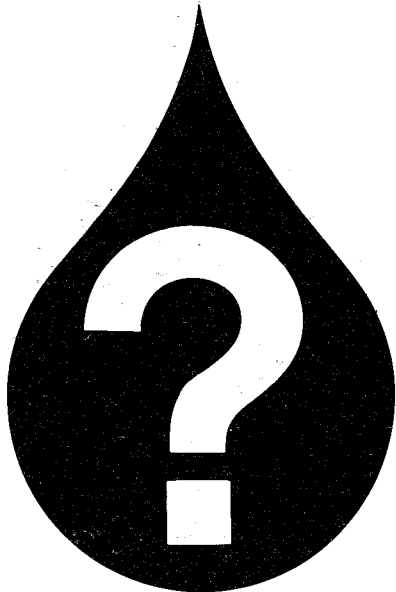
**Shift of some cable programmers from Comstar I to II, now co-located, goes smoothly**

After Comstar I and Comstar II were placed in the same orbital slots last month, the transponder assignments of five of the 11 satellite programmers that made up Cable Net Two on Comstar II were switched to Comstar I.

The change of transponder berths, however, has no effect on reception of the programming sent over them and Cable Net Two remains intact.

Since the satellites are co-located, earth stations can simultaneously receive signals from both. And since the five programmers were assigned the same frequencies on Comstar I as they had on Comstar II, satellite receivers do not have to be

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## Comstar I/II (Cable Net Two) at a glance

Transponder (satellite)	RCA's customer of record (subleasees)
3H (II)	Entertainment and Sports Programming Network (Rainbow Programming Services)
4V (II)	National Christian Network (Rainbow Programming Services)
4H (I)	SIN National Spanish Television Network
6V (II)	Warner Amex Satellite Entertainment
7V (II)	Home Box Office
8V (II)	Showtime (Compact Video)
9H (I)	Home Box Office
9V (II)	Trinity Broadcasting Network
10V (I)	American Medical Buildings
11 H (I)	Warner Amex Satellite (Wold Communications)
12V (I)	United Video (Times Mirror Satellite Programming)

returned.

Cable Net Two was established on Comstar II by RCA Americom in 1980 to accommodate the cable programmers that lost out on transponders when RCA lost Satcom III in space in December 1979. The 11 transponders of Cable Net Two were subleased on Comstar II from AT&T, which leases most of the three-satellite Comstar systems from Comsat.

To extend the lives of Comstar I and Comstar II, AT&T decided to co-locate them and turn off half (12 of 24) transponders on each, making one satellite out of two. The transponders lost in the process were being used by AT&T for private-line services.

(Practically, there is no limit to the number of satellites that can be co-located. Satellites are now spaced four longitudinal degrees apart; each degree, at the satellites' geostationary altitude of 22,300 miles, describes an arc 400 miles long.)

AT&T began moving Comstar I from its orbital slot at 128 degrees west longitude in mid-June. It joined Comstar II at 95 degrees west two weeks later and the transponder switch was made on July 1.

The five programmers that made the hop from Comstar II to Comstar I were: National Christian Network, which subleases evening hours to Rainbow Programming Services (transponder 4V); Home Box Office (transponder 9H); American Medical Buildings (transponder 10V); Wold Communications, which subleases from Warner Amex Satellite Communications Corp. (transponder 11H), and Times Mirror Satellite Programming, which subleases from United Video (transponder 12V).

Remaining on Comstar II are Entertainment and Sports Programming Network, which leases evening hours to Rainbow Programming Service (transponder 3H); Spanish International Network (transponder 4H); Warner Amex Satellite Communications Corp. (transponder 6V);

Home Box Office (transponder 7V); Compact Video, which subleases from Showtime (transponder 8V), and Trinity Broadcasting Network (transponder 9V).

Despite its name, Cable Net Two has never blossomed into the secondary cable satellite RCA intended it to be. It suffered from the outset because relatively few earth stations were oriented toward it. When it became operational in June 1980, only an estimated 30 or 40 cable systems had earth stations aimed at it. While the number has grown considerably over the past year—RCA estimates that there are 200 systems serving 2.1 million subscribers with Comstar II earth stations—it is still a fraction of the more than 3,000 that now receive Satcom I (Cable Net One) programming.

Significantly, there is not much on Cable Net Two to encourage cable operators to go to the expense of installing another earth station. Currently there are just four cable programming offerings on Comstar I/II. National Christian Network, Rainbow Programming Service's Escapade and Bravo and Trinity Broadcasting Network.

Home Box Office holds two transponders on Cable Net Two, but it uses them to duplicate two of its Satcom I transmissions. The East Coast feed of HBO goes on one and the East Coast feed of Cinemax is transmitted on the other. Times Mirror is using its transponder for distribution of pay movies exclusively to Times Mirror Cablevision systems and a test of a shop-at-home service.

Wold Communications has announced plans to use its transponder for occasional-use video services, not for cable distribution. Compact Video Services also plans to sell its transponder time to all comers. According to Compact Video, it is looking to sublease a substantial portion of its hours to one customer, however, and that could be a cable programmer.

American Medical Buildings, Spanish

International Network and Warner Amex have yet to put their transponders to work.

Another factor handicapping the development of Cable Net Two is competition from other satellite carriers. Cable programming has appeared on Westar III, and Hughes Communications has sold six transponders on its Galaxy I, which is not due to be launched until the fall of 1983.

Most of the Cable Net Two customers will be shifted to the 24-transponder Satcom IV when it becomes operational in early 1982. (It is set for a December 1981 launch.) RCA would like nothing better than to award the remaining transponders on that bird to other cable programmers and to convince the industry that it is indeed the next cable satellite. The FCC has frustrated RCA, however, by rejecting two different allocation plans for awarding the transponders. Except for the Comstar I/II programmers that will switch, the line-up of programmers on Satcom IV is unknown.

## NCTA takes the offensive against channelization

**Concerned that the FCC may adopt strict frequency rules to avoid aeronautical interference, association files comments proposing cable systems set up own monitoring programs**

Fearing that the FCC is considering a rigid channel plan for the use of aeronautical frequencies in cable systems, the National Cable Television Association last week filed comments with the commission proposing that cable systems be granted unlimited flexibility in using the frequencies.

According to Wendell Bailey, NCTA's vice president, science and technology, the FCC's "channelization" scheme, which would force cable operators to use specific channels and stay on those channels, would place an unnecessary regulatory burden on cable operators and the FCC and inhibit the development of innovative cable services.

The FCC and the Federal Aviation Administration are deeply concerned about how cable uses the frequencies. Signals leaking from a cable system can cause potentially dangerous interference with aircraft communications.

The FCC had been moving toward liberalizing the current rules governing their use, Bailey said, until a Comcast system in Flint, Mich., was found to be leaking last November. After that, he said, the FCC proceeding ground to a halt.

The word from the FCC now, Bailey said, is that a channelization plan may be proposed by the staff. NCTA believes interest in the plan was triggered by Israel Switzer, a consulting engineer, who devised a method of making a fixed-channel plan compatible with harmonically related carrier (HRC) cable systems. HRC

systems, just coming into vogue, allow cable operators to squeeze the maximum number of channels on a cable system without degrading picture quality.

NCTA listed in its filing a number of reasons for its opposition to any channelization plan. The evidence of a four-year study conducted by representatives of industry and government and submitted to the FCC last November concludes that a channelization plan is not required, NCTA said. Furthermore, it said, the interference potential of cable systems is "severely limited" and the four cases of leakage on record, including Flint, involved "little more" than short noise bursts.

Bailey added that a channelization plan would discourage cable's experimentation with bandwidth compression, teletext transmission, two-way interactive services, high-speed data transmission and high-definition television. It is also wasteful of spectrum space, he said.

As an alternative to channelization, NCTA proposed that cable systems be allowed to use whatever frequency and power levels they choose. To insure that the systems do not radiate spurious signals, NCTA said that all cable systems should be carefully monitored for leakage at start-up and at regular intervals of at least once a year. Systems found to be leaking would be made to comply with slightly amended current rules, NCTA said.

Bailey said that the plan would encourage self-regulation by providing cable operators with a "positive incentive" to comply with the rules. If a system doesn't leak, he said, the system operator has no FCC obligations beyond regular monitoring for leakage.

As the filing put it: "NCTA's plan would encourage cable systems to operate as closed systems and would not impose upon them the kind of burdensome, costly and unnecessary regulation inherent in any channelization plans."

Bailey and NCTA think the entire question of signal leakage has been overblown. According to the filing, when it comes to aeronautical interference, cable is low on the list of offenders. Of the more than 900 complaints of aeronautical interference received by the FCC since late 1977, NCTA said, 230 were cases of air-to-air interference and only one involved a cable system. Most of the interference was traced to broadcasters, Bailey said.

NCTA also opposes strict rules because, Bailey said, the "problem is going away of its own accord." The few cases of signal leakage were caused by old systems, he said, and most old systems, having just six or 12 channels, do not use the aeronautical frequencies. Because of advances in equipment and construction techniques, modern systems are unlikely to leak, he said. The NCTA filing said an FCC spot check of modern systems "demonstrated not a single case of signal leakage."

The FAA has been applying great pressure on the FCC to keep tight control over the frequencies. Recognizing this, Bailey said, NCTA is trying to set up a meeting

with the FAA in the hope of convincing it of the viability of its plan. "Their harsh attitude is not the way to an ultimate solution," Bailey said. "We would like to convince them that [the NCTA plan] will lead to a much cleaner environment for them to operate in."

## More 9 khz debate

**ABC leads opposition to switch to narrower AM channel spacing as too expensive, while DBA and NBMC say plan would help daytimers and minorities**

Major proponents and opponents were heard from last week on the U.S. proposal that countries in the western hemisphere reduce AM channel spacing from 10 khz to 9. ABC, backed by comments of six licensees, said the costs of the proposed shift clearly outweigh the benefits, and urged the FCC to abandon the recommendation on which the U.S. based its proposal at the first session of a western hemisphere conference on AM broadcasting. The Daytime Broadcasters Association and the National Black Media Coalition, on the other hand, came down on the other side.

The proposal was initially made by the DBA, then picked up and advanced by the National Telecommunications and Information Administration, as a means of



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opening the spectrum to additional full-time stations—stations that would go part way, at least, toward meeting the perceived needs of daytimers and minority group members for new stations.

ABC notes that commission benefits studies indicate that a 9 khz plan would generate between 300 and 420 new stations, although even under the 10 khz plan, at least 58 new facilities would be possible. And it also noted that assignments would undoubtedly be lost to competing demands of other countries in the western hemisphere.

And the licensees, in their comment, note that the FCC studies neglect to mention that the World Administrative Radio Conference in 1979 added 100 khz of spectrum to the AM band.

In achieving those results, ABC and the licensees say that stations, overall, would bear between \$20 million (an FCC contractor's estimate) and \$43 million (an industry estimate) in engineering costs in converting to a 9 khz system. (Nonengineering costs are said to be higher.) And individually, some stations would bear "staggering" costs, while competitors would bear none.

ABC and the licensees also listed other costs resulting from a shift to 9 khz in the obsolescence of one million AM receivers and the diminished performance of four million others; the loss by 80% of AM stations of 3.5% of service area from daytime adjacent channel interference; limitation on future improvements in AM fidelity possible under 10 khz spacing; and the

loss of business by U.S. set manufacturers to Japanese concerns which already have product lines based on a move to 9 khz spacing.

"Any fair reading" of those costs and benefits, ABC said, "compels a conclusion that proponents of 9 khz spacing have not carried their heavy burden of proof."

ABC also notes that the 9 khz proposal has been advanced by proponents as a means of resolving interference problems that would be created by Cuba's proposals for new stations. But ABC said the solution to the technical problem is the use of directional antennas (which Cuba thus far has rejected), while the State Department, and the pressure it can bring to bear through linkage with other issues, are said to be the answer to the negotiating problem. "Under no circumstances," ABC said, "is the solution to have the U.S. restructure its AM broadcasting service to accommodate Cuban paper proposals."

But DBA contends the benefits study is unduly conservative. For instance, DBA said, it was "improper" to assume only omnidirectional operations, as the study did. Neither is it necessary to reject stations whose contours overlap over bodies of water, as the study did. Moreover, DBA noted, the study failed to identify more than one channel for any geographical location. NBMC said it appears that "more than twice the number" of new assignments are possible under a 9 khz plan.

DBA also said full use of the 9 khz plan in the U.S. can be realized only if daytime-

only stations are permitted to move to new channels to operate full time. Such stations are already "in place," DBA said, that is, new allocations cannot be made in hundreds of locations because of the need to provide adjacent channel protection to existing facilities already licensed to operate. DBA said that if those "in place" factors are considered, "many more full-service stations can be estimated by the commission."

DBA also quarrels with ABC and the licensees on costs. It says the commission's and the industry's estimates of conversion are exaggerated, and predicts that once the western hemisphere adopts the 9 khz system, engineering publications will publish papers on implementation of the change. "The mechanics of the change are not particularly difficult once a qualified person has been briefed on how to do it," DBA said. It notes that NTIA's tests indicate the conversion cost for antennas with a maximum of four antennas, or for which 36 field tests are adequate, would be "moderate," certainly less than \$10,000.

Thus, in DBA's view, the cost to the industry would be "minimal" and in any event, "the public interest will more than justify that burden." NBMC made the same point: "If even half of the new assignments identified in the commission's computer runs become available, the real costs will be far outweighed by the benefits to the public, the economy, and our national goals of fairness and equity in resource allocations" by shifting to 9 khz spacing.

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## In4Sync

**Two ear appeal.** Warner Amex Satellite Entertainment Co. announced that New Year's 1982 will find its pay-cable The Movie Channel with stereo audio operation. WASEC vice president for engineering and operations, Andy Setos, keys stereo capability to effort to keep pace with "latest developments in film production"—20% of domestic film product, he says, is produced in Dolby stereo, and WASEC plans to transmit such titles using Dolby B-type noise reduction. Company is emphasizing opportunity stereo affords cable operators to boost revenues through added lift and charges for optional subscriber FM stereo hookups needed to receive stereo transmission.

**RF pipe.** Cablewave Systems, North Haven, Conn., has announced availability of its four-and-a-half-inch transmission line. Air dielectric, coaxial cable, marketed under Flexwell trade mark, is designed for high-power, low-frequency applications and is suitable for use in most broadcast systems.

**Going bilingual.** In what's believed to be first in this country, Los Angeles area radio station and STV outlet on July 5 simulcast in Spanish and English motion picture made available in both languages. Signals of KLVE(FM) and SelecTV's KWHY(TV) were pooled to allow Spanish-speaking viewers to tune their FM radios to follow video portion of *Patton*. Spanish-language movie soundtrack was synchronized at TV station to match English-language print being broadcast.

**Modernizing.** Koplal Communications has placed \$1.6-million equipment order with RCA Broadcast Systems for its KRBK-TV Sacramento, Calif. (formerly KMUV-TV). Deal calls for four TH-280 one-inch videotape machines, TH-50 portable recorder and TK-86 hand-held camera. There also are two TCR-100A videotape cartridge machines on order—one to go to Koplal's KPLR-TV St. Louis. RCA also has sold TCL-16A circularly polarized antenna to KTRK-TV Houston, along with TTG-30/30H 60-kilowatt transmitter. Cost of both units is \$1.5 million; together they will generate 316 kilowatts of effective radiated power for Capital Cities Communications station.

## How business and journalism read each other

**Survey of journalists, executives and PR representatives turns up disagreement on treatment by media; offers recommendations**

Relationships between news media and business, adversarial and otherwise, are examined in a two-year study released last week by the American Management Association. The report finds some antagonisms, much misunderstanding—and a good deal of general agreement—and comes up with recommendations to improve relationships in the future.

The study, done for AMA by Research & Forecasts Inc., a subsidiary of the Ruder & Finn public relations firm, was based on interviews with corporate executives and media representatives involved in six cases in which major differences had developed over news treatment of a subject, and then on a survey of journalists and the chief executive officers and corporate public relations representatives of *Fortune* 1000 companies.

Among the findings:

- About one-third of each group—CEO's, PR representatives and journalists—believe that the media are always or usually antagonistic toward the business community, and about six out of 10 agree that media are sometimes antagonistic.

- Yet most public relations directors feel that their companies have received favorable media treatment in such matters as annual financial reports (79%), executive appointments (78%), product news (70%), mergers and acquisitions (65%), stockholder meetings (65%) and stock activities (54%). Only areas in which more than 5% of the PR directors feel their companies have received unfavorable coverage are plant accidents (6%), hirings and layoffs (8%) and environmental issues.

- Two-thirds (64%) of journalists and 62% of PR directors believe that reporters do not research their topics thoroughly; and most in each group believe that when business reporting is inaccurate it is because of sloppiness rather than reporter bias.

- About a third of the journalists (36%) believe business executives often lie to reporters, as against 7% of the PR people who feel that way. But only a third (32%) of the PR people believe they are always given enough information about their companies to communicate effectively with the media. And almost half

(47%) acknowledge that they themselves have withheld information from the media—a practice that virtually all journalists feel that all levels of top management engage in.

- A majority of journalists (81%), CEO's (79%) and PR representatives (77%) believe that fewer than half of all business executives understand the workings of the media. Yet 94% of CEO's feel that they themselves understand the media at least fairly well, and 98% of PR representatives believe they themselves always or usually do.

- More than twice as many journalists as PR people (58% to 24%) feel that the media presentation is more important than factual reporting. But twice as many PR directors as journalists (40% to 20%) feel that when a reporter calls executives for information he or she already has a slant on the planned story.

The report, written by David Finn, co-founder and chairman of Ruder & Finn, comes up with some recommendations,

including:

- That business executives and journalists keep in touch regularly, not just in time of crisis.

- That business should understand that the media must present news in a way that will attract readership, but media should be careful not to make the selling of news more important than the news itself.

- That the best way to deal with a negative news story is to take it in stride.

- Reporters should be aware of legitimate constraints that limit the ability of executives to reveal certain information.

- An objective third party should be present during any important meeting between an executive and a journalist.

The report, "The Business-Media Relationship: Countering Misconceptions and Distrust," is available at \$10 per copy to AMA members (\$13.50 per copy to nonmembers) from AMACOM, the AMA's publishing division, 135 West 50th Street, New York 10020.

## NewsBeat

**Back to network.** Former CBS News correspondent Connie Chung, with network from 1971 until mid-1976, will be contributing to network news programs on regular basis under terms of new contract worked out with CBS-owned-and-operated KNXT(TV) Los Angeles, where Chung will continue as full-time news anchor. Chung's new duties will include serving as substitute anchor for weekend editions of *CBS Evening News* and Monday-through-Friday editions of *Morning*. Chung was considered front-runner for *Morning* co-anchor post that went to Diane Sawyer, who joins Charles Kuralt on series this fall. Under terms of new agreement, Chung will also anchor nightly West Coast *Newsbreak* updates on network. Terms of contract, which covers Chung's twice-nightly KNXT news co-anchor responsibilities, were not disclosed.

□  
**'60 Minutes' on '60 Minutes.'** CBS newsmagazine is preparing examination of investigative journalism, particularly its own. Tentative program for next season will feature panel led by CBS News critic Jeff Greenfield, with *60 Minutes* executive producer Don Hewitt, Mobil's Herb Schmertz, *Boston Globe's* Ellen Goodman and *Newsday's* Robert Greene. Investigative tactics such as hidden cameras will be among subjects as well as past *60 Minutes* segments themselves.

LOS ANGELES

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**More Music Programming**

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## Broadcasters form endowment to fund Humanitas awards

Annual prizes for programing, seeded by Capcities and Lilly, will now also be supported by Metromedia, Times Mirror, LIN, Outlet, Hearst and Meredith

Programs from each of the three commercial television networks were awarded 1981 Humanitas prizes last week in Los Angeles by the Human Family Institute. The cash awards to writers of television programs that most effectively communicate "enriching human values" are made with funds provided jointly by the Lilly Endowment and Capital Cities Communications Inc.

Winner of the \$25,000 top prize, for programs 90 minutes or longer, was Michael Cristofer for an ABC-TV special, *The Shadow Box*. The \$15,000 award for 60-minute programs went to Michael Kozell and Steven Bocho for their "Dressed to Kill" episode of NBC-TV's *Hill Street Blues*. The writer winning the \$10,000 third prize for a 30-minute program was Hugh Wilson for his "Venus Flytrap Explains the Atom" episode of *WKRP in Cincinnati*, airing on CBS-TV. This year a special, nonmonetary prize was awarded to Morton Silverstein and Chris Wallace for their documentary, *The Migrants 1980*, produced for NBC News.

Joseph P. Dougherty, president of the broadcasting division of Capital Cities Communications, announced at a Tuesday afternoon (July 7) luncheon marking the awards that a permanent endowment is planned to continue the Humanitas prizes. Until last year, the grant to the nonprofit Human Family Institute supporting the awards had been made by the Lilly Endowment. This year and next the endowment and Capital Cities are each contributing \$75,000 to support the prizes. Dougherty said his company and several other broadcasting-related companies have formed a coalition to create a \$1-million endowment to provide a perpetual source of income for the institute.

"As broadcasters, we feel we have a great opportunity through our programing efforts to enrich the quality of the lives of our viewers," explained Dougherty. "What the Nobel Prize is to literature and the Pulitzer Prize is to journalism, the Humanitas Prize has become for American television."

The endowment, for which more than \$500,000 has already been raised, is being supported by Metromedia, Westinghouse, Times Mirror Co., LIN Broadcasting, Out-

let Broadcasting, Hearst Stations and Meredith Broadcasting, in addition to Capital Cities.

All but one of the six series episodes that were finalists in the competition for 1981 Humanitas Prizes aired originally on CBS. NBC had one finalist and ABC had none. Four of the six, including the second and third prize winners, were produced by MTM Productions, headed by Grant Tinker, named June 30 to succeed Fred Silverman as president of NBC-TV. Tinker was on hand for the awards ceremony.

The president of the Writers Guild of America-West, Melville Shavelson, delivered an address before the awards presentation in which he challenged critics of television programing to emulate the Human Family Institute and support writers who create programs incorporating positive values. "The Moral Majority," said Shavelson, "... seems to have a majority of the funds in this field, and too bad. Some of those funds directed to the Humanitas programs would do much more real good. While I certainly agree with the Moral Majority's objective of improving television, I don't think that invoking the name of the Lord in a campaign against Procter & Gamble is what was meant by the Sermon on the Mount."

## U.S. Chamber of Commerce proposes BizNet service

Satellite network aimed at linking business community, principally through use of teleconferencing, scheduled for February 1982 debut

A satellite television network connecting the U.S. business community. That is a plan now being developed by the U.S. Chamber of Commerce. The chamber hopes to solicit the interest and participation of its 150,000 members as well as other business-related entities in the planned network—officially titled the American Business Advocate Satellite Network, but referred to as BizNet. It is scheduled to begin operations in February of 1982.

The network—to be underwritten by subscriber fees as yet undetermined—will address all aspects of business activity, according to Bob Adams, manager of the broadcast center at the U.S. Chamber of Commerce. However, the emphasis is on "public policy," Adams said, noting that the BizNet, in addition to providing busi-

## Monitor

**Spelling for pay.** Major commercial network television producer, Aaron Spelling Productions, has announced plans to produce features for cable and pay TV markets. Independent production company, headed by Aaron Spelling, is currently producing *Love Boat* and *Strike Force* for ABC-TV. Spelling, who acts as executive producer on several other network shows in association with Spelling-Goldberg Productions, indicated interest in doing movies for new video markets with more adult themes than can be shown on over-the-air television. He predicted pay TV will soon be able to compete with network TV in amount it can pay for original features.

**Shouting about it.** Warner Amex Satellite Entertainment's Music Television, making debut Aug. 1, will present *REO Speedwagon In Concert*, videotaped by CBS Video Enterprises Aug. 8. NBC's young adult radio network, *The Source*, will broadcast program that day providing simulcast is overlapping MTV markets. Another interested party, Epic records, label for REO Speedwagon, plans to use sampler record for promotional purposes while MTV "aggressively" promotes concert "on-air."

**Rock stars from space.** Wold Communications will distribute via satellite six one-hour episodes of 20th Century-Fox Television's mini-series, *The Roots of Rock 'n' Roll*, to television nationwide beginning today (July 13). According to Wold, one segment will be transmitted over Westar III, transponder 7, every Monday for next six weeks for videotaping by participating stations.

**UA for VHD.** United Artists has announced its official endorsement of VHD system used in home videodisk units, and is licensing its entire library of feature films to VHD Programs Inc. United Artists has also licensed many of its classics and yet-to-be-released films to VHD Programs, in anticipation of system's introduction to U.S. early in 1982.

**Movin' about.** Pay-TV programer Satori Productions has new headquarters: Penthouse Suite, 330 West 42d Street, New York, N.Y. 10036. New telephone number is (212) 563-2323.

ness-related information, will play the role of business advocate.

Programing to be offered includes the airing of congressional hearings concerning business activity; speeches by administration and business leaders; debates on policy issues, and economic analyses.

The network's studio and production facilities will be located at the chamber's Telecommunications Center—a multimillion-dollar project currently under construction in Washington.

The center will have state-of-the-art television and radio production studios, according to Adams. The 60-foot-by-90-foot TV studio will have six Ikegami broadcast cameras, a CMX-340 editing system and a Chyron character generator. Adams said the center should be complete by summer's end.

Initially, the chamber intends to lease transponder time on a satellite. The transponder will beam a scrambled signal that can be picked up only by subscribers with a satellite receiving dish and decoder. Depending on the amount of business that the network can draw, the chamber may buy its own transponder, Adams said.

Preliminary programing on BizNet may start as early as December, and will consist of one-way video (two-way audio) teleconferencing. Programing services other than teleconferencing probably won't be aired for another year.

The U.S. Chamber of Commerce is not new to the programing business. For the last 20 years it has produced a half-hour weekly radio program entitled *What's the Issue*, which is carried by the Mutual Broadcasting System and syndicated directly to 300 additional radio stations. It also produces a weekly television show, *It's Your Business*, which is syndicated to 137 TV stations.

Initially, BizNet will not be in the program syndication business (and the chamber's two current syndicated programs will remain separate from the proposed network). Adams said that the chamber would consider providing future BizNet program services to radio and television stations. "But that's secondary," he said, adding that the foremost goal of BizNet is to "tie together the business community. . . it's more designed for closed circuit activity."

## Writers still walking Hollywood picket line

**Strike now four months old; some say settlement within reach**

There was little progress reported last week in the four-month-old writers' strike, but sources on both sides indicated an agreement might be within reach during the next two weeks. Talks between representatives of the Writers Guild of America and major producers resumed June 30, but broke down before the day was out. Striking writers were back on the picket line last week and no new talks were scheduled.

Despite the apparent impasse, one WGA negotiator said last week, "The hardline philosophical battle on pay TV is over . . . We won that fight when the companies agreed to a recoupment formula." Writers have been asking for 2.5% of gross revenues for a pay TV program after the producer has recouped \$1.15 million per hour of programing, a modification from earlier proposals. A management spokesman agreed last week the issue for both parties is minimums. Producers are offering pay hikes of 12% the first year, 11% the second, and 10% the third. Writers are asking for at least the same increase the Directors Guild of America received last month, 12% for the first year, 12% for the second, and 11% for the third.

In the meantime, WGA President Melville Shavelson asked members of the guild to step up pressure on the sponsors of the Emmy awards of the Academy of Television Arts and Sciences. The Emmy awards are scheduled to be broadcast live by CBS on Sept. 13. Shavelson is asking WGA members to withhold their participation in the program, by refusing to cast ballots for nominees, refusing to write the program, and not granting waivers for film clips involving WGA members.

The list of independent Hollywood production companies signing contracts with the WGA climbed to 178 last week, including the first company to desert the producers' multiemployer bargaining unit, Robert Radnitz Productions, a member of the Motion Picture Association of America, which signed early last week.

## Ratings Roundup

The summer rating patterns continued during the week ended July 5. CBS-TV was first in prime time with a 13.7 rating and 29 share. ABC-TV was second (12.6/26) and NBC-TV trailed (10.8/23).

Of the week's 66 programs, only six were first run—the highest-scoring original being ABC News's *20/20* which earned a 20.0/38. ABC was the only network to have shows reach the 20-rating mark or above. In addition to *20/20*, they were reruns of *Three's Company* (20.5/39) and *Too Close for Comfort* (20.4/37).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC kept its hold on Wednesday.

The highest nightly score went to ABC on Tuesday with its regular line-up of *Happy Days*, *Laverne & Shirley*, *Three's Company*, *Too Close for Comfort* and *Hart to Hart*—all reruns—earning an 18.6/36. NBC had the week's low on Saturday, with *Barbara Mandrell* (10.7/29) coupled with the week's lowest performance by a *Woodstock* . . . *Re-Lived* special (5.3/14) for a 7.1/19 average.

CBS, however, had the consistency. Some nightly wins were better than others but, unlike ABC and NBC, CBS did not have an evening when its rating dropped below a 10.

While summer generally is a low rating time for the networks, NBC continued to wallow in the doldrums. A week earlier it scored a 10.9 rating—its lowest since last August ("Ratings Roundup," July 6). And for the week ended July 5, it was down even farther, to a 10.8. Its share, however, was up slightly, from 22 to 23.

### The First 20

1.	<i>Three's Company</i>	ABC	20.5/39
2.	<i>Too Close for Comfort</i>	ABC	20.4/37
3.	<i>20/20</i>	ABC	20.0/38
4.	<i>60 Minutes</i>	CBS	19.6/44
5.	<i>M*A*S*H</i>	CBS	19.5/37
6.	<i>Hart to Hart</i>	ABC	19.1/36
7.	<i>House Calls</i>	CBS	19.1/34
8.	<i>Trapper John, M.D.</i>	CBS	18.3/36
9.	<i>Laverne &amp; Shirley</i>	ABC	17.1/35
10.	<i>Diff'rent Strokes</i>	NBC	17.1/32
11.	<i>Facts of Life</i>	NBC	17.1/31
12.	<i>Dukes of Hazzard</i>	CBS	16.5/40
13.	<i>Lou Grant</i>	CBS	16.3/32
14.	<i>Taxi</i>	ABC	16.1/31
15.	<i>Quincy, M.E.</i>	NBC	15.8/29
16.	<i>The Jeffersons</i>	CBS	15.5/28
17.	<i>Happy Days</i>	ABC	15.4/33
18.	<i>Bosom Buddies</i>	ABC	14.9/31
19.	<i>Barney Miller</i>	ABC	14.9/30
20.	"Make Me An Offer" (movie)	ABC	14.8/27

### The Final Five

62.	<i>Sanford</i>	NBC	7.4/18
63.	<i>Eight is Enough</i>	ABC	7.2/19
64.	<i>Beggarman, Thief (Part II)</i> (movie)	NBC	6.2/15
65.	<i>Roots: The Next Generations</i> (mini-series)	ABC	5.9/13
66.	<i>Woodstock . . . Re-Lived</i> (special)	NBC	5.3/14

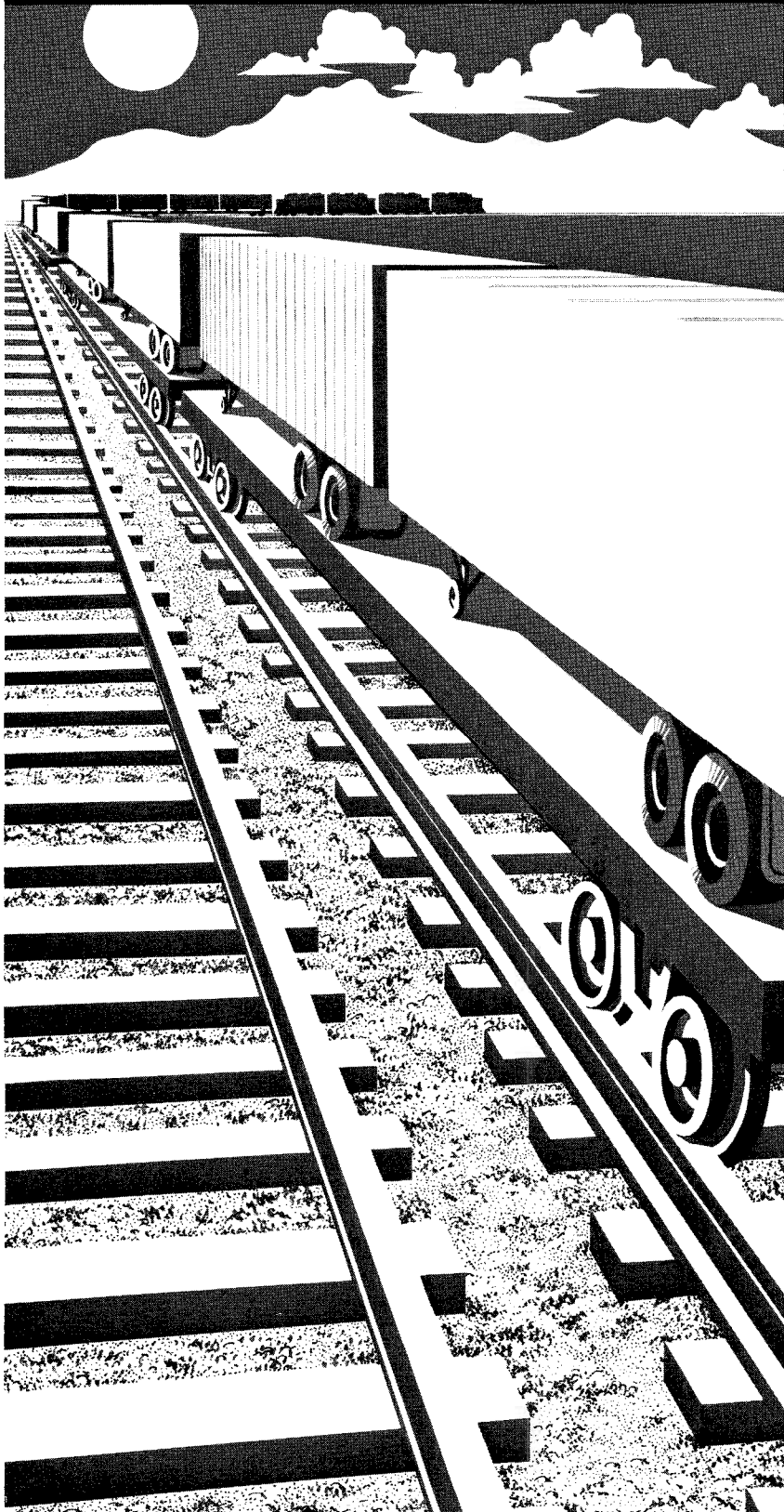
## PlayBack

**Growth signs.** Southern Broadcasting Co., subsidiary of Harte-Hanks media group, has changed name to Harte-Hanks Radio Inc. and moved its headquarters from Winston-Salem, N.C. to Phoenix. Name change reflects company's growth from regional to national operation, according to Robert Marbut, president, Harte-Hanks Communications Inc.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Bette Davis Eyes* by Kim Carnes on EMI/America; (2) *The One That You Love* by Air Supply on Arista; (3) *All Those Years Ago* by George Harrison on Dark Horse; (4) *The Greatest American Hero* by Joey Scarbury on Elektra; (5) *I Don't Need You* by Kenny Rogers on Liberty. The top five in **country radio airplay**: (1) *Feels So Right* by Alabama on RCA; (2) *I Was Country When Country Wasn't Cool* by Barbara Mandrell on MCA; (3) *Loving Her Was Easier* by Tompall & the Glaser Brothers on Elektra; (4) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (5) *Too Many Lovers* by Crystal Gayle on Columbia.

## Myth:

Truck trailers on the public highways move freight most efficiently.



## Fact:

Freight railroads save highways, tax dollars and energy by piggybacking truck trailers.

Mile for mile and pound for pound, today's freight railroads are up to four times more fuel-efficient than big trucks. Shippers recognize this advantage. That's why piggybacking truck trailers and containers is the fastest-growing segment of the rail freight business.

But there's another consideration. While every wage-earner and manufacturer in America subsidizes our public highway system, trucks are destroying that vital system at an alarming rate.

Congress' watchdog, the General Accounting Office, said in a blistering July 1979 report: "Excessive truck weight is a major cause of highway damage. The rate of highway deterioration will slow down if excessively heavy trucks are kept off the highways... A five-axle tractor-trailer loaded to the current 80,000 pound federal weight limit... has the same impact on an interstate highway as at least 9,600 automobiles."

It is ironic that the American public is subsidizing the destruction of its own highways. It is also unnecessary, because a logical alternative already exists. This is the vast, fuel-efficient steel network that links every part of America: our modern freight railroads.

Railroads handle more than a third of the nation's inter-city freight and have the capacity to handle even more. Today, escalating highway repair costs and dwindling oil supplies make America's freight railroads more vital than ever.

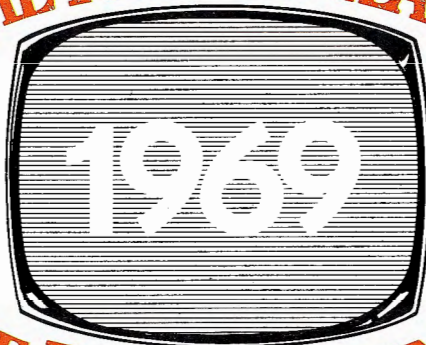
For more information, write: Alternative Dept. 12, Association of American Railroads, American Railroads Building, Washington, D.C. 20036.

## Surprise:

America's freight railroads carried more than 3,000,000 piggyback truckloads last year —and never left a pothole.



# THE FIRST 50 YEARS



## OF BROADCASTING

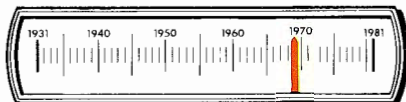
In an editorial that turned out to be as foreboding, BROADCASTING commented in its first issue of 1969: "As the new year breaks, the outlook is bad . . . The unvarnished fact is that broadcasters are in a state of emergency."

Within the year, the Supreme Court issued its Red Lion decision, limiting broadcasting's First Amendment rights; the Nixon administration began a public campaign to discredit broadcast journalism, and tobacco interests struck a deal with the Senate to abandon \$230 million a year in broadcast advertising for cigarettes in exchange for escape from legislation imposing controls on cigarette marketing.

In January the Supreme Court agreed to review two contradictory decisions by appellate courts on the constitutionality of the FCC's fairness doctrine. In the Seventh Circuit Court of Appeals, in Chicago, the Radio-Television News Directors Association had won an appeal and a resounding affirmation of the First Amendment's application to "the broadcast press." In the Court of Appeals for the District of Columbia, WGCB-AM-FM Red Lion, Pa., had lost an appeal and its argument that the stations were constitutionally protected against an FCC order to give time to an author, Fred J. Cook, who had been personally attacked on a commercially sponsored program.

To the broadcasters' dismay, a unanimous Supreme Court in June held that the fairness doctrine and the FCC's rules requiring the offering of time for answers to personal attacks "enhance rather than abridge the freedoms of speech and press protected by the First Amendment." Although agreeing that broadcasting is "affected by First Amendment interest," the Supreme Court held: "Where there are substantially more individuals who want to broadcast than there are frequencies to allocate, it is idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish. It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount."

Of the scope of the opinion, BROADCASTING commented: "It is all but inevitable that broadcast journalism will be to some degree arrested in its development. The regular coverage



*Expanded Vietnam peace talks began in January; U.S. troops in that country peaked in April at 543,000, and President Nixon started American withdrawal in July. Former President Dwight D. Eisenhower died March 28, and his World War II colleague, Charles de Gaulle, resigned as president of France in April after narrowly losing a referendum. Scandal and tragedy plagued the Kennedy family when a car driven by Senator Edward M. Kennedy (D-Mass.) ran off a bridge into a tidal pool on Chappaquiddick Island, Mass., and a 28-year-old secretary, Mary Jo Kopechne, was found drowned in the car. It was "One small step for a man, one giant leap for mankind," as astronaut Neil A. Armstrong, 38, became the first man to set foot on the moon on July 20.*

And in BROADCASTING . . .

of hard news need not be seriously affected, but broadcast management will think twice before approving the documentary that exposes or the editorial that bites. . . . But journalism is not the only form of programming that is now vulnerable to governmental control. . . . There can be no doubt that broadcasters have lost a significant measure of their freedom to program their stations. . . . On balance, the Supreme Court's decision must be counted a grave disadvantage to media that trade in the exchange of information that the First Amendment was written to immunize from government control. It may only be hoped that the court's conferred authority

will be exercised with restraint."

The Supreme Court's Red Lion ruling of June was a forecast of action it was to take in October, when it let stand an appellate-court affirmation of the FCC's authority to apply the fairness doctrine to cigarette advertising. By then, however, the cigarette controversy had passed beyond the dispute over the FCC's ruling of 1967 that broadcasters carrying cigarette commercials must also carry antismoking messages. Indeed in February 1969 the FCC issued a notice of proposed rulemaking to prohibit cigarette advertising on the air.

In the Senate there was increasing demand for legislation to suppress cigarette advertising and distribution. The National Association of Broadcasters proposed a gradual phaseout of cigarette commercials by September 1973. Some broadcasters, including the Post-Newsweek, Westinghouse and Bonneville groups, voluntarily began excluding cigarette business. It was not enough to diminish the clamor for government controls.

In July the cigarette companies, acting in unison and with the knowledge of key members of the Senate, offered to discontinue all radio and television advertising for cigarettes by September 1970. It was ultimately agreed that cigarette advertising would be withdrawn from the air on Jan. 1, 1971.

Late in 1969 broadcasters came under attack from another quarter in Washington, the White House. Without warning, Vice President Spiro T. Agnew delivered a speech rebuking television network newsmen for analyses broadcast after a speech about the Vietnam war by President Richard M. Nixon. Said Agnew: "The audience of 70 million Americans—



Richard M. Nixon was sworn in as President of the United States by Chief Justice Earl Warren, while Mrs. Nixon stood by in her "Republican cloth coat." BROADCASTING reported (in its Jan. 27 issue) that, "for the first time, the inauguration and its allied events were shown completely in color."

gathered to hear the President of the United States—was inherited by a small band of network commentators and self-appointed analysts, the majority of whom expressed, in one way or another, their hostility to what he had to say. It was obvious their minds were made up in advance."

Agnew's speech was followed by the disclosure that the new chairman of the FCC, Dean Burch, one-time chairman of the Republican National Committee, had telephoned requests to the television networks for transcripts of their analyses of the Nixon speech. It was followed a week

later by another Agnew speech expanding his criticism of slanted journalism to include such newspapers as the *New York Times*, and *Washington Post*. (It was not until the next year that Agnew, warming to the attack, would describe his critics as "nattering nabobs of negativism.")

It began to look like an orchestrated White House campaign, an impression that was solidified by President Nixon's remark, in answer to a question at a news conference: "I believe the Vice President rendered a public service in talking in a very dignified and courageous way about a problem that many Americans are con-

cerned about, and that is coverage by the news media—in particular, television news media—of public figures."

At the FCC, Burch described Agnew's observations as "thoughtful, provocative and deserving of careful consideration by the industry and the public."

Broadcasters were quick to respond. At an International Radio and Television Society luncheon speech in New York, Frank Stanton, CBS president, declared: "In my judgment, the whole tone, the whole content, and the whole pattern of this government intrusion into the substance and methods of the broadcast press, and indeed of all journalism, have the gravest implications. Because a federally licensed medium is involved, no more serious episode has occurred in government-press relationships since the dark days in the fumbling infancy of this republic when the ill-fated Alien and Sedition Acts forbade criticism of the government and its policies on pain of exile or imprisonment."

"If these threats implicit in the developments of the past week are not openly recognized, unequivocally denounced and firmly resisted, freedom of communications in this country will suffer a setback that will not be limited to checking the freedom of television or to barring critical comment of government policy. It will precipitate an erosion that will inevitably



President Nixon paid a call on the National Association of Broadcasters convention at a management luncheon last Tuesday, spoke for about 25 minutes about his Vietnam and ABM policies, but never said a word about the letter he wrote the same day endorsing Senator John O. Pastore's crusade against sex and violence on television. In picture above are Grover Cobb, KTVB Great Bend, Kan., NAB joint-board chairman; Frank Pace Jr., chairman of the Corp. for Public Broadcasting, who addressed the same meeting;

Harold Essex, WSJS-TV Winston-Salem, N. C., co-chairman of the NAB convention committee; the President, and, partly hidden, Vincent T. Wasilewski, NAB president. In his speech Mr. Nixon said: "I am addressing one of the most powerful groups in the nation." Then he added: "I am the world's living example of what television can do to—and for—a candidate." Of radio he said: "We found a useful medium in the last campaign." The rest of his remarks were concerned with Vietnam and the missile-defense system.

Broadcasting, March 31

Man took his first steps on the moon in 1969, and television was there to deliver history as it happened. This off-the-tube photo from CBS News shows astronaut Neil Armstrong descending from the lunar module.

Broadcasting, July 28

destroy the most powerful safeguard of the free society—free, unhampered and unharassed news media.”

While broadcasters decried pressures by the administration to influence network news, Tommy and Dick Smothers of *The Smothers Brothers Show* on CBS had been complaining of interference from the network. Tommy Smothers said: “I used to call it artistic interference. Now, after three years, I’m calling it exactly what it is—censorship.” Smothers went to Washington to make a federal case of it.

In April CBS-TV announced it was canceling *The Smothers Brothers Show* as of September. The brothers followed with six months of recriminations and appeals, culminating in September in a \$31-million suit against CBS.

Dan Rowan, co-star of *Laugh-In* on NBC-TV, noted that the Smothers show’s position of 58 in the ratings was of little help in their dispute with the network. “If the Smothers brothers had been number one,” Rowan said, “they wouldn’t have been muzzled—or canceled.” About his own show, Mr. Rowan observed: “If we have 20 things we want to do and the network takes 12 out, we are still happy to get the eight . . . I’d much rather be a working coward than a canceled hero.”

On other programing fronts, networks continued to face charges of excessive violence. In January more than 60 congressmen co-sponsored legislation directing the FCC to conduct a comprehensive investigation of the effects of TV violence. In March Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, obtained authorization of \$1 million for a study to determine the effects of television violence on the public. William H. Stuart, surgeon general, who was named to head the study, said: “There is little doubt that television and televised violence have an impact on the viewing public—adults as well as children.”

BROADCASTING commented: “In principle, the launching of the study by the surgeon general into causal relationships, if any, between violence on television and violence in real life must be regarded as a progressive step. It is surely the most realistic approach to the dispute over television violence that anyone in the Congress has yet made. . . . The danger, of course, in this kind of undertaking is that it will fall into the hands of academic types with built-in prejudices against mass media . . . As this publication has observed before, an impartial, scientific study ought not to be feared. If such a study finally disproves the notion that television, all by itself, can breed violence in real life, it will put an end to the harassment to which



broadcasters have been subjected. If it reveals the opposite, it will provide a guide to the program revisions broadcasters will want to make upon discovering effects that are now not recognized.”

BROADCASTING noted about the new television season that “whatever else may be said for it, there can be no doubt that the new prime-time schedule is unusual in one respect: Virtually everything resembling violence has been deleted.” Network offerings for 1969-70 season included: *The*

*Survivors* (ABC), about the problems of the rich, with Ralph Bellamy and Lana Turner; *Movie of the Week* (ABC); *Room 222* (ABC), a comedy-drama about an integrated, urban high school; *The Leslie Uggams Show* (CBS), variety; *The Jim Nabors Hour* (CBS), variety; *The Bold Ones* (NBC), a comprehensive title for four rotating series; *The Doctors* with E.G. Marshall; *The Lawyers* with Burl Ives; *The Protectors* with Leslie Nielsen and *The Senator* with Hal Holbrook; *Then Came Bronson* (CBS), an adventure about an ex-reporter traveling cross-country on a motorcycle, and *Bracken’s World* (NBC), a drama about film producing.

Besides the usual assortment of variety, drama, and comedy specials, the networks offered such news attractions as the coverage of former President Dwight D. Eisenhower’s funeral and of the Apollo 9, 10 and 11 missions, including a walk on the moon. For Eisenhower’s funeral the networks pre-empted many, but not all of their normally scheduled programs. Space coverage, no longer a novelty, was principally of launches and splashdowns. Coverage of the Apollo 10 mission in May included the first color pictures of the moon as well as the first color pictures of the earth taken from space. Coverage of the Apollo 11 mission, which cost the three networks \$11 million in pre-emptions, included a live color telecast from the command module and the telecast from 148,000 miles out in space of astronauts Neil Armstrong’s and Edwin Aldrin’s walks in space.

Despite such demonstrations of network service, the FCC and citizen groups, such as Thomas Hoving’s National Citizen’s Committee for Broadcasting, agitated for less network power over programming. The FCC still pursued its “50-50”



Vice President Spiro Agnew as he spoke to a nationwide audience last Thursday night. All three television networks gave live coverage to his speech before the Midwest regional Republican meeting in Des Moines.

Broadcasting, Nov. 17



Robert Wells, FCC-bound Kansas broadcaster, sailed through hearing. Fifty-two minutes had passed before he asked a question.



Absalom Jordan Jr., representing Black Efforts for Soul in Television (BEST), objected to appointment of whites.



Dean Burch, slated for FCC chairmanship, denied he was either racist or rich, as Mr. Jordan had protested.

Broadcasting, Oct. 20

proposal to limit to 50% a network's ownership and control over its nonnews, prime-time programming, although a 210-page report on the production, procurement, distribution and scheduling of television programming prepared by the Cambridge, Mass.-based research firm of Arthur D. Little, Inc. concluded that the FCC's proposal was both unworkable and unfounded.

For multimedia owners, 1969 opened with ominous signs. In early January the Justice Department intervened in a license renewal at the FCC to urge the agency to force Frontier Broadcasting Co. to sell KFBC-TV Cheyenne, Wyo. Frontier also owned the city's only full-time AM station, only CATV system, the city's second FM station and Cheyenne's only morning, evening, and Sunday newspaper.

Later that month, acting on its own, the FCC in a 3-1 decision stripped WHDH Inc. of its license to operate WHDH-TV on channel 5 in Boston and awarded the license to a competing applicant, Boston Broadcasting Inc. Despite the station's satisfactory record in programming, the FCC held that the common ownership of WHDH-AM-FM-TV and two of Boston's daily papers gave it a demerit against a rival applicant without other media ties.

An applicant's record at renewal time, the commission asserted, "is meaningful in the comparative context only if it exceeds the bounds of average performance. . . . [otherwise] new applicants . . . would be placed at a disadvantage." FCC Commissioner Nicholas Johnson commented: "The door is thus opened for local citizens to challenge media giants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind affirmation of the present license holder." Such hopes placed more than \$3 billion of broadcast properties in jeopardy, according to BROADCASTING estimates.

(The commission's interest in media diversification did not extend to an argu-

ment made by the WHDH-TV licensee that the co-owned Boston *Herald-Traveler* would go under if deprived of the subsidy that the television station had provided. After the legal appeals had been exhausted and the station was transferred, the *Herald-Traveler* folded.)

To foster CATV independence, the FCC in October adopted rules requiring that CATV systems with over 3,500 subscribers to originate programming "to a significant extent" as of Jan. 1, 1971, and adopted rules permitting CATV systems to air commercials.

To resolve the copyright dispute between broadcasters and CATV owners, the Senate proposed a bill that imposed copyright liability on all CATV systems, but set limits on fees, from 1% on the first \$40,000 of gross revenue to 5% on revenues over \$160,000. The usual battle, as BROADCASTING noted, of broadcasting versus cable interests ensued: "It now becomes apparent that reflexes are permanently conditioned to respond in absolutely predictable ways whenever the subject of cable arises. The Association of Maximum Service Telecasters is going to hate any proposal that promises to let cable expand. . . . The NAB . . . has learned that on cable matters it is wise to follow AMST's suit. The NCTA is doing what it can wherever it can gain an audience to create the conditions that will make possible a cable grid throughout the country."

By the fall Congress considered legislation to strengthen public television while the courts upheld FCC rules that strengthened pay television. The House in October approved a bill authorizing \$20 million for the Corporation for Public Broadcasting, and \$15 million a year for three years for facilities grants through the Department of Health, Education and Welfare. Earlier in the year, the Corporation for Public Broadcasting created the Public Broadcasting System, whose function was to distribute programming to educational television stations. Thus, by its second birthday, CPB possessed both a

promise of money and a plan for program distribution.

Seventeen years after the Zenith Corp. first championed pay television, it and fellow advocates still faced restrictive legislation initiated by a variety of opponents, particularly the National Association of Theater Owners. The U.S. Court of Appeals in September ruled that the FCC had "acted reasonably and within the scope of its authority, both in making its initial decision to authorize permanent, nationwide STV and in imposing specific regulations on subscription television." Pay TV opponents turned to Congress and some 20 bills that would outlaw pay TV.

Whether or not the new decade would bring a nationwide system of pay television or would nurture a nascent public broadcasting service remained to be seen. In a decade in which broadcasting served with skill as both witness and purveyor of some of the most dramatic events in American history—assassinations, race riots, space missions—the specter of increasing government regulation and increasing competition from alternative systems posed a noticeable threat to the domain and profitability of the well-established commercial broadcasting system.

### Stay Tuned

1. What major piece of broadcast legislation did President Nixon veto?
2. Name two groups that attempted to invoke the fairness doctrine in order to gain access to prime time television.
3. Name the organization developed to disseminate news about the black community to broadcast stations.
4. Name one comedy show that debuted in 1970.
5. Who did President Nixon appoint to the FCC?

The answers next week  
in "1970."

# For the Record

As compiled by BROADCASTING June 29 through July 3 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. 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

### AM applications

■ Wildwood, Fla.—GDR Inc. seeks 640 khz, 1 kw-D, 1 w-N. Address: PO Box 776, 224 Bushnell Plaza, Bushnell, Fla. 33513. Estimated construction costs: \$150,400; first-quarter operating cost: \$21,000; first-quarter revenue: \$16,000. Principals: George B. Wayson, Daniel C. McCormic and T. Richard Hagin (one-third each). Wayson owns amusement facilities in Orlando area. Hagin is Bushnell attorney; McCormic is Wildwood attorney. None have other broadcast interests. Filed June 16.

■ Wichita, Kan.—Delta Radio Inc. seeks 1030 khz, 1 kw-D, 1 w-N. Address: 10202 West Washington Boulevard, Culver City, Calif. 90230. Estimated construction costs: \$237,000; first-quarter operating cost: \$52,500; first-year revenue: \$500,000. Format: Contemporary 75%. Principals: Loletha E. Falana, Mark Moreno (26% each) and Irwin A. Molasky, Mervyn L. Adelson (24% each). They are also new AM applicants for San Jose, Calif. (BROADCASTING, June 15). Filed June 17.

■ Ridgeland, Miss.—Holt-Robinson of Mississippi Inc. seeks 660 khz, 50 kw-D, 1 w-N. Address: P.O. Box 2078, Hattiesburg, Miss. 39401. Estimated construction costs: \$518,000; first-quarter operating cost: \$111,000. Principals: Subsidiary of Holt-Robinson Communications Corp., which is owned by Charles W. Holt (70%), wife Connie I. (10%) and Robert N. Robinson (20%). Holt group owns three AM's, two FM's and is also applicant for new UHF at Tallahassee, Fla., and applicant for new UHF at Lake Charles, La. Filed June 22.

■ Rio Rancho, N.M.—Mid New Mexico Broadcasters Ltd. seeks 670 khz, 5 kw-D, 1 w-N. Address: 618 Lafayette N.E., Albuquerque, N.M. 87106. Estimated construction costs: \$263,600; first-quarter operating cost: \$38,500; first-year revenue: \$150,000. Format: MOR. Principals: Odis L. Echols (36%), Janet D. Reed (44%), Lawrence Montoya (12%) and Donna K. Smith (8%). Echols is Albuquerque-based lobbyist. Reed and Smith are real estate brokers. Montoya is governor of Pueblo of Santa Ana. None have other broadcast interests. Filed June 22.

### FM actions

■ Muncie, Ind.—Ben-Del Broadcasting Corp. granted 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 2400 Virginia Ave., N.W., Washington 20037. Estimated construction cost: \$110,028; first-year operating cost \$112,000; revenue \$100,800. Format: beautiful music. Principal: Larry D. Benes, former campaign coordinator in Vice Presidential campaign of Senator Robert S. Dole (R-Kan.). Mr. Benes is also part owner in applicant for new FM at Henderson, Nev. Action June 10.

■ Las Vegas—Jomay Broadcasting Inc. granted 96.3 mhz, 100 kw, HAAT: 1,131 ft. Address: 432 East Sahara, Las Vegas 89104. Estimated construction cost

\$163,218; first-year operating cost \$251,117; revenue \$240,000. Format: Adult contemporary. Principals: Louis G. Hess (25%), Rod Reber (24%), Philip Engel and brother Jerry (12.5% each), and Donald Gilday (26%). None have other broadcast interests. Action June 19.

■ De Perre, Wis.—Fox River Broadcasting Inc. granted 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 515 Randall Ave. De Perre 54115. Estimated construction cost: \$70,813; first-year operating cost: \$141,052; revenue: \$102,836. Format: Adult contemporary. Principals: William Garner, attorney for Department of Interior; Mary Campbell; Gregg Hopkins, Washington real estate interests and Thomas T. Rogers, part owner of WOTV(TV) Grand Rapids, Mich. Action June 23.

### TV action

■ St. Cloud, Minn.—L.E.O. Broadcasting Inc. granted ch. 41; ERP: 3845 kw vis., 769 kw aur., HAAT 1522.1 ft. ant. height above ground: 1549 ft. Address: 127 N. Seventh St., Minneapolis 55403. Estimated construction cost: \$2,900,000; first-quarter operating cost: \$873,000; revenue: \$2,700,000. Legal counsel: Haley, Bader & Potts, Washington, consulting engineer; Steel, Andrus & Assoc. Grasonville, Md. Principal: N. Walter Goins (100%) is Minneapolis film producer. He has no other broadcast interests. Action June 19.

before; 100% after) consideration: \$50,000. Principals: Seller is Jack Bird and wife, Lucille (50% each), who have no other broadcast interests. Buyer is George Nackard (100%), Flagstaff-based restaurant and real estate investor who has no other broadcast interests. Filed June 18.

■ KLRB(FM) Carmel, Calif. (101.7 mhz, 800 w., ant. 590 ft.)—Seeks transfer of control of Carmel Broadcasting Inc. from Frederick L. Vance (100% before; none after) to John B. Walton Jr. (none before; 100% after) consideration: \$550,000 (BROADCASTING, July 6). Principals: Seller is owned by Fred Vance (51%) and John Walton (49%). Vance owns 7.94% of KUDO(FM) Las Vegas. Buyer is owned by John B. Walton Jr. (100%), who owns KIDD(AM) Monterey, Calif.; KIKX(AM) Tucson, Ariz.; KDJW(AM)-KBUY(FM) Amarillo, Tex.; 49% of KLRB(FM) Carmel, Calif. Filed June 12.

■ WITY(AM) Danville, Ill. (AM: 980 khz, 1 kw-D)—Seeks assignment of license from Vermillion Broadcasting Corp. DBA WITY-AM to Bates Broadcasting Co. for \$630,000 (BROADCASTING, June 29.). Seller is owned by John R. Ax, Bonnie Metzger and Louis Metzlauff (one-third each), who own WITZ-AM-FM Jasper, Ind. Buyer is principally owned by Richard K. Bates, who is Danville attorney and has no other broadcast interests. Filed June 25.

■ WPRZ(AM) Evanston, Ill. (AM: 1330 khz, 5 kw-D)—Seeks assignment of license from Broadcast Communications Inc. to Lee Hague for \$125,000. Seller: Jane D. Hall (55.6%), Letitia O. Wheeler (35.4%), Jane's husband, James L. (4.5%) and estate of Helen Bunge (4.5%), who also own co-located WOJO(FM) Evanston, Ill. Buyer: Lee Hague (100%), Northbrook Ill., is management consultant and has no other broadcast interests. Filed June 18.

■ WDRL(FM) Monmouth, Ill. (FM: 97.7 mhz, 3 kw,

## Ownership Changes

### Applications

■ KEOS(AM) Flagstaff, Ariz. (AM: 690 khz, 1 kw-D, 500 w-N)—Seeks transfer of control of Thunderbird Broadcasting Co. from Jack P. Bird and Lucille N. Bird (100% before; none after) to George Nackard (none

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ant. 210 ft.—Seeks assignment of license from Lindstrom Broadcasting Co. to O'Connor Broadcasting Inc. for \$255,000. Seller: Douglas R. Lindstrom and Dean R. Lindstrom Jr. (45% each) and Dean R. Lindstrom Sr. (10%), who have no other broadcast interests. Buyer: Michael G. O'Connor (65%), Mianne S., Debra S. and Dorea S. Mitchell, sisters, (10% each) and John L. Miller (5%). O'Connor owns 10% KCHE-AM-FM Cherokee, Iowa. Mitchells are students and each own 8.03%, class B non-voting stock of KGRN(AM) Grinnell, Iowa. Miller is staff announcer and salesman at KCOG(AM)-KMGQ(FM) Centerville, Iowa. Filed June 25.

■ **WBFC(AM)** Stanton, Ky. (AM: 1470 khz, 1 kw-D)—Seeks assignment of license from Rev. Forest Drake to Roger Wells for \$75,000. Seller: Forest Drake, who owns WLJC(FM) Beattyville, Ky., and is new UHF applicant for Beattyville. Buyer: Roger Wells (100%), general manager at WBFC and who has no other broadcast interests. Filed June 16.

■ **WMPX(AM)** Midland, Mich. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Patten Broadcasting-Midland Inc. from Patten Communications Corp. (100% before; none after) to Maines Broadcasting Inc. (none before; 100% after) consideration: \$900,000 (BROADCASTING, July 6). Principals: Seller is Southfield, Mich.-based group of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. Patten family will keep minority interest in buyer. Buyer is owned by Ronald W. Maines and wife, Maria (50.27% jointly); Peter A. Wolf and wife, Agatha (10.28% jointly); George B. Ulmer and wife, Virginia (11.22% jointly); Myron P. Patten (8.98%); Thomas J. Steel and wife, Beverly B. (7.13% jointly); Joseph A. Castor (3.37%) and eight others of Patten family (8.75%). Maines is general manager of WMPX, where Wolf is chief engineer. Steel is manager at Patten-owned KLNT(AM)-KNJY(FM) Clinton, Iowa. Castor is president of Patten Corp., Southfield advertising firm 7.15% owner of Patten Communications. Ulmer is Midland radiologist. Filed June 9.

■ **KKOZ(FM)** Billings, Mont. (FM: 97.1 mhz, 17.5 kw, ant. -30 ft.)—Seeks assignment of license from Christian Enterprises Inc. to Communications Systems II for \$700,000. Seller is Billings, Mont.-based group of five AM's and three FM's, which also sold, subject to FCC approval, KMZK(FM) Belgrade, Mont. for \$420,000 (BROADCASTING, June 29). Harold Erickson is president. Buyer: Raymond M. McLean (40%), Stephen J. Edwards, Rex A. Sheppard (25% each) and Gregory J. Gould (10%). McLean is former sales manager at KGHL(AM)-KIDX(FM) Billings. Edwards and Sheppard have interests in Rock Springs, Wyo., oil fields. Gould is former salesman at KGHL-KIDX. Filed June 19.

■ **WBMS(AM)** Black Mountain, N.C. (AM: 1350 khz, 500 w-D)—Seeks assignment of license from Swannanoa Valley Broadcasting Inc. to Taylor Communications Inc. for \$60,000 plus \$50,000 noncompete covenant. Seller: Harvey R. Laughter (50.8%), Thomas P. Tisdale (48.6%) and wives, (.3% each), who have no other broadcast interest. Buyer: Donald E. Taylor (100%), who is general manager at WBMS and has no other broadcast interests. Filed June 25.

■ **WKZL(FM)** Winston-Salem, N.C. (FM: 107.5 mhz, 100 kw, ant. 500 ft.)—Seeks assignment of license from Golden Circle Broadcasting Corp. to Nationwide Communications Inc. for \$5 million (BROADCASTING, June 22). Seller is owned by Robert B. Brown, who has no other broadcast interests. Buyer is group owner of two AM's, four FM's and three TV's owned by Columbus, Ohio-based Mutual Insurance Co. Charles Fullerton is president. FCC granted approval for it to sell WKTQ(AM) Pittsburgh, Pa. for \$1.5 million to Ragan Henry (BROADCASTING, April 13). Filed June 18.

■ **WPQR(FM)** Uniontown, Pa. (FM: 99.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Warman Broadcasting Inc. from Estate of Edwin G. Warman (100% before; none after) to Warman Broadcasting Inc. (none before; 100% after) consideration: \$27,000. Principals: Transferor is Gallatin National Bank as executor for estate of Edwin G. Warman. Buyer is corporation, which is owned by Edward Olesh (63%) and 14 others. He has been general manager at WPQR. None have other broadcast interests. Filed June 9.

■ **WXRY(FM)** Columbia, S.C. (FM: 93.5 mhz, 1.7 kw, ant. 380 ft.)—Seeks assignment of license from Frank D. Ward Inc. to Line Tree Bay Broadcasting Corp. for \$950,000 (BROADCASTING, May 18). Seller: Frank D. Ward, who also bought, subject to FCC approval, WROD(AM) Daytona Beach, Fla., for \$700,000 (BROADCASTING, June 22). Buyer:

Stewart Freeman, uncle Noah Freedman and brother-in-law Elliot Feder (one-third each). They are New York real estate investors and have no other broadcast interests. Filed June 22.

■ **WMCC(FM)** Etowah, Tenn. (FM: 103.1 mhz, 3 kw, ant. -14 ft.)—Seeks assignment of license from Ketrion Broadcasting Inc. to Athens Broadcasting Corp. for \$200,000. Seller: Charles R. Ketrion (100%), who also owns co-located WCPH(AM). Buyer: Steve H. Snowden (51%), wife, Joan C. (34%), Frank T. Foster, Charles H. Westbrook and Jerry N. Brown (5% each). They own WLAR(AM) Athens, Tenn., and WUCR(AM) Sparta, Tenn., and are also applicants for new FM at Clarksville, Va. (BROADCASTING, March 16). Filed June 26.

■ **KBER(AM)** Abilene, Tex. (AM: 1560 khz, 500 w-D)—Seeks assignment of license from Abilene Broadcasting Inc. to Hayes-Allison Communications Corp. for \$305,000. Seller: Norman Fischer (55%) and Floyd Shelton (45%), who have no other broadcast interests. Buyer: Stephen G. Allison, Earl C. Hayes Jr. (30% each), brother Philip Hayes and Philips' wife, Carol A. (20% each). Allison is Largo, Fla., real estate investor. Philip Hayes is reporter for KRON-TV San Francisco. Carol Hayes is magazine editor. No other broadcast interests. Filed June 19.

■ **WAKN(AM)-WNEZ(FM)** Aiken, S.C. (AM: 990 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Aiken Radio Inc. from John W. and Gary M. Davidson (100% before; none after) to Charles W. Hubbard Sr. and others (none before; 100% after) consideration: \$50,000. Principals: Sellers are John W. Davidson (55%) and son Gary M. (15%), who are relinquishing interest in station. Buyer is owned by Charles W. Hubbard Sr. (80%), Charles T. Walker (15%) and Charles W. Hubbard Jr. (5%). Elder Hubbard and Walker are currently 15% owners each of station. Elder Hubbard also owns 10% of WLOP(AM)-WIFO(FM) Jesup, Ga. Younger Hubbard is general manager at WAKN(AM)-WNEZ(FM). Filed June 18.

■ **KGUL-AM-FM** Port Lavaca, Tex. (AM: 1560 khz, 500 w-D; FM: 95.9 mhz, 3 kw, ant. 186 ft.)—Seeks assignment of license from Estate of Daniel L. Andrus to Double "R" Radio Inc. for \$450,000. Seller: Emma Joy Andrus as administrator for estate of Daniel L. Andrus, with no other broadcast interests. Buyer: D. Ray Muse and Ronald L. Bailey (50% each). Muse is Lafayette, La., real estate broker. Bailey is real estate investor. No other broadcast interests. Filed June 16.

■ **KGKL(AM)-KSJT(FM)** San Angelo, Tex. (AM: 960 khz, 5 kw-D, 1 kw-N; FM: 97.5 mhz, 34 kw, ant. 100 ft.)—Seeks transfer of control of Concho Valley Broadcasting Co. from Estate of Leroy J. Gloger (100% before; none after) to Reba K. Gloger, and family (none before; 100% after) consideration: settlement. Principals: Application seeks transfer to implement passage of title in stock and administration of estate. Reba K. Gloger (49.95%), and children Susan Moncrief, Peter L. Gloger, Kelley C. Gloger, Jacquelyne Salley, Sandra Llewellyn and Paulette Gloger (8.33% each). Filed June 19.

■ **KCNY(AM)** San Marcos, Tex. (AM: 1470 khz, 250 w-D)—Seeks transfer of control of Central Broadcasting Co. from William C. Veidt (100% before; none after) to SMR Corp. (none before; 100% after) consideration \$398,650. Principals: Seller is majority principal (85.73%) who has no other broadcast interests. Buyer is owned by W.J. Harpole (50.01%) and father, E.J. Harpole (49.99%). They own KVOU(AM)-KYUF(FM) Uvalde, Tex. Elder Harpole also owns 50% of KEPS(AM)-KINL(FM) Eagle Pass and 49% of KVOZ(AM)-KOYE(FM) Laredo, Tex. Filed June 25.

## Actions

■ **KENI(AM)** Anchorage, Alaska (AM: 550 khz, 5 kw-U)—Granted assignment of license from Midnight Sun Broadcasters Inc. to KENI Associates for \$712,000. Seller is group owner of four AM's and three TV's with more than 50 stockholders. Alvin D. Bramstedt is president, general manager and 21.3% owner. They sold KENI-TV Anchorage and KFAR-TV Fairbanks (BROADCASTING, March 30). Buyer: Randall D. Jensen, Edward W. Christiansen, Arthur Greenfield, William L. Simpson, Earl F. Rielly and Charles M. Gray (16.77% each). Buyers are northwestern investors who already are minority principals in Midnight Sun Broadcasters. Action June 24.

■ **KSRM(AM)-KQOK(FM)** Soldotna, Alaska (AM: 920 khz, 5 kw-D; FM: 100.1 mhz, 3 kw, ant. 260 ft.)—

Granted transfer of control of KSRM Inc. from Walter H. Stephen et al (100% before; none after) to John C. Davis (none before; 100% after) consideration: \$2,000. Principals: Seller is owned by Walter H. Stephen (21%), David Goodwin (25%), Robert L. Clay (45%) and John C. Davis (8%). Buyer, who already has minority interest in station, is general manager at KSRM(AM)-KQOK(FM). They have no other broadcast interests. Action June 24.

■ **KACJ(AM)-KAJJ(FM)[CP]** Greenwood, Ark. (AM: 1510 khz, 2.5 kw-D)—Granted assignment of license from J. Robin Communications to Tilley Broadcasting for \$125,000. Seller: Charles Crisler (100%), who has no other broadcast interests. He will remain associated with new station as management employe. Buyer: Jim Tilley and his stepson, William M. Cromwell (50% each). Tilley is chairman of The Citizens Bank of Marshall, Marshall, Ark. Cromwell is Fort Smith, Ark., attorney. They each own 44% of KJEM(AM) Bentonville, Ark. Action June 19.

■ **KRCQ(AM)** Indio, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from California Wireless Corp. to Burning Sands Broadcasting Corp. for \$175,000. Seller: Steve Spalding (20%) and brother, Richard (80%), who have no other broadcast interests. Buyer: Glenn E. Thompson (82.5%) and Sherman, Greenleigh, Sanchez Broadcasting Co. (17.5%). Thompson is San Jose, Calif. attorney who has no other broadcast interests. Latter group are Los Angeles investors who also own KJQN(AM) Ogden, Utah. Action June 23.

■ **KSFE(AM)** Needles, Calif. (AM: 1340 khz, 1 kw-SH)—Granted assignment of license from James J. Parr to Veach and Associates for \$525,000. Seller: James J. Parr (100%), who has no other broadcast interests. Buyer: Jesse C. Veach Jr. and wife, Mary (20% each); James J. Parr, T.G. Harward, John W. Claypool, Howard Newberry, Nancy Ross and S. Marie Veach (10% each). Jesse Veach is salesman/announcer at WPAV-AM-FM Portsmouth, Ohio, and is also new FM applicant for Needles (BROADCASTING, April 20). Action June 24.

■ **KCFI(AM)** Cedar Falls, Iowa (AM: 1250 khz, 500 w-U)—Granted transfer of control of Jim Mudd Broadcasting Inc. from Jim Mudd et al to Kenneth E. Hamilton and son, Ronald, consideration: \$75,000. Principals: Seller is owned by Jim Mudd (60%), James Bardgett (24%), Frank Eweys Jr. (16%). Mudd seeks to release positive control of his interest, but will remain minority stockholder by introducing two new principals into corporation. Buyers are Kenneth E. Hamilton (36%) and son, Ronald R. (24%). Kenneth is salesman and sports announcer at WILY(AM)-WRXX(FM) Centralia, Ill. Ronald is general manager and business manager at WRJZ(AM) Knoxville, Tenn. They have no other broadcast interests. Action June 18.

■ **KOKX(AM)-KIMI(FM)** Keokuk, Iowa (AM: 1310 khz, 1 kw-D, 500 w-N; FM: 95.3 mhz, 3 kw ant. 235 ft.)—Granted assignment of license from KOKI Inc. to Withers Broadcasting of Iowa Inc. for \$900,000. Seller: G. Dale Cowie (41.67%), Cowie Enterprises Ltd. (27.77%), Ronald D. Westby (18.06%) and Gertrude I. Flambo (41.67%). G. Dole Cowie owns Cowe Enterprises, which owns KASI(AM)-KCCQ(FM) Ames, Iowa; 61.9% of KQCR-FM Cedar Rapids, Iowa, and 37.9% of KKJO(AM) St. Joseph, Mo. Buyer: W. Russell Withers Jr. (100%), who owns WDTV(TV) Weston, W.Va., and WMIX-AM-FM Mt. Vernon, Ill. He is also controlling partner of KGMO-AM-FM Cape Girardeau, Mo. Action June 24.

■ **WKVE(AM)** Cave City, Ky. (AM: 800 khz, 250 w-D)—Granted assignment of license from Twin City Broadcasting Co. to Richard A. DuBose Jr. for \$160,000. Seller: Charles M. Anderson (65%), J. Barry Williams (30%) and O. Fay Esters (5%). Anderson and Williams own WKVL(AM) Clarksville, Tenn., and in addition Anderson owns 25% of WSJP(AM) Murray, Ky. Buyer: Richard Ashford DuBose Jr. (100%), general manager of WLBJ-AM-FM Bowling Green, Ky., who has no other broadcast interests. Action June 18.

■ **KPCG(FM)** Joplin, Mo. (FM: 102.5 mhz, 100 kw, ant. 440 ft.)—Granted assignment of license from Pentecostal Church of God to Command Communications Inc. for \$575,000. Seller: Religious, non-profit non-stock corporation Roy M. Chappell is general superintendent. They have no other broadcast interests. Buyer: L. Patrick Demaree (80%), Norman D. McChristian and Reba P. Demaree, L. Patrick's wife (10% each). They also own KKEG(FM) Fayetteville, Ark. Leroy Demaree owns 44% and McChristian 5% of KFAY(AM) Fayetteville.

Okla. Action June 19.

■ **KBUG(AM)** Springfield, Mo. (AM: 1060 khz, 500 kw-D)—Granted transfer of control of Dixon Broadcasting Inc. from Larry Dixon (52.7% before; 14.2% after) to Herbert R. Cohen and wife, Thelma A. (42.9% before, 85.5% after) consideration: \$180,000. Principals: Seller is Larry Dixon (52.7%). Majority stockholder is unable to invest new capital into station. Buyer is Herbert and Thelma Cohen, who will assume debt service in exchange for majority control. Action June 19.

■ **KTNC-AM-FM** Falls City, Neb. (AM: 1230 khz, 500 w-D, 250 w-N; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Southwest Nebraska Broadcasting Inc. to C.R. Communications Inc. for \$270,000 Seller: Edwin S. Towle III (100%), who has no other broadcast interests. Buyer: Charles A. Radatz (56%), Larry A. Lamont (25%) and Richard F. Morrissey (19%). Radatz is sales manager at WKTS(AM) Sheboygan, Wis., Lamont is technical school teacher. Morrissey is Sheboygan oral surgeon. They have no other broadcast interests. Action June 18.

■ **KWEN(FM)** Tulsa, Okla. (FM: 95.5 mhz, 100 kw, ant. 300 ft.)—Granted assignment of license from KWEN Inc. to Katz Broadcasting of Tulsa Inc. for \$3,050,000. Seller: principally owned by Ron Curtis, who also owns KOKY(AM)-KLAZ(FM) Little Rock, Ark. Buyer: Subsidiary of Katz Agency Inc., New York-based station representative; James Greenwald is chairman. It is also new TV applicant for Omaha, Neb. (BROADCASTING, Dec. 17, 1979). Action June 18.

■ **WPPC(AM)** Penuelas, P.R. (AM: 1570 khz, 1 kw-D)—Granted assignment of license from Penuelas Broadcasting Corp. to Ponce Gospel Broadcasting Corp. for \$125,000. Seller: Lucas P. Valdivieso (32.50%), Eric A. Gonzalez (48.75%) and Vincente Pierantoni (18.75%). They have no other broadcast interests. Buyer: Jose Irizarry-Carballo, president (40%); Jose Hernandez-Santiago, vice president, and Felix Medina-Sierra, Secretary-treasurer (30% each). Irizarry is baker. Hernandez is cabinet maker and Medina radio and television producer, all Ponce, Puerto Rico. They have no other ownership interests. Action June 18.

■ **WYNN(AM)** Florence, S.C. (AM: 540 khz, 250 W-D). Control (85%) sold by John F. Maurer, his son, John G., and Agnes C. Hunt to James N. Maurer (80%), son of John F. Maurer, and his sisters, Mary Fulton and Jennifer Welsch (10% each) for \$512,000. James N. Maurer is Hilton Head, S.C., real estate investor and already owns 15% of WYNN. Family has no other broadcast interests. Action June 19.

■ **WGNS(AM)** Murfreesboro and WHLP-AM-FM Centerville, both Tennessee (WGNS: 1450 khz, 1 kw-D, 250 W-N; WHLP: 1570 khz, 5 kw-D; FM: 96.7 mhz, 3 kw, ant. 250 ft.)—Granted transfer of control and waiver of Sec. 73.3597 of Davidson Broadcasting Corp. from Mildred B. Littleton (55% before; none after) to E.J. Preston (45% before; 100% after) consideration: none. Principals: Seller is unable to raise additional capital necessary for licensee's continuing operation. Purchaser presently owns 45% of stations and seeks 100% control. He is Nashville, Tenn., automobile dealer and has no other broadcast interests. Action June 18.

■ **KJAK(FM)** Slaton, Tex. (FM: 92.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Faith Broadcasting Service to Williams Broadcasting Group for \$575,000. Seller: Gary L. Acker and James E. McCuiston (50% each). Acker also owns 100% of WROS(AM) Jacksonville, Fla., 25% of KLFJ(AM) Springfield, Mo., 50% of KFIF(FM) Laredo, Tex., and 50% of KEPT-FM Shreveport, La. He sold, subject to FCC approval KJTV(TV)[CP] Amarillo, Tex. (BROADCASTING, March 30) in exchange for KRIZ(FM) Roswell, N.M. McCuiston has no other broadcast interests. Buyer: G. O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). William Oil is controlled by G.O. Williams, Sharon Okla.-based automobile dealer and oil jobber. Galt is Oklahoma City attorney. They have no other broadcast interests. Action June 19.

■ **WBOO(AM)** Baraboo, Wis. (AM: 740 khz, 250 kw-D)—Granted transfer of control of Baraboo Broadcasting Corp. from Burt Murphy and others (100% before; none after) to Robert A. Jones and others (none before; 100% after) consideration: \$84,000. Principals: Sellers are Burt Murphy, wife, Pauline, and George N. Schulte, who together own 51.8% of WBOO. Buyers are Robert A. Jones (26.4%), Richard A. Carroll (22.8%) and Patricia A. Kranz (2.6%). Jones is La Grange, Ill., consulting engineer. Carroll is general

manager of WDMP-AM-FM Dodgeville, Wis. Jones owns 85% WJJQ(AM) Tomahawk, Wis., 33.3% of WWBC(AM) Cocoa, Fla. Kranz owns 5% of WJJQ. Action June 18.

## Facilities Changes

### AM applications

■ **WYNC(AM)** Yanceyville, N.C.—Seeks CP to increase D power from 250 to 500 w. Ann. June 29.

■ **WDTB(AM)** Dimondale, Mich.—Seeks modification of CP (BP-801104AP) to make changes in ant. sys. and change TL to Grovenburg Road, east side, 0.68 miles north of Holt Road. Lansing, Mich. Ann. June 26.

■ **KSKY(AM)** Dallas—Seeks CP to change hours of operation to U by adding 1 kw-N service; install DA-N; change city of license from Dallas to University Park, Tex.; change SL and RC: to be determined; and make changes in ant. sys. Ann. June 29.

■ **KGHO(AM)** Hoquiam, Wash.—Seeks CP to change frequency from 1560 khz to 1280 khz and increase power to 5 kw. Ann. June 29.

■ **KVGM(AM)** Yakima, Wash.—Seeks CP to change hours of operation to U by adding 500 w-N service; increase D power to 5 kw; install DA-N; change city of license from Yakima to Union Cap., Wash.; change TL and SL to 1.2 miles East of city, at corner Riverside Road and Bell Cross section Road., Ext., Union Cap. and make changes in ant. sys. Ann. June 29.

### FM applications

■ **KZMK(FM)** Bisbee, Ariz.—Seeks modification of CP (BPH-7944, as mod.) to increase HAAT to 2207 ft (H&V); change type trans.; change type ant.; change SL and RC to 1002 Naco Highway, Bisbee, Ariz., and change TPO. Ann. June 26.

■ **KRFD(FM)** Marysville, Calif.—Seeks CP change TL at South Butte, near Sutter, Calif.; change ERP to 2 kw (H&V); HAAT to 2003 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ **KOLA(FM)** San Bernardino, Calif.—Seeks CP to make changes in ant. sys.; change TL to 9 miles south, El Cerrito, Calif.; change type trans.; change type ant. (H&V); increase ERP to 79.43 kw (H&V); increase HAAT to 3740 ft. (H&V) and change TPO. Ann. June 26.

■ **WLOQ(FM)** Winter Park, Fla.—Seeks CP to change TL to Lee Road at 14, Winter Park; increase HAAT to 300 ft. (H&V) and change TPO. Ann. July 1.

■ **WLS-FM** Chicago—Seeks modification of CP (BPH-800107AM) to increase ERP for main and aux. to 9 kw (H&V) and change TPO. Ann. July 1.

■ \* **WBHI(FM)** Chicago—Seeks CP to increase ERP to 100 w; HAAT to 55 ft. Ann. June 26.

■ **WWAV(FM)** Gloucester, Me.—Seeks CP to change TL to Gloucester Hill Road near New Gloucester, Me.; change frequency to 99.9 mhz; increase ERP to 30.2 kw (H&V); HAAT 651 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ **WHUE-FM** Boston—Seeks modification of CP (BPH-801001AE) to make changes in ant. sys.; change

TL to 75 Concord Avenue, Lexington, Mass.; change type ant. (H&V); increase ERP to 50 kw (H&V); decrease HAAT to 500 ft. (H&V) and change TPO. (For aux. purposes only). Ann. July 1.

■ **WGUF-FM** Gulfport, Miss.—Seeks CP to change TL to S.E. corner of 39th Avenue and 34th Street, Gulfport; change type ant. (H&V); decrease HAAT to 206 ft. (H&V) and change TPO. Ann. July 1.

■ **KOPR(FM)** Butte, Mont.—Seeks CP to increase ERP to 100 kw (H&V); change type trans.; change type ant. (H&V); make changes in transmission line and change TPO. Ann. June 26.

■ **KLYQ-FM** Hamilton, Mont.—Seeks CP change TL to 3.75 miles west of city; change ERP to 1.6 kw (H&V); HAAT to 393 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ **KVOX-FM** Moorhead, Minn.—Seeks CP to decrease HAAT to 379 ft. (H&V); change type trans.; change type ant. (H&V) and change TPO. Ann. June 26.

■ **KWTO-FM** Springfield, Mo.—Seeks CP to change TL to S.W. of Springfield, near intersection of Farm Roads 115 and 178; change type trans.; change type ant. (H&V); increase HAAT to 510 ft. (H&V) and change TPO. Ann. June 26.

■ **KZMC-FM** McCook, Neb.—Seeks CP to change frequency to 105.3 mhz; change TL to Culbertson, 3.1 miles south of Culbertson; ERP 31 kw (H&V); increase HAAT 247 ft. (H&V) and make changes in ant. sys. Ann. June 26.

## In Contest

### FCC decisions

■ FCC denied application of Richard Barrett for review of Broadcast Bureau's denial of his fairness doctrine complaint against WLBT-TV Jackson, Miss. Barrett, Jackson attorney, wanted to reply to editorial by WLBT-TV which stated that sale of station to "black-controlled group" was in public interest. He claimed they presented only one side of controversial issue. Bureau ruled that Barrett had not shown that issue of transfer was currently controversial and of public importance. It said that as long as station covers contrasting viewpoints on current controversial issues in its overall programing, FCC would not intervene. Bureau emphasized that station had no obligation to permit any specific individual to respond to its editorials. Action June 30.

■ FCC upheld Broadcast Bureau's January 22 denial of Martin E. Wendelken's equal opportunities complaint against WPIX(TV) New York City. In his complaint, Wendelken, then independent candidate for Congress from New Jersey's 7th District, claimed he was entitled to equal opportunities from station based on appearance of two of his opponents on program entitled "Focus New Jersey", regularly scheduled news interview program. Wendelken argued that program had lost its equal opportunities exemption as bona fide news interview program when it was introduced as "election special ... debate", adding that on one occasion during broadcast one candidate interrupted other, thereby not responding directly to moderator. Broadcast Bureau pointed out that this one incident was in-

## Summary of broadcasting

### FCC tabulations as of May 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,611	3	0	4,614	119	4,733
Commercial FM	3,317	2	0	3,319	164	3,483
Educational FM	1,104	0	0	1,104	68	1,172
Total Radio	9,032	5	0	9,037	351	9,388
Commercial TV						
VHF	521	1	0	522	6	528
UHF	240	0	0	240	100	340
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,020	4	9	1,033	23	1,056
FM Translators	355	0	0	355	220	575
TV Translators						
UHF	2,596	0	0	2,596	239	2,835
VHF	1,396	0	0	1,396	493	1,889

\*Special temporary authorization

\*\*Includes off-air licenses

sufficient to show that broadcaster had lost control of program. It added that in determining program's status as bona fide news interview program exempt from the equal opportunities provision, it looked at the content rather than its description as an "election ... special debate." Action June 30.

■ FCC granted license renewal for Station WPBR(AM) Palm Beach, Fla. Station was granted short-term license renewal in June 1979 because of inadequate EEO record during 1973-76 license terms. Since short-term renewal, WPBR has initiated EEO program to recruit qualified minority employees and started training program which resulted in hiring and promoting of black employees. Action June 30.

■ ALJ Walter C. Miller granted Fox River Broadcasting Inc. CP for new FM on 95.5 mhz at De Pere, Wis., and denied competing applicant, American Communications Co. Judge said he denied American's application because it deliberately misrepresented facts to FCC about public survey it conducted and lacked candor in testimony concerning prospective employees. Judge found Fox River basically qualified, and said that even if American had been comparatively superior, its lack of candor precluded grant. Issued June 23.

■ ALJ Judge John H. Conlin granted application of Word Broadcasting Network Inc., for new TV on ch. 21, Louisville, Ky., denying competing application of Minneapolis Star and Tribune Company to use that channel. MSTCo., licensee of WDRB-TV Louisville, ch. 41, had sought to change to channel 21 and operate with maximum facilities. Applications were set for hearing in October 1979. Judge Conlin preferred Word's proposal for its greater diversification of media ownership and greater degree of ownership participation in station's operation. MSTCo. proposed no integration of ownership with management. Both applicants were found to be financially qualified, and because of its proposed greater coverage and service to areas and populations with fewer existing TV services, MSTCo. received preference for its more efficient use of channel. However, Judge Conlin concluded that Word's combined preferences clearly outweighed MSTCo.'s. Moreover, he said MSTCo. could upgrade its facilities on channel 41 and encouraged it to submit such proposal to FCC. Ann June 23.

■ Review Board affirmed grant of All-American Broadcasting Co. and dismissed application of Denair Broadcasting Inc. for new FM in Denair-Delhi, Calif., area. Board also approved reimbursement by All-American to Denair of \$4,670 for expenses incurred in processing application. Last September parties settled; All-American would reimburse Denair for expenses not to exceed \$5,270. But Judge Walter Miller, in order issued in Dec. 1980, granted joint petition to settle but allowed Denair reimbursement of only \$3,670. Denair appealed order to get additional \$1,000 for legal fees to pay its attorney. Denair claimed judge erred in failing to find attorney's affidavit justified since it explained purpose and necessity for expenditure, and was not abnormal fee. Opposing, Broadcast Bureau charged affidavit lacked specific support for reimbursement. However, Review Board reversed that decision, finding affidavit adequately justified, and thus allowed full reimbursement of \$1,000 legal fee. Review Board Action June 23.

■ FCC affirmed ALJ's initial decision to renew license of KGGM-TV Albuquerque, N.M., but only for one-year instead of full renewal term. This came in response to exception filed against initial decision of ALJ Joseph Stirmer by Coalition for the Enforcement of Equality in Television and Radio Utilization of Time and Hours. Group in 1971 petitioned to deny KGGM's license. Case was set for hearing in 1975 on EEO issues. In 1976, despite finding deficiencies, Judge Stirmer renewed license. CEETRUTH filed exception, saying Judge erred in finding KGGM's programing responsive to surrounding Mexican-American community and its EEO efforts satisfactory. FCC concluded with ALJ, saying overall performance was minimally satisfactory. However, since period in question was found to be only minimally acceptable, FCC said it could not grant full-term renewal. Public interest would be served by one-year renewal grants, it said. Action June 26.

■ ALJ John M. Frysiak granted Jomay Broadcasting Inc. CP for new FM on 96.3 mhz at Las Vegas, and denied competing applicant, Pan American Broadcasting Inc. Judge found Pan American unqualified because of its failure to submit timely evidence in comparative hearing and meet burden of proof to two dis-

qualifying issues and standard comparative issue. Two other applicants, Hispanic Broadcasting Co. and Galaxy Broadcasting Corp., were voluntarily dismissed after earlier settling with Jomay. Action June 19.

### Designated for hearing

■ Designated for hearing competing applications of Hine Broadcasting Co., Smith County Broadcasting, and North American Broadcasting Inc., for new FM on 99.3 mhz, at Whitehouse, Tex.; to determine if Smith County is legally qualified to file and prosecute application for proposed FM service; whether there is reasonable possibility that Smith County's proposed tower height and location would constitute hazard to air navigation; which of proposals, on comparative basis, would better serve public and which, if any, should be granted (BC Doc. 81-395-397). Action June 17.

■ Designated for hearing competing applications of CLW Communications Group of Pennsylvania Inc., and Morgan Communications Inc., for new commercial FM on 102.3 mhz, at Pittston, Penn.; to determine if CLW's proposed SL outside its city of license is in compliance with Section 73.1125 of Rules; if there's reasonable possibility that tower heights and proposed locations of both CLW and Morgan would constitute hazard to air navigation; which proposal would, on comparative basis, better serve public and if either applications should be granted (BC Doc. 81-398-399). Action June 17.

### Procedural ruling

■ Destin, Fla. **FM proceeding** (White Sands Broadcasting, Inc. and Gulfcoast Broadcasting Inc.) — Granted joint petition by Gulfcoast and White Sands for approval of agreement, authorized reimbursement to White Sands of \$20,388.41, dismissed with prejudice application of White Sands, granted application by Gulfcoast (By MO&O; BC Doc. 80-273-74). Action May 27.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
KTMG	Gold Bar Broadcasting and Communications, Deer Trail, Colo.
	<b>New FM's</b>
WHFU	Wigwam Bay Broadcasting Inc., Pinconning, Mich.
KJJK	Otter Tail Promotions, Inc., Fergus Falls, Minn.
WNUS	Composite Communications Inc., Belpre, Ohio
KCRF	Rainbow Broadcasting Corp., Lincoln City, Ore.
WRKE	Sounds Good Inc., Cresson, Pa.
KDEZ	Hispanic Media Enterprises Inc., Rio Grande City, Tex.
	<b>Existing AM</b>
WOBM	WHLW Lakewood, N.J.
	<b>Existing FM's</b>
WRVW	WHUC-FM Hudson, N.Y.
WYFL	WXNC Henderson, N.C.
	<b>Existing TV</b>
WLTZ	WYEA-TV Columbus, Ga.

### Grants

Call	Assigned to
	<b>New AM's</b>
KMOM	Tri-County Radio Inc., Monticello, Minn.
WRZK	Dean & Cravens, Algood, Tenn.
KTXZ	SCAN Communications Corp., West Lake Hills, Tex.
	<b>New FM</b>
KFMJ	Lindavox, Grants Pass, Ore.
	<b>Existing AM's</b>
WXTR	WSMD La Plata, Md.
WXQT	WGRD Grand Rapids, Mich.
WVBK	WOHN Herndon, Va.
	<b>Existing FM's</b>
WSOJ	WSOJ-FM Jessup, Ga.
KZBQ-FM	KSNM Pocatello, Idaho

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<p><b>SHERMAN &amp; BEVERAGE ASSOCIATES, INC.</b> Broadcast/Communications Consultants Box 181, R.D. #2 Medford, N.J. 08055 (609) 983-7070</p>	<p><b>BROMO COMMUNICATIONS</b> Consulting Radio-TV Engineers P.O. Box M, St Simons Isl., GA 31522 (912) 638-5608  Computer designed applications—Field Engineering —Frequency Measuring Service—</p>	<p><b>FORMER CHIEF ENGINEER, HOUSTON, MIAMI AND BOSTON (AM/FM)</b> <b>MEYER GOTTESMAN</b> BROADCAST CONSULTANT LOW POWER-TV APPLICATIONS Mailing Address: P.O. BOX 4234 NAPA, CALIFORNIA 94558 TELEPHONE (707) 253-2220 Anytime!</p>	<p><b>LAWRENCE L. MORTON, E.E.</b> AND ASSOCIATES CONSULTING TELECOMMUNICATIONS ENGINEERS LOW-POWER TV, AM, FM, TV APPLICATIONS, FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES 1747 SOUTH DOUGLASS ROAD, SUITE 8 ANAHEIM, CALIFORNIA 92808 (714) 634-1662</p>
<p><b>EDM &amp; ASSOCIATES, INC.</b> ENGINEERING CONSULTANTS 1444 Rhode Island Ave., N.W. Suite 1018 Washington, D.C. 20005 (202) 234-4150/51 Messages: (202) 452-1555 EARLY D. MONROE, JR., P.E., PRESIDENT</p>	<p><b>DON'T BE A STRANGER</b> To Broadcasting's 157,000+ Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services. *1977 Readership Survey showing 4.4 readers per copy</p>	<p><b>contact</b> <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>	<p><b>LECHMAN, COLLIGAN &amp; ASSOCIATES</b> Telecommunications Consultants Empire Building 2033 M Street, N.W., Suite 205 Washington, D.C., 20036 (202) 775-0057</p>

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Sales Manager** is needed immediately for WLSQ/WREZ, Montgomery, AL. Good ratings. Need a high energy and enthusiastic personality, RAB training, and 5 years broadcast experience. Send resume to Cleve Brien, WLSQ/WREZ, P.O. Box 5000, Montgomery, AL 36192.

**Sales Manager** who is aggressive to manage sales at an aggressive small market AM station in central Minnesota. A challenge for the right man or woman to show their ability and it will pay off. If you have it write us. We have a place for you. Box G-18.

**Sales Manager**, upper mid-west medium market station located near large resort area in the mid-west looking for proven small or medium size market sales manager or major market account executive that qualifies, to lead innovated sales department. We have the hottest format in the country and want to grow fast. Quick advancement for right person. Mid 30's plus. Box G-19.

**General Manager** needed by group broadcaster acquiring top rated, AOR-FM in midwest college market of 70,000. Past GM experience not required. If you feel you could handle this position and would like more details, please send resume to Personnel Manager, Community Service Broadcasting, Inc., 811 Broadway, Mt. Vernon IL 62864. All correspondence will be considered confidential. EOE/MF.

**Station Manager:** Major southern market. Experience required. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Aggressive, experienced, dedicated Sales Manager** needed to turn around one of America's best-sounding Adult Contemporary FM's in Middle Atlantic market. Future chance to become station manager for the right applicant. Send resume and references to Box G-86.

**Sales Station Manager** for new FM in Mid State Louisiana. Sales background in radio needed. Must be organized and able to motivate staff. Rush resume. Box G-104.

**Sales manager** for small AM daytimer unworked goldmine. E.O.E. Reply Box G-54.

**Strong Selling Station Manager** for group owned station in the Northeast. Must have strong sales background and knowledge of station operations. Excellent, challenging opportunity. E.O.E. Box F-243.

**Operations Manager** Experienced, mature person to guide and direct outstanding air staff, award winning news department, technical operations, music policies, and full promotion profile of leading adult contemporary station. Former Operations Manager in place for 11 years, just transferred to our Tampa station. Please send personal and professional profile, and tape if you wish, to: Bill Brown, Vice Pres./Gen'l Mgr., WGR Radio, 464 Franklin Street, Buffalo, New York 14202, A Taft Station. E.O.E.

### HELP WANTED SALES

**Experienced Radio Sales Account Executive** with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

**\$25,000 Plus Major Radio** station in a spectacular Southeast resort area seeking proven broadcast salesperson. Extra benefits to the right person. Management potential in this growing Group. Box F-53.

**Sales Manager wanted** for the No. 3 station in Milwaukee, 50,000 Watt FM, must have previous management experience, strong retail sales experience and CO-OP experience. No phone calls. Send resume to: WBCS Radio, 5407 W. McKinley Ave., Milwaukee, WI 53208.

**We've kept this position open** for the right creative salesperson to build a career in growing California market. Box G-91.

**Experienced sales person** needed for Kansas City area station. Great opportunity for aggressive professional on the way up. All replies confidential. EOE. Box G-51.

**Earn extra Cash** in your present job selling syndicated radio feature in your area. Commissions up to 40%. Write Mediapro, 4205 Willow Woods Dr., Annandale, VA 22003.

**KMPG Hollister**, California (between San Jose and Monterey) looking for mature, aggressive salesperson to cover fast growing Spanish market. \$1,000/mo. draw with 25% comm. after draw is covered, plus gas mileage. P.O. Box 3200, Salinas California 93912.

**Fast growing** California station needs streetwise salesperson to establish clientele in fast growing market. Drawer A.F. Victorville, CA 92392.

**Virginia Radio Station**, top-rated, country format, has immediate need for two energetic, street-producing account executives. Good list, good money, good future within growing media group. Please call or send resume to R.E. Burke, Daughtrey & Company, 830 East Main Street, Richmond, Virginia 23219. Telephone 804-355-4258.

**Madison, WI** and two other Mid-West Family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701 Mid West Family Station EOE.

**Experienced Radio Sales**, Woodstock, N.Y. New, fast-growing small market FM. Established list, guarantee for experienced pro seeking new lifestyle. Call or send resume to Bus. Mgr., WDST, Woodstock, NY 12498.

**Experienced radio salesman** for leading AM Charlotte market. Must be aggressive and self-motivated. Salary & commission. Send resume to Bob Brooks, 400 Radio Road, Charlotte, N.C. 28216. EOE.

**Sales Person** who wants to work and organize a new sales department for a small new FM station in a resort area in Southern Oklahoma. Must be trained by RAB methods. Prefer someone from Texas, Oklahoma, or South Central U.S. Do not apply unless you are Ready to work. Send resume and salary requirements to KSDW, P.O. Box 599, Sulphur, OK 73086.

**Aggressive, Experienced Radio Account Executive:** Proven track record and retail experience required. No order takers. Excellent opportunity in fast growing market with top rated AM contemporary and FM adult stations. Send resume, track record, and earnings to Vince Lee-Tourtelot Broadcasting Company, P.O. Box KDES, Palm Springs, California 92263. No calls please. EOE m/f.

### HELP WANTED ANNOUNCERS

**Wanted: Announcer/news/sports person** for adult contemporary AM station in South Carolina. Minorities (both sexes) encouraged to apply. Top dollars for right person. Send resume and salary requirements to: Box G-8.

**Prepared Morning Man** wanted for med. market, modern country station in south U.S. Send resume to Box G-25.

**Play by Play**, announcing and good news delivery? You may fit our News/Sports/Talk/Music format. The music is MOR/AC mixed. Good voice and delivery a must. Reply Box G-83.

**Telephone talk.** Major market station wants exciting personality who can combine fun and provocative telephone talk with music. If you've got it, we want it. Send resume. EOE. Box G-99.

**Talented Morning Drive** and Evening personalities needed for new contemporary adult FM in Sunbelt major market. Excellent money, finest benefits to creative communicators with the desire to excel and win. Join us at the starting line of our race to Number One in one of America's fastest growing and most competitive radio markets. We're a well established, respected broadcasting organization committed to total professionalism. Send resume to Box G-100. EOE.

**Morning drive anchor**, with reporting duties, needed at midwest AM committed to local news. Top 50 market. Good writing skills, quick with tape, strong delivery essential. No beginners. Resume/references/writing samples to: Box G-68.

**Production director** to manage all phases of our department. Top stations with new facilities. Gary Bruce, WLAM/WWAV, Lewiston, Maine 04240.

**Small Southern Market.** Experience in news would be helpful. Send tape and resume to KVCL, Box 548, Winnfield, LA 71483. EOE.

**Outlet Broadcasting Radio.** Is interested in establishing a "talent pool" for future openings at its stations in Providence, Orlando, Philadelphia, Los Angeles, Detroit, and Washington, D.C. Interested news anchors/directors, and DJs send telescoped cassette tapes to: Dick Rakovan, Outlet Broadcasting, III, Dorance Street, Providence, Rhode Island 02903. Outlet—a company acting affirmatively. E.O.E. M/F.

**WBZ Boston** has a rare opening for an afternoon drive major market music talent. If you're community and people minded, bright, and very talented, send resume and tape to Rick Starr, WBZ Radio, Boston, 02134. No phone calls, no beginners. EOE.

**Wanted: Experienced Morning Drive Announcer** for Urban Contemporary Format, North Eastern Ohio. Voice and Production important. Send tape and resume to WL. Lofton, One Federal Plaza West, Youngstown, Ohio 44503.

**Morning Personality** needed for solid AM/FM operation in the beautiful Ozarks of Missouri. Anchor two voice morning show and have good production abilities. Must have experience with good references. Tapes and resumes only to Terry King, V.P. & G.M., KTRR & KZNN Radio Stations, P.O. Box 727, Rolla, MO 65401. Equal Opportunity Employer.

**Midwest Group** looking for AM drive personality for newly acquired station in Illinois. MOR, News, Information format - 5 years commercial experience preferred. Call 815-729-3997.

**Classical Music Announcer** Position open, experienced only apply, send a check, resume immediately to: Brian Stuart, KFSD-FM, San Diego, CA 92101.

**Two immediate openings,** Mature, Experienced Announcer/Announcer-Programmer; "Music of Your Life" format, 35+ demographics; Opportunities for advancement; Salary Open depending upon qualifications. Phone Immediately! WGUL/WPSO, 1233 U. S. Highway 19, N., New Port Richey, Florida; Phone 813-849-2285.

**National Traffic Reporting** Service has immediate openings for professional broadcasters to anchor "Traffic Casts" in several of our cities. Must have ability to ad-lib and do instantaneous reports. Must be willing to relocate. Good salary and benefits, excellent growth potential. Send resume and cassette to Joyce Carberry, National Director of Operations, Metro Networks, Suite 11141 N. Charles St., Baltimore, Md. 21201 or call 301-659-0001.

**Announcers Wanted** to work on spec for small radio syndication co. 3 minute entertainment and info pilots. Future perm. employment if pilots sell. N.Y. metro area. Contact: Scott Burzon, 212-261-1202.

## HELP WANTED ANNOUNCERS CONTINUED

**Non-commercial religious** station needs experienced announcer with background in religious radio. Position: News Director, plus announcing shift. EOE. Job opening immediate. If qualified, send resume and tape to WIBI, P.O. Box 126, Carlinville, IL 62626.

**Night Time Cooker.** Must be high energy and personality plus. If you're looking for big market you can learn from a programmer with ten yrs. experience in major market. Do not apply unless you are ready to work. Send resume and air check to Charles Stone, KSDW, P.O. Box 599, Sulphur, OK 73086.

**Established Religious station** seeking experienced announcer for air show/production. EOE. Send resume and tape to WSTS, c/o S. Lynch, P.O. Box 529, Laurinburg, N.C. 28352.

**Morning Anchor.** New public radio station, Midwest metro market, seeks mature, morning, drive-time announcer. News-classical music knowledge and experience, essential. Salary competitive, plus liberal fringe benefits. Resume and tape to: KIWR, 1700 College Road, Council Bluffs, IA 51501. Iowa Western Community College is an Equal Opportunity Employer.

**Classical Announcer/Producer.** New public radio station, Midwest metro market, seeks two mature pros. Salary competitive, plus liberal fringe benefits. Resume and tape to: KIWR, 1700 College Road, Council Bluffs, IA 51501. Iowa Western Community College is an Equal Opportunity Employer.

**Entry Level Announcer.** WHBC, Canton, Ohio. Handle FM automation/AM network, telephone newsgathering and writing, some production duties. Minority applicants encouraged. Call Bill Chambers, 216-456-7166. EOE.

## HELP WANTED TECHNICAL

**Chief Engineer.** Immediate opening. New FM; AM only 10 yrs old. Modern AM; FM—new equipment. Send resume & salary needs to Harold Wright, KRPT, Anadarko, Oklahoma 73005. 405-247-6682.

**Chief for Chicago area FM/AM.** Strong background in studio and transmitter maintenance. Digital knowledge needed. Must be a self-starter, able to work without direction, plus the ability to supervise others. Contact Kerner L. Anderson, General Manager, WBMX, 312-626-1030 or 408 South Oak Park Avenue, Oak Park, Illinois 60302.

**Southeastern New York AM/FM** seeks chief familiar with rules, XMTRS, DA, STL, processing, and automation, experienced in maintenance and troubleshooting. Good salary, benefits. Send resume to Box G-1. EOE.

**Chief Engineer needed** for Class C FM/5 kw AM in Southeast. Must have good knowledge of FCC Rules and experience maintaining transmitters, studio equipment and automation. No air work. Send resume and salary requirements to Box G-85.

**Chief Engineer for AM/FM** In South Arkansas. FM 3000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped, engineering department. Engineering only, no board work... benefits, good pay. Rush qualifications to General Manager, KDMS/KLBQ, PO Box 1565, El Dorado, AR 71730, 501-863-5121. EOE.

**Chief Engineer FM/AM** combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500 w, partially automated with Harris 90 system. Contact John Fischer, Corporate Engineer, 8686 Michael Lane, Fairfield, Ohio, 45014. Call 513-874-5000. E.O.E.

**Gateway Technical Institute,** public radio station WGTD, Kenosha, is seeking a person to provide general maintenance of all Gateway radio facilities, recommend purchases, install equipment, instruct broadcast technology courses/seminars., conduct FCC Proof of Performance test, and may perform announcing duties. Requires first-class FCC Radio Telephone License, plus bachelor's degree in Broadcast Technology or related field and three years work experience with an FCC licensed operation. Salary range \$15,291 - \$19,595 with possible merit raises to \$23,898 for a 52-week per year position, plus fringe. Apply immediately to Kenneth P. Niemeyer, Personnel Services Coordinator, Gateway, c/o 1001 S. Main St., Racine, WI. 53403. Gateway is an Equal Opportunity Employer/Program.

**Chief Engineer** sought for 1 50 kw AM/FM combo in beautiful mountain country. State of the art studio and transmitting equipment. Great people and super benefits. Resume to Jim Davis, General Manager, WVAF, P.O. Box 4318, Charleston, WV, 25304.

**Chief Engineer** - AM/FM combination, automated. Send resume to S. Lynch, c/o WINC-WEYW, P.O. Box 250, Thomasville, N.C. 27360.

## HELP WANTED NEWS

**Creative person** with at least three years experience. Must be able to write conversational news and deliver it in person-to-person manner. Excellent opportunity to join top notch air staff at a Capital Cities station. Send tape and resume to Henry Brach, News Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

**Major Los Angeles** Radio Station seeks major market news director. We want someone with a track record in news operations. Salary is commensurate to position - First Class. Equal Opportunity Employer Box G-81.

**News Director needed** for 100 kw FM and 5 kw AM in Southeast. 2-person news staff with solid commitment to local news. Must be a good reporter and have good on-air delivery. Send resume to Box G-86.

**One of the Midwest's best** news departments needs a hard hitting newperson for a morning air shift. If you have experience, initiative, news judgement and a top-rated air sound. Submit your resume to Box G-96. EOE. M/F.

**Experienced News Director** to lead this capital city's finest news department. You must be a 'people person' and a strong broadcast journalist. Tape and resume to: General Manager, KLIK/KJFF Radio, P.O. Box 414, Jefferson City, MO 65102.

**I Need a News Person** that eats, sleeps and lives news. An aggressive self starter. Growth potential is what you make. Young growing company. Call John Hart 912-432-9181, W J A Z, Albany, GA.

**Dedicated, Motivated,** dependable news personality, major market experience preferred. Send tape, resume ND, J. Tyson - KLZ - 2149 S. Holly Street - Denver, CO 80222 - An Equal Opportunity Employer.

**KFEQ-AM** seeks mid-day reporter/anchor. 40 hour week. Experience preferred. Salary negotiable; state requirements. Equal Opportunity Employer. Tape and resume to News Director, KFEQ, Box 879, St. Joseph, Missouri 64502.

**Morning Drive Newperson.** Dedicated and good! For beautiful western N.Y. small market leader. No calls. Tape and resume to Steve Shulman, WJTN, Box 1139, Jamestown, NY 14701. EOE.

**Experienced News Editor** for AM-NBC/FM-MBS in small market-Hocking Hills and Ohio University. WATH/WXTQ, Athens, OH 45701.

**Morning Anchor**—Immediate opening at news-oriented station located between Chicago and Milwaukee. Minimum two years experience preferred. Send tape, resume and salary requirements to News Director, WKRS Radio, 3250 Belvidere Rd., Waukegan, ILL. 60085. E.O.E.

**Northeastern Minnesota's Tpe** News chain searching for the right reporter/newscaster. The right person will have a college degree, knowledge of our region and a love for digging! T and R's to Rich Younger, WAKX/WEVE, 419 West Michigan, Duluth, MN. 55802.

**News Director Position:** Three to five years Broadcast Journalism experience. On air ability necessary. Knowledge of FCC rules and regulations. Demonstrate Management skills. Send tape and resume: WOWO-Radio, 203 W. Wayne St., Fort Wayne, Indiana - 46802. Attention: Bob Darling - An Equal Opportunity Employer. No phone calls.

**News Director.** New public radio station. Metro market. Seeks seasoned pro for News/PA Director. Anchor morning drive and noon. Supervise News PA Department. Salary competitive. Liberal fringe benefits. Resume and tape to: KIWR, 1700 College Road, Council Bluffs, IA 51501. Iowa Western Community College is an Equal Opportunity Employer.

**News Oriented Talk Show Host.** This person must have a background in news and have experience handling issue oriented talk shows. Mature, creative, experienced persons are encouraged to reply to Don Watson, Director of News & Programming, WIFE Radio, 1440 N. Meridian, Indianapolis, Indiana, 46202.

**If you have:** love of news and PA., strong writing ability, good interview technique, initiative, and professional sound, come work with us. Excellent pay and benefits in desirable booming area. Resumes and tapes to: Linda Skinner, KQIL, Box 340, Grand Junction, CO 81502.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** with two years experience needed for top Country and Western station in West Texas area. Must be good in production. Send tape and resume to: KHEM, Box 750, Big Spring, Tx. 79720. Phone 915-267-2523.

**KWKH Radio** now accepting applications for Program Director. Must be a good writer and possess good production skills and techniques. Must be a dedicated student of radio, a team planner with leadership ability, and possess some knowledge of marketing. Mail resume and tape to General Manager, P.O. Box 31130, Shreveport, LA 71130. No phone calls. Equal Opportunity Employer.

**WRUF-AM/FM:** University of Florida is looking for an operations manager for commercial, 100 percent self-supporting stations in tough, competitive market. We need someone with strong on-air and production skills to join our professional staff and hire, teach, and train university student announcers. Requires minimum: Related B.A. and six years commercial radio experience or related M.A. and three years commercial radio experience. Salary range \$16,500 to \$20,500. Send tape and resume by July 20, 1981, to: Norman Gilliland, Chairman Selection Committee, WRUF, Box 14444, Gainesville, Florida 32604.

**WOUB-FM Public Radio** Program Coordinator, available 8/1, \$13,832, BA or equivalent; demonstrated proficiency in spot radio production and announcing in commercial and public broadcasting. Experience with radio programming and formatting preferred, especially country/western, bluegrass and jazz. Dave Kanzeg, Athens, Ohio 45701 614-594-5322. Deadline 7/29/81.

**Coordinator.** Did you just graduate? Seeking young announcer-production type to help guide promotions, public relations contests. Detail and administrative work, some announcing. Great starting point into management. Send resume with salary requirements, Tom Young, KVON, PO. Box 2250, Napa, CA 94558.

## SITUATIONS WANTED MANAGEMENT

**Small Market Specialist.** Highly experienced and competent General Manager desires Manager-Sales position small to medium market. Hard-working, innovative. Excellent references. Prefers Virginia-Carolina area, but open-minded. Box F-231.

**Successful Management** Ground up... sales, management, ownership, 19 years present position. Prefer small or medium market. Box F-234.

**Operations Manager:** with medium market group is looking for a move up. Promotion oriented in both sales and community projects. Proven track record in ratings/sales. Eager for a challenge. Box F-247.

**\$100,000 Total Local Sales** in 4½ months! Employed. GM/GSM position only. Detailed eleven year portfolio with references. Box 1185 Toms River, NJ 08753.

**Exceptional General Manager** looking for exceptional opportunity. Results can be an exceptional marriage. 18 years doing it all, managing AM & FM all markets. Expertise includes sales and profits programming, superior leader and motivator. People oriented excellent credentials. Box G-3.

**Small-Medium Markets.** Very compatibly employed GM seeks management position southeast, consider others. (Honorable purpose for considering move). Nine years successful management. P&L conscious, knowledgeable all phases. Operate by the book. Sales oriented. Professional no-nonsense administrator. Good with people, high broadcast standards. Community-active family man. Best credentials, references. Box G101.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Attention Group Owners:** Even with good individual station managers, if you are unable to devote full time to the operation of your group ... or if you are not satisfied with its profit and growth ... you need a good group manager. My 15 years of very successful station and group management experience encompasses all market sizes, most formats, AM & FM, total rebuilding, purchases, sales and major improvements. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shift-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long term opportunity with a good, growth oriented group. Box F-117.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box F-118.

**Successful Group V.P.** and Major Market General Manager seeking major or medium market management. Offering proven success in profits, cost control, administration, sales management, motivation, promotion, programing. Total knowledge FCC. Excellent references. Available now. Prefer southeast. Will consider all opportunities. Box G-34.

**Dynamic Radio Station Sales** - Management Team will train your sales and management staff to operate at top profit and efficiency. Impeccable track record in top level management, sales, production, programing, all facets of broadcasting. Credentials submitted upon request. Experts in ratings, marketing and promotion. Nationally known group for operating highly profitable radio properties. Call 314-991-0644 for further information. Box G-62.

**Presently employed GSM** with over a decade of experience in all departments, is looking for GM position in top 150 market. If your property needs dependable leadership, a stronger market image and a better profit picture, reply in confidence to Box G-71. Excellent references and credentials.

**Do you need** an Assistant Manager, Operations Manager, Sales Manager, Program Director, or News Director? Sixteen years' experience says I can to it all! Chuck Carney 616-345-6424, after 5:30, Eastern Time!

**PD looking for FM AOR** operation wanting to be number one. I'm serious, and if you are too, call Chris, evenings, 219-663-7205.

**Aggressive Sales Pro** seeking management position. Over 10 years in major market radio. Successful background in management, leadership, promotion and merchandising. Bottom Line oriented. Box F-242.

## SITUATIONS WANTED SALES

**Self Starting,** Top Producing, 20 Year Pro with new and established market experience is interested in relocating. Box G-95.

**Salesman looking** for a nice market. College background and on-air experience. Current FCC license. Willing to relocate for a team. Call Brian after 4 p.m. 412-921-3820.

## SITUATIONS WANTED ANNOUNCERS

**Country DJ, PD,** 50kw WFUV-FM, NYC, seeks Country shift. Excellent interviewer. Thorough knowledge of traditional and contemporary country. For tape and resume, write Dennis da Costa, 20 College Place, Yonkers, NY 10704.

**Announcer.** Country and M.O.R. experience. Production, copywriting, etc. Anywhere. Available now. B.J. Reader 801-255-6017.

**Money not important** job is. Experience, degree, ready to start now. East Coast South, Gulf areas preferred. Will consider part-time, any shift. Bruce, 512-452-6536.

**Still looking** after five months for fulltime position. Current major market weekender, two years board experience in news/talk and big band formats with present station. Box G-32.

**Experienced sportscaster.** Can also do quality air shift. College grad. Let's talk. Box G-74.

**Talk Show Host.** Wizard on phones; Expert Interviewer; No. 1 in Eastern State (latest Arbitron). Mature professional (witty, educated, versatile, personable) with political/historical background. Handle any format. Outstanding resume. Consider all offers, but prefer major markets. Box G-41.

**Level Headed, Employed** program director seeks challenging programing, announcing. 23, single, 6 years experience, small. Alabama, Georgia considered first, Box G-46.

**Little Experience,** much potential, need break. Prefer Indiana area 3rd, T&R available. Box G-50.

**Energetic, Talented** black male, broadcast school grad seeks fresh start in radio. Skills include DJ, newscasting, production, rewriting. Loves long hours. Mike 212-798-9390. Box G-67.

**Grade A Sports Announcer** seeks Sports Director and/or play-by-play opening. 4 years experience doing major college games. Burt Groner, 5455 Grove St., Skokie, Ill. 60077. 312-966-3875. Nobody does it better!

**Experienced Christian announcer** seeking employment at Christian music station. Karl, 212-347-2649.

**High Energy Jock.** Enthusiastic, professional sound. Midwest preferred. Ron Eversdyk, 626 S. Oak Park Ct., Milwaukee, Wisconsin 53214, 414-259-1805.

**PD, OM, ND,** 7 yrs. exp. seeks PD, OM, med. mkt., CW, AC, dedicated, good credentials. 612-732-2303. Terry Davis, PO. Box 122, Long Prairie, MN 56347.

**Announcer/Sportscaster** ... five years board, two years PBP know rock, CW formats. Southern Rockies, Southwest, or West Coast preference. Anytime 303-346-8918.

**Seasoned Veteran** ... Strong adult delivery, stable. Prefer Atlantic coast or Florida. All inquiries considered. 615-629-7603. Jim. 5001-B Newport Dr., Chattanooga, Tenn. 37412.

**Personal, one-to-one** communicator. 3 years commercial experience. Proven track record. A/C, country formats. Programing, production, sales experience. Will relocate. Gary Truitt 815-942-4960.

## SITUATIONS WANTED TECHNICAL

**Engineer/Announcer** 1st Phone, member SBE. 3 years experience. Prefer Rocky Mountain Region. Available September. Box G-97.

**Chief Engineer.** Available September. Over twenty years experience, high power, DA/FM/STL/Automation. Proofs. Good references. Combo background. Interested in Rocky Mountains and Arid states. Consider all. Geo. E. Webb, 1560 Idlewild Drive, Reno, NV. 89509. 702-786-0765, Nights.

**Chief Engineer.** Live-in transmitter sitter. Remoted AM-FM-DA's many years. Great ability, top salary, 305-781-3235.

## SITUATIONS WANTED NEWS

**Imaginative Sports** director looking to move ASAP. 4 Years PBP and sportscasts. Box F-196.

**Experienced PBP** Man seeks football and basketball position for next season. Contact Box F-157 or Call 206-538-0336.

**Capable newsmen,** Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk., Bensenville, Ill. 60106 312-766-0427.

**Eight years on the air** experience. Five years as small market sign-on announcer/news director. Two years sports director/high school basketball and baseball play-by-play. Two years Assistant manager. Looking to move from on the air into more sports and other station duties. Box G-23.

**News/Sports** - PBP experience. Strong writer, delivery, and commentary. Communications Degree. Contact Mike 313-541-8865. Will relocate.

**Newscaster.** Dedicated, motivated, 4 years experience, production background. Steve Work 516-433-4943, after 7 p.m.

**One of the** Chicago area's top sportscasters over the last five years seeking position with station that has strong commitment to sports. Will relocate. Box G-35.

**Major Market Morning** Newscaster and network correspondent seeks more professional operation or growth opportunity. Experienced and can relocate. Black stations welcome. Box G-44.

**Will Relocate** My good voice and reasonable dose of talent for a position announcing news at a small or medium market station. Ray Harvey 912 Powell St. No. 8, San Francisco CA. 94108 415-397-8651. Home 415-431-9933. Messages.

**College grad** with three years experience specializing in news, sports, PBP Currently employed but looking for bigger and better things. 301-949-0722.

**Outstanding sportscaster.** One of the best, but hidden in a remote medium market, so you don't know it yet. Exceptional PBP, solid sportscasts and interviews. 516-781-0037, Gary.

**U.P.I. 1980 Award** Winning News Director looking for a permanent home in S.W. Medium-small market. Twenty year pro-with outstanding community involvement will give you a respected and authoritative news department. Minimum salary \$1600 per month with company benefits required. Call 405-226-4505 after 6 p.m.

**Sportscaster** seeking PBP job in hockey and basketball. 4 years experience. Steve Work 516-433-4943 after 7 p.m.

**Experienced News Talk.** Seeking talk show or telephone talk. Heavy on news, writing, delivery, actualities with major market background. Will consider any size market if the climate is right. Very strong qualifications. Box F-71.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Major Market Combo Man.** Programming-engineering, seeking small-medium market operations manager position. Box F-171.

**Available Short Term** Employment: 20 years Pro. New installations, rebuilds, evaluations, troubleshooting, processing. Shoupe 717-249-6584.

**Totally Disabled,** restricted to home, man seeks voice work. Seasoned, experienced. Excellent reader, commanding, resonant voice. Strong on news, documentary, feature stories. Superb tape equipment. Call Hoot collect, 602-783-1598.

**Wanna be country??** I arrive with promotions, research and music. Call 213-791-4836.

**Listeners Mean Profits.** Bottom-line-oriented Programmer available. Have turned both secondary and tertiary losing stations into big winners. Now ready for medium or larger market challenge. If you believe good programing means good business, contact me today. Box G-39.

**Buy One, Get One Free.** I'm tired of working for GM's who don't know how to sell a winner. If you do, I'll give you the programing needed to make money. Medium to large markets only. Box G-40.

**Benefit From** degreed, eight year professional in management, and production. Box G-49.

**6 Year Black Pro.** Program/music Director. Will relocate. Medium-large market. N.Y.C. Trained. Call Lance 804-384-1204 or 212-993-0276.

**One Man Production Team:** Writer, talent, and producer. My work gets listened to, and it sells. Large markets preferred. Wayne Winkler, 615-928-0519.

**Gal M-T-W-Th- and Friday!** In depth experience in sales, promotion and production, music and talk. RAB and Jennings seminars. 617-998-3839.

**Soul Programer** major market know how wants smaller pond to swim in, 35K. 919-822-5218.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Attention G.M.'s:** New AOR music format. Respond only if you are ready for something completely different. Call 412-421-5049.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Director of Marketing** Modern public telecommunications facility (KWSU-TV, KWSU-AM, new FM, production and education services) seeking person to head development and promotion activities. Significant experience and track record in raising funds from the public, ability to make effective on-camera and on-radio appeals, and experience in promotional activities are required. Broadcast underwriting or sales experience desirable. BA/BS required. Broadcast underwriting or sales experience desirable. BA/BS required, MA preferred. Salary: \$24,000-\$26,000. Apply before August 14 to Dennis Haarsager, General Manager, Radio-TV Services, Murrow Communications Center, WSU, Pullman, WA. 99164. An EO/AA employer.

**Marketing Director**—National Program Production Twin Cities Public Television is searching for a highly motivated, experienced development and marketing executive to secure program underwriting grants and develop joint ventures with various national production organizations for major television productions. Working knowledge of corporations, foundations and government funding agencies and various production organizations necessary. Requires minimum three to five years development, marketing/sales, ad agency or corporate sales/P.R. experience. Considerable travel. Team working relationship with Director of Program Development. Excellent benefits. Resumes to Tim Conroy, Vice President, 1640 Como Avenue, St. Paul, MN 55108. E.O.E.

**Program Director.** Minimum 3 years experience; Midwest group owned ABC affiliate seeks professional with knowledge and experience in programing, promotion, production, public affairs, FCC, EEO, for 4-station network. Salary commensurate with opportunity. Excellent fringe package. Equal Opportunity Employer. Send name and minimum salary requirements to Frank Brosseau, President, NTV Network, P.O. Box 220, Kearney, NE 68847.

**Business Manager wanted.** Take-charge person with supervisory experience; accounting degree or equivalent required. Must have working knowledge of accounting principles and payroll. Send resume including salary history to Box G-59. An Equal Opportunity Employer.

**Director of Advertising** and promotion is needed by network affiliate in top 40 market. Strong on-air and creative print experience required. Excellent benefits. Send resume to Box G-61. An Equal Opportunity Employer.

**Wanted—Television Manager** Station manager to be responsible for the entire operation of cable television "station" within the Los Angeles ADI. Would have overall responsibility for advertising, sales, programing, studio, and studio maintenance, also evolving into an outside production house. Parent company established in broadcasting for over fifty years. Salary plus incentive. An equal opportunity employer. Box G-70.

**Sunbelt NBC affiliate** seeks experienced local television account executive. Must be strong self-starter and heavy on serving agencies and direct accounts. Send resume to Box G-80.

**Director Of Development** Senior management position. Will head substantial fund-raising and marketing department of large community-owned PTV station. Responsible for traditional PTV fund-raising programs including membership, TV auction, corporate underwriting (local and national), contract services, grantsmanship and deferred-giving programs. College degree. Six years experience in fund-raising and marketing areas, record of strong management and sales ability. Public television familiarity is an important plus. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: July 31, 1981. No calls — WYES-TV is an Equal Opportunity Employer.

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**Sales Manager/Station Manager.** Small market, Midwest Network Affiliate seeks Sales oriented manager to lead Local Sales Department, and to manage Traffic/Operations. Excellent opportunity for Sales Manager to gain experience in total station management. Send resume and salary requirements to Box G-87.

**Progressive cable television** operation seeks manager for profitable, established cable programming operation with existing sales, production and programming staff; working knowledge of broadcast advertising, VTR production and programming; apply by July 24 to: Personnel Department Palmer Cablevision, 333 8th Street South, Naples, Florida 33940. An Equal Opportunity Employer.

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**HELP WANTED SALES**

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**Aggressive individual** with Broadcast experience needed for growing sales effort. Entry level position with training, benefits and the chance to progress rapidly with our professional organization. Contact: Brad Worthen, Sales Manager, WNE-TV, PO Box 906, White River Junction, Vermont 05001/802-295-3100. EOE.

**Subscription Television Sales Manager**—Ann Arbor, Mich. STV operation is looking for a person experienced in STV, CATV or MDS sales. Experience in Pay TV sales management required and college education is preferred. Salary plus commission is negotiable. Must have good references. No calls please. Send resume to: General Manager, Ann Arbor STV, P.O. Box 2267, Ann Arbor, MI 48106.

**Sales Manager**—Organize and manage a sales department for operating Religious TV station in major market. We would like good character references and will keep confidential. We'll call you first. Write to Box G-56. Equal Opportunity Employer.

**National Sales Manager**—Top 50 network affiliate in the Sunbelt needs strong National Sales Manager. Must have station national sales or rep experience. Excellent position and great future potential for the right person. Send resume with salary requirements to Box G-60. An Affirmative Action/Equal Opportunity Employer.

**Television Account Executive** for leading Independent Station. Must have a minimum of 5 years TV Sales experience. Send resume to Local Sales Manager, KPHO-TV, P.O. Box 20100, Phoenix, Arizona, 85036. Equal Opportunity Employer.

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**HELP WANTED TECHNICAL**

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**Television engineer.** Experience with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

**TV Maintenance Engineers** Need 2 good engineers with 2-3 years experience on TR-600's, TK-28's, TK-45's, and/or TT30FL. Mid-west location, good benefits, and pay. Send resume to Box F-203. EOE.

**Assistant Chief Engineer-TV** group owned UHF major Eastern market. Management potential with 3-5 years experience in studio/transmitter maintenance. RCA and Sony VTR's, Grass Valley and Vital switchers, RCA and Norelco cameras. Salary competitive with market. EOE M/F. Box F-185.

**Director of Engineering:** Southwest market station—Sunbelt area—excellent equipment—excellent salary and benefits. Box F-220.

**Maintenance Engineer.** Must have First Class License. Major market UHF, Northeast. Not a beginning position, experience required. Union shop, top scale paid for right person. Reply Box G-15.

**Chief Engineer** for a VHF network affiliate in the North Central states. Medium market. Must have 5 years experience, 3 of which were in supervisory/administrative areas. First Class FCC License required. Responsible for all Engineering administration, including supervision of maintenance and technical level personnel. This is an outstanding career oriented position with growing communications company. Equal Opportunity Employer. Send letter of application, stating salary requirements, together with a resume to Box G-69.

**Religious TV station** in major market needs good solid maintenance engineer for studio and control room equipment. Write to Box G-57. Equal Opportunity Employer.

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**TK-46 Maintenance Engineer** Nautilus Television Network is looking for an experienced maintenance engineer. Must be highly experienced in TK-46 maintenance. Send resume to: Charles Barth, Nautilus Television Network, PO Box 1783, Deland, Florida, 32720.

**Television Technician Sr.** Electronic Technician. Immediate opening for full time position in the relaxed atmosphere of a suburban college campus. Fully experienced in color TV studio maintenance & operations. Will be responsible for maintaining, repairing & upgrading 2 color TV studios, 3/4" VTR's & editing equipment and also stereo radio laboratories. Must have strong technical background, at least 3-years of solid studio experience & supervisory skills. Excel. salary & benefits commensurate with experience & qualifications. Send resume, references and salary history to: Search Committee NY Institute of Technology, Media & Arts Center, Education Hall, Room 210 Old Westbury, N.Y. 11568, Affirmative Action / Equal Opportunity Employer M/F.

**Broadcast Technician** with First Class Radio Telephone License. Prefer person with experience in TV studio and transmitter operation and maintenance. Radio experience helpful. Excellent opportunity. Equal opportunity employer M/F Contact Walter Konetsco, Director of Engineering, WMBD Radio and Television, 3131 N. University, Peoria, Illinois 61604 309-688-3131.

**Assistant Chief Engineer** for VHF Net affiliate. Desert Southwest. EOE. Send Resumes to: Richard L. Nix, KECC-TV, P.O. Box 29, El Centro, CA 92244.

**Maintenance Engineer:** Growing independent in Atlanta offers competitive compensation, and benefits to a person with RCA MC/Studio equipment experience; analog & digital experience/education desirable. Resume with salary requirements to Manuel Marquez, Chief Engineer, WANX-TV, P.O. Box 98907, Atlanta, Georgia 30029. EEO/AA Employer.

**TV Engineer.** Install, maintain repair, design TV equipment. Experience in color, ENG, 3/4U editing, IVC 1 inch, studio mixers and switchers. Salary \$10,800—\$16,000 for 35 hr/wk. Contact Personnel, County College of Morris Randolph, NJ 07869 Tel: 201-361-5000.

**Beautiful country,** great company, looking for experienced person, opportunity to advance. Resume to manager KNAZ-TV. P.O. Box 1843, Flagstaff, AZ 86002.

**Associate Director of Engineering** University of North Carolina Center for Public Television. The University of North Carolina Center for Public Television seeks an articulate, energetic, and highly motivated individual to serve as its Associate Director of Engineering. The successful candidate will be responsible, through the Director of Engineering, for developing and implementing policy in the design and management of the multi-station public television system in North Carolina. System includes studios, field pickup, post production, microwave, transmitters, translators, cable, and satellite systems. Duties are to include, but may not be limited to, development and administration of construction and operating budgets, development and oversight of computer systems for Administrative Data Processing and facilities control and monitoring, development and oversight of program for personnel training and evaluation, and preparation of bid specifications and the evaluation, and preparation of bid specifications and the evaluation of responses. Candidates should have 10 years of progressive responsibility in broadcast engineering including operation, construction, design, supervision, management, and administration of multi-station interconnected broadcast systems including experience in computer hardware and software, microprocessors, and data acquisition and control. BS degree in Electrical Engineering, course work in Computer Science preferred but combinations of relevant education and experience will be considered. Salary commensurate with experience and qualifications. Requests for applications and other inquiries should be directed to Larry T. Mial, Jr., Assistant to the Director, UNC Center for Public Television, 202 University Square West, Chapel Hill, NC 27514. Completed applications must be received no later than Friday, July 17, 1981. Equal Opportunity/Affirmative Action Employer.

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## HELP WANTED TECHNICAL CONTINUED

**Broadcasting technicians** and operators. First phone required. Contact chief engineer WDAF-TV Kansas City, Missouri. 816-753-4567.

**Prominent middle market** community PTV station seeks FT Director of Engineering. Applicant must have broad technical background in state of art equipment including microwave, satellite distribution systems, 1" mobile unit/facilities leasing and experience in cable interfacing with broadcast entities. First Class FCC license and management experience a must. Competitive salary. Apply immediately: Jerry Franklin, General Manager/WGBY, 44 Hampden Street, Springfield, MA 01103 413-781-2801. EOE.

## HELP WANTED NEWS

**If you can dig**, write, and make a story come alive on television, send your resume and audition tape to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No calls, please. Experienced applicants only.

**News Director-Anchor** for aggressive No. 1 News NBC-TV affiliate. Great staff. Must be experienced professional. ENG-remotes. Long Term. Resume-vtr to Program Manager, KIFI TV, Box 2148, Idaho Falls, Idaho 83401.

**Weathercaster**—We are looking for a communicator who knows weather. Weather is one of the most important things we do in this petroleum, agriculture and recreation area of the Gulf Coast. Send tape, resume and salary requirements to News Director, KATC-TV ... PO Box 3347 ... Lafayette, La. 70502.

**Weather Personality**—network affiliate in attractive midwestern university community wants knowledgeable, extremely personable communicator for weekend weather. Fulltime position; station has weather computer and color radar. Send resume to Box G-37. E.O.E.

**Sports reporter** for a network affiliated VHF station that has one of the top five sporting events in the country. We are looking for someone to anchor the weekend sports and act as a sports reporter during the week. We are an equal opportunity employer. Box G-58.

**Top Twenty Station** is looking for an experienced, versatile person who can handle weekend weather and sports anchoring. Must be knowledgeable in both areas. Should also be able to do street reporting. Immediate opening. Send resume, and salary requirements to Box G-65. Equal Opportunity Employer.

**Top Twenty Station** is looking for an experienced, knowledgeable journalist to co-anchor nightly newscast. Must have a proven track record. Immediate opening. Send resume, and salary requirement to Box G-64. Equal Opportunity Employer.

**Top 20 television news** operation looking for solid consumer affairs reporter. Successful applicant should have 2-3 years television experience as consumer affairs reporter. Individual expected to have polished on-air presentation and writing skills. Salary negotiable. We are an Equal Opportunity Employer. Please send resume to Box G-76.

**Meteorologist** or highly professional non-certified weathercaster wanted. Medium-sized market, mid-Atlantic station. Top rated in news. M-F 6 and 11 p.m. weathercasts. EOE. Send resumes to Box G-75.

**We are looking** for a director to handle our fast-paced newscasts in this top 20 market. We are the number one station in our market using the latest equipment available. If you are a take charge person, know when a dissolve should be used instead of a wipe, and have at least three years experience, write to Box G-77. An Equal Opportunity Employer M-F.

**We are looking** for a top-notch news producer in this top 20 market. We don't want "action news", but we do want a well-paced newscast. All of our equipment is state of the art. All of our newscasts are rated number one. If you can work well with people, keep a handle on all the elements of your newscast, and have at least 3 years experience, write to Box G-78. An Equal Opportunity Employer M-F.

**Photographer/Editor**. Must be able to shoot, edit, and guide less experienced photographers. Small market network affiliate. Send resume and salary requirements to Box G-84. E.O.E.

**Sports Reporter/Weekend Sports Anchor**. Must be adept at packaging. Write, don't call. Tom Becherer, News Director, WLKY-TV, 1918 Mellwood Ave., Louisville, Ky. 40206.

**Executive Producer** Top 40 market southeast, NBC affiliate—Supervise all aspects of news presentation. WPTF-TV Raleigh, NC 919-832-8311. Contact Roy Carden. Active EEO, AAP.

**Experienced Weather** professional for small market network affiliate. Prefer Meteorologist, but weather forecasting experience will be considered. Send tapes and resumes to: Fulton Jeffers; P.O. Box 321, Salisbury, Maryland 21801 E.O.E.

**News Director/Co-Anchor**. For Small Market network affiliate. Candidate must have "hands on" experience in all phases of TV news, and must be skilled in budget techniques, as well as handling people. Send tapes and resumes to Fulton Jeffers, P.O. Box 321, Salisbury, Maryland 21801 E.O.E.

**Weekend Anchor/Reporter**: Top-ranked news operation has immediate openings for Weekend Anchor/Reporter and a General Assignment Reporter. Rush tapes and resumes to Jim Hefner, News Director, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420. E.O.E.

**Sports Director**, entry level. Degree and/or sports background preferred. Send resume to Robert Anderson, KTVG, Box 6125 Helena, Montana, 59604.

**Reporter with warmth** wanted. Working on very emotional documentary. Some investigative work. Will consider entry level person. Excellent writing ability required. Presently not a permanent position. Long Island NY area. L.I. TV-NEWS; 516-922-3600.

**Small Southwest** station seeking experienced news reporter. Excellent cross over possibility from radio. Tape and resume to Kris Wilson, News Director, P.O. Box 1843, Flagstaff, AZ 86002.

**Weekend Anchor-Producer**. Number one in top fifties market; Third rated NBC affiliate in the country. We're state-of-the-art with a live chopper and 1" editing. Two years experience required. Send tape, resume, salary requirements to KARK-TV, P.O. Box 748, Little Rock, AR 72203.

**Producer/Reporter**; General assignment reporter. Number one in top fifties market; Third rated NBC affiliate in the country. We're state-of-the-art with a live chopper and 1" editing. Two years experience required. Send tape, resume, salary requirements to KARK-TV, P.O. Box 748, Little Rock, AR 72203.

**Weather Forecaster**: WRCB-TV seeks experienced weather forecaster for 6 and 11 nightly news. AMS Seal preferred, but not mandatory. Excellent facilities in scenic center of South. Send tape, resume to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Equal Opportunity Employer.

**Field Reporter** At least one year of commercial experience with journalism degree and ability to write, interview, field produce and edit ENG. Send resume and tape to: Joe Lesem, News Director, WJTV, Box 8887, Jackson MS 39204.

**Managing Director**: Supervise overall operation of Florida Public Television production unit, including staff of eleven full-time and up to 25 part-time personnel; plans, develops, and produces public television programs intended for statewide broadcast, including daily program reporting on activities of the Florida Legislature during 60-day session; plans, develops, implements revenue-generating projects, including marketing of FPTV production services; may serve as anchor/talent and reporter as necessary and appropriate. Requires college degree and/or extensive experience as TV public affairs reporter and producer, with heavy emphasis on governmental affairs. Some network experience preferred. Complete knowledge of film, videotape, studio, and remote production. Demonstrated ability and experience in management of personnel and financial and technical resources. Demonstrated news judgment. Salary \$28,000 minimum negotiable depending on experience and qualifications. Send complete resume with salary history, references and videotape samples of programs produced and on-air performance to: James H. Irwin, Executive Director, Florida Public Broadcasting Service, Inc., P.O. Box 20066, Tallahassee, Florida, 32304. Deadline for application receipt: 8/7/81. EEO/AA employer.

**News Photographer** At least one year of commercial experience with ability to shoot and edit ENG. We are looking for a professional who can make a story come alive with his pictures. Send resume and tape to: Joe Lesem, News Director, WJTV, Box 8887, Jackson, MS 39204.

**News Director**—100+ market looking for production oriented journalist to head up growing news organization. Experience in on-air ENG, reporting, creativity and energy a must! Send resume and VTR to David Peschau, WXOW-TV, Box 128, La Crosse, Wisconsin 54601.

**Assistant sports director** for Big Ten market station. Anchor weekends. Report during the week. Must be able to edit ENG, shoot and edit film. Prefer "Live" experience. Send complete resume, tape, salary requirements to: News Director, WMTV, Madison, WI, 53711. We're an equal opportunity employer.

**Photojournalist**. WPXI-TV in Pittsburgh is looking for an absolutely first class news photographer/editor who can knock our eyes out with an audition reel. We want someone who knows the difference between television and illustrated radio. We're all ENG with state of the art production facilities. If you're very very good and would like to join our team, contact Michael Parker, News Operations Manager, WPXI, 11 Television Hill, Pittsburgh, Pennsylvania 15230. 412-237-1255.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**PM Magazine Field/Associate** producer to work on established PM Magazine in top 10 market, network affiliate. Must have extensive candidate must demonstrate the ability to produce informative, entertaining, and absorbing feature story. Send tape and resume to: Dick Dietich, Executive Producer, PM Magazine, WJBK-TV, Box 2000, Southfield, MI 48037. All tapes will be returned. An Equal Opportunity Employer.

**Host/Producer**—Top-rated TV magazine in Major market searching for an energetic on-air talent with strong writing skills and a reel to prove extensive on-air work and producing ability. Solid production background required to keep pace with this professional staff. Send resume and written index of your available reel. Do not send reel until requested. EOE-M/F Box F-175.

**Late News Producer** Seeking a solid writer who can make maximum use of graphics, live technology, and production techniques. Applicant must possess good news judgement and exhibit managerial qualities. We offer a competitive salary, a medium market, and state of the art equipment. Box G-22.

**TV Director** for leading national children's public TV series and other projects. At least 5 years experience with switching, field production and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

**Producer**: Produce public affairs and information programs for local, statewide and national broadcast. Ability to write and interview. Some directing experience. Minimum 1 year experience. Salary DOE. Apply by July 31 to KUAC, University of Alaska, 208 Theatre Bldg., 312 Tanana Drive, Fairbanks, AK 99701. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist.

**Sports Director**. We emphasize local sports. Person must produce and put it on the air. Good opportunity to move up from No. 2 slot. EOE. Box G-36.

**PM Magazine Co-Host**—Seeking highly motivated, creative, story production oriented co-host to join established No. 1 PM Magazine show in top 60 market. Send resume and salary requirements to Box G-38. An Equal Opportunity Employer. M/F.

**Director/Producer** KMTF Channel 18 TV; \$14,500 annually prorated; Duration of Employment: from date of selection through June 30, 1982. Qualifications: AA, BS, or Trade Career School Graduate. FCC License preferred. Submit application & resume to: Fresno County Department of Education, Personnel Dept. Room 330, 2314 Mariposa St., Fresno, CA 93721. Deadline: July 20, 1981.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Talk Show Producer**—To book lively, hour program. Strong manager and enthusiastic person needed; top rated major market program—extensive talk show experience required. M/F; EOE. Resumes Only. Box G-92.

**Lighting Director.** Minimum 3 years crew work experience in television production. Plus 1 year minimum lighting for TV and/or stage. Salary \$17,000. Contact: Larry Reid, WHA Television, Madison, Wisconsin, 608—263-3814. Materials must be received by July 31, 1981. An Affirmative Action, Equal Opportunity Employer.

**Development Assistant** (Underwriting & Special Events) KMTF Channel 18 TV; \$12,500 annually prorated; Duration of Employment: from date of selection through June 30, 1982. Qualifications: B.A. in Business Administration, Journalism, or related field/work experience dealing with sales or fund drives; ability to analyze geographical data; conduct special events; prepare special reports of a concise nature; meet and promote services of the Station. Submit application & resume to: Fresno County Department of Education, Personnel Dept.-Room 330, 2314 Mariposa St., Fresno, CA 93721. Deadline: July 20, 1981-5:00 p.m.

**Major market West Coast** Affiliate looking for ENG Photographer/Editor. Minimum of two years experience in television news, magazine show format, or production department with emphasis on feature or documentary work. Send resume and cassette to P.O. Box 9494, Seattle, Washington 98019. EOE.

**Field Photographer.** Strong background film/video, creative, personable, to join busy production department of NBC affiliate in growing market on California Central Coast. Rush resume and tape to: Cathy Orr, Production Manager, KSBY-TV, P.O. Box 1368, San Luis Obispo, CA, 93406. No calls please. EOE/AA.

**Director of Television:** Gallaudet College, Washington, D.C. Minimum of BA degree. Minimum 7 years experience including planning, managing and supervising a professional quality television facility. Knowledge of and experience in all aspects of television production and television communication systems. Ability to use sign language or willingness to learn. Minimum starting salary: \$26,445. Send resume to Office of Personnel, Gallaudet College, Washington, D.C. 20002. Application Deadline: July 31, 1981. Equal Opportunity Employer.

**Field Producer for PM Magazine** wanted by WHO-TV in Des Moines, Iowa. Applicants should have active experience in shooting, editing, and writing magazine type features and be able to handle all areas of story production. Send tape and salary requirements to PM Magazine, WHO-TV, 1100 Walnut Street, Des Moines, Iowa, 50308. An equal opportunity employer.

**T.V. Syndicated Traffic Manager** New York City based. Must have experience in Network or Satellite commercial trafficking. Excellent salary plus benefits. Box F-233.

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**SITUATIONS WANTED MANAGEMENT**

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**Corporate Director** of Retail Sales Development. Heavy experience in Co-op, Sales, Sales Training and Management. Proven, verifiable high-dollar track record. Have been Co-op and Local Sales training consultant for major groups. Looking for group commitment and permanency with headquarters staff in Mid-Atlantic or Southeast. Box G-105.

**Trade: Many Hats for One.** Presently Assistant manager, Chief Engineer, Promotions, Community Relations, Sales. 16 years Broadcasting. Excellent knowledge of R&R and FCC Law. Seek position as GM or Operations Manager. I'm successful, motivated, and Goal Oriented. Mr. Trumbly 505—471-6395. Evenings.

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**SITUATIONS WANTED TECHNICAL**

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**Chief Engineer:** Strong construction background. Good administrator that can work with people. Prefer West, all offers considered. Warren Trumbly 505—471-6395 Evenings.

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**SITUATIONS WANTED NEWS**

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**Anchorman/reporter**—Excellent believability, authority, communicating power in anchoring. Skilled general reporter, expertise in initiative/investigative news. 20 years electronic news experience. Interested challenging anchoring and/or reporting situation. Box G-7.

**Sports Director.** Talented professional whose organizational skills can shift your coverage into high gear. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box G-12.

**Radio News/Sports Director** seeks move into television. Degree and experience as television news writer plus some on-camera sportscasting. Hard worker who welcomes any location and opportunity. Dave 304—253-5818 evenings.

**Graduate of U. of Pa.** seeking work in news and/or sports. Four years radio/TV/PBP/experience at Penn. Produced and hosted TV show last year. Creative, ready to work anywhere. Budd Mishkin, Box 227, Monroe, NY 10950 914—782-8394.

**Photographer/Editor** wants to get back into news. Dedicated, aggressive, resume/tape. Call Dennis Prewitt 713—772-7233 or 713—749-1571.

**Experienced Reporter, Anchor** seeks challenging position in top 50. Solid background in special reports and features. Tireless, personable. Knows how to communicate. Black Female. Box G-42.

**Reporter,** aggressive, credible, seven years TV-radio news, Co-Anchor and Weathercasting experience. Degree. Midwest and East preferred. Box G-43.

**Female graduate** seeking entry-level sports position. Internship in top 20 market, covering pro teams. Strong sports background. Box G-55.

**Young man, two years experience** as reporter/photographer, wants to join your team. Box G-63.

**News Photographer.** Three years experience shooting ENG. Currently in top 50 market, wishing to move up. I am efficient, creative, and aggressive, seeking station with same criteria. Respond to Box G-89.

**College graduate** with internships at two top fifty market stations, wishes position as photographer. I have experience with Sony and RCA cameras and equipment. I have excellent references and resume tape. Contact: John Reutter, 358 Lincoln Ave., Dowingtown, Pa. 19335 or call 215—269-2584.

**Who Desires Maturity,** experience in writing, producing, anchoring or N-D? 25 years. Knowledgeable, still eager. Family man. No gray hair. Pat Bange 10371 SW 156th St., Miami, FL 33157.

**News Journalist,** now in top 100 TV, wants to move up. Anchor, producer, reporter. 7 years experience. Phone 614—261-7631.

**Talented TV Sportscaster** with 3 years experience. Seeks larger market sports anchor position. Call Mornings 702—826-1714.

**Meteorologist. Woman looking** for first position in broadcasting. Midwestern weather is exciting, but willing to relocate anywhere. Experience with TV weather production. Available August 15. Pamela N. Thompson, 247 North Sheldon No. 32, Ames, Iowa, 50010.

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**SITUATION WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Give me a Break!** Energetic, creative go-getter desires entry level opportunity. 4 years corporate TV/Film production experience. College degree. Excellent writing and production skills. Will relocate but prefer East. Mitch Ehrlich, 208 W. Highland Ave., Philadelphia, PA. 19118 215—242-3383.

**Director, Television Program** Development: with experience in originating and developing TV and radio public affairs, documentary and news programs for major New York stations—seeks a position with a Network, Major-City-Local or Cable Broadcast TV station to direct planning and production of new programs. Editorial, writing and media experience includes fictional writing and a B.A. and M.A. in English. Please write to: Box G-90.

**Young ambitious woman** seeking position in programming and/or promotions. Currently working in network level television programming in Europe. Resume available. Box G-66.

**Telecommunications Specialist** Master's degree in Educational Media. Television experience: public, educational, and cable network. Seeks position in university or industry. Cary Sandberg 77-20 Austin Street Forest Hills, New York 11375 212—793-4650.

**Good people are** where you find them. Thirteen years worth of editing, producing—directing, camera, and technical direction of Commercials, Sports, News, and more are just one phone call away. 215—664-3346.

**I've got ideas,** energy, a journalism degree and production experience. I like hard work, love long hours. Ready to relocate for a news or public affairs job. Rosemarie Grisham, 17605 Dixmoor, Homewood, IL 60430.

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**ALLIED FIELDS**

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**HELP WANTED INSTRUCTION**

**Telecommunications:** Assistant Professor. Teach Audio & Video Production and Programing, Broadcast Copywriting, Electronic News Gathering and Writing, Station Management, Communication Theory. Background in industry desirable; doctorate or work toward doctorate preferred. Salary: Competitive. Dependent on background and qualifications. Apply by July 19, 1981, to Dr. Charles Aurand, Dean, College of Creative Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011. EEO Employer.

**HELP WANTED SALES**

**We're a music production** and programming company, operating out of a major Southwestern market. We're not one of the giants, and don't intend to become one; we do plan to stay compact and market only the finest. We need a sales representative who knows the radio business thoroughly, and can cover the Midwest, so he or she must be willing to travel. A knowledge of the production and format fields is essential, as is the ability to sell and to project our image: we welcome aggressive sales ability, but are vitally concerned about our image and our customers. Send a resume to Box G-102.

**HELP WANTED TECHNICAL**

**Chicago Based Religious** Production Company needs video maintenance engineer for 4-camera remote truck. Entry level considered. Contact: Bob Billman, 137 Kingston Rd., Bolingbrook, IL 60439, 312—972-0078.

**Cinematographer.** The University of Missouri-Central Administration seeks a Visual Communications Specialist to produce informational materials about the University for distribution through television, film and the publication media. A Bachelor's degree in Journalism, Communication or equivalent. Two or three years experience in film production and still photography is required. Some writing experience preferred. Please submit resume prior to July 31, 1981, University of Missouri-Columbia, Personnel Services, 309 Hitt Street, Columbia, MO 65211. An Affirmative Action/Equal Opportunity Employer.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION AND OTHERS**

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**Communicator** and generalist seeking employer who appreciates imagination and flexibility. Background includes: broadcasting, promotion and PR. Desire position in New York City. Reply Box G-79.

**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.

**Wanted four** to sixteen Bay Circularly Polarized high power FM antenna ... Call 916—233-2713.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitters. One reward per transmitter. Call Bill Kitchen 404—324-1271.

**WANTED TO BUY EQUIPMENT  
CONTINUED**

**Instant Cash for Broadcast Equipment:** Urgently need UHF Transmitters, Microwaves, Towers, Weather Radio, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

**FOR SALE EQUIPMENT**

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**2.5KW FM Harris** 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

**3.5KW FM McMartin** 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

**5KW FM CSI** 5000E w/direct FM exciter, like new, on air w/warranty. Call M. Cooper, 215-379-6585.

**1KW FM Gates** FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

**1KW AM RCA** BTA-1R1 on air w/proof, also CSI T-1-A like new w/proof. Call M. Cooper, 215-379-6585.

**Film Chain with Two G.E.** PE-245 Cameras, two Eastman 285 16MM projectors and G.E. PF-12 Multiplexer. Cameras have the latest Mods and new Preamps. \$28,000.00 which includes base plate. GVG 1600-3C Switcher, \$25,000.00, RCA BC-50 Audio Console \$4,000.00, CP-16 film camera with 20-120 lens \$9,500.00. Three Marconi MK VII studio cameras with 2000 foot cable and spares—make offer. Contact Jim Wright or Mike Dorman at KPLR-TV 314-367-7211.

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**For Sale: Tayburn Helicopter** ENG electronics package; includes TBT-202 2GHz transmitter and 12-watt amplifier, TBR-202 receiver, transmit and receive antenna systems including actuators, control and annunciator panel and cables. Equipment installed on Hughes 500 1 1/2 years ago and has been working excellently since. Contact: Pete Ford, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733, 813-577-1010.

**For Sale: Harris System** 90 Automation Station, 2NTI "Go Carts", Logging, In-Coding, 4-ITC750 Stereo Reel-to-Reel, Rewind, Time Announcement. Used 10 months original cost \$46,700. \$32,000 or make offer. Will trade for airplane single or multi or ??? Call George P. Langan 217-789-0880.

**3 Month old Harris** FM 2.5K transmitter with MS-15 exciter and stereo generator, 1 Sona-Mag DP1 automation system with 4 reels, two carousels, video encoder, many extras, three Sonamag cart Machines. 309-673-0902.

**10kw AM RCA** BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

**10KW FM Harris** 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

**RCA TP 66**—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**Used Equipment Bargains:** RCA TT-10AL 11KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$22,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; Norelco PC-70 Color Camera \$8,000; IVC 500 Color Camera \$2,500; CBS 504B T.B.C., \$5,000; Microtime 2020 T.B.C. \$9,500; Environzone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**For Sale**CVS, 520 TBC. Best offer. Call: 312-641-6030 Days.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

**New 5 KW Hi-Band VHF Transmitters:** Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any bi-band channel. \$30,000. Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$1,200 ea.; Sony RM-400 Editor \$800; Convergence ESC-1 Joystick Editor \$2,500; Sony VP3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**ENG—Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4' Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. Make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**Video Tape Equipment:** Sony BVP 300 cameras w/ Fujinon lenses, \$31,939.00 Sony 3/4 inch BVU 110 Recorders \$3,850.00 HME 22 EF Wireless MIC systems, \$1,666.00. Lowell Portable Light Kits (2 Omni, 2 Total) \$1,272.00. Peter Lysand Tripods w/ O'Conner, 50D Heads, \$1,668.00. Sony AC 500 power supplies, \$299.00. Videotek VM-5A color monitors, \$624.00. Sennheiser ME-80 shotgun kits, \$470.00. Shure M-60 Mixer \$470.00. Also available, Anvil travel cases. Must sell. Volume discounts. Will take best offers. Contact: E. Jones, 415-332-5830.

**Remote Production Crusier** Repossessed—1980 34' custom built motor cruiser. Designed for video systems—1800 miles. Call Tom Long, 312-833-8100.

**SMC DP-1 automation system** in A-1 condition. Includes 4 Otari reel to reels, 4 carousels, time announce, 4 single plays, remote control, English text Extel printer for logging. All stereo. Call Jim-at 414-324-4441.

**RCA TK-27 Film Chain** with all Modifications; RCA TP-15 Multiplexer, RCA TP-7 Slide Projector. \$14,000.00 combined price. Capitol Broadcast Exchange 209-957-1761.

**VHF TV Transmitters** (2) General Electric 35kw just removed from service. Tuned for channel 9 plus 10 kc. Can be seen operating into dummy load. Other miscellaneous equipment also available including Collins 13 ghz dual STL. For further information and inspection contact Robert E. Leach WOR-TV 1481 Broadway, New York, N.Y. 10036 or call 212-764-6984.

**AML (Hughes)** Equipment For Sale. Complete 54 Channel—HRC Never Used, Immediate Delivery. Contact: Charlie/Bill 305-255-3770.

**TV Transmitter**, 10KW RCA used, ready to go and 400 ft. 6 1/8" coax. 803-833-6892.

**TV Used Equip.** for sale. Custom built 32 foot TV remote truck with cab over, air brakes & ride, 10 speed axle, 7,200 actual miles. Many extras incl. prewired 100 amp service, 7 ton air cond. & elec. cable reels. Priced for immediate sale. Contact Ron Fries or Win Korabell at 213-851-1000.

**Audio Console Bargains!** Blank recording tapes. Write for catalogue. Box 213, Dunkirk, Md. 20754.

**For Sale: Panasonic NV9500 Editor/NVA950** Edit Controller, Sony DXC1600 Portable Camera/V03800 Portable VTR. Total support package included. \$8500. Contact Susan Welday 219-483-0584.

**COMEDY**

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed** again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

**Comedy writer** One-liner Specialist Lee Haas 4775 134 Street, Hawthorne, Ca. 90250 213-679-0870.

**MISCELLANEOUS**

**TV-FM frequency searches** from \$200, applications, complete field engineering and emergency repair services. Larry D. Ellis, PE., Box 22835, Denver, CO 80222, 303-759-1327.

**BINGO newsprint cards** personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

**Transmit Sites Available** Broadcast sites available for FM, TV, LPTV, in Memphis, TN, Louisville, KY, Jackson, MS. Call 901-274-7510.

**SCA subcarrier available** on class C FM in Denver, Colorado. Excellent coverage area. Contact Girard M. Westberg, Technical Director, KPPL-FM, 7075 West Hampden Avenue, Denver, Colorado 80227. 303-985-8771.

**Reward** \$100 cash for audio copy of popular promotions theme for current radio show "rock line". Send info. and tape to: \$Reward\$, 104 Charles St., Boston, Mass. 02114.

**Solve Your Radio Sales** Problems forever. Free Details. 20th Century Marketing Services 1713 Westheimer Suite 1510, Houston, Texas 77098.

**INSTRUCTION**

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

**EMPLOYMENT SERVICES**

**Job Seekers:** Our new approach can get you that important job. Send \$200 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

**We Place TV/Video Engineers** nationwide. Chief, Asst. Chief, Maintenance. All locations, positions, salaries coast-to-coast. No fee. Professional, confidential. Phone/resume, Alan Kornish, Key Systems, New Bridge Center, Kingston, Pa 18704. Phone 717-287-9635.

**CONSULTANTS**

**Radio Jobs!!!** Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**RADIO  
Help Wanted Management**

**OPERATIONS DIRECTOR**

A major group broadcaster, introducing our RADIO ONES™ adult contemporary format later this summer, is searching for a detailed oriented Operations Director. Responsibilities for this position at their FM station in a major western market include selection and motivation of the air staff, involvement in station promotion, and the ability to work well with all departments. On-air ability is desired. Outstanding benefits and salary for the right person. Send tape, resume and salary requirements in confidence to Tom Moran, Vice President, Churchill Productions, 1130 E. Missouri, Suite 800, Phoenix, Arizona 85014. No calls please! EOE.



## Help Wanted Management Continued

### GENERAL MANAGER

Growing upper midwest group owner wishes to hire general manager for potential AM/FM powerhouse. Candidate must have extensive sales management or general manager experience. Must have track record of motivating and retaining staff members in all departments. Must understand how to create atmosphere of cooperation and enthusiasm. Highly competitive medium market. Top salary and incentives. Opportunity for corporate growth. Equal opportunity employer. Send resume to Box G-11.

## Help Wanted Announcers

### MAJOR BROADCAST GROUP

In top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: PO Box 7350, San Francisco, CA 94120.

### Immediate Opening:

One more dynamite air personality needed for America's most exciting adult contemporary satellite radio network, Continental Radio, and its flagship station in Norfolk, VA. If you know how to entertain a radio audience, send tape and resume (no calls) to Tom Dooley, Continental Radio, 1318 Spratley Street, Portsmouth, VA 23704. Excellent money and benefits. Only top flight talent need apply. Continental Radio is a commercial subsidiary of the Christian Broadcasting Network Inc., an equal opportunity employer.

## Help Wanted Programing, Production, Others

### MORNINGS - RARE OPENING

KIMN in Denver seeks experienced/top flight personality for highly-rated morning show. If you can wake up our city ... become heavily involved ... work with an exciting morning team ... Let's talk. Salary consistent with ability. Stable position. First rate company. All inquiries held in confidence. Send inquiries to Doug Erickson, Operations Director, KIMN 5350 W. 20th Avenue, Denver, Colorado 80214. Jefferson-Pilot Broadcasting, an Equal Opportunity Employer.

### TALK PROGRAM DIRECTOR

WCAU Philadelphia, the Talk of Today, is looking for the Program Director of Today.

WCAU has put together the talk format of the 80's and needs a Program Director who can be an effective communicator, administrator, idea man, and all around team leader.

If you're ready to meet the opportunity of the decade ... send your resume to:

Mr. Sherman Wildman  
Vice President & General Manager  
WCAU-AM  
City Avenue & Monument Road  
Philadelphia, PA 19131  
WCAU/CBS is  
an equal opportunity employer.

## Help Wanted Technical

### CHIEF ENGINEER

KOB Radio in Albuquerque, New Mexico is looking for an experienced, take-charge chief engineer to manage technical operations at this 50 kw powerhouse. This Hubbard Broadcasting Station is ready to build all new studios which you'll design and supervise installation. Salary commensurate with ability and experience. Excellent benefits with progressive company.  
Contact: Ronald L. Sack, General Manager KOB Radio 77 Broadcast Plaza Albuquerque, N.M. 87103

An Equal Opportunity Employer M/F

## Chief Engineer of Radio

Emerson College, an institution specializing in the communication Arts and Sciences, is seeking applicants for Chief Engineer of Radio.

Under the direction of the Mass Communication Director of Engineering, the Radio Chief Engineer will have overall responsibility for the efficient functioning of our 1 kw non-commercial FM, carrier-current AM, and radio instructional/production facilities. Will maintain and install equipment, and procure all parts for the studio and transmitting facilities. Will instruct and supervise student engineers in the operation and maintenance of equipment.

Qualifications: Second Class Radio-Telephone license, formal technical training, and two years radio broadcast maintenance. Must be familiar with use and repair of reel-to-reel, cartridge, and cassette audio tape recorders, mono and stereo consoles, AGC's, limiters, SCA, stereo FM transmitters, FM equipment performance measurements, STL's and digital remote control systems. Must show evidence of supervising skills and ability to work well with students and faculty in an instructional and production setting.

Salary commensurate with experience. Excellent fringe benefits package. Please submit resume and letters of recommendation to: Dr. Robert Hilliard, Graduate Dean, Emerson College, 148 Beacon Street, Boston, MA 02116 no later than July 17, 1981.



**emerson college**

148 Beacon Street  
Boston, MA 02116  
AA/EEO Employer

## Situations Wanted News

### EXPERIENCED PBP MAN

seeks college football & basketball position for next season. Contact box G-2. or call Pat at 206-538-0336.

### PRO FRANCHISE PLAY-BY-PLAY SPORTSCASTER

Hunting for sports active radio station looking to make big bucks from a professional approach and heavy schedule of PBP broadcasts. Experienced baseball, football and basketball PBP, although now airing only one sport. Detailed knowledge of sports, excellent voice and deep desire to create and lead an aggressive sports department. Employed, but available for start of fall sports season. Financial requirements not too tough at all. Box G-98.

## Situations Wanted Announcers

### RELAX

New therapeutic approach to radio talk or music-talk show pays high dividends now and secures tax-free future for frayed nerves. Successful teams offers bonuses. Box G-94.

## TELEVISION Help Wanted Technical

### Engineering Supervisor - Operations

Major market group-owned VHF network affiliate in sunbelt seeks management-oriented engineer to supervise TV technical operations. Position requires at least five years senior technical and/or supervisory experience in commercial television. If you know and can maintain high technical standards, can manage people, work well with other departments and aspire to increasing levels of responsibility, send your resume to Box G-5. Equal opportunity employer.

# Broadcast Engineers

• Camera • Transmitter

## Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service television cameras, television tape recording equipment, and/or transmitting systems. A digital background, and experience in the maintenance of television broadcast and related equipment are necessary. RCA equipment experience is a real plus.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and income savings, dental and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: John Thayer, (609) 778-0770, RCA Service Company, 102 Gaither Drive, Mt. Laurel, NJ 08054. Equal Opportunity Employer.

# RCA

A Tradition On The Move!

## Help Wanted Technical

### BROADCAST CHIEF ENGINEER

Immediate opening for individual with experience repairing state of the art equipment. Consideration will be given to individuals with working knowledge of the following: 3/4 inch, 1 inch video tape recorders, RCA-TK 760 cameras, VITAL VIX 114-2A switcher, NEC digital video effects. Must be familiar with remote production and studio. Some travel will be necessary. Qualified applicants send resume to: Southern Video Productions Inc., 505 A Faulkenburg Road, Tampa, Fla. 33619. An Equal Opportunity Employer.

### TV MAINTENANCE ENGINEER

Maintenance engineer needed immediately. Must have first class FCC license with minimum of one year studio maintenance experience. Send resume to Bill Vanscyoc, Chief Engineer, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

### IMMEDIATE OPENING

For chief engineer, technicians, production supervisor, account executives for New Jersey's only network television station. No phone calls. Please write Box G-73.

Affirmative Action E.O.E.

## Chief Engineer of Television

Emerson College, an institution specializing in the communication Arts and Sciences, is seeking applicants for Chief Engineer of Television.

Under the direction of the Mass Communication Director of Engineering, the Television Chief Engineer will have overall responsibility for the efficient functioning of our television facilities. Will supervise students as well as subordinate engineering personnel in the use, maintenance, installation, scheduling and coordination of equipment for our technical facilities: color TV studios, 1/2" and 3/4" editing systems, 1/2" and 3/4" remote systems. Will train student engineers in the use of equipment: 3-tube color camera alignment, film chains, character generator, TBC, monitors, video tape recording for issuance of equipment.

Qualifications: Formal technical training and two years television maintenance. Must be familiar with the use and repair of TV cameras, U-matic VCR's, TBC's, film chains, video switchers, audio consoles, generators. Must show evidence of supervising skills and ability to work well with students and faculty in an instructional and often pressured production setting.

Salary commensurate with experience. Excellent fringe benefits package. Please submit your resume and letters of recommendation to: Dr. Robert Hilliard, Graduate Dean, Emerson College, 148 Beacon Street, Boston, MA 02116 no later than July 17th, 1981.



148 Beacon Street  
Boston, MA 02116

AA/EEO Employer

## Situations Wanted News

### METEOROLOGIST

Looking for prime time newscasts in medium/large market. Full experience with chromakey and radar. Believe in true forecasting instead of using weather wire. Exuberant personality and believe weather to be vitally important in any newscast. Currently applying for A.M.S. Seal and have done numerous science reports. Immediate availability, Will re-locate. Serious responses only, please. Box G-93.

## Help Wanted News

## TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters, sportscasters, producers, directors and local origination cable TV producers.

All replies will be kept strictly confidential.

Send videocassette and resume to P. O. Box 900, Fairfax, Virginia 22030.

The logo for McHugh and Hoffman, Inc., featuring the letters 'M&amp;H' in a large, bold, serif font.

McHUGH AND HOFFMAN, INC.

### SPORTS DIRECTOR

We are tired of the traditional approach to sports ... we are looking for someone who can capture the enthusiasm and energy of sports not only in field pieces but in the sportscast as well. If you are content with talking heads and meaningless "B" roll, please do not apply. We offer a competitive salary, big time college football and an opportunity to do college basketball play by play. A minimum of three years on air experience required. We are a medium market mid-western station. Box G-23.

### Financial News Anchors

Three anchor positions for new Monday-Friday financial, business news. Strong communications skills, experience, mature appearance. Send resume, tape to: Don Hess, WATL-TV, 1800 Peachtree St., NW, Atlanta, Ga. 30309. An Equal Opportunity Employer.

### ANCHOR/PRODUCER

Strong on-air journalist needed to anchor and produce news for an independent TV station in Seattle - Tacoma market. Experience in medium market as anchor preferred. Salary DOE.

Call 206-582-8613, Adel Hauck, Acting News Director or write Box 98828, Tacoma, WA. 98499. EEO Employer

### NEWS PRODUCER

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

### WFLA-TV

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

An equal opportunity employer mrf

### CALIFORNIA TELEVISION NEWS

Top 25 market, network and group owned station expanding its quality news operation. Interested in experienced, professional anchor talent. If you are strong and personable, present position, market size and rating results are secondary. Unusually pleasant constructive working conditions and sound financial opportunity for a solid contributor. An equal opportunity employer, M-F Resume and references first letter to Box G-31.

### METEOROLOGIST

To present accurate weather information conversationally and in layman's terms. At least three years experience presenting TV weather preferred. Independent station - Seattle-Tacoma market. Salary DOE.

Call 206-582-8613, Adel Hauck, Acting News Director or write Box 98828, Tacoma, WA. 98499.

EEO Employer

### WEATHERPERSON

Major, aggressive midwest television news dept. searching for Weatherperson/Environmental Reporter who can communicate, or a Meteorologist who can communicate. We are totally committed to news & weather and we have all the state-of-the-art weather equipment. Prefer candidate with college degree & at least 3 years on-air television exp. Please send resume to Box F-195. E.O.E. M/F

## Help Wanted Programing, Production, Others

### PM MAGAZINE COHOST

Needed to replace female moving to top 50 market. We are a network affiliate in an attractive midwestern University community. Applicant must be energetic with upbeat personality and dedicated to a team effort. The ability to write and produce feature material is required. Send resume, tape and salary requirements to Production Manager, WM-TV Madison Wisconsin 53711. EOE.

# ENTERTAINMENT TONIGHT™

## WILL RESHAPE TELEVISION'S FUTURE.

Beginning September 1981, you can be a part of this most exciting new concept. We are looking for a few additional unique personalities to add to our already outstanding group.

If you want to be a part of that future, send your tape and resume today to:

### ENTERTAINMENT TONIGHT™

Paramount Television Distribution, 5451 Marathon Street, Los Angeles, CA 90038



Are you a talented person ready to co-host established major market PM magazine? If you can demonstrate solid on-air experience, writing and story production background, send your tapes and resumes to: Dick Dietrich, executive Producer, WJBK-TV2/Detroit, Box 2000, Southfield, Michigan 48037. An Equal Opportunity Employer.

#### Help Wanted Management

##### TV GENERAL MANAGER

Challenging opportunity at group owned CBS affiliate in South Bend, Indiana. We're looking for an experienced manager or that rare individual with the necessary qualifications and experience to assume full responsibility for all station operations. Send resume and salary history:

Schurz Communications, Inc.  
225 West Colfax Avenue  
South Bend, IN 46626  
An Equal Opportunity Employer



Photographer/field producer for PM Magazine shoot and edit 3/4 inch video tape and over see field production. Two or more years shooting experience. Send resume and tape to:

Lucy Valerio  
Personnel  
KUTV Inc.  
2185 South 3600 West  
Salt Lake City, Utah 84119  
EOE

#### Help Wanted Sales

##### Outstanding Opportunity for Independent Station General Sales Manager

An established independent TV station that has proven its programing strength, community involvement and industry-wide recognition as one of the nation's most successful independent UHF stations is seeking the strongest possible General Sales Manager to improve its underachieved sales.

This position will offer the qualified applicant an outstanding package of salary, benefits and opportunity for future advancement. Reply to Box G-47. An Equal Opportunity Employer.

#### Help Wanted Sales Continued

##### TELEVISION ACCOUNT EXECUTIVE

CBS New Orleans Affiliate seeks top flight account executive to handle major local list. Two years TV Sales experience required. Send resume to

Jim Reardon  
WWL-TV  
1024 N. Rampart Street  
New Orleans,  
Louisiana 70176



#### Business Opportunity

##### \$\$\$HELP WANTED\$\$\$

Successful radio station owner desires to expand into group ownership. I'm long on experience and talent; short on cash required to make the right deals. If you're an interested investor, let's exchange pertinent data. You start by responding to Box G-48.

## For Sale Equipment

### REMOTE TRUCK

3 PC-70's, 1200 Quad, Full switching/monitoring, 24 ch. audio, in 35 ft. truck—\$100,000; addnl quad—\$20,000; also; 2 TKP-45's w/mini-ccu's (would trade for 2 studio 45 heads & lenses). Bill Maylett, WETA-TV 3620 S. 27th St., Arlington, VA. (703) 998-2666.

### STATE OF THE ART

Mobile broadcast teleproduction facilities. 3 mobile units for sale individually or complete group.

PAUL BOYKIN (714) 675-4270

## ALLIED FIELDS

### Help Wanted Instruction

### MASS COMMUNICATIONS INSTRUCTOR

For appointment beginning August 13, 1981. Minimum requirements include M.A. or M.S. in Broadcasting or Mass Communications and either Media or Teaching experience. Experience in radio station management desirable. Emphasis will be on teaching radio and television theory and practical courses and operating campus radio station. Mail resume to: Dr. Arthur C. Meyer, Associate Dean, Communications Arts Division, St. Louis Community College at Florissant Valley, 3400 Pershall Road, St. Louis, MO 63135.

An Affirmative Action/Equal Opportunity Employer

### Help Wanted Technical

## Chief of Engineering

Emerson College, an institution specializing in the communication Arts and Sciences, is seeking applicants for Chief of Engineering.

Under the broad direction of the Division Chairperson and the Faculty Heads of Television and Radio, the Chief Engineer will supervise students as well as subordinate engineering personnel in the use, maintenance, installation, scheduling and coordination of our technical facilities: color TV studios, 3/4" and 1/2" editing facilities, 3/4" and 1/2" remote system, two radio stations (one carrier-current, the other non-commercial FM). Will train student engineers in the use of equipment: 3-tube color camera alignment, film chains, character generator, TBC, monitors, video tape recording and editing. Will develop and maintain the operational budget and procure all parts and equipment. Also will be responsible for the issuance of equipment.

Qualifications: FCC First Class Radio-Telephone license, formal technical training and three (3) years broadcast maintenance. Must be familiar with use and repair of TV cameras, U-matic and 1/2" VCR's, 3/4" and 1/2" editing systems, character generator, TBC's film chains, digital control systems, video switchers, audio consoles, RF transmission, radio station facilities plus audio and video systems design. Must show evidence of supervising skills and ability to work well with students and faculty in an instructional and often pressured production setting.

Salary commensurate with experience. Excellent fringe benefits package. Please submit resume and letters of recommendation to: Dr. Robert Hilliard, Graduate Dean, Emerson College, 148 Beacon Street, Boston, MA 02116 no later than July 17, 1981.



148 Beacon Street  
Boston, MA 02116  
AA/EEO Employer

## Help Wanted Sales

### INTERNATIONAL SALES

Outstanding opportunity for export sales oriented individual to get in on the ground floor of a rapidly growing broadcast equipment manufacturer. Broadcast Electronics grew 34% in 1980 and International Sales exceed 25% of company volume and is growing.

If you have a technical background in broadcast equipment and speak Spanish, you could be the person for this exciting growth position. Responsibilities include technical proposal preparation and correspondence with international representatives. Fluency in English/Spanish and a BS Degree required.

Broadcast Electronics is located in a pleasant midwestern city of 50,000 population. Excellent company benefits include a Profit Sharing Plan. Exceptional working environment in a modern 50,000 sq. foot headquarters/manufacturing complex.

Please do not call but send resume in confidence to:

Personnel Manager  
Broadcast Electronics Inc.

a **FILMWAY** company



4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

### Help Wanted Management

### MARKETING AND SALES EXECUTIVE

### Video Production and Technical Sales

### NEW YORK

This is a challenging opportunity for someone who knows the broadcast and non-broadcast video markets, understands the technology of TV, cable and satellites, and has experience of selling, market planning and product development.

The Marketing and Sales Executive will be responsible for setting up a sales operation for a major international company (headquartered in London) which has a world-wide organization and an impressive track record in the communications industry.

This could be the start of something big! Please write with full CV, including present salary level, to:



Peter Marshall, Director  
Viscom International (USA) Ltd.  
Suite 8208, Empire State Building  
New York, N.Y.

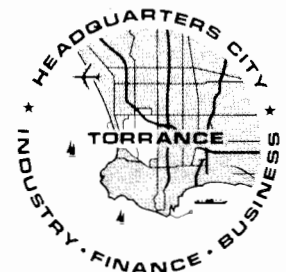
### Public Notice

## CABLE TV FRANCHISE REQUEST FOR PROPOSALS CITY OF TORRANCE, CALIFORNIA

The City of Torrance, California is inviting cable companies to make proposals for a cable TV franchise.

Copies of the RFP may be obtained from the City Attorney's Office in the City Hall located at 3031 Torrance Boulevard, Torrance, California 90503. (213) 328-5310.

PROPOSALS DUE OCTOBER 2,  
1981.



# CABLE

Help Wanted Programing, Production, Others

## FINANCIAL ANALYST

The Entertainment and Sports Programming Network has an opening for a Financial Analyst. Candidate must have 2-3 years experience with a major broadcasting network dealing with financial planning, budgeting, operating reports, and special financial projects. Experience in Cost-Benefit Analysis, Discounted Cash Flow, R.O.I. and Feasibility Studies required. A college degree in Finance or Accounting required, CPA/MBA in Finance preferred. Please send resume with salary history in confidence to:

Director of Personnel

**ESPN**

P.O. Box 369

Bristol, CT 06010

An Equal Opportunity Employer M/F

# Consultants Continued

**There Are 203 Television Channels Assigned By The FCC, But As Yet No Application Has Been Filed For These Channels.**

61 Vacant and not applied for VHF Commercial Channels (2-13)

67 UHF Commercial Channels in top 100 markets vacant with no application filed.

75 UHF Commercial Channels in market 100-200 with no application filed.

We can prepare your full application for filing with the FCC. Preparation and filing fee \$5,000. Call for information.



**Edward M. Johnson & Associates, Inc.**



Suite 702, Hamilton Bldg.,  
Knoxville, TN 37902  
PH 615/521-6464



## Help Wanted Technical

# CABLE TELEVISION OPPORTUNITIES

Major New York metropolitan area cable television company has the following positions available:

## MAINTENANCE SUPERVISOR

For 3 man technical staff. Must have solid technical background & extensive experience in 1 inch VTR's, CMX editor & ENG equipment.

## MAINTENANCE TECHNICIAN

With experience in servicing & preventative maintenance of the above equipment.

## CMX EDITOR

With 340X editing experience to edit promotional material & performing art programs. Music background helpful.

Call or send resume to:  
Theresa Sass

516-364-8450 ext 261

**CABLEVISION PROGRAM SERVICES CO.**  
3 Media Crossways  
Woodbury, N.Y. 11797

## Employment Services

### RADIO OPENINGS

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

**Special Discount**—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

## BROADCAST CONSULTANTS

A PROFESSIONAL Broadcast Placement and Recruitment Service. Serving TV Stations and Production Companies Nationwide!

Many current openings exist in all areas, from talent to technical. Fees paid by the employer.  
CONTACT:

Bruce Williams, Director  
**BROADCAST CONSULTANTS**

P.O. Box 60  
West Hartford, CT 06107  
TEL: (203) 233-6291

—EMPLOYER INQUIRIES ALWAYS INVITED—

## For Sale Stations

### SUNBELT Major growth market

Full AM/Class C FM. Top rated in market. Superb physical facilities.

Priced at 2½ times gross; less than 10 times cash flow — \$3,900,000 including real estate.

Box G-72.

### SELL OR BUY A RADIO STATION

- More than 40 listings nationwide in AL, AK, AZ, AR, CA, FL, GA, IL, KY, MD, MI, MO, NC, OH, OK, SC, TN, TX, WV.
- Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
(615) 756-7635 (24 hours)

### 1000 W AM

Radio station in rapidly growing NE market. Population 300,000. Nearest station 15 miles. Handsome facility, Attractive. Carry forward. Loss. Box G-82.

### SOUTHWEST

Single market fulltime AM in high, dry climate. Long time owner retiring. \$225,000 with excellent terms. Include financial qualifications in first reply. Box G-52.

### AM-FM in Southern Arizona

AM 2.5 kw at 930 and Class A at 95.3 both currently silent but ready to sign-on, all equipment new or overhauled, 2 automations, 4 studios, 80,000+ marketing area. New Owner out of money, must sell quickly, under \$300,000. Can arrange terms call (602) 364-5227 anytime.

## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series



Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



## Consultants

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Over twenty years of service to Broadcasting  
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Westgate Mall, Bethlehem, PA 18017  
215-865-3775

**THE HOLT CORPORATION**

### ED MULLINAX

"Experience Counts"  
Broadcast/CATV Consultant

Sales  
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P.O. Drawer 1649  
LaGrange, Ga 30241

Introducing a Totally Unique  
Beautiful Music Campaign  
from TM Productions.

**"MySoftSpot" "SM"**

Call 214-634-8511 Collect for details.

### WALKER MEDIA & MANAGEMENT, INC.

William L. Walker  
President

Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553

**Brokers-Consultants-Appraisers**

**For Sale Stations Continued**

**ILLINOIS CLASS A FM**

Less than 3 times gross. Box G-103.

**Must Sell**

Fully equipped sunbelt daytimer. KXKS Albuquerque, NM. High power potential. Total Survey Area 725,000. Call Al Cohen, 505-262-1866. Extremely attractive terms available with strong statement. Priced for quick sale.

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
*"Specializing in Sunbelt Broadcast Properties"*  
 5050 Poplar Ave • Suite 816 • Memphis, TN, 38157  
 700 New Hampshire Ave., N.W. • Watergate South  
 Suite 1003 • Washington, D.C. 20037

**MEDIA BROKERS • APPRAISERS**  
 AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

**RICHARD A. SHAHEEN** INC.  
 435 NORTH MICHIGAN AVE. • CHICAGO 60611

**312/467 • 0040**



**H.B. La Rue, Media Broker**  
 RADIO • TV • CATV APPRAISALS

West Coast:  
 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750  
 East Coast:  
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Dan Hayslett**  
 & associates, inc.  
**Media Brokers**  
 RADIO, TV, and CATV  
 (214) 691-2076  
 11311 N. Central Expressway • Dallas, Texas



**Wilkins and Associates**  
 Media Brokers

NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
SC	AM-Downpayment	25K	
NC	Daytime AM	50K	Small
South	Potential Gospel Station		
IA	FM	700K	Medium
AR	FM	350K	Small
SC	Daytime AM	400K	Small

109 North Main, 2nd Floor  
 Sioux Falls, South Dakota 57102 605/338-1180

**THE KEITH W. HORTON COMPANY, INC.**

For prompt service contact

Home Office: P.O. Box 948  
 Elmira, N.Y. 14902  
 24 hr Phone: (607)733-7138

Bob Kimel's office:  
 P.O. Box 270,  
 St. Albans, VT 05478  
 24 hr Phone: (802)524-5963

Brokers and Consultants



**FOR SALE BY OWNER**

Powerful full time AM-FM single station market, located in Penna. Terms available Box G-53.



**CHAPMAN ASSOCIATES®**

media brokerage service

**STATION**

**CONTACT**

S	Small	AM	\$150K	\$30K	Bill Cate	(904) 893-6471
S	Small	AM	\$200K	Cash	Bob Thorburn	(404) 458-9226
MW	Small	AM	\$235K	Cash	Peter Stromquist	(612) 831-3672
S	Small	AM	\$375K	29%	Ernie Pearce	(404) 458-9226
MW	Small	AM/FM	\$525K	\$152K	Bill Whitley	(214) 387-2303
E	Small	FM	\$635K	\$184K	Jim Mackin	(312) 323-1545
S	Metro	Fulltime	\$1300K	\$450K	Bill Chapman	(404) 458-9226

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta 30341 (404) 458-9226

10,000 watt DA-D. Fantastic Mkt., potential \$470,000; Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000; Daytimer w/Suburban Location. Potential. Terms \$320,000.

**E B S EDEN BROADCAST SERVICES**  
 P.O. Box 647, Eden, N.C. 27288  
 919/623-3000

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**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.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**Elizabeth Schirmer**, VP, Evening Telegram Co., Superior, Wis., parent of WISC-TV Madison, Wis.; KXLY-TV Spokane, Wash., and KTHI-TV Fargo, N.D., named president of subsidiaries, Spokane Television (KXLY-TV and KTHI-TV) and Television Wisconsin (WISC-TV). **Stephen Herling**, general manager, WISC-TV, named VP-general manager. **John Hrubesky**, program-operations manager, WISC-TV, named general manager of KTHI-TV.

**Joe Scallan**, president, Mariner Communications, Cincinnati, named chairman and chief executive officer. **Barry Dickstein**, VP-special industries, Barclay's American Corp., Hartford, Conn., financial institution, joins Mariner Communications, as Scallan's successor. Mariner owns WITS(AM) Boston; WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio and KBEQ(FM) Kansas City, Mo.

**Phillip Nye**, VP-news, ABC-owned TV stations, named VP-station manager, ABC-owned KGO-TV San Francisco.

**Ralph Gabbard**, VP-general manager, WKYT-TV Lexington, Ky., named executive VP-general manager. **Ralph Hacker**, VP-general manager, co-owned WVLK-FM Lexington, named executive VP-general manager.

**Earnest James**, president-general manager, WVON(AM)-WGCI(FM) Chicago, joins KDIA(AM) San Francisco, as VP-general manager. James will also oversee co-owned WDIA(AM) Memphis and WWRL(AM) New York.

**John Gehron**, program director, WLS-AM-FM Chicago, named VP-station manager. **Tim Kelly**, music director, WLS-AM-FM, succeeds Gehron (see "Programming").

**Domenick Fioravanti**, general sales manager, WNBC(AM) New York, named station manager. **Ed Moir**, local sales manager, WNBC(AM), succeeds Fioravanti (see "Advertising").

**Leonard (Bob) Jones**, vice chairman, Harte-Hanks Radio, Phoenix-based radio group for Harte-Hanks Communications, named VP-general manager of Harte-Hanks's WRVA(AM) Richmond, succeeding **John Tansey**, who retires after 25 years with station.

**Frank Tenore**, VP-general manager, WIFJ(FM) Philadelphia, joins WSGO(AM) New Orleans and co-owned Insilco Sports Network there as general manager.

**Eric Stenberg**, director of sales, for Double-day Broadcasting, Denver, assumes additional duties as general manager of group's KHOW-FM there.

**Allan Thompson**, general sales manager, KWK(AM)-WWWK(FM) St. Louis, named general manager.

**Don Olson**, general manager, WAPI-AM-FM Birmingham, Ala., joins WNTQ(FM) Syracuse, N.Y., in same capacity.

**Lee Thomas**, general manager, KLMS(AM) Lin-

coln, Neb., assumes additional duties of general manager at co-owned KFMQ(FM) there.

**Carmen Colucci**, director of engineering, New Jersey Public Broadcasting, Trenton, joins new WRBV(TV) Vineland, N.J., as station manager.

**Lynn Olsen**, assistant manager, KVIQ-TV Eureka, Calif., named acting general manager there succeeding late **Allen Jones** (see "Deaths").

**George Mills**, president-general manager of WJYW(FM) Tampa, Fla., named to same post at co-owned KSDO(AM) San Diego. **David Strubbe**, general manager, WCKX(FM) Clearwater, Fla., named VP-general manager of WJYW.

**Juli Dorff**, sales manager, WHLO(AM) Akron, Ohio, named station manager.

**Leslie Small** and **Stephen Small**, VP's, Mid America Audio-Video, Kankakee, Ill., licensee of WKAN(AM) Kankakee and cable TV operator, named senior VP's.

**Bill Walsh**, controller, WOR-AM-TV and co-owned WXLO(FM) New York, named VP-director of broadcast operations for WOR-TV.

**Nancy Stutman**, regional consultant, Public Management Institute, San Francisco, joins noncommercial KWGS(FM) Tulsa, Okla., as financial support director.

**Mark Handler**, director of marketing, Cox Cable Communications, Atlanta, named VP-marketing for Cox Cable, San Diego.

**Mason Johnson**, VP-general manager, mid-South management area, Storer Cable Communications Division, Atlanta, named to same post in newly formed Southeast region, responsible for cable operations in Florida, Georgia, Alabama, Arkansas and South Carolina. **Todd Spoeri**, VP-general manager, Northeast management area, Storer Cable Communications, named to same post for newly formed Northeast region, responsible for cable operations in New Jersey, Delaware, Maryland, Pennsylvania, Connecticut, Kentucky and Virginia. Both will be based in Miami at Storer's corpor-

ate headquarters.

**Philip Patterson**, controller and assistant to president of Maclean Hunter Publishing Co., Toronto, joins Suburban Cablevision, East Orange, N.J., as VP, finance.

## Advertising



Kunath

**Robert Kunath**, VP-national sales manager, Group W Television Sales, New York, named president, succeeding **Lloyd Werner**, named senior VP, sales and affiliate relations for Group W Satellite Communications (see "Programming").

**Myron Poloner**, executive VP-client services, Martin Landey,

Arlow, former New York advertising firm, joins Epstein, Raboy Advertising there as president and chief operating officer.

**F. Stone Roberts**, VP-management supervisor, SSC&B Inc., New York, named executive VP.

**Edward Butler**, senior VP-associate creative director, Marschalk Co., New York, and **Kenneth Musto**, VP-associate creative director, Young & Rubicam, New York, join Needham, Harper & Steers there as VP-associate creative directors. **Milton Marcus**, executive art director, BBDO, New York, joins NH&S there as VP-executive art director. **Marjory Moshier**, associate director of research, NH&S, New York, named VP. **James Perretti**, associate creative art director, Scali, McCabe, Sloves, New York, joins NH&S as VP-associate art director.

**Len Dia**, associate creative supervisor, **Eileen Laymon** and **Nancy Levy**, account supervisors, J. Walter Thompson U.S.A., New York, named VP's.

**William Boris**, and **Alan Yurman**, senior

**Nobody does it better.**

# Sherwood, Hennes & Associates, Inc.

Programming and broadcast consultants.

Burt Sherwood

Bill Hennes

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439-1230

VP's, Leo Burnett U.S.A., Chicago, named group VP's for client service department.

**Dean Friedman** and **Ross Lerner**, account supervisors, W. B. Doner, Southfield, Mich., named VP's.

**Joan Yonkier**, VP of supervision and administration, media department, Henry J. Kaufman & Associates, Washington, named senior VP.

**David Budner**, VP-associate manager of marketing and research department, Grey Advertising, New York, named manager.

**Daniel Frazier**, project associate with Advanswers, division of Gardner Advertising, St. Louis advertising firm, joins D'Arcy-MacManus & Masius there as media planner.

**Jan Burchett**, with Sher, Jones, Shear & Associates, Kansas City, Mo., named media director.

**Thomas Hazlett**, account supervisor, Needham, Harper & Steers, Chicago, joins Tatham-Laird & Kudner there in same capacity. **Connie Shirakawa**, copy supervisor, Leo Burnett, Chicago, and **Ken Kimura**, VP-executive art director, Benton & Bowles, Chicago, join TLK there as associate creative directors.

**Ann Bauer**, with Kenneth C. Smith & Associates, La Jolla, Calif., advertising and public relations firm, named media director.

**Philip Lukoff**, from Horton, Church & Goff, Providence, R.I.-based advertising firm, joins Mike Sloan Advertising, Miami, as associate media director.

**Cynthia McDaniel**, from Atlanta *Journal-Constitution*, joins Austin Kelley Advertising there as art director.

**Mary Mendola**, senior sales promotion consultant, Metropolitan Life Insurance, New York, joins Television Bureau of Advertising there as director of special projects.

**Robin Rednor**, account executive, WABC-TV New York, joins CBS-FM National Sales there in same capacity.

**Gerry Hogan**, general sales manager, WTBS(TV) Atlanta, named VP-broadcasting sales for parent, Turner Broadcasting System there. **Robert Sieber**, director of marketing, WTBS, named VP-research for Turner Broadcasting.

**Whitney Goit II**, VP-director of sales, Eastman Cable, New York, joins Warner Amex Cable Communications there as VP-advertising sales. Goit joined Eastman in March ("Fates & Fortunes," March 9).

**Ed Moir**, local sales manager, WNBC(AM) New York, named general sales manager.

**Richard Pegram**, manager, Peters, Griffin & Woodward, Charlotte, N.C., office, joins WTVR-TV Richmond, Va., as general sales manager.

**John Leet**, national sales manager, WICZ-TV Binghamton, N.Y., named general sales manager.

**Pattison Christensen**, local sales manager, KVIQ-TV Eureka, Calif., named general sales manager.

**Janet Karger**, local sales manager, WXKS(AM) Medford, Mass., named general sales manager, WXKS-AM-FM. **Timothy J.A. Montgomery**, national sales manager, WXKS-AM-FM, named director of national sales and research. **Lisa Wreden**, with WXKS(AM), succeeds Karger. **Larry DeHaan**, senior account executive, WXKS-

FM, assumes additional responsibility for co-op sales. **Joe DiDonato**, account executive WXKS-FM, named senior account executive.

**Gary Reames**, local sales manager, KCEZ(FM) Kansas City, Mo., named general sales manager.

**Michael Jones**, sales manager, KVIQ-TV Eureka, Calif., joins NTV Network, Kearney, Neb.-based station group, as local sales manager. Jones is son of **Allen Jones** (see "Deaths").

**Art Greenberg**, local sales manager, WHK(AM) Cleveland, named national sports coordinator.

**Dave Kelch**, with KRNA(FM) Iowa City, named sales supervisor. **Lynne Schneider**, account executive, KRNA, named sales development director.

**Don Drilling**, program director, KJEO(TV) Fresno, Calif., named account executive. **Wil Heath**, film department director, KJEO, succeeds Drilling (see "Programming").

**Barbara McCall**, pledge coordinator, noncommercial WQED(TV) Pittsburgh, joins WPNT(FM) there as account executive.

**Glenn David Lucas**, account executive, WCGY(FM) Lawrence, Mass., joins WHDH(AM) Boston in same capacity.

**Teri Winking**, research analyst, McGavren-Guild, New York, joins WBBM(AM) Chicago as account executive.

**Mark Lessner**, account executive, WITS(AM) Boston, joins WEEI(AM) there in same capacity.

**Timothy Hahnke**, account executive, KBEQ(FM) Kansas City, joins KBZT(FM) San Diego in same capacity.

**William Temple Beam Jr.**, former air personality, noncommercial WTUL(FM) New Orleans, joins WAVE-TV Louisville, Ky., as regional account representative.

**Paul Duda**, account executive, WDBO-TV Orlando, Fla., joins WTSP-TV St. Petersburg, Fla., in same capacity.

**Susan Lester**, national sales coordinator, WTVZ(TV) Norfolk, Va., joins WTAR(AM) there as account executive.

**Paul Gelzinis**, general sales manager, WEIM(AM) Fitchburg, Mass., joins WGAN(AM) Portland, Me., as account executive.

**Joseph Santarelli**, sales representative, Whitaker General Medical Scientific, Rosemont, Ill.-based medical supplies firm, joins WQUA(AM) Moline, Ill., in same capacity.

**Darlene Thrift**, from WVIR-TV Charlottesville, Va., joins WGLD-FM Greensboro, N.C., as copywriter.

**Steve Price**, account executive, WASK-AM-FM Lafayette, Ind., joins WIOU(AM)-WZWF(FM) Kokomo, Ind., in same capacity.

## Programming

**John Goldhammer**, VP-programming, Paramount Television Domestic Distribution, based in Los Angeles, named senior VP-programming. Appointment is in line with relocation of domestic distribution office to Los Angeles.

**Joseph DiSalvo**, manager of financial planning, Viacom Enterprises, New York, named assistant to president.

**Lloyd Werner**, president, Group W Television Sales, New York, named senior VP, sales and affiliate relations, Group W Satellite Communications there.



Werner



Donaldson

**Ed Donaldson**, Western sales director, based in Los Angeles, **John Louis**, Midwestern sales director, based in Fort Mitchell, Ky., and **Bill**



Louis



Seiler

**Seiler**, Southern sales director, based in New Orleans, all Warner Bros. Television Distribution, named VP's.

**Tony Masiello**, director of broadcast operations, Enterprise Radio, Avon, Conn.-based sports network, named VP-broadcast operations and satellite development.

**Jay Campbell**, director, Modern Satellite Network, New York, named VP.

**Jon Anthony**, program director, WJEZ(FM) Chicago, joins Satellite Music Network there as country program director.

**Julie Spira**, Northeast regional sales manager, Watermark Inc., based in New York, joins RKO Radio Networks there as manager of affiliate services.

**Tony Vella**, programming associate, Katz Television, New York, joins Pro Sports Entertainment, New York, program syndication firm, in new post of VP of station relations.

**Bob Carlo**, staff accountant, Dorfman Abrams & Music, Hawthorne, N.J., accounting firm, joins USA Network, Glen Rock, N.J., as director of accounting. **Evelyn Voehringer**, administrative assistant, USA Network, named manager of office administration. Kathleen Bellora, accounting coordinator, USA Network, named director of budget and cost controls.

**Franke Jolle**, from Radio Arts Inc., Los Angeles, joins radio syndication firm, Concept Productions, as program consultant and will open office in Los Angeles.

**Diana Foster**, director of syndicated services, Golden West Broadcasters, Los Angeles, joins Telepictures there as account executive for its domestic television division.

**Michael Toms**, director, noncommercial KQED(TV) San Francisco, and co-founder of New Dimensions Radio, San Francisco-based non-profit radio production firm, joins Audio Inde-



pendents there as executive director. Audio Independents is funded by John and Mary Markel Foundation and assists and supports independent radio producers and audio artists with distribution, marketing, access, fund raising and professional development.

**Tim Kelly**, music director, WLS-AM-FM Chicago, named program director.

**Wil Heath**, film department director, KJEO(TV) Fresno, Calif., named program director.

**Phil Strider**, assistant program manager, KBPI(FM) Denver, named program manager.

**Marvin Robinson**, air personality, KSOL(FM) San Mateo, Calif., named program director.

**Tommy Walker**, general manager, WKIX(AM) Raleigh, N.C., joins WPTF(AM) there as program director.

**Jerry Jones**, news director, WCEZ(FM) Jupiter, Fla., assumes additional duties as program director.

**Michael Mayer**, air personality, WABX(FM) Detroit, joins WRIF(FM) there as music director.

**J. Henry Maldonado**, executive producer for special projects, WCBS-TV New York, joins WDIV(TV) Detroit as executive producer of local programming.

**Stanley Marcus**, chairman emeritus, Neiman-Marcus, Dallas, joins KRLD(AM) there as host of daily commentary program, *Another Opinion*.

**Jim Haman**, producer-director, KMST(TV) Monterey, Calif., joins KTXL(TV) Sacramento, Calif., in same capacity.

**Bob Cohen**, from WOTW-AM-FM Nashua, N.H., joins WEEL-AM-FM Boston, as air personality.

**Bob Reynolds**, evening air personality, WFAS(AM) White Plains, N.Y., named midday air personality.

## News and Public Affairs

**Ken Kurtz**, news director, WKYT-TV Lexington, Ky., named VP-news.

**John Arrowsmith**, field producer, ABC News, London, named Southern bureau chief, based in Atlanta, responsible for Atlanta, Miami and Dallas bureaus.

**Arnie Mason**, news director, KIFI-TV Idaho Falls, Idaho, joins KBCL-TV Boise, Idaho, in same capacity.

**Donald Usher**, principal, Donald Usher & Associates, Seattle communications and marketing firm, joins KOMO-AM-FM there as business and economics editor.

**Tom Turner**, programming associate, noncommercial WMVS(TV) and WMVT(TV) Milwaukee, joins WISN-TV there as editorial director and assistant to general manager.

**Thelma LeBrecht**, editor-writer, ABC Radio Network News, New York, joins AP Radio Network, Washington, in same capacity.

**Robert Wicks**, field producer and deputy political news editor, KOMU-TV Columbia, Mo., joins WTVR-TV Richmond, Va., as assignment editor.

**Mike Shipley**, news director, KLIK(AM)-KJFF(FM) Jefferson, Mo., joins KSDK(TV) St. Louis, as night assignment editor.

**J. Michael Foy**, assignment editor, WSAZ-TV Huntington, W.Va., joins WESH-TV Orlando,

Fla., as assistant news director. **Jim Bradley**, news director, WHSV-TV Harrisonburg, Va., joins WESH-TV as executive news producer. **Bob Graham**, reporter, WSAZ-TV, and **David Johnson**, reporter, WRCB-TV Chattanooga, join WESH-TV in same capacities.

**Jim Miller**, sports director, WTVN-TV Columbus, Ohio, joins KWTW(TV) Oklahoma City in same capacity.

**Kaity Tong**, reporter and San Mateo (county), Calif., bureau chief, KCRA-TV Sacramento, Calif., joins WABC-TV New York as reporter-anchor.

**Bill O'Reilly**, host of WCBS-TV New York's 7:30 *Magazine*, named correspondent at station.

**Donna Deaner**, co-anchor and consumer reporter, KPIX(TV) San Francisco, joins KNXT(TV) Los Angeles as consumer reporter.

**Rod Luck**, sports anchor-director, WISN-TV Milwaukee, joins KYW-TV Philadelphia, as sports anchor.

**Jay Johnson**, news director, KAYO(AM) Seattle, joins KVI(AM) there as station's morning news anchor.

**Bruce Hahn**, from WICD(TV) Champaign, Ill., joins WOWK-TV Huntington, W. Va., as reporter for station's Charleston, W. Va., bureau.

**Sherry Margolis**, anchor for local news segments of *Good Morning America*, WKBW-TV Buffalo, N.Y., named full-time reporter.

**Barry Katz**, news-sports reporter, WTVQ-TV Lexington, Ky., joins WAVE-TV Louisville, Ky., in same capacity. **Larry Smith**, general assignment reporter, WATE-TV Knoxville, Tenn., and

**Lorraine Routh**, general assignment reporter, WCSC-TV Charleston, S.C., join WAVE-TV in same capacities.

**Dan Hodgson**, producer, reporter, and anchor, noncommercial WXXI(TV) Rochester, N.Y., joins *New Jersey Nightly News*, joint project of non-commercial WNET(TV) New York and New Jersey Public Television, based in Trenton, as south Jersey bureau chief and reporter.

**Robert Pisor**, newspaper critic, WDIV(TV) Detroit, named political correspondent and analyst.

**David Black**, news reporter-photographer, KTUV(TV) Austin, Tex., joins KBMT(TV) Beaumont, Tex., in same capacity. Bill Reh, graduate, Northern Illinois University, De Kalb, joins KBMT, as environmental reporter and weathercaster.

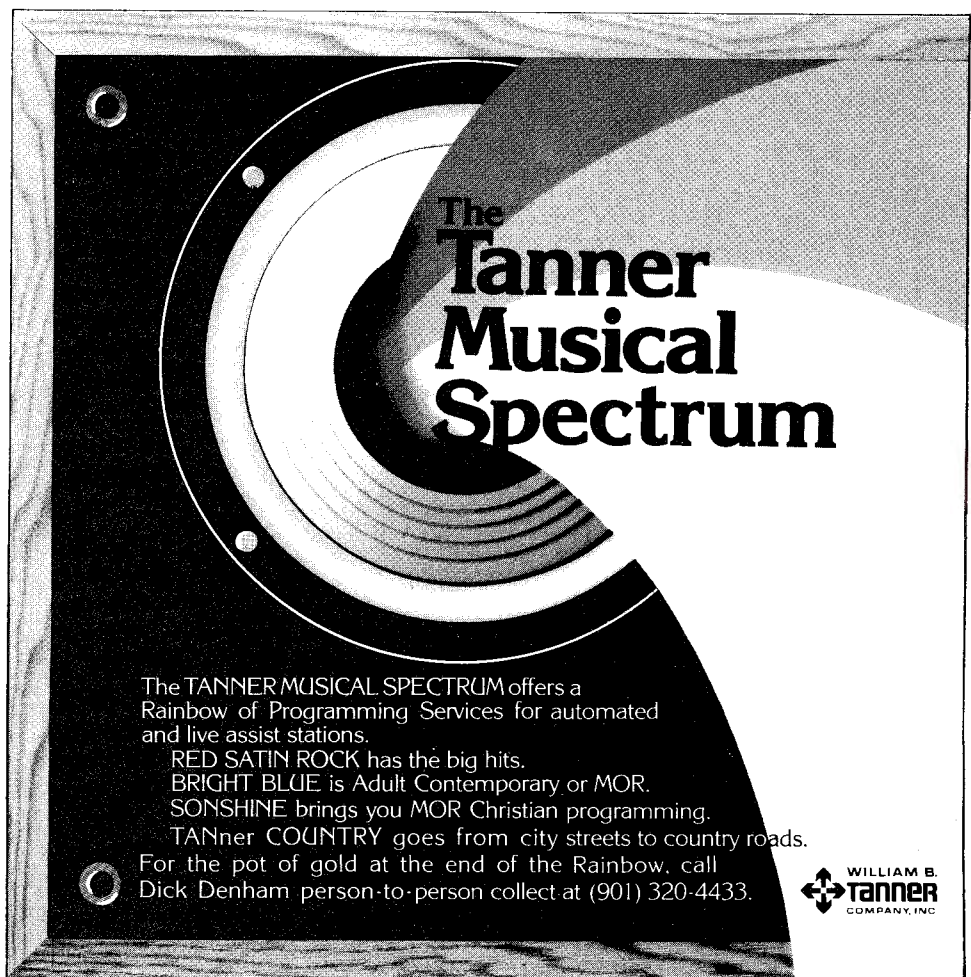
**Jim Mueller**, sports director, WKW-TV Cleveland, joins WKYC-TV there as sports reporter.

**Tom Wells**, weathercaster, WHEC-TV Rochester, N.Y., joins WROC-TV there in same capacity.

## Technology

**Susanne Bergeron**, VP-cable and radio operations, Mid America Media, Kankakee, Ill., assumes additional duties as president of its subsidiary there, Imagery Inc., which sells radio station equipment.

**Ronald Zimbrick**, regional manager, International Video Corp., Chicago, joins Toshiba America's Broadcast Electronic Systems Division there as regional sales manager, responsible for Midwest states. **Joy Wenzlaff**, assistant



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regional sales manager, Western states, Canon USA, Costa Mesa, Calif., joins Toshiba's BESD as regional sales manager, based in Los Angeles, responsible for southern California and Arizona.

**James Lewis**, account executive, Mountain Bell Telephone System, Denver, and **John Cotugno**, product manager and district sales manager, Texas Instruments, Attleboro, Mass., join Magnavox, CATV Systems, as senior account executives for Western and central regions of U.S., respectively. Lewis will be based in Denver and Cotugno in Atlanta.

**John McDonald**, general sales manager for Sylvania, based in Batavia, N.Y., joins Magnetic Video as Southern regional manager, based in Hurst, Tex.

**F. Gillis Mellen**, Eastern regional manager, Augat, Attleboro, Mass., manufacturer of CATV cable connector products, named general manager of firm's sales division.



Happel

**Warren Happel**, consulting engineer, John F.X. Browne & Associates, Bloomfield Hills, Mich., joins Scripps-Howard Broadcasting, Cleveland, as director of engineering for Scripps's three AM's, three FM's and six TV stations.

**Gene Wright**, director of engineering, Turner Broadcasting, Atlanta, named VP-engineering.

**Louis Raymo**, assistant chief engineer,

WRIF(FM) Detroit, named chief engineer.

## PR and Promotion

**Paul Bissonette**, promotion director, news, CBS Entertainment, New York, joins Turner Broadcasting System, Atlanta, as corporate VP of advertising and promotion.

**Paul Farmer**, manager of public information, RCA American Communications, Princeton, N.J., joins Wold Communications, Los Angeles, as director of advertising and promotion.

**Tom Goodman**, public relations account executive, J. Walter Thompson, New York, joins ABC Public Relations there as publicist for *ABC's World News Tonight*.

**Scott Stone**, president of Samstone Productions, Los Angeles independent production company, joins Telepictures there as director of creative services.

**Jay Francis**, VP-director of information services, Westinghouse Broadcasting Co., New York, resigns with plans, including relocation to West Coast, to be announced.

**Bernie Lucas**, promotion director, WLUP(FM) Chicago joins KTXQ(FM) Dallas in same capacity.

**Richard Kaufman**, producer-director, WDTN(TV) Dayton, Ohio, named broadcast promotion specialist. **Karen Bunde**, graphic designer, WITI-TV Milwaukee, joins WDTN as art director.

**Larry Slawson**, art director, WIBW-TV Topeka, Kan., named creative director. **Bill Conly**, program host, WIBW-TV, assumes additional duties as promotion manager.

**Chris Furman**, account executive, KRNA(FM) Iowa City, named sales promotion director.

**Julian Myers**, publicist for Filmways, Los Angeles, joins Hanson & Schwam Public Relations there as VP of worldwide motion picture and television publicity-marketing.

**Claire Mangers**, account executive for Morris Silver Associates, New York public relations firm, joins Stiefel/Raymond Advertising, New York, as public relations account executive.

## Allied Fields



Wyckoff

**Richard Wyckoff**, director of broadcast liaison, National Association of Broadcasters, Washington, named VP, broadcast liaison ("Closed Circuit," July 6).

**Robert Geline**, general assignment correspondent, *Time*, New York, joins NBC, Los Angeles, as director of Teletext-NBC, which

will be run on NBC's KNBC(TV) Los Angeles.

**A. William Ryan**, account manager, Marketing Research Group USA, A.C. Nielsen, New York, named VP.

**Stan Read**, general sales manager, WSNS(TV) Chicago, joins Marketing Systems International, multi-media corporation, based in Reno, as VP of broadcast marketing.

Elected officers, Broadcast Pioneers, Washing-

ton chapter: **Harry Ockerhausen**, Dempsey & Koplovitz, chairman; **John Jacob**, Cordon & Jacob, senior vice chairman; **Thom Winkler**, FCC's Broadcast Bureau, secretary, and **Catharine Heinz**, Broadcast Pioneers Library, treasurer. **Earl Stanley** of Dow, Lohnes & Albertson is past chairman.

## Deaths



Martin

**Ross Martin**, 61, who played Artemus Gordon in TV series, *Wild, Wild West*, died of heart attack suffered while playing tennis at Ramona, Calif., on July 3. Martin began acting career in radio, where he played three roles in *Janice Gray* series. He was also in TV shows, *Mr. Lucky* and *Stump the Stars*. He is sur-

vived by his wife, Olavee, two daughters and son.

**Dick Kober**, 55, general manager, KGHL(AM)-KIDX(FM) Billings, Mont., and director of cable operations for Communications Investment Corp., and Hardin (Mont.) Cable TV, died of heart attack June 22 in Billings. He is survived by his wife, Phyllis, daughter and son.

**John Langdon**, 59, veteran reporter for UPI International, died July 1 at Polyclinic, Harrisburg, Pa. Langdon had suffered heart attack June 22. He joined UPI in 1944 as radio sports writer in New York and later was manager of UPI bureaus in Baltimore and Harrisburg. He had recently retired from UPI in Harrisburg to serve as press secretary and director of communications for Pennsylvania treasury. He is survived by his wife, Josephine, and three children.

**Allen Jones**, 55, VP-general manager, KVIQ-TV Eureka, Calif., died of heart attack June 16 there. He is survived by his wife, Lucille, two sons (**Michael Jones**, see "Advertising"), and daughter.

**Ned McGrath**, 59, reporter-anchor, WICU-TV Erie, Pa., died of cancer there July 6. McGrath had been with station since 1960. He is survived by his wife, Mary Ellen, two sons and daughter.

**Robert Williams**, 50, president of Williams Associates, broadcast consultants based in Lago Vista, Tex., died of stroke in Austin, Tex., July 1. He is survived by his wife, Pat, one son and two daughters.

**James Kelly**, 55, investigator with special subcommittee for Committee on Interstate and Foreign Commerce in 1959, responsible for uncovering cheating on TV shows, *The \$64,000 Question*, died of heart attack at Arlington (Va.) hospital June 26. Subcommittee also investigated use of TV ratings and other alleged deceptive practices on TV. He also was producer for CBS-TV, New York. He is survived by wife, Mary, their daughter, and daughter and son from former marriage.

**Mary Cocklin**, 28, director of video communications, Westinghouse Corp., Hunt Valley, Md., died June 27 at her home in Towson, Md. Cause of death is still under investigation by Maryland state medical examiner's office. Cocklin had been with Westinghouse since 1975. She is survived by her parents and brother.

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## Broadcasting

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## Senator Schmitt: shaping communications for today with one eye on tomorrow

When New Mexicans elected former astronaut Jack Schmitt to the U.S. Senate in 1976, they sent Congress one of its most active communications policymakers and planners. Broadcasters know him primarily as the author of a bill to deregulate the radio industry (S. 270). What they may not know is that he has been a prime mover behind many of the Communications Subcommittee's deregulatory initiatives since he joined the subcommittee nearly five years ago.

Born and raised in Silver City, N.M., a desert mining and ranching community of 7,000 people, Harrison Hagan Schmitt was nicknamed "Jack" by his mother, for reasons still unexplained. He decided to enter politics in 1960, while working on a PhD in geology at Harvard University. "I didn't like the way things were being run," he said, "so I opened a savings account for my first campaign."

Fourteen years and \$75,000 later, Schmitt launched that campaign, raising twice his savings in contributions from supporters. Capturing 57% of the vote, he ousted Democratic Senator Joseph Montoya, who had been accused of tax fraud and financial conflicts of interest.

Before running for the Senate, Schmitt had been one of three Apollo astronauts to land on the moon in 1972. Earlier, he had been lunar module pilot and geologist of Apollo flight 17. His career at the National Aeronautics and Space Administration (NASA) ended in 1975, after a year as assistant administrator for energy programs.

At NASA, Schmitt worked "at the forefront of new technology," much of it in communications. "I came to Congress as a telecommunications user," he says, and with "some understanding of how technologies interact in the political and geopolitical world." He joined the Communications Subcommittee and a defense appropriations subcommittee to "look over the whole field of communications, from the private, commercial side to the defense, intelligence side."

An uncanny ability to plan far into the future is Schmitt's greatest asset, according to many of his associates. "He has an understanding of what technology can accomplish," says Ben Bova, veteran scientific writer and editor of *Omni*, a science-oriented consumer magazine. "Most in Congress look to the past for solving problems, while Schmitt looks to the future."

Shortly after he joined the Communications Subcommittee in 1976, Schmitt



Harrison Hagan (Jack) Schmitt—U.S. senator from New Mexico, Republican; b. July 3, 1935, Silver City, N.M.; BS in geology, California Institute of Technology, 1957; Fulbright Fellow, University of Oslo, 1957-58, also in geology; PhD in geology, Harvard University, 1964; NASA Apollo space program, 1965-1975; elected to Senate in November 1976.

began pushing for a rewrite of the Communications Act. His efforts spurred then Subcommittee Chairman Ernest F. Hollings (D-S.C.) to introduce a bill that went in that direction (S. 611) just before Schmitt and ranking Republican Senator Barry Goldwater (R-Ariz.) introduced their own version of the rewrite (S. 622).

This year, Schmitt has remained one of the subcommittee's most active participants. To its latest effort to deregulate the common carrier industry (S. 898), Schmitt contributed the idea of a transition between enactment of legislation and complete deregulation. "We learned when we deregulated the airlines that a transition period, including oversight by a pertinent agency, is necessary if deregulation is to be fair to all parties," he said.

He is also responsible for another initiative by the parent Commerce Committee this year, that of changing the FCC and National Telecommunications and Information Administration from permanent agencies to two that must be reauthorized by Congress every three years. This stems from one of Schmitt's primary goals: regulatory reform.

Schmitt has also been active this year and in 1978 in drafting legislation to fund public broadcasting, an entity that he believes must rely increasingly on private support in coming years. Since 1979, Schmitt has questioned U.S. preparations for the World Administrative Radio Con-

ference, held in November 1979. "There was not enough advance planning for that conference," he says, and because of that, the U.S. "lost half the frequencies it once used for defense purposes" and "is losing ground in the battle for freedom of information."

In planning the future of communications, Schmitt believes Congress must look ahead, "not 10 years but 50, to understand where the problems are and where we want to go." The Communications Act must be "made transparent to differences in transmission systems and we must avoid having Congress or the FCC continue to allocate markets."

Schmitt likens the coming of direct broadcast satellites to the introduction of television. "Everyone thought radio would die, but it's far more competitive now, as a result of TV."

Reducing channel spacing on the AM band from 10 to 9 khz is not necessary now, according to Schmitt, but the industry "should be put on notice that collapsing the spectrum to allow more frequencies will be desirable under future technologies."

Schmitt's concentration on the future and space-age communications may translate into political problems when he seeks re-election in 1982. "Local constituents couldn't care less about communications policy," said one Santa Fe, N.M., newspaper reporter. "People here think Schmitt hasn't done enough for his state."

Candidates running against Schmitt are former Democratic Governor Jerry Apodaca and Jeff Bingaman, New Mexico attorney general, also a Democrat. New Mexico's entire congressional delegation (two senators and two representatives) is Republican, but Democrats outnumber Republicans in the state two to one.

Apodaca was the first Hispanic governor of New Mexico, where 45% of the population is Hispanic. Nationally, Democrats are likely to target the New Mexico race, and the National Citizens Committee for Broadcasting is working against Schmitt because of his radio deregulation bill.

Schmitt's detractors say he is cold and aloof, a scientist who has trouble relating to people. His associates agree that characteristic was a problem for Schmitt when he first campaigned for the Senate, but that he's changed considerably since then.

Peter Hackes, NBC Radio White House correspondent, has known Schmitt since his pre-astronaut days. "He takes his senatorial chores seriously," Hackes says, "but when out at social events, he's easygoing and gets along with everybody. He's come a long way since he first got here."

**FCC will not seek remand** from appeals court, as requested by RKO, of case in which it has revoked licenses of three RKO major-market VHF TV stations. Commission response came in form of tersely worded letter from FCC General Counsel Stephen Sharp to RKO attorneys, substantive part of which read, "I have discussed the matter with the commissioners and have determined not to ask the court to relinquish its jurisdiction over the subject cases." Stations involved are WNAE-TV Boston, KHJ-TV Los Angeles and WOR-TV New York.

Five weeks after White House announced his intention to do so, **President Reagan last week formally nominated Commissioner James H. Quello and Albuquerque, N.M., lawyer Henry Rivera** to terms on FCC. Quello, whose term expired June 30, 1980, but who has been serving until his successor is confirmed, was named to fill remaining three years of former Chairman Charles D. Ferris's term. Rivera was nominated to succeed Quello in term ending June 30, 1987.

**National Association of Broadcasters task force on direct broadcast satellites** urged FCC last week to "reverse its rush to judgment" in defining policy on direct-to-home broadcasting to afford opportunity for other innovative proposals, primarily, high-definition terrestrial television. Meeting in Washington last Thursday, July 9, task force **directed NAB to commission study on how best to utilize 12 ghz band for terrestrial system**, in which networks and/or other program sources could distribute high-definition TV to public through affiliates. Task force also urged Congress to get involved in policy making. Task force chairman Leo Beranek, chairman-elect, WCVB-TV Boston, said NAB has funds set aside in budget for studies and that staff should be ready to contract task to engineering firm soon.

Stand-off between **writers and producers** ended in Hollywood last Friday, as negotiators for both sides **returned to bargaining table** for first time since June 30. Network and major studio representatives were expected to present revised proposals worked out in two days of private discussions during mid-week. Details of those proposals were not disclosed, but both sides expressed optimism that resolution to 14-week-old strike by WGA members might be in offing.

**Booz/Allen & Hamilton study of ABC** reportedly says company has "one of the worst corporate staffs" consultancy firm has researched and that "Leonard [Goldenson, chairman] still runs ABC like a personal candy store..." So unidentified source "familiar with the study's conclusions" was quoted last week in New York *Daily News Tonight*. Newspaper said Booz/Allen reportedly called for bigger day-to-day role for Fred Pierce, executive vice president; criticized corporation for "lack of long-range planning," "poor strategic planning" and "poor management development..." and recommended "streamlining" of "public relations activities." ABC had no comment.

In speech before New England Broadcasting Association FCC Commissioner **Anne Jones said commission "should get out of the character-certifying business** and concentrate on being what [it is]: a government regulatory agency." She said that commission should stop concerning itself with character qualifications "in any general sense, and the word should be deleted from the Communications Act. Because of its vagueness and heavy moral overtones, its utility for judging the likely behavior of applicants as broadcasters is very limited, and its potential for mischief is considerable."

**National Public Radio has petitioned FCC to deregulate non-commercial radio** in way similar to its deregulation of commercial radio which went into effect last April. NPR said reasons that led commission to deregulate commercial radio were even

more compelling for noncommercial radio: "Cost savings to public stations resulting from this deregulation would be beneficial not only to the stations, but directly to the public because they would unencumber funds which could be reapplied to programming services." Commission is expected to come out with rulemaking proposal addressing that question before August recess (see "Closed Circuit," page 9).



Dwyer

Fell

Lesser

**Programming, sales and administration/finance chiefs** have been named for **Hearst/ABC Video Services**—joint venture that's to offer Beta women's channel. **Mary Alice Dwyer** jumps from NBC-TV ship, where she's served as VP of children's programming, to be VP, programming for Hearst/ABC. Appointment of woman to fill post had been called major goal of partner, **Robert T. Fell**, chief operating officer of International Sales Communications venture of Interpublic Group of Companies, joins Hearst/ABC as VP, sales. **Seymour H. Lesser**, executive manager of New York accountants, Praeger and Fenton, is to be VP, administration and finance, for Hearst/ABC. Appointments were announced by company president James Perkins, to whom all three report.

**Sam Simon**, executive director of National Citizens Committee for Broadcasting, last week **lashed out at FCC Chairman Mark S. Fowler and Republican-controlled Senate Commerce Committee** for their move toward broadcast deregulation. Simon called Fowler "a public rights outlaw," and said Congress "is no better." Speaking at convention of National Federation of Local Cable Programers, in Atlanta, Simon said Fowler is proceeding without regard to public interest or basic principles of administrative law. Simon referred to Fowler's closed-door meeting last month with National Association of Broadcasters board, and to Fowler's alleged statement he intends to scrap financial reporting form (BROADCASTING, June 8). Such "promise," Simon said, "is illegal." (Fowler has denied even expressing view on subject [BROADCASTING, June 22]). Simon also said commission under Fowler has made changes in rules without following Administrative Procedure Act—reference, Simon said later, to commission action in easing burden in completing application for construction permit. And in Senate, Simon said, Commerce Committee Chairman Robert Packwood (R-Ore.) and key committee members Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) "devised a plan to attach radio and television deregulation to the budget reconciliation bill."

**Senate Commerce Committee** has apparently **reached compromise** on amendment to common carrier bill (S. 898) **concerning AT&T's proposed electronic Yellow Pages**. Nobody's betting on final outcome of markup this week (see "Upcoming"), but as of last week, committee appeared to favor restricting AT&T from any advertising in electronic Yellow Pages or from offering such service over its own phone lines. In what it says is unrelated event, AT&T announced last week it has canceled planned experiment in electronic information services set to begin in Austin, Tex., this summer. Texas Newspaper Publishers had vigorously opposed that experiment. AT&T said

"protracted regulatory and legal proceedings" caused it to decide against Austin experiment and to concentrate efforts to develop services elsewhere. It announced earlier this month that it is expanding similar experiment in Coral Gables, Fla.

□  
**Former Rust Communications controller Carl A. Faler Jr.**, has been **indicted** by Loudoun county, Va., grand jury on **charges of embezzling \$1.9 million** from firm over past six years. Rust is Leesburg, Va.-based group owner of six AM's and six FM's owned principally by William F. Rust. According to press reports, Faler, who was fired in April, faces up to 240 years in prison if convicted of 12 charges of embezzlement.

□  
**CBS Inc.** has reached agreement in principle with **Kennedy Center** in Washington to provide **substantial part of funding** for center's 36-week season of six plays, starting in December. Joint cost to CBS and Kennedy Center will be about \$1 million. Under agreement Kennedy officials said, CBS will not obtain film or TV rights to productions, which are to be produced under LORT (League of Resident Theaters) contract under which producers do not own such rights. CBS official said that what, if anything, CBS might get out of such deal would depend on several factors, including plays chosen for production.

□  
**Corporation for Public Broadcasting** search committee reported last week it **has received 400 applications** from candidates **hoping to take over CPB's helm** when CPB President Robben Fleming retires at end of year. Of those applications, 20 look promising, CPB spokesman said. Search committee hopes to whittle that number down to about six and plans to present those recommendations to CPB board prior to its annual meeting in September.

□  
**Showtime** last week announced it's **struck deal with Universal** for titles including "The Jerk" and "Coal Miner's Daughter." Universal was only remaining of four Premiere movie company partners that hadn't licensed Premiere-intended product to Showtime.

□  
**National Association of Broadcasters** has **filed emergency application** for review with FCC concerning commission's previous denial of NAB request for extension of July 16 deadline for comments on Satellite Television Corp.'s direct broadcast satellite application. NAB said informed public comment was not possible under existing deadline which arrives on Thursday.

□  
**Group of radio and television executives**, all active members of United Church of Christ, **have formed United Church of Christ Broadcasters** headed by Charles Wright, president and general manager of WBYS-AM-FM Canton, Ill. Group convened to discuss "concerns" they have with activities of UCC's Office of Communication and its director, Dr. Everett Parker. According to news release issued by new organization, it will try to "develop a dialogue of cooperation" with Parker and Office of Communication and "help them fulfill their mission by making them more aware of the needs of the industry." Wright is encouraging broadcasting executives who are members of UCC to join new group.

□  
**National Cable Television Association President Tom Wheeler** has **countered letter to FCC Chairman Mark S. Fowler** from **United States Independent Telephone Association** condemning telco-cable crossownership rules and pole attachment law with one of his own. In three-page letter, dated July 6, Wheeler disagreed with USIA's assertion that regulation could be changed "to increase benefits and decrease costs." On contrary, Wheeler said, regulations "foster competition in the marketplace which, in turn, encourages a diversity of information sources and protects against the abuses and diseconomies historically associated with the telcos' monopoly power."

**Satellite Business Systems** has released further details on its **demonstration of video transmission capability of its Ku-band (12 ghz) satellites** and on availability of transponders. Demonstration will take place July 22 at SBS Satellite Control Station in Clarksburg, Md., with assistance of Comsat Labs. Six transponders will be available under new SBS tariff that will be filed later this summer on SBS I, now in orbit at 100 degrees west longitude and SBS II, scheduled for launch Aug. 20 for operation at 97 degrees west. Four transponders would be withdrawn from "lease-service" in late 1984, the remaining two in June 1985. Because of satellites' high frequencies and high-power transponders (20 watts) smaller dishes can be used to receive signals than are needed for existing C-band satellite. SBS will demonstrate 2.4-meter dish.

□  
Pilot project providing for **cable transmission of computer data** will save **City of New York** one-third of cost it's borne for comparable service on telephone lines. City will transfer nine of 67 data circuits it uses to Manhattan Cable Television data service, which company claims is only one in country offered by cable operator. Charges for those nine lines will drop from \$30,000 per year to \$20,000. Much of savings comes from discount provision city put in original franchise back in early 1970's—it said operator has to provide services to municipality at one-third discount from lowest common carrier rate.

□  
**Worldvision Enterprises** has formed new subsidiary, Evergreen Programs, "to generate new and repeat sales" on series, movies and specials already aired by networks and local stations. Burt Rosenburgh, Worldvision's director of special programming, named general sales manager.

□  
**Bruce L. Paisner**, president and chief executive officer, Novacom Inc. (distribution firm formed last year by Paisner and noncommercial WGBH-TV Boston) has been **named president of King Features Entertainment**, new production/distribution company owned by Hearst Corp. Novacom staff will join KFE and company will distribute certain WGBH-TV shows worldwide.

□  
**Jackson F. Lee** has been named director of legislative affairs for FCC Office of General Counsel. He is vice president and part owner of Murchison & Bailey, Fayetteville, N.C., advertising and public relations firm, and has been serving as chairman of North Carolina Republican Party since May 1977. From 1946 to 1959 he was sports announcer, salesman and general manager of WLIM(AM) Wilmington, Del., and in 1960-71 owner and general manager of WFAI(AM) Fayetteville. He was president of North Carolina Association of Broadcasters in 1969.

## Upcoming

**On Capitol Hill:** House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearing on cable copyright on Wednesday in room 2226, Rayburn House Office Building at 10 a.m. □ House Foreign Affairs Subcommittee on Human Rights and International Organizations will hold hearing on resolution to oppose UNESCO movement toward allowing licensing of journalists on Thursday in room 2200 Rayburn at 9:30 a.m. □ Senate Commerce Committee plans markup on S. 898, common carrier bill, on Thursday, July 16 in room 235, Russell Senate Office Building at 9 a.m. □ Senate Rules Committee plans markup on S. Res. 20, to allow televising of Senate proceedings, on Friday in room 301 Russell at 10 a.m. **Also in Washington:** FCC plans open and closed meetings on Thursday which is also deadline for comments, petitions to deny and competing applications for direct broadcast satellites. **In Fort Lauderdale, Fla.:** National Cable Television Association's Allen Gilliland addresses Florida Cable Television Association meeting at Lago Mar Resort on Thursday.

## All or nothing at all

The little band of professional agitators who make a living inventing causes to represent before the FCC is resorting to acts of desperation in the attempt to head off reforms in the regulation of broadcasting. The concentration at the moment is on Capitol Hill where the Senate's budget package, with broadcasting deregulation included, faces a probably tumultuous conference of Senate and House.

As reported elsewhere in this magazine, a gaggle of special interests has been hastily recruited to oppose the broadcasting legislation. The latest to be drawn into the cause is the Rev. Don Wildmon of the Coalition for Better Television. Wildmon was suckered into joining by Sam Simon of the misnamed National Citizens Committee for Broadcasting. Simon is among those who will have to look for work if the Congress prunes away some of those overgrown FCC rules that have provided dependable forage for his kind.

Wildmon may come to realize that he has been had. Whatever credibility was left him after a nationally trumpeted boycott was called off on the day it was to begin is brought into question now. As a clergyman professing distress over television sex and violence, Wildmon could be taken seriously, even by those who disagreed with his methods and his aims. As an uninformed latecomer opposing progressive legislation, he looks more like Sam Simon's dummy than the leader of a crusade.

Wildmon, Simon and the others identified in this issue's news reports are not, however, to be discounted. They are persistent and shrill and can raise all kinds of alarms, however false, about damage to the public interest.

For broadcasters the course is clear. They must explain the public values that will flow from a radio system freer than it is now to search out and serve a multitude of audiences and a television system freed of debilitating strains at license renewal time. Nor should it pass unnoticed that the broadcasting parts of the budget legislation contain a schedule of fees that broadcasters and others regulated by the FCC will pay to defray at least half of the agency's cost of operation.

Broadcasters are being exhorted by their leaders to take the case to their senators and representatives. Surely they will respond in overwhelming numbers. There is at least a chance for legislative progress on an unprecedented scale. If the chance is not exploited now, it may never come again.

## The 10 khz solution

As prospects now stand, the FCC will enter its scheduled July 29 meeting on AM channel spacing with wildly conflicting advice on whether the benefits to be derived from a compression of channels from 10 khz to 9 will outweigh the costs. The daytime broadcasters who initiated the 9 khz movement in search of full time insist they will. The vastly more numerous broadcasters who see only dislocation and service loss in 9 khz insist they won't. Such studies as the FCC has independently commissioned provide no conclusive evidence either way.

If there had been hope that useful projections would emerge from the computer runs of the so-called Panel of Experts that met for six weeks in Geneva, that hope is gone (BROADCASTING, June 29; see also "Top of the Week," this issue). It is generally agreed that the Geneva work was a waste of time, not to mention taxpayers' money, if anybody cares about that.

The FCC, however, is in an infinitely better position now to

make an intelligent choice between 10 khz and 9 than it was in December 1979 when it last took a vote on the matter and unanimously picked 9. The FCC of December 1979 had no information of consequence on service loss, interference or costs of conversion to broadcasters or public. It had excessive estimates of how many stations could result from the change. It acted primarily out of the political desire to create more entries in the AM radio market.

If the information available to the FCC of 1981 is in some respects contradictory and in others inconclusive, it presents enough mass from which to make a judgment. From the evidence at hand, the FCC cannot conclude that the benefits that might somehow flow from a conversion of 10 khz to 9 would justify the costs to American broadcasters, American manufacturers and the American public.

Nor is there reason to believe that a switch to 9 khz would satisfy the Cuban aspirations that have been presented to nervous neighbors. There are other ways to deal with Cuba, as U.S. delegates to the Geneva Panel of Experts found out.

At the Region 2 Administrative Radio Conference of March 1980, in Buenos Aires, the U.S. made a spectacle of itself by twisting arms and lobbying for 9 khz against wholesale opposition in the hemisphere. It has no reason for embarrassment if it goes to the next conference, in Rio de Janeiro next fall, with a change of program based upon mature reconsideration.

The composition of the FCC has dramatically changed since the vote for 9 khz in 1979. Chairman Mark S. Fowler, who has indicated concern about the abandonment of 10 khz, succeeded Charles Ferris, the gung-ho champion of more stations at any cost. Ferris's deep interest in broadcasting was reflected in the news ("In Brief," July 6) that a client of his private law practice is the National Cable Television Association, whose members were deregulated in his FCC regime.

Robert E. Lee, an advocate of 9 khz, has been replaced by Mimi Weyforth Dawson, whose views on the matter are unknown but who can vote without personal ties to earlier action. Abbott Washburn and James Quello have indicated changes of mind. Perhaps it doesn't matter how Anne Jones and Joseph Fogarty vote.

It is not as though the U.S. is suffering from a scarcity of radio service. At last count there were 4,612 commercial AM's on the air, 3,315 commercial FM's and 1,101 noncommercial FM's, for a total of 9,028.

It is not irrelevant to note that a good many of the commercial FM's, which can operate 24 hours a day, are co-owned with co-located AM daytimers.



Drawn for BROADCASTING by Jack Schmidt

"That was some vacation. I wonder who filled in for us."

# WROR is Boston.

There's a new spirit in Boston. It's reflected in the mirrored glass sheath of the imposing Hancock Tower. It's felt in the gentle curves and intriguing angles of the John F. Kennedy Memorial Library. Its color and brilliance is displayed in the inviting shops and interesting restaurants of Quincy Market. And its sound and feeling is heard on WROR-FM.

WROR has grown up with the new spirit of Boston, bringing home their message of community pride through the award-winning "I'd Rather Be In Boston" campaign. To further prove the point, WROR reunited five Boston families at Christmas, bringing home family members from as far away as Milan, Italy. The new spirit of Boston has also

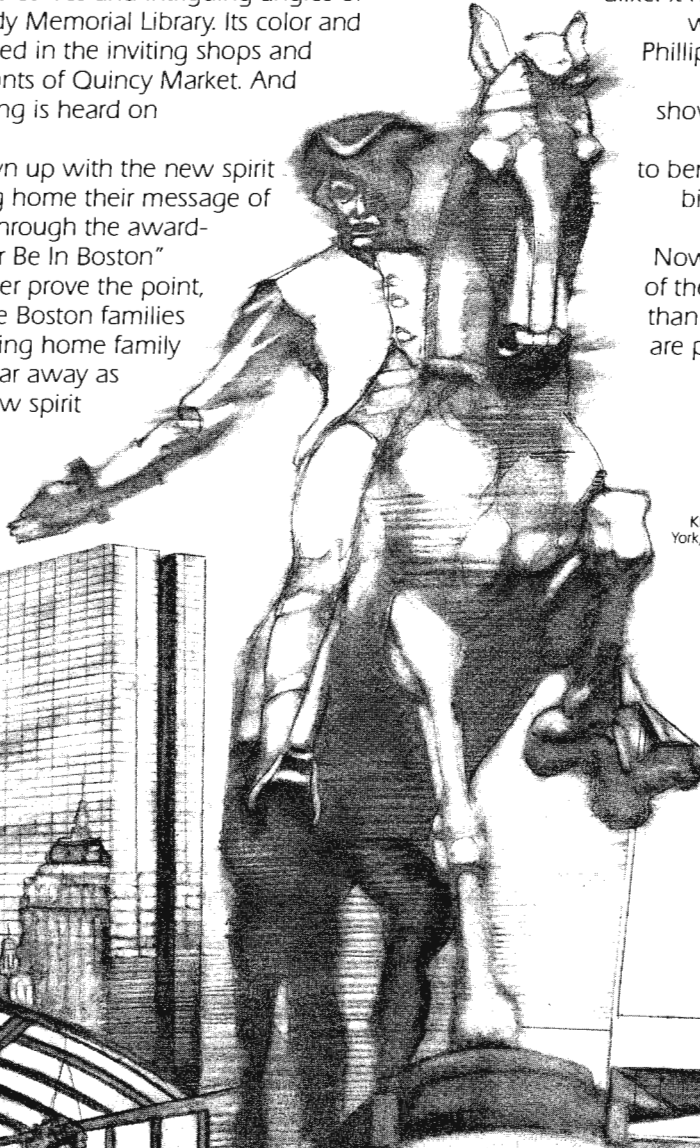
been seen in thousands of WROR Map Brochures which have been distributed to old and new Bostonians alike. It has been heard in WROR editorials which were honored with the Tom Phillips UPI New England Broadcasting Award for Excellence. It has been shown in the annual 10K "Run for the Green" held on Saint Patrick's Day to benefit the Easter Seal Society's rehabilitation and recreational programs for children.

Nowhere in New England is the spirit of the new Boston more vitally evident than on WROR. That's why we at RKO are proud to say that WROR is Boston.



**RKO RADIO**

WROR • WRKO Boston/  
WFYR Chicago/WAXY Fort Lauderdale-Miami/KHJ •  
KRTH Los Angeles/WHBQ Memphis/WOR • WXLO New  
York/KFRC San Francisco/WGMS AM-FM Washington, D.C.



*F. Smic. Draw*

# GREAT QUESTIONS

JUL 14 1981

***“You ask great questions accidentally.  
To answer them would be events.”***

*—Emily Dickinson  
Letters*

Not always accidentally—sometimes the reporters who call us ask great questions intentionally, and getting the answers becomes an event for everyone involved. Including us.

Great questions make events because the answers break new ground, provide unexpected insight, or shed new light on facts that were otherwise overlooked or ignored. Great questions make news. But even that short description makes it obvious that coming up with such questions is easier than answering them. And surely a great question deserves a great answer.

That's why we think that dialogue between the press and an oil company like Mobil has to be a two-way street—not a shooting gallery in which we get to play the duck. Admitted: we can't always find answers as quickly as some reporters need them, especially when the question takes us into territory

that has been quiet or unexplored. We have to dig for a source, make sure it's accurate and reliable, sometimes even persuade it to face the music. Great questions can be unsettling—but our assignment is to see they get answered: properly, clearly, fully, and soonest.

Mobil takes that seriously, just as we do your questions—the great and the routine both. We want to be forthright and forthcoming, about our business and operations, about our positions on energy, energy policy, and any other issue that affects our business performance. And all of this begins with our press relations staff: two in New York—John Flint at (212) 883-3232, and Ed Norton at (212) 883-2757, and one in Washington, D.C.—Jim Amanna at (202) 862-1306.

When you've got great questions, they'll get the answers.

**Mobil**