

Oct. 1, 1979

**FCC widens competition in STV  
ABC pays record for Olympics prize**

# Broadcasting Oct 1

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY, IOWA 51106



**38 great motion pictures**

Warner Bros. Television Distribution



A Warner Communications Company

51106 89253 MQK FEB/82  
MORNINGSIDE COLLEGE LIBRARY  
SIOUX CITY IA 51106  
PER

# Seven ways to be an agency hero.



Mon.



Tues.



Wed.



Thurs.



Fri.



Sat.



Sun.

## Be shrewd, reach 18-34 year old men on the new **ESPN Total-Sports Network.**

*1st Way:* Our kickoff: Sept. 7th. From then on, you can give clients a franchise position on major sports programming at low cost. Including over 50 NCAA football games, and nearly 200 NCAA basketball games, plus professional golf, tennis, and many other sports. ESPN is all sports, every day of the week.

*2nd Way:* Offer clients ESPN's tremendous efficiency against the young, upscale male market; 4.5 million cable households already guaranteed. Ask for the Nielsen demographic study.

*3rd Way:* Give clients frequency—a way to reach young males several times a day.

*4th Way:* With ESPN, you can offer clients 1/8 and 1/16 sponsorship of major NCAA events. Or scatter plans.

*5th Way:* Promise clients an absence of clutter—only 5 minutes of commercial announcements per hour.

*6th Way:* Give clients a chance to be leaders in the explosive trend to cable.

*7th Way:* You'll be offering them a proven vehicle; already purchased by alert advertisers like Anheuser-Busch.

ESPN, the Entertainment and Sports Programming Network, a subsidiary of Getty Oil, offers you unique, male-delivering programming. To learn more about what we can do for your clients, call Bob Chamberlain at 203-584-3477, today.

*If you've got the spots, we've got the sports.*

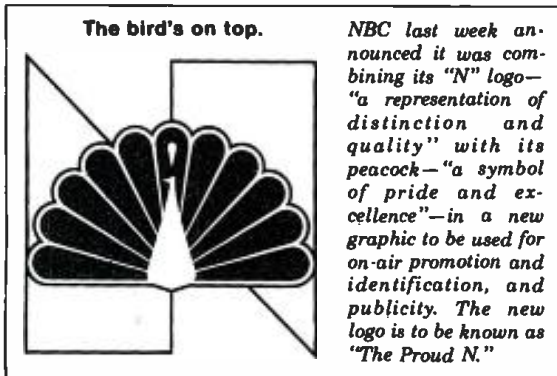
**ESPN**  
**THE TOTAL SPORTS  
CABLE NETWORK**



# The Week in Brief

**STV SET FREE** □ FCC says it's time to let subscription television compete in the marketplace, and as a first step toward that, the commission lifts its one-to-a-market rule. That report and a look at the current status of over-the-air pay TV: **PAGE 23.**

**STRUCK GOLD** □ ABC-TV wins the rights to the 1984 summer Olympics in Los Angeles, and despite the \$225 million the network will pay outright, it's confident it will recoup that and more. **PAGE 24.**



**PROUD AS PEACOCKS** □ NBC-TV puts a lock on first place in the first full week of the new season, and going into the second, the network is running right behind ABC-TV in first and way ahead of CBS-TV in third. **PAGE 26.**

**UPI LOOKS FOR HELP** □ The financially troubled news service makes a private offering to various newspaper and broadcast concerns to sell about 90% of the organization. The prospectus reveals broadcasting services contribute only a third of the company's revenues. **PAGE 28.**

**IN RESERVE** □ With the new TV season just weeks old, the networks are preparing to replace their weak shows with back-ups. **PAGE 34.**

**ONE FOR RKO** □ The FCC-Broadcast Bureau recommends that the commission renew the license of RKO's WNAC-TV Boston and approve its sale to New England Television Corp. **PAGE 42.**

**OPEN BOOKS** □ Representative Ronald Mottl (D-Ohio) introduces a bill that would require the FCC to make public the financial reports of individual radio and TV stations. **PAGE 42.**

**COP-OUT** □ That's how a majority of comments filed at the FCC describe the commission's suggestion of using a lottery to decide a Media, Pa., comparative proceeding: **PAGE 44.**

**CO-SPONSORS** □ Senator John Heinz (R-Pa.) reintroduces legislation to create a National Endowment for Children's Television. Hollings signs on as a co-sponsor of the bill, which would allocate seed money for the research and production of programming for both commercial and public television. **PAGE 48.**

**REACHING OUT** □ In keeping with his promise to work for a consolidation of efforts, NAB Chairman Thomas Bolger meets with other media groups and hopes to form a council to coordinate common programs. **PAGE 50.**

**READY TO GO** □ Washington will play host to the nation's radio broadcasters next Sunday as the NRBA's annual conference gets under way Oct. 7. Sevareid and Goldwater are two of the scheduled speakers. **PAGE 50.**

**GOING PUBLIC** □ CBS demonstrates what it's been up to in testing British and French teletext systems and their applicability to U.S. television. **PAGE 55.**

**POINT MAN** □ Washington attorney Richard Schmidt may be the leading figure in the news media's fight to maintain full rights under the First Amendment. **PAGE 85.**

Index to departments	Datebook.....	12	Law & Regulation.....	42	Profile.....	85
Bottom Line.....	Editorials.....	86	Media.....	50	Programming.....	34
Business.....	Fates & Fortunes.....	80	Monday Memo.....	18	Stock Index.....	83
Business Briefly.....	For the Record.....	63	Monitor.....	38	Technology.....	55
Changing Hands.....	In Brief.....	24	News Beat.....	40	Top of the Week.....	23
Closed Circuit.....	In Sync.....	58	Open Mike.....	15	Washington Watch.....	44
	Journalism.....	40	Playlist.....	60	Where Things Stand.....	10

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$40, two years \$75, three years \$105. Canadian and other international subscriptions add \$12 per year. U.S. and possessions add \$140 yearly for special delivery, \$90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$42.50, *Cable Sourcebook* \$20, *Across the Dial-Around the Channels* \$3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$35).

**Index to Advertisers** ■ AP Radio 9, 12 □ AVT 48 □ Ampex 49 □ Blackburn 52 □ Champion International Inside Back Cover □ Churchill Productions 58 □ Columbia Pictures 33 □ Dolby Labs 51 □ ESPN Inside Front Cover □ Fetzer Stations 30 □ Golden Egg 27, 45 □ Group W Productions 16-17 □ Harris 43, 65 □ Dan Hayslett 28 □ Heller-Oak 53 □ Ikegami 36-37 □ KOFY 58 □ Kaman Sciences 41 □ Katz 4 □ Dean Landsman 54 □ Eli Lilly 56 □ MCA-TV 11, 13, 15 □ Jack Masla 6 □ Mutual Broadcasting System 35 □ Noel 48 □ Panorama 57 □ RKO Radio Network 46-47 □ Station Business Systems 29 □ Syncom 8 □ Tanner 61 □ Titsch Publishing 59 □ Torbet Radio 19-22 □ Edwin Tornberg 63 □ Versatile Video 14 □ Viacom 7 □ Vital Industries Back Cover □ WOR-TV 13, 39 □ Warner Brothers Front Cover □



# In old markets and new... the right media mix

Broadcasting  
October 1, 1979

Product  
invested  
in

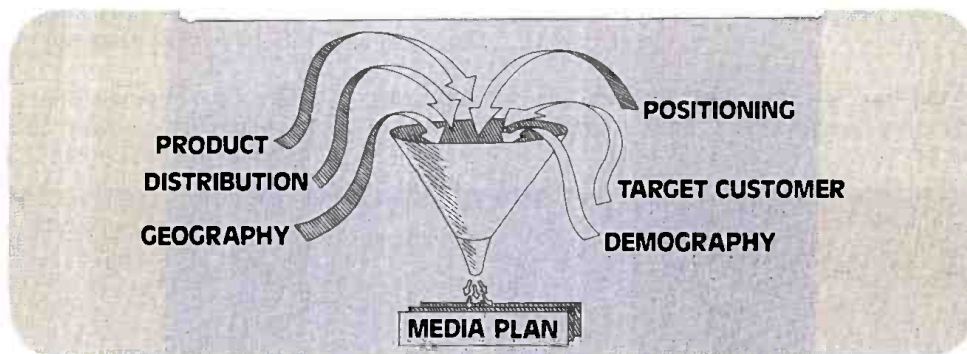
Competitive  
marketing

Invested a  
portion of  
the budget  
with an

Spot  
marketing  
in old

Access-  
gained

a Katz



**Katz. PROBE. The best.**

# WILD WILD WEST



MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY, IOWA 51106

Wild it is! Western it's not. Each action-charged hour abounds with secret-agent adventure and sophisticated humor. Set against the backdrop of America's wide-open frontier days.

Little wonder that "Wild Wild West" draws young adults like a magnet...

- ★ Winning Number One time-period rankings among the 18-49 crowd (men and women alike) in such major markets as Miami, Memphis, Cleveland and Charlotte!
- ★ Increasing lead-in audiences of 18-49 women in 64% of all markets played!
- ★ And boosting lead-in audiences of 18-49 men in 91% of all markets played!

Call for 104 "Wild Wild West" hours now.

Then watch how fast Bob Conrad and Ross Martin steal your competition's young adult viewers!

Source: ARB, 5/79.  
Audience estimates are subject to qualifications available on request.



**Revitalizing.** In strengthening of its advertising-marketing effort, Diners Club International, New York, will launch new campaign today (Oct. 1), heavily in television. to re-establish firm as leader in credit card field. Diners Club is expected to spend \$12-\$15 million on annual basis in campaign in print and in television in major markets of country. Starting in mid-December, Diners Club will be major sponsor of *The Road to Moscow*, syndicated series of 30 one-hour programs on Olympic Games which will be shown in about 125 markets. Campaign, conceived by Wells, Rich, Greenem New York, centers on new slogan—"You Know One When You See One"—that indicates Diners Club members evoke positive response in restaurants, hotels and resorts.

markets including Boston, Chicago, Detroit and Philadelphia with some spots running in fringe and prime times. Agency: Time Buying Services, New York. Target: total adults.

**Mexicana Airlines** □ Six-week campaign introducing Seattle-to-Mexico flight begins Oct. 8 in Seattle. Agency: Daily & Associates, San Francisco. Target: adults, 25-49.

**Baskin-Robbins** □ Three-week campaign for ice-cream begins Oct. 8 in New York only. Agency: Ogilvy & Mather,

Los Angeles. Target: adults, 18-49.

**Pulsar** □ Four-week campaign for Pulsar watches starts Oct. 29 in 38 markets with spots running in fringe times and sports programming. Agency: Sawdon & Bess, New York. Target: adults, 18 plus.

**Seiko** □ Three-week campaign for men's and women's dress analog quartz watches starts Nov. 22 in more than 120 markets. Spots will be placed in prime time. Agency: AC&R Advertising, New York. Target: adults, 25-54.

**RADIO ONLY**

**Molson Breweries** □ Ten-week campaign for Molson's beer begins this week in Chicago. Agency: Rumrill-Hoyt, New York. Target: men, 18-34.

**Century Importers** □ Eight-week campaign for O'Keefe Ale begins Oct. 22 in 14 markets. Agency: Ogilvy & Mather Inc., New York. Target: men, 18-34.

**Tuffy Service Centers** □ Ten-week campaign for Tuffy mufflers begins this week in about 20 markets with spots running in morning drive times, Agency: Jackson & MacLean, Southfield, Mich. Target: men, 25-54.

**PSFS** □ Four-week campaign for Philadelphia Savings Fund Society begins Oct. 22 in Philadelphia and Reading and Allentown, both Pennsylvania. Agency: Weightman, Philadelphia. Target: adults, 18-49.

**Cling Peach Advisory Board** □ Two-week campaign for peaches begins Nov. 12 in 15 markets including Los Angeles, Atlanta, Miami/Fort Lauderdale, Dallas, Philadelphia, Boston and New York. Agency: Hoefer Dieterich & Brown, San Francisco. Target: women, 25-49.

**Eastern Airlines** □ One-week campaign



**Rapping with a rep.** Bruce (Cousin Brucie) Morrow (r) former air personality in New York, discusses spot radio with Marv Roslin, president of Roslin Radio Sales, New York, new station representative of WALL-AM-FM Middletown, N.Y., of which Morrow is co-owner, managing director/creative operations and disk jockey.

for Carribean air travel begins Oct. 8 in Miami. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**RADIO AND TV**

**Albertson's** □ Six-week TV and four-week radio campaign for retail food chain begins Nov. 5 in 14 TV markets and about 50 radio markets. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: women, 25-49.

**American Dairy Association** □ Seven-week TV and radio campaign for milk and dairy products begins this week in 114 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: children, 6-11; teen-agers, 12-17; adults, 18-34.

**Lanier** □ Five-week TV campaign and two-week radio flight begin Oct. 15 and Oct. 8 respectively for business machines in St. Louis. Agency: Marsteller, New York. Target: men, 25-54.

**SYNCOM**

Suite 304 • 1625 Eye Street, N.W. • Washington, D.C. 20006 • 202/293-9428

SYNDICATED COMMUNICATIONS, INCORPORATED

a  
venture capital  
company  
  
pioneers  
in  
minority  
broadcast  
financings  
of radio,  
television and  
cable properties.

**BAR reports television network sales as of Sept. 2**

ABC \$1,015,387,700 (36.1%) □ CBS \$932,435,200 (33.1%) □ NBC \$867,536,500 (30.8%)

Day parts	Total minutes week ended Sept. 2	Total dollars week ended Sept. 2	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	180	\$ 1,057,100	5,656	\$ 41,274,100	\$ 35,980,900	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,038	16,750,300	35,347	608,682,100	561,909,500	+8.3
Saturday-Sunday Sign-on-6 p.m.	347	9,045,700	3,438	305,957,600	261,384,000	+17.1
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,533,600	3,438	158,445,200	140,950,600	+12.4
Sunday 6 p.m.-7:30 p.m.	28	1,741,500	850	47,657,100	40,984,100	+16.3
Monday-Sunday 7:30 p.m.-11 p.m.	419	34,208,000	14,454	1,446,782,100	1,289,712,100	+12.2
Monday-Sunday 11 p.m.-Sign-off	245	6,273,100	8,239	206,561,200	168,504,100	+22.6
<b>Total</b>	<b>2,354</b>	<b>\$72,609,300</b>	<b>79,482</b>	<b>\$2,815,359,400</b>	<b>\$2,499,425,300</b>	<b>+12.6</b>

Source: Broadcast Advertisers Reports



# Fast and Steady Wins the Race: APR is 5 Years Old

The very first AP Radio broadcast was delivered by Tom Martin at 6:00 am, October 1, 1974, to 164 stations. Today, Tom's newscasts reach over 700 stations. That's better than two new affiliates per week for each week we've been broadcasting. And the pace isn't slacking.

Through September 22nd we've added 81 new affiliates *on line* during 1979. We *think* that makes us the world's fastest growing radio network. We *know* why that growth has continued throughout our first five years of operation: PERFORMANCE.

APR's performance has earned us recognition as well as affiliates. In just five years APR has received 14 major awards:

- The Freedoms Foundation Award
- The Overseas Press Club's Ben Grauer Award
- The duPont-Columbia Award
- The Janus Award (twice)
- The George Foster Peabody Award
- The National Headliners Award
- The UNDA-USA Gabriel Award
- The Women in Communications' Clarion Award
- The Commission on Working Women Award
- The National Motor Sports Press Association's Spot News Award
- The National Motor Sports Press Association's Feature Award (twice)
- The American Legion Auxiliary's Golden Mike Certificate

Over the past century and a half, people have come to expect award winning performance from the Associated Press. At APR we're proud to carry on the tradition.

*Birmingham, Alabama—WERC and its sister FM station become the 700th APR affiliate. From left to right, Tim Lennox, WERC News Director; Jerry Jackson, AP's Broadcast Executive for Alabama and Tennessee; John Bomer, General Manager of WERC and Hoyt Harwell, head of AP's Birmingham Bureau.*



## AP Radio

Associated Press Radio Network  
(212) 262-4011

# Where Things Stand

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

Copyright 1979 Broadcasting Publications Inc. May be quoted with credit

**AM allocations.** FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (BROADCASTING, July 16). There also has been increased discussion about converting daytime radio operations into full-time operations with several actions pending. Among them; House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). International implications of reducing AM spacing will be on agenda at meeting of countries of Region II (western hemisphere) in Buenos Aires in March 1980. National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal. Comments on AM channel spacing are due today at FCC.

□

**AM stereo.** FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (BROADCASTING, May 28).

□

**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Sept. 17).

□

**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROAD-

CASTING, July 18). NAB has filed a motion to dismiss (BROADCASTING, Sept. 17).

□

**AT&T rates.** FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

□

**Automatic transmission systems.** FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations soon.

□

**Blanking intervals.** FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning television waveform standards. In view of changes in industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

□

**Broadcasting in Congress.** House of Representatives has been on live television feed since March (BROADCASTING, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big

events and with "super" that identifies material as being House-produced. In Senate, resolutions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty, expected this fall, but they have received no action yet.

□

**Cable deregulation.** FCC has embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7). Henry Geller, head of National Telecommunications and Information Administration, proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24).

□

**Carter use of broadcasting.** President has held 51 televised press conferences since assuming office, but has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences, radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, Aug. 27).

□

**Children's advertising.** Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Schedule is tentative, pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22).

□

**Closed captioning.** FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project which will get under way early next year (BROADCASTING, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, say-



ing it is more interested in proceeding with its work with teletext process to provide not only captioning, but other information services as well (see story, this issue).

**Communications Act.** Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (BROADCASTING, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier provisions, and possibly cable. No schedule for legislation has been established. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.). Staffs are expected to meet to resolve issues and work out legislative language, although no date has been set.

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Nine of 16 have either separated or been freed from divestiture order because of changed circumstances. Of seven remaining, six have waiver requests before FCC and one is asking commission to delay judgment on divestiture.

**Crossownership (television broadcast-ing-cable television).** FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is studying recommendations for further action.

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1). First Report and Order was adopted Dec. 21, 1978, and released for comment January 1979. If adopted, new rule will place all five broadcast services, AM, FM, TV, educational FM and educational TV, under one rule.

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is un-

constitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held in June (BROADCASTING, June 18) at U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

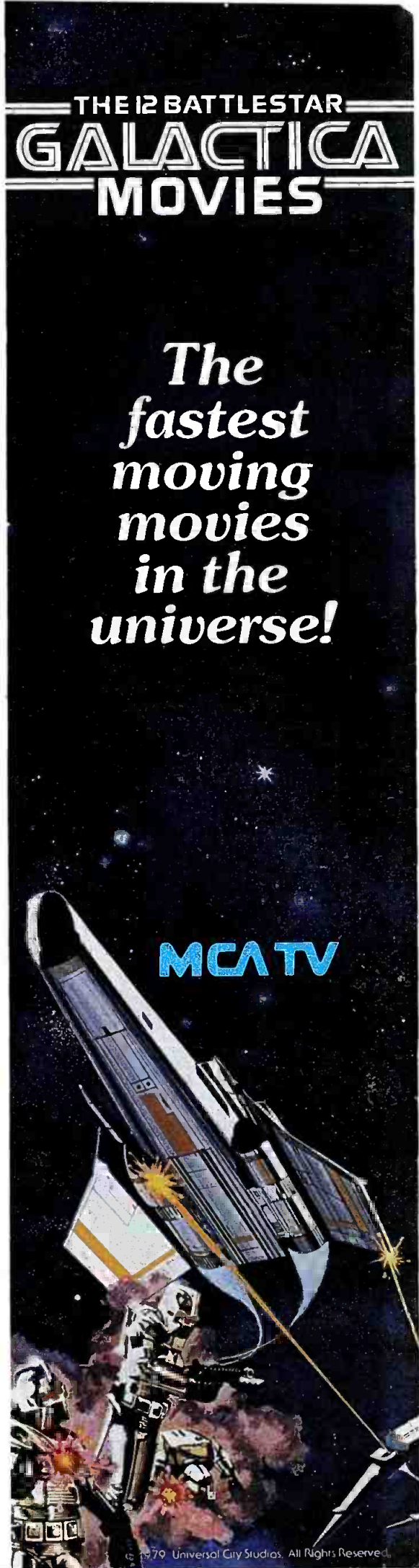
**FM quadraphonic.** National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year, and final comments have now been received (BROADCASTING, Jan. 15).

**Format changes.** FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups, but commission has decided to continue fight; it will ask Supreme Court to review case (BROADCASTING, Aug. 27).

**Minority ownership.** Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected

To page 62.



# The Professional

## He Works For You: Jerry Jackson

Jerry Jackson is a quiet, even shy, fellow.

There's just one thing to remember: He likes to win.

He is menacing on the tennis courts and golf links, maybe owing to his seven years in Vietnam, or maybe his years as a top industrial sales representative.

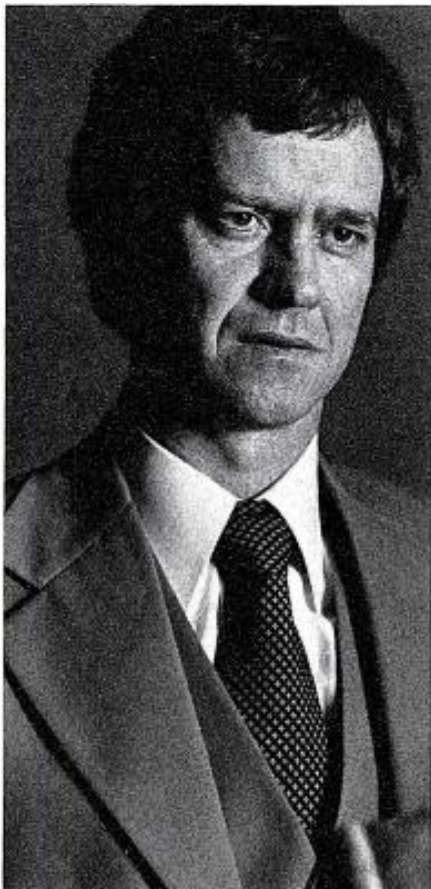
Ask the AP stations he serves in Tennessee and Alabama. They'll tell you: He's a winner.

We like that. We're like Jerry Jackson.

Professional.

# AP

Associated Press  
Broadcast Services  
(212) 242-4011



## Datebook

■ indicates new or revised listing

### This week

**Oct. 1**—Postmark deadline for entries in *Fiscal Policy Council's* Martin R. Gainsbrugh Awards for excellence in economic news broadcasting. Information: (305) 845-6065.

**Oct. 1-2**—Southwest region convention of *National Religious Broadcasters*. Camelot Inn, Tulsa, Okla.

**Oct. 2-4**—International Electrical, Electronics Conference and Exposition, sponsored by the *Canadian region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 2-4**—Kentucky chapter of *Society of Broadcast Engineers* third annual State of the Art convention. Bluegrass Convention Center, Ramada Inn, Louisville.

**Oct. 3**—*Association of National Advertisers* cooperative advertising workshop. St. Regis-Sheraton hotel, New York.

**Oct. 3-5**—*National Broadcast Association for Community Affairs* annual conference. Century Plaza hotel, Los Angeles. Information: Howard Sturm, KNBC(TV) Los Angeles, (213) 845-7000.

**Oct. 4**—*National Association of Broadcasters* legal workshop. Century Plaza hotel, Los Angeles.

**Oct. 4-5**—*American Association of Advertising Agencies* account executive seminar. Host International hotel, Houston.

**Oct. 4-8**—East-central area conference of *American Women in Radio and Television*. Hilton hotel, Columbus, Ohio.

**Oct. 4-7**—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

**Oct. 5-7**—Fall conference, *Florida Association of Broadcasters* Thunderbird, Jacksonville.

**Oct. 5-7**—Southern area conference of *American Women in Radio and Television*. Opryland hotel, Nashville.

**Oct. 5-7**—Annual convention of *Mutual Broadcasting affiliates*. Washington Hilton.

■ **Oct. 5-7**—*Illinois News Broadcasters Association* fall convention. Holiday Inn, Mount Vernon, Ill.

### Also in October

**Oct. 6-9**—*North Carolina Association of Broadcasters* fall meeting. Asheville, N.C.

**Oct. 7-10**—*National Radio Broadcasters Association* national convention. Washington Hilton.

■ **Oct. 8-9**—*Southern Educational Communications Association* board of directors planning retreat. Hilton hotel, Myrtle Beach, S.C.

**Oct. 9-13**—*Inter-American Association of Broadcasters* meeting. Mayflower hotel, Washington.

**Oct. 10-11**—Regional meeting, *Mutual Black Network* affiliates. Holiday Inn Downtown, Jackson, Miss.

**Oct. 10-12**—Fourth annual Conference on Satellite Communications for Public Service, sponsored by *Public Service Satellite Consortium*. Washington Hilton, Washington. Information: Polly Rash, PSSC, 1660 L Street N.W., Washington 20036; (202) 659-2277.

**Oct. 11**—*Southern California's Broadcasters Association* 16th annual Public Service Workshop in Hollywood. California Museum of Science and Technology, Kinsey Auditorium, Hollywood.

■ **Oct. 11**—*Broadcasters Census Committee of 80* all-day briefing. Old Executive Office Building, Washington.

**Oct. 11-14**—*American Film Institute* National Con-

ference on Film and Television. Sheraton Universal hotel, Universal City, Calif.

**Oct. 12-14**—Third annual *National Student Broadcasters* convention sponsored by University of Massachusetts's WUMB. Boston Park Plaza hotel. Information: Patricia Monteith, (617) 282-2074.

**Oct. 13**—Banquet, *San Francisco chapter of Society of Broadcast Engineers*. Sheraton Inn, Concord, Calif.

**Oct. 14-15**—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Minot, N.D.

**Oct. 14-18**—Second national conference of "action line" journalists, sponsored by *Action Line Reporters Association*. Key Bridge Marriott motel, Arlington, Va.

**Oct. 15**—New deadline for FCC comments on proposal establishing table of assignments for noncommercial educational FM stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

**Oct. 15**—*National Association of Broadcasters* legal workshop. Austin Marriott hotel, Austin, Tex. Luncheon speaker is Senator Barry Goldwater (R-Ariz.).

**Oct. 15**—Deadline for entries for third annual media awards sponsored by *Odyssey Institute* for "excellence in reporting and programing concerns of children." Information: Office of Public Information, Odyssey Institute, 656 Avenue of the Americas, New York 10010; (212) 691-8510.

**Oct. 15-16**—Annual convention and exhibit, *Common Carrier Association for Telecommunications*. Sheraton Inn Washington-Northeast.

**Oct. 15-17**—*Texas Association of Broadcasters* fall convention. Marriott hotel, Austin.

**Oct. 15-17**—*CBS Radio Spot Sales* seminar. Montauk Yacht Club, Montauk, Long Island, New York.

■ **Oct. 16**—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Hyatt Regency, Atlanta.

**Oct. 17**—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

**Oct. 17**—*International Radio and Television Society* newsmaker luncheon, featuring Paul Harvey. Waldorf-Astoria hotel, New York.

**Oct. 18**—*National Association of Broadcasters* legal workshop. Sheraton Tara hotel, Framingham, Mass.

■ **Oct. 18**—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Dallas Hilton.

**Oct. 18-19**—*National Association of Broadcasters* television conference. Omni hotel, Atlanta.

**Oct. 18-19**—*Alabama Cable Television Association* fall meeting. Lake Guntersville State Park Lodge and Convention Center, Guntersville, Ala.

**Oct. 18-20**—Athens Video Festival with competitions in video art, drama, educational video and documentary sponsored by *Ohio University College of Fine Arts*. Information: Athens Video Festival, Box 388, Athens, Ohio 45701; (614) 594-6888.

**Oct. 18-21**—*Missouri Broadcasters Association* fall meeting. Sheraton West Port Inn, St. Louis.

**Oct. 19**—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Elton Rule, ABC Inc. president. Century Plaza hotel, Los Angeles.

**Oct. 19-21**—Pacific Northwest regional conference of *Investigative Reporters and Editors*. Jantzen Beach Thunderbird, Portland, Ore. Contact: Jerry Uhrhammer, (503) 485-1234.

**Oct. 20**—Annual convention, *Friends of Old-Time Radio*. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson (203) 795-6261.

**Oct. 21-22**—Fall convention, *Kentucky CATV Association*. Hyatt Regency, Lexington.

**Oct. 21-23**—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.



**Oct. 21-26**—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

■ **Oct. 22-23**—*Advertising Research Foundation* 25th annual conference. Waldorf-Astoria, New York.

**Oct. 23**—*Association of National Advertisers* promotion/merchandising workshop. St. Regis-Sheraton hotel, New York.

■ **Oct. 23**—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton Denver Airport.

**Oct. 24**—*Connecticut Broadcasters Association* annual meeting and convention. Hotel Sonesta, Hartford.

■ **Oct. 24**—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. San Francisco Airport Hilton.

**Oct. 24-25**—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio. Speakers include FCC Commissioner Anne Jones, Tom Jarriel, ABC News; Ohio Chief Justice Frank Celebrezze, Erwin Krasnow, NAB senior vice president & general counsel.

**Oct. 24-25**—25th annual *University of Wisconsin-Extension Broadcasters Clinic*. Wisconsin Center, Madison. Information: Don Borchert, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 263-2157.

**Oct. 24-26**—*Kentucky Broadcasters Association* fall convention. Speaker: Senator Barry Goldwater (R-Ariz.). Hyatt Regency, Lexington.

**Oct. 24-27**—*American Association of Advertising Agencies* Western region convention. Marriott Rancho, Las Palmas, Calif.

■ **Oct. 25**—*Radio Bureau of Advertising* Co-op

Confidential workshop on co-op sales. Holiday Inn, Seattle-Tacoma Airport.

**Oct. 25-28**—*National Association of Broadcasters* Broadcast Leadership Conference, NAB headquarters, Washington.

**Oct. 26**—Annual *Colorado State University* Broadcast Day. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Contact: Robert K. MacLauchlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.

**Oct. 26-27**—*Broadcasters Promotion Association* board meeting, Waldorf-Astoria hotel, New York.

■ **Oct. 26-27**—*Puerto Rican Broadcasters Association* semiannual convention. Parador Guajataka hotel, Quebradillas.

**Oct. 26-28**—Southwest area conference of *American Women in Radio and Television*. Stouffers hotel, Houston.

**Oct. 26-28**—Midwest area conference of *American Women in Radio and Television*. Fairmont hotel, Philadelphia.

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

**Oct. 29-31**—*Scientific-Atlanta* fifth annual satellite earth station symposium, exploring technical and business aspects of satellite communications. Marriott hotel, Atlanta. Information: Kenneth Leddick, (404) 449-2000.

■ **Oct. 30**—*Radio Bureau of Advertising* Co-op Confidential workshop on co-op sales. Sheraton LaGuardia, New York.

**Oct. 31-Nov. 2**—*New Hampshire Association of Broadcasters* annual convention. Sheraton Wayfarer Convention Center, Bedford, N.H.

## Major Meetings

**Sept. 24-Nov. 30**—World Administrative Radio Conference for U.S. and 153 other member nations of *International Telecommunication Union*. Geneva International Conference Centre and ITU headquarters, Geneva.

**Oct. 5-7**—*Mutual Broadcasting System* affiliates convention. Washington Hilton, Washington.

**Oct. 7-10**—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

**Oct. 21-26**—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

**Nov. 11-15**—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

**Nov. 12-14**—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas; Nov. 16-18, 1981, Hyatt Regency, New Orleans.

**Nov. 14-17**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Waldorf-Astoria, New York.

**Dec. 12-14**—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

**Jan. 13-16, 1980**—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

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

**Feb. 16-21, 1980**—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March

13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

**April 13-16, 1980**—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 18-24, 1980**—*MIP TV* international program market. Cannes, France.

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

**June 3-7, 1980**—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

**June 11-15, 1980**—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

**Sept. 20-24, 1980**—Eighth *International Broadcasting Convention*. Metropolitan Conference and Exhibition Centre, Brighton, England.

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

# Here's to "Champagne Movies 34."



You'll celebrate the ratings these 34 sparkling movies deliver.

**MCA TV**



# FIRST in the San Francisco Bay Area.

WE BACK-UP THE  
BROADCASTER!

with

- TWO STUDIOS
- FOUR REMOTE TRUCKS
- MACH ONE  
COMPUTER EDITING
- CMX 50  
COMPUTER EDITING
- RANK CINTEL  
FLYING SPOT SCANNER

Now Serving:

ABC	CBS	PBS
KBHK	KNTV	KVIE
KCRA	KOME	KYA
KEMO	KOLO	WDIV
KFRC	KPIX	WLWT
KGO	KOED	WMAR
KMEL	KRON	WNET
KMSP	KSAN	WPIX
KMST	KTEH	WOLN



**Versatile Video Inc.**  
151 Gibraltar Court, Sunnyvale, Ca. 94086

**(408) 734-5550**

## November

■ **Nov. 1**—Radio Bureau of Advertising Co-op Confidential workshop on co-op sales. Holiday Inn City Center, Chicago.

**Nov. 1-2**—National Association of Broadcasters television conference. Fairmont hotel, Denver.

**Nov. 1-2**—Kansas Association of Broadcasters fall management meeting. Holiday Inn Downtown, Topeka.

**Nov. 1-2**—American Association of Advertising Agencies central region annual meeting. Radisson Cadillac hotel, Detroit.

**Nov. 1-4**—Federal Communications Bar Association fall seminar. Cerromar Beach hotel, San Juan, PR.

**Nov. 2**—National Association of Broadcasters legal workshop. Condado Hilton Inn, San Juan, PR.

**Nov. 2-4**—Loyola National Radio Conference. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.

**Nov. 4-7**—National Association of Broadcasters third annual labor relations seminar. University of Colorado, Boulder.

**Nov. 7**—National Association of Broadcasters legal workshop. Valley River Inn, Eugene, Ore.

**Nov. 7-8**—Oregon Association of Broadcasters conference. Valley River Inn, Eugene, Ore.

**Nov. 7-8**—Regional meeting, Mutual Black Network affiliates. Key Bridge Marriott, Arlington, Va.

**Nov. 7-8**—Audit Bureau of Circulations annual conference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

**Nov. 7-8**—Society of Cable Television Engineers conference on cable and fiber optics. Doubletree Inn, Monterey, Calif.

**Nov. 8-11**—National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City, Mo.

**Nov. 9**—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

**Nov. 11**—American Council for Better Broadcasts annual conference. Speakers: FCC Commissioner Abbott Washburn and NBC-TV President Robert Mulholland. Conrad Hilton, Chicago.

**Nov. 11-15**—National Association of Educational Broadcasters 55th annual convention. Conrad Hilton, Chicago.

**Nov. 12-14**—Television Bureau of Advertising annual meeting. Omni hotel, Atlanta.

**Nov. 13**—Association of National Advertisers new-product marketing workshop. Plaza hotel, New York.

**Nov. 14-15**—American Association of Advertising Agencies Eastern annual conference. New York Hilton.

**Nov. 15-16**—Arizona Broadcasters Association fall convention and annual meeting. The Pointe Resort, Phoenix.

**Nov. 19-20**—National Association of Broadcasters television conference. Hyatt Regency hotel, Houston.

**Nov. 20**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria hotel, New York.

**Nov. 28-29**—Advertising Research Foundation Business Advertising Research Conference. Stouffer's Inn on the Square, Cleveland.

**Nov. 29**—Fourteenth annual Gabriel Awards banquet, sponsored by UNDA-USA. Ambassador hotel, Los Angeles.

**Nov. 29**—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Gene Jankowski, president, CBS Broadcast/Group. Century Plaza hotel, Los Angeles.

**Nov. 30**—New deadline for filing reply comments in FCC's noncommercial educational FM proceeding (Doc. 20735).

## December

**Dec. 2-5**—Association of National Advertisers annual meeting. Palm Beach, Fla.

**Dec. 3-6**—National Association of Regulatory Utility

## Errata

**Joseph Sullivan**, principal in Peconic Broadcasting Corp., FM station grantee for Southold, N.Y., is a former vice president of Television Bureau of Advertising, not now vice president as reported in "For the Record," Sept. 3. Sullivan is now president of Joseph Sullivan Associates, New York-based management consulting and executive recruitment firm.

□

Text of BROADCASTING's Sept. 24 story on new TV ADI rankings indicated **Charlotte, N.C.**, had dropped from 24th to 32d place. Market **moved up** from 34th to 32d, as correctly indicated in accompanying table.

**Commissioners** 91st annual convention. Peachtree Plaza, Atlanta.

**Dec. 6-7**—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Town and Country hotel, San Diego.

**Dec. 7**—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Jane Fonda. Century Plaza hotel, Los Angeles.

**Dec. 12-14**—Western Cable Show. Disneyland hotel, Anaheim, Calif.

**Dec. 18**—International Radio and Television Society Christmas benefit luncheon. Waldorf-Astoria hotel, New York.

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

## January 1980

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

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

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

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

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

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

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

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

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

## February 1980

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

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

**Feb. 6-11**—International Radio and Television Society Faculty/Industry Seminar and College Conference. Harrison Conference Center, Glen Cove, N.Y.

# Open Mike®

## No rule, no exception

**EDITOR:** Point of information: NBC did not waive its retirement policy to bring former CBS News President Richard Salant on as vice chairman, nor is NBC currently making exception to its retirement policy to retain Herminio Traviesas, vice president, broadcast standards policy ["In Brief," Sept 10]. NBC's retirement policy is consistent with federal law and allows for hiring and retention of employees up to age 70.—*Timatha S. Pierce, director, affirmative action programs, NBC, New York.*

## The Quello seat

**EDITOR:** Your editorial urging reappointment of James H. Quello to the FCC ("An ethnic FCC") in the Sept. 17 issue is an understandable position for BROADCASTING to take. But its conclusion, suggesting that the Senate sit on the nomination of Quello's successor so that the incumbent might remain in office, is lacking in probity and completeness. Your editor's note mentions that Commissioners Robert E. Lee and Margita White continued to serve in office under the provisions of Section 4(c) of the Communications Act. I remind you that so did Commissioner Nicholas Johnson, who was Quello's immediate predecessor, a result I doubt you applauded at the time.

Quello's nomination was under consideration by the Senate for seven months, from September 1973 until April 1974. (Johnson resigned in December 1973.) It is noteworthy that the Senate did not wait for President Nixon's resignation, which came in August 1974, to act on the appointment. Why, then, should the Senate wait for the November 1980 elections to act on the appointment of a possible successor to Quello?—*Frank Kahn, associate professor, Herbert H. Lehman College, New York.*

## Bird-watching

**EDITOR:** In your special report on radio Sept. 10 your magazine dwells at some length on satellite delivery. National Public Radio and Mutual are mentioned.

The Associated Press also has an application pending at the FCC for a satellite delivery system. Further, AP alone has asked permission to operate a "shared" system, which may well make possible more diversity in programming through additional new networks.—*Jay C. Bowles, deputy director, broadcast services, Associated Press, Mooresville, N.C.*

## BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman.*  
Lawrence B. Taishoff, *president.*  
Edwin H. James, *vice president.*  
Lee Taishoff, *secretary.*  
Irving C. Miller, *treasurer.*

# Broadcasting® TELEVISION®

*Executive and publication headquarters*  
Broadcasting-Telecasting building  
1735 DeSales Street, N.W., Washington 20036.  
Phone: 202-638-1022.

Sol Taishoff, *editor.*  
Lawrence B. Taishoff, *publisher.*

### EDITORIAL

Edwin H. James, *executive editor.*  
Donald V. West, *managing editor.*  
Rufus Crater (New York), *chief correspondent.*  
Leonard Zeidenberg, *senior correspondent.*  
J. Daniel Rudy, *assistant managing editor.*  
Frederick M. Fitzgerald, *senior editor.*  
Mark K. Miller, Kira Greene, *assistant editors.*  
Alan Green, Harry A. Jessell, Kathy Maley, *staff writers.*  
Stephen T. McClellan, *editorial assistant.*  
Pat Vance, *secretary to the editor.*

### YEARBOOK □ SOURCEBOOK

John Mercurio, *manager.*  
Joseph A. Esser, *assistant editor.*

### ADVERTISING

David Whitcombe, *director of sales and marketing.*  
Winfield R. Levi, *general sales manager (New York).*  
John Andre, *sales manager—equipment and engineering (Washington).*  
David Berlyn, *Eastern sales manager (New York).*  
Linda Petersen, *classified advertising.*  
Doris Kelly, *secretary.*

### CIRCULATION

Kwentin Keenan, *circulation manager.*  
Kevin Thomson, *subscription manager.*  
Cynthia Carver, Byron V. Day, Sheila Johnson, Patricia Waldron.

### PRODUCTION

Harry Stevens, *production manager.*

### ADMINISTRATION

Irving C. Miller, *business manager.*  
Philippe E. Boucher.

### BUREAUS

New York: 75 Rockefeller Plaza, 10019.  
Phone: 212-757-3260.  
Rufus Crater, *chief correspondent (bureau chief).*  
Rocco Famighetti, *senior editor.*  
Jay Rubin, *assistant editor.*  
Anthony C. Herrling, *staff writer.*  
Karen Parhas, *editorial assistant.*  
Winfield R. Levi, *general sales manager.*  
David Berlyn, *Eastern sales manager.*  
Harrlette Weinberg, Marie Leonard, *advertising assistants.*  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
James David Crook, *assistant editor.*  
Sandra Klausner, *editorial-advertising assistant.*  
London: 50 Coniston Court, Kendal Street, W2.  
Phone: 01-402-0142.  
William J. Sposato, *correspondent.*



Founded in 1931 as *Broadcasting\**—*The News Magazine of the Fifth Estate.* □ *Broadcast Advertising\** was acquired in 1932, *Broadcast Reporter\** in 1933, *Telecast\** in 1953 and *Television\** in 1961. *Broadcasting—Telecasting* was introduced in 1946. □ \*Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

Get the

**NINETY  
MINUTE  
MOVIES**

that played in  
prime time on  
the networks.

that scored  
shares in the  
30's and 40's.

that are  
aglow with  
star-filled  
casts.

49 TV features.

47 available  
right now.

**MCA TV**





# MIKE way to show



Monaco



CHICAGO



The Mike Douglas Show has been on the move since the word go. Consistently staying the freshest by bringing viewers the brightest faces from the liveliest places. And the '79-'80 season, our 18th year, shapes up as even hotter than the one now entering the record books.

We've added 20 new markets to what was already the biggest lineup attracting the most 18-49 women in syndicated variety-talk! If your market is one of the few not represented, there is no better time to climb aboard and go places with The Mike Douglas Show.



really goes out of his  
 way to give you a good time!

STRAIGHT  
 LAS VEGAS



PROBABLE  
 ENGLAND



HOLLYWOOD

THE MIKE  
 DOUGLAS  
 SHOW



GROUP W PRODUCTIONS  
 INC / WESTINGHOUSE BROADCASTING COMPANY  
 7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: NSI May 1979. Audience figures are estimates subject to the limitations of the techniques and procedures used by the service noted.



# Monday Memo®

A broadcast advertising commentary from William S. Wade, marketing services manager, CR Industries, Elgin, Ill.

## Tracking the trucker while he's on the road

Will wonders never cease?

It seems inconceivable that a group of industrial advertisers as competitive as American automotive equipment manufacturers could ignore a natural opportunity to reach 125,000 potential customers at their place of work and to offer them a needed and appreciated service along with a daily coast-to-coast sales message.

Inconceivable, yet that is exactly what seems to have happened in the \$10-billion trucking equipment industry, which spends an estimated \$16 million in major truck trade publications a year in an aggressive bid for the attention of independent trucking owner-operators, drivers and fleet managers.

The equipment makers forgot about the most effective, informative and entertaining advertising medium since Nelson Eddy first went on the air with *The Song of the Open Road*. They virtually ignored the subliminal capabilities of radio—and with it the long-distance trucker audience sitting in its cabs during the long nights of the cross-country haul.

And yet it was radio itself—and the use of the citizen band by truckers—that created today's image of these enterprising mobile businessmen who replaced the romantic picture of cowboys and other adventurous wanderers in the American consciousness.

Incredible as such forgetfulness might appear, there is a good excuse for it. Radio has become a consumer-products advertising medium to such an extent that its commercials are practically synonymous with things that go plop-plop-fizz-fizz—which isn't what heavy-duty trucking equipment is supposed to do.

But now an industrial manufacturer—CR Industries of Elgin, Ill.—is using radio to sell a broad line of heavy-duty trucking products as though they were cornflakes, and CR is doing it with such success that it is about to expand its CR Radio Network to more than 100 participating stations.

The daily, two-and-a-half-minute news and feature program for long-distance haulers is provided to participating radio stations at no charge. It contains spot news, features, interviews with drivers and industry leaders, as well as major product developments, along with a 60-second commercial about one of CR's products.

CR Industries estimates that this clear invasion of a consumer-products advertising medium carries its own advertising message to the men behind the wheel, each of whom is a potential customer.

Besides being a free program, this series



CR Industries is a manufacturer of truck products and a major producer of oil seals for industrial and truck applications. Bill Wade joined CR Industries six years ago and was recently promoted from market development manager to his new position as marketing services manager. Prior to his association with CR Industries, Wade was an editor with *Automotive Aftermarket News* and *Fleet Management* magazines.

is an ideal way for stations to increase their listening audience. What's more, the stations can use the programs to sell air time to advertisers of truck products and accessories or truck stops in their areas.

The message reaches trucking owner operators on the job—right in the cab of the truck—where it's becoming as much of a fixture as a St. Christopher on the dash, to sell such unlikely radio offerings as the CR Brakemaster air dryer, Heatstar diesel fuel warmer, and Scavenger fuel/water separator. And it is all done in an indirect manner as part of a legitimate radio news-feature show.

For a manufacturer of trucking equipment to use radio in this way may be rather unusual. And yet it's something so obviously right for the job it does. It is the truck driver's permanent companion in the long hours of the night haul. He listens as he drives. And because CR's *Truck Trax* is carried by its own network coast-to-coast, he hears it everywhere.

News leads for the show are provided by

a leading business publication in New York and are sent for taping to clear-channel stations WMAQ Chicago and WWL New Orleans. CR is also sponsoring portions of Fred Sanders's all-night show on WMAQ and *The Charlie Douglas Road Gang* on WWL.

Talking recently at a conference of trucking industry magazine editors, Fred Sanders confirmed the special quality of this industrial advertising use of radio that, by no means accidentally, has become a genuine service for its audience.

"Truckers needed a specialized news-and-feature radio program of this kind," he said. "It used to take me many hours to research the kind of material I'm getting with *Truck Trax*—it's all good, solid stuff, and geared just right for the people it attempts to serve."

Nor is it a program that shies away from sensitive issues or ducks its responsibility to the American public as a whole. During the recent nationwide strike by independent trucking owner-operators, who were protesting fuel prices as part of the energy squeeze that threatened to paralyze American transportation, *Truck Trax* covered the news accurately and fairly while stressing the positive side of the demonstrations and urging restraint.

That in itself is a cause for wonder in these peculiar days when manufacturers run from involvement in anything that smacks of controversy.

CR Industries was no more anxious than any other major business enterprise to get involved in a situation where violence and conflicting issues made the going sticky indeed. It took corporate courage to admit that the CR Radio Network had become more than just an advertising tool. As a real news-and-feature program, *Truck Trax* had to meet its responsibilities. And it did.

None of this is supposed to imply that radio advertising has replaced traditional print advertising and promotion in the trucking equipment industry. Radio was intended to serve as an expansion of the CR fleet program—and that is what this ingenious network brought about. A full ad campaign continues in leading trucking magazines, while distributors of CR equipment get their share of attention too.

But, as with so many good ideas whose time has come, the discovery—or rediscovery—of radio as a sales tool for heavy-duty industrial equipment has opened up valuable new horizons for radio and manufacturers alike.

What will come next? Perhaps the roar of diesels will replace the snap-crackle-pop accompaniment of America's breakfast. Perhaps not. But this refreshing new advertising partnership of industry and radio is on the road and rolling.

# Closed Circuit®

Insider report: behind the scene, before the fact

## One-upmanship

Having succeeded in placing hand-picked appointees in all key staff slots on FCC, Chairman Charles D. Ferris is now brainstorming his biggest project—replacement of his most persistent adversary, Commissioner James H. Quello, whose term expires June 30. There's more than speculation Ferris plans to recommend appointment to FCC of FCC Chief Scientist Stephen J. Lukasik. Aim is to satisfy critics who have deplored absence of engineer on FCC when technology rules telecommunications roost. Lukasik last May 1 succeeded Chief Engineer Raymond E. Spence. It would be "promotion from within," too.

Why would Dr. Lukasik have left post of chief scientist of prestigious Rand Corp. if it weren't to become member of FCC? Dr. Lukasik, 48, has extensive background, having headed Defense Advanced Research Project Agency of Department of Defense in 1971-74. He also has held science assignments at Massachusetts Institute of Technology, Westinghouse, Stevens and Xerox.

## Trade-off

NAB policymakers are considering approach to radio deregulation that follows lead of FCC Commissioner Tyrone Brown: accepting fixed program quotas in news and public affairs as trade-off for total deregulation in other areas. Argument, considered at executive committee meeting in Montreal two weeks ago (BROADCASTING, Sept. 24), and to be put before full joint board in Washington Oct. 16, is that such approach (1) would assure stability for industry, (2) would pass muster with courts, (3) would insulate broadcasters against competing applications and petitions to deny.

It's anticipated percentage of news and public affairs in total schedule would be less than 6% now in force for FM. Radio board leadership is understood to support proposal strongly, and TV leadership, said to be reconciled to perpetuation of program percentages on that side of broadcasting, isn't resisting it.

## Trouble ahead

Press, which has been accused of overplaying stories on court decisions affecting news media, has been giving little attention to legislation moving through Congress that press representatives fear could hamper work of reporters. At issue are working draft of bill recodifying federal criminal laws, being considered by House Judiciary subcommittee, and S.1723, which

contains identical provisions and is being aired by Senate Judiciary Committee.

Measures would prohibit reporters from taping conversations unless other party was aware of action, prohibit reporters from destroying notes, even if they are not subpoenaed, as means of protecting sources, and exposing publications to espionage law penalties for printing material even though there is no proof of "intent to injure" national defense.

## Conciliator

Bill O'Shaughnessy (WVOX[AM]-WRTN[FM] New Rochelle, N.Y.), member of National Association of Broadcasters radio board, has begun campaign to get NAB and National Radio Broadcasters Association together. O'Shaughnessy said idea is certainly not new, but "its time has come." He sent letter to NAB board members suggesting that both associations should "cut a deal," and says he has received positive reactions from both NAB and NRBA board members.

## Money hunt

Sources familiar with UPI's private offering to broadcasters and publishers of "units" of control in company (see page 28) give it better-than-even chance of success. But it was too early last week to judge general reception. Calls to dozen logical recipients of offering turned up only three that had received it. Reactions ranged from "we'll do something" to "clearly interested."

UPI has planned five regional meetings at which prospective investors may question officers and counsel: Chicago, Oct. 17; New York, Oct. 22; Boston, Oct. 24; Atlanta, Oct. 31, and San Francisco, Nov. 9.

## Foe and friend

Pluria Marshall, of National Black Media Coalition, seems to be taking on new image in broadcasting community. In negotiating agreements with Gannett Co., in its merger with Combined Communications Corp., with General Electric, in its merger with Cox Broadcasting, and now with Times-Mirror Co., in its acquisition of Newhouse Broadcasting radio and television stations (see page 48), he drove hard bargain, in benefits won for black community. But with agreements made, he becomes tiger in advocacy of FCC approval of multimillion-dollar transfers. He feels "positive attitude" can have bigger payoff than proving he can fight.

Indeed, he is factor in effort to persuade National Citizens Committee for Broadcasting to withdraw its petition to

deny GE-Cox merger. On Sept. 21, he and representatives of GE, as well as of two Atlanta groups that have reached their own agreement with GE, met with NCCB's Sam Simon in NCCB's offices to explain both agreements. So far, however, NCCB continues to oppose deal.

## Buying urge

Had FCC acted on advice of local citizen group, Washington Association for Television and Children, and rescinded its approval of \$15.5-million sale of WDCA-TV Washington by Improvement Leasing Co. to Taft Broadcasting (BROADCASTING, Sept. 17), Improvement had another buyer with check in hand waiting in wings—Tandem Productions—part of budding Norman Lear-Bud Yorkin-Jerry Perenchio communications empire. Group has bought, subject to FCC approval, WNJU-TV Linden (Newark), N.J., with eye on subscription television service for New York area. Group had similar plans for WDCA-TV.

Tandem officials confirmed that company attempted to buy Washington station—"if the deal fell apart we were going to step in"—but said it offered Improvement "no more than the purchase price of Taft." (Taft had asserted that Improvement had offer of \$20 million from unidentified buyer.)

## Expensive tour

Broadcast coverage of Pope John Paul II's visit to U.S. (see page 40) will run into serious money. Local TV and network pool coverage in cities on his itinerary is expected to cost about \$1 million. Beyond that, networks individually are thought to be spending about million each. Then there's multiplicity of station coverage.

## Envoy to UNESCO

Dr. Barbara Newell, president on leave from Wellesley College, soon will be nominated U.S. ambassador to UNESCO with Senate confirmation expected in November. Now attending UNESCO council meeting in Paris as foreign service officer, she will succeed Estaban Edward Torres, named assistant to President Carter (BROADCASTING, Aug. 13).

Dr. Newell, 50, has distinguished career in education. She was elected to board of noncommercial WGBH-TV Boston in 1972, same year she was named to board of Carnegie Endowment for International Peace. She will represent U.S. at UNESCO Belgrade conference in fall, 1980, at which time sensitive issues of news control, including licensing of journalists (which U.S. has opposed), will arise.



# Business Briefly

TV ONLY

**Vic Chemical** □ Thirteen-week campaign for Nyquil cold medicine starts this week in about 25 markets with spots during fringe times. Agency: LaMarca, New York. Target: adults, 18-34.

**Colgate** □ Ten-week campaign for Fresh Start detergent begins this week in 135 markets with spots running in day, prime access and prime times. Agency: Kenyon & Eckhardt, New York. Target: women, 25-54.

**Heublein** □ Ten-week campaign for Harvey's Bristol Cream sherry begins Oct. 15 in about 15 markets. Some spots will run during fringe and news times. Agency: SFM, New York. Target: adults, 25-49.

**Jordasch** □ Ten-week \$1.5-million campaign begins this month for Jordasch jeans in 10 markets including New York and Los Angeles. Agency: Winner Communications, New York. Target: adults, 18-34.

**Dr. Tichenor** □ Eight-week campaign for

antiseptic begins Oct. 8 in about six markets including Memphis and New Orleans. Agency: Tucker Wayne, Atlanta. Target: women, 25-54.

**Ronco** □ Four-week campaign for various household products starts Nov. 30 in about 160 markets including Boston, Detroit, Philadelphia and San Francisco. Agency: Kingsbridge Media & Marketing, Van Nuys, Calif. Target: adults, 18-49.

**Star-Kist** □ Eight-week campaign for 9-Lives dry cat food begins this week in 52 markets with some spots running during fringe times. Agency: Leo Burnett, Chicago. Target: women, 25-54.

**Allegheny Airlines** □ Eight-week campaign for air travel begins Oct. 15 in 44 markets. Spots will run during fringe, prime, news and sports times. Agency: J. Walter Thompson, Washington. Target: adults, 18 plus; men, 25-54.

**Browne Vintners** □ Eight-week campaign for Barton Et Gustia wine begins Oct. 22 in 16 markets including Boston, Chicago and Detroit. Agency:

## AdVantage

**Lotta changes.** KDKA-FM Pittsburgh, which had been operated by Group W as non-commercial station, has changed its call letters to WPNT(FM), changed format and adopted policy of accepting advertising. WPNT's format combines current and past hits with news and special features. It is represented by Radio Advertising Representatives, New York, unit of Group W.

**Bigger home.** Backer & Spielvogel, newly formed agency that landed Miller Brewing account estimated at \$85 million, has moved out of its temporary hotel space in New York, to offices at 6 East 43d Street, New York 10017. Telephone: (212) 953-1641.

## RepReport

WNCN(FM) New York: To Lotus Reps from Roslin Radio.

WWDC-AM-FM Washington: To Buckley Radio Sales from Blair Radio.

KAUM(FM) Houston: To Selcom from RKO Radio Sales.

KONO(AM)-KITV(FM) San Antonio, Tex.: To Major Market Radio from HR/Stone.

WRTH(AM) St. Louis: To Blair Radio from Selcom.

KCMJ(AM) Palm Springs, Calif.: To Walton Broadcasting Sales (no previous rep).

WLSO(AM)-WREZ(FM) Montgomery, Ala.: To Buckley Radio Sales from McGavren Guild.

WARA(AM) Attleboro, Mass.: To Kettell-Carter from Creed Associates.

Radio only

# MASLA MEANS BUSINESS

Ask John Ade  
WKTU, New York

**JACK MASLA & COMPANY, INC.**  
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

Doyle, Dane & Bernbach, New York.  
Target: adults, 25-54.

**Lipton** □ Eight-week campaign for herbal teas begins Oct. 15 in 11 markets. Agency: William B. Tanner, Memphis. Target: adults, 18-49.

**Lifesavers** □ Eight-week campaign for Bubble Yum begins this month in about 10 markets. Agency: Foote, Cone & Belding, New York. Target: children, 6-11.

**Monarch Wine** □ Six-week campaign for Manischewitz wine begins Nov. 5 in 46



# **Take Torbet Radio to the NRBA**

Come visit us at  
booth 25 on the exhibit floor  
WASHINGTON HILTON  
and in the Hilton's Conservatory  
Monday 5 P.M. - 8 P.M.

# ASSOCIATION ANNUAL CONVENTION

WASHINGTON D.C. OCTOBER 7-10, 1979

## TRANSPORTATION

Greyhound . . . . .	628-8000
Continental Trailways . . . . .	737-5800
Amtrak . . . . .	484-7540
Eastern Airlines . . . . .	393-4000
American Airlines . . . . .	393-2345
Metro Transit Authority . . . . .	637-2437
Avis Rent-a-car . . . . .	683-6700
Budget Rent-a-car . . . . .	628-2750

## POINTS OF INTEREST

1. The Capitol . . . . .	224-3121
2. The White House . . . . .	456-1414
3. Washington Monument . . . . .	426-6839
4. John F. Kennedy Center for Performing Arts . . . . .	254-3600
5. Jefferson Memorial . . . . .	426-6821
6. Bureau of Engraving & Printing . . . . .	447-9709
7. Arlington Nat'l. Cemetery . . . . .	692-0931

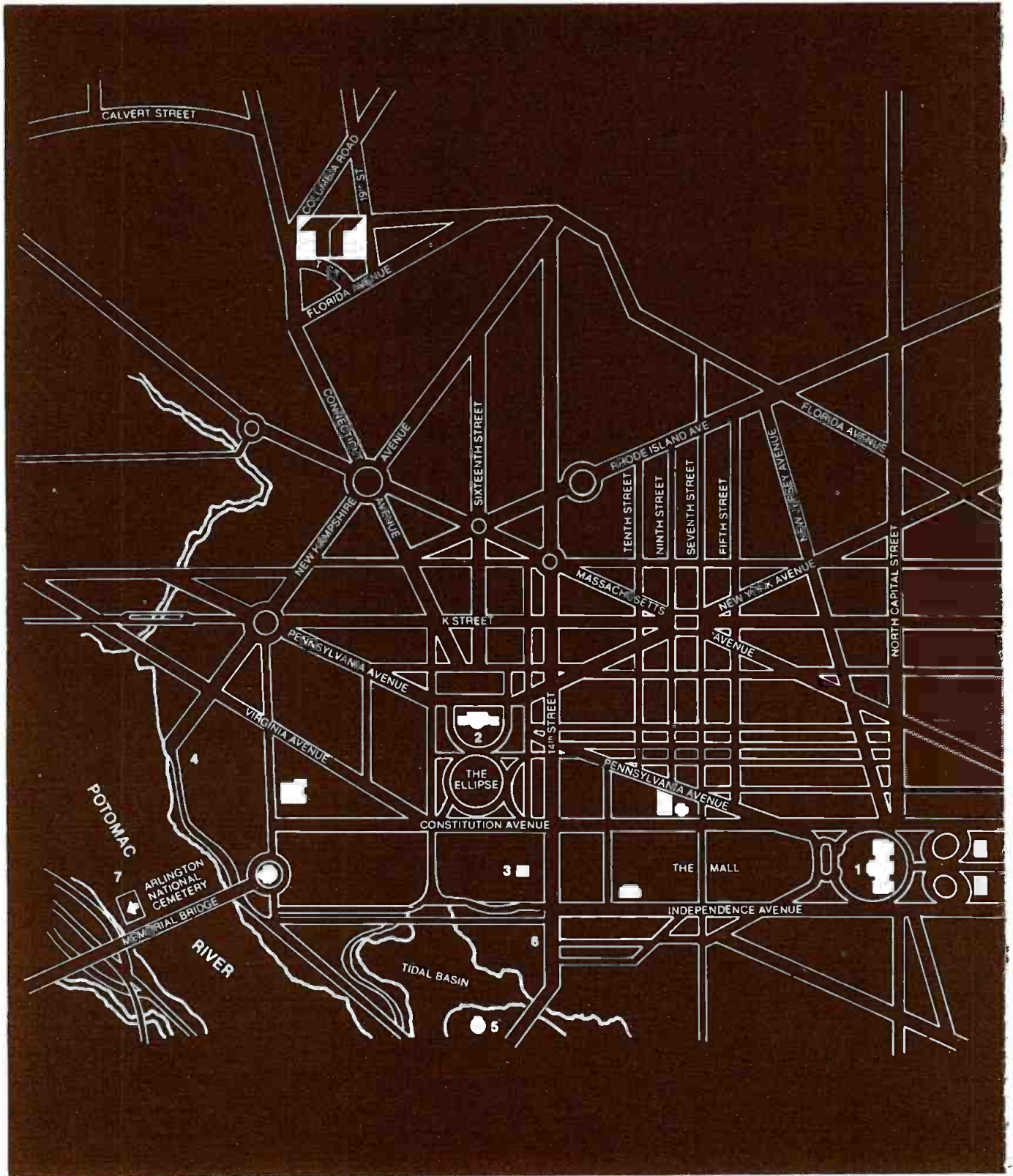
## HOTELS

CAPITAL HILTON HOTEL 16th & K Sts., N.W. Washington, D.C. 20036 . . . . .	393-1000
DUPONT PLAZA HOTEL 1500 New Hampshire Ave., N.W. Washington, D.C. 20036 . . . . .	483-6000
EMBASSY ROW HOTEL 2015 Massachusetts Ave., N.W. Washington, D.C. 20036 . . . . .	265-1600
GEORGETOWN INN 1310 Wisconsin Ave., N.W. Washington, D.C. 20007 . . . . .	333-8900
HAY ADAMS HOTEL 800 16th St., N.W. Washington, D.C. 20006 . . . . .	638-2260
HYATT REGENCY 1st & New Jersey Ave., N.W. Washington, D.C. 20001 . . . . .	737-1234
LOEWS L'ENFANT PLAZA HOTEL 480 L'Enfant Plaza East, S.W. Washington, D.C. 20024 . . . . .	484-1000
MADISON HOTEL 15th & M Sts., N.W. Washington, D.C. 20005 . . . . .	785-1000
MAYFLOWER HOTEL 1127 Connecticut Ave., N.W. Washington, D.C. 20036 . . . . .	347-3000
SHERATON PARK HOTEL 2660 Woodley Rd., N.W. Washington, D.C. 20008 . . . . .	265-2000
SHOREHAM AMERICANA 2500 Calvert St., N.W. Washington, D.C. 20008 . . . . .	234-0700
WATERGATE HOTEL 2650 Virginia Ave., N.W. Washington, D.C. 20037 . . . . .	965-2300
WASHINGTON HILTON 1919 Connecticut Ave., N.W. Washington, D.C. 20009 . . . . .	483-3000



# NATIONAL RADIO BROADCASTERS ASSOCIATION

WASHINGTON HILTON, WASHINGTON



TORBET RADIO SUITE

SUNDAY  
OCTOBER 7th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES

*Visit Tourist Radio  
Board on Exhibit Floor*

MONDAY  
OCTOBER 8th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES

TUESDAY  
OCTOBER 9th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES

WEDNESDAY  
OCTOBER 10th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES



# Broadcasting Oct 1

Vol. 97 No. 14

TOP OF THE WEEK

## FCC letting STV out of the closet

**Commission adopts major change for the medium, allowing more than one over-air pay station per market; other policy alterations in the works**

There was a tidal shift in the fortunes of over-the-air pay TV last week. The FCC repealed its rule limiting one subscription television (STV) station to a market, beginning what appears to be a relaxation of rules that have limited the growth of that medium for almost a decade ("Closed Circuit," Sept. 24).

Not only did it take that first step toward opening up the marketplace, but it also instructed the staff to move toward elimination of other regulations holding STV back—particularly the rule banning STV entry unless a market has four free signals.

The next step: a complete study of STV's relationship to other areas of the broadcast marketplace, which the staff said it would deliver in the first quarter of 1980.

In 1968, when the FCC issued its report and order adopting the present STV rules, there was widespread opposition from Congress and broadcasters who were afraid of free TV's being swept off the air. There were no discouraging words at all last week. Indeed, there was an evident consensus that an open STV market might be an opportunity for all, and no threat to any. Nevertheless, the FCC's staff study will be looking for a flexible rule that will enhance financial viability, without endangering the existing free television universe. A conspicuous fear: that VHF stations might turn from conventional to pay TV operation.

There are currently six STV stations in the nation, all UHF. The largest is KBSC(TV) Corona, Calif., with 210,000 subscribers. KBSC was a conventional UHF before it began STV operations on April 1, 1977. The oldest STV station is WWHT(TV) Newark, N.J., which began operation March 1, 1977; it now has 65,000 subscribers serving the New York City area. The other four STV stations: KWHY(TV) Los Angeles; WQTV(TV) Boston; WXON(TV) Detroit, and KNXV(TV) Phoenix.

There have been 90 applications for STV facilities since 1969. Only 15 have been granted so far. In addition to the six in operation, there are approved grants in

## State of the STV art

There are presently six operating over-the-air pay television stations in the U.S., all UHF. The stations are run generally by the licensee, but the subscription operations are farmed out to a franchisee, although in most cases, the franchisee is a subsidiary of the licensee. For example, Oak Industries and Chartwell Communications jointly own KBSC(TV) Corona, Calif., and have franchised it to a joint subsidiary. Following are basic statistics on what may be one day the pioneers of a business:

□  
**KBSC(TV) Corona, Calif. (Los Angeles).** *Subscribers:* 210,000. *Ch. 52. STV on-air date:* April 1, 1977. *Licensee:* Oak Industries and Chartwell Communications. *Franchisee:* National Subscription Television. *Decoder:* Oak Industries Model I. *Charges:* \$39.95 installation, \$19.95 per month. *Projected annual revenues:* \$50,274,000.

□  
**WWHT(TV) Newark, N.J. (New York).** *Subscribers:* 65,000. *Ch. 68. STV on-air date:* July 23, 1978. *Licensee:* Wometco-Blonder-Tongue. *Franchisee:* Wometco Home Theater. *Decoder:* Blonder-Tongue 4745. *Charges:* \$49.95 installation, \$17 per month. *Projected annual revenues:* \$13,260,000.

□  
**KWHY(TV) Los Angeles.** *Subscribers:* 35,000. *Ch. 22. STV on-air date:* July 23, 1978. *Licensee:* Coast Television Broadcasting Corp. *Franchisee:* American Subscription Television of California. *Decoder:* Tele-Globe 410. *Charges:* \$72 year basic service, per program charges, \$.50 to \$3, not to exceed \$20 per month, average of \$13-\$15 per month. *Projected annual revenue:* \$5,880,000.

□  
**WQTV(TV) Boston.** *Subscribers:* 12,000. *Ch. 68. STV on-air date:* Jan. 1979. *Licensee:* Boston Heritage Broadcasting Corp. *Franchisee:* Universal Subscription Television. *Decoder:* Blonder-Tongue 4745. *Charges:* \$90 installation, includes antenna, \$15.95 per month. *Projected annual revenues:* \$2,296,800.

□  
**WXON(TV) Detroit.** *Subscribers:* 11,000. *Ch. 20. STV on-air date:* July 1, 1979. *Licensee:* WXON Inc. *Franchisee:* National Subscription Television. *Decoder:* Blonder-Tongue 4745. *Charges:* \$49.95 installation, \$22.50 per month. *Projected annual revenue:* \$2,970,000.

□  
**KNXV(TV) Phoenix.** *Subscribers:* 2,000. *Ch. 15. STV on-air date:* Sept. 22, 1979. *Licensee:* New Television Corp. *Franchisee:* National Subscription Television. *Decoder:* Oak Industries Model I. *Charges:* \$39.95 installation, \$20.45 per month. *Projected annual revenue:* \$490,400.

Philadelphia; San Francisco; Milwaukee; Cincinnati; Cleveland; Linden, N.J.; Fort Lauderdale, Fla.; Smithtown, N.Y., and Sacramento, Calif. Fifty-nine other applications have been accepted for filing, all but six of which are mutually exclusive and will have to be decided in a hearing. The remainder have been dismissed.

The FCC staff feels that a widening of opportunity in STV will stimulate the growth of UHF, which has found difficulty in becoming, and staying, profitable. There is also a feeling that minority investment in such outlets will be spurred, since the UHF properties are in easier economic reach than VHF, and the addition of pay authority will help assure profitable operation.

Presently, the cost of subscription service runs between \$15 and \$20 a month—a price level dictated by the use of the decoding equipment necessary to unscramble STV transmissions as well as the programing itself. The primary difference between STV and pay cable is

the transmission method. The latter ordinarily piggybacks atop a conventional cable system. STV, on the other hand, sends signals by air, just as in standard television, but in a "scrambled" fashion that must be unscrambled by a decoder attached to the subscriber's set. The same ownership rules governing standard television also govern STV.

Thomas Wheeler, president of the National Cable Television Association, says the prospect of expanded STV competition does not worry him. "There's plenty of room for both of us . . . Anything that teaches people there's more than *Laverne and Shirley* available on their television sets is welcomed," he said. Wheeler feels that STV will help introduce cable to additional markets—particularly the larger markets in which cable has been restricted.

An STV station must carry at least 28 hours of conventional programing per week after its first two-and-a-half years of operation, according to present FCC rules.

Most of the subscription programing is

**Dent.** Pay cable programming may be attracting more viewers than many broadcasters think. The first major pay cable audience report, produced by Nielsen from its February 1979 sweep measurements, shows that in pay cable homes in prime time, pay cable programs got 14%-17% shares of total viewing, or one-fifth to one-fourth of the homes of network affiliates combined. In one week, for example, during the average prime-time quarter-hour, 11% of pay cable homes were watching pay cable, 21% were watching ABC stations, 14% CBS, 12% NBC, 3% independents and 1% PBS. In addition, 9% were watching programs from distant stations (which may have included some network programming) and 1% were watching programs from superstations. In late night (11:30-1), pay cable ratings tended to be one-fourth to one-third as high as the combined networks. (No significant viewing of pay cable appears before 6 p.m.). The voluminous Nielsen report also has separate breakouts for Home Box Office homes and Showtime homes. HBO and Showtime offerings sometimes outrate some of the highest-rated network series. In Showtime homes on Feb. 10, for example, Sylvester Stallone's "F.I.S.T." on Showtime beat ABC's *Love Boat* and *Fantasy Island* by an average of five rating points and almost quadrupled the averages of CBS's "Sweetiepie" and NBC's *BJ and the Bear* and *Rockford Files*. In HBO homes the same night, "Escape from Witch Mountain" also swept the network series. Some broadcaster sources say pay cable ratings seem higher than they'd expected, but that homes that subscribe to pay cable have a special interest in it, so their viewing patterns may not be typical.

provided during prime time, with conventional programming during the remainder of the broadcast day. "Since the practice seems to be the norm, a station's ability to spread the cost of operation across both types of programming would provide additional conventional programming rather than less," according to the commission, and will "improve the welfare of both subscribers and nonsubscribers," by giving them a choice and more diversity.

Because STV is supported by the viewer rather than by the advertiser, the FCC believes it will be able to respond to the demands of smaller viewing groups. For instance, the commission pointed out, KWHY Los Angeles now carries foreign language programming for its Japanese, Korean and Chinese communities during the station's hours of conventional programming. Revenues from pay programming make this possible.

"It is precisely in the realm of pay television, where consumers can express their preferences most effectively, that we should eliminate unnecessary government regulation," the commission said. "Certainly, in markets where channels are available we should not create an artificial scarcity to serve the interest of the initial STV applicant."

In addition to eliminating the one-to-a-community rule, the FCC decided that setting a cut-off date by which competing STV applications must be filed was now unnecessary. It also decided to allow STV operators the option of deciding whether or not to standardize their systems or to offer decoders compatible with whatever other STV systems serve the market.

Additional issues, including whether consumers should be allowed to purchase rather than lease decoders, will be the subject of a further rulemaking notice.

## ABC opens vault to win 1984 Olympic contest

**Network lands rights for \$225 million; it was so confident of winning it had already acquired space for transmission facilities; 200 hours of programming planned**

ABC-TV's determination to get back the summer Olympics crystallized last week when the network agreed to pay \$225 million for the 1984 games in Los Angeles, the first summer games to be held in the U.S. since 1932. It was announced last Wednesday (Sept. 26) that ABC had beat out four other competitors for the quadrennial sporting event. The agreement reached with the Los Angeles Olympic Organizing Committee is subject to ratification at an Oct. 25 meeting of the International Olympic Committee in Japan, but the record deal—believed to be the highest in television history for a program—appeared to assure that IOC approval will be only a formality.

Under the terms of the agreement announced by LAOOC President Peter V. Ueberroth, ABC will:

- Pay \$100 million for the U.S. television rights;
- Provide the worldwide host broadcast signal, and
- Pay the LAOOC an additional \$125 million to cover costs related to promotion and support services incurred by the committee.

ABC News and Sports President Roone

## InBrief

Saying FCC staffers are about to propose broadcasters devote "X%" of schedules to children's programs, FCC Commissioner **Anne Jones** told New York conferees of American Women in Radio and Television "I don't like X%." She said that would lead FCC to evaluate program content and "when you find government looking at programs, you have trouble." Jones is hopeful commission won't be afraid to reassess **fairness doctrine**, citing "powerful and interesting arguments" against its current functioning and "erosion of scarcity theory" on which it is based. She praised recent **relaxation of STV restrictions** (see page 23) and said she thinks "when people open their pockets" country will see different programming than now on both pay and broadcast. "It's a better system, I think." Jones, who earlier allowed she doesn't much care for what's currently on television, also is dissatisfied with slowness of commission. She considers it **worst of three regulatory agencies** at which she's served, and hopes commission will improve to point where applicants can "get a final decision while they're still alive."

**American Family Corp.** continues to build TV division, has signed agreement to buy **Black Hawk Broadcasting Co.**, Waterloo, Iowa, for **\$45 million** in common and newly issued preferred AFC stock. Black Hawk's holdings include **KLWW(AM)** Cedar Rapids, **KCBC(AM)** Des Moines, **KTIV(TV)** Sioux City, **KWWL-AM-TV** and **KFMW(FM)** Waterloo, all Iowa, and **KAAL(TV)** Austin Minn.; six cable TV franchises in Dallas-Fort Worth area; industrial catering firm and outdoor advertising company in Waterloo. Of seven stations in deal, AFC must spin off all but **KTIV**, **KWWL-TV** and **KCBC** to

comply with FCC duopoly rules. Leroy Paul, acquisitions officer for AFC (chairman and chief executive officer is John B. Amos; Amos family founded and controls publicly owned company), said purchase was made primarily to acquire TV stations but said AFC is "becoming more and more excited" about Texas cable franchises. Black Hawk Broadcasting is closely held company headed by Chairman Robert Buckmaster and President Harry G. Slife. Broker: Blackburn & Co.

In four-sided deal, Outlet Co. has sold its **WJAR(AM) Providence, R.I.**, to John E. Franks for \$2.2 million and purchased **WRLM(FM) Taunton, Mass.**, principally owned by John McCarthy and his wife, Lucy, for same amount. To comply with FCC duopoly rules, Franks has also agreed to sell **WHIM(AM) Providence** to Philip Dowe and Henry Hampton for \$900,000. All sales are subject to FCC approval.

National Association of Broadcasters has petitioned U.S. Court of Appeals in Washington to **stay implementation of FCC's ARTEC policy** pending judicial review. NAB says commission, in four decisions involving Arlington (Va.) Telecommunications Corp., shifted burden of proof of harm from cable system to broadcasters, in cases in which system seeks waiver of distant signal rule. NAB contends that action violates Administrative Procedure Act by, in effect, repealing distant signal rules without benefit of public comment.

FCC Commissioner **Joseph Fogarty** warned last week that commission decision to deregulate radio—as it has proposed—**would be reversed by courts if it were not preceded by marketplace experiment.** Commission, he said, may not "lawfully abrogate its existing



Arledge said last week that he expected ABC's production costs for the more than 200 hours of mostly live coverage to fall considerably below the \$100-million estimates bandied about in the general press. Arledge speculated that the network's costs would be in the area of half that amount, bringing the total price tag of the games to the vicinity of \$275 million.

ABC Television President Fred Pierce said he was "very confident that we will more than recover our costs." He said ABC already held a number of "anticipatory letters" from potential advertisers who had told ABC prior to the announcement that they were interested in sponsoring the games. No names were revealed, however.

Payment of the \$225 million to the LAOOC will be made by ABC in a series of installments over the next four years. The committee representatives and the network officials declined to discuss the arrangements, but Uberroth said that after formal approval of the agreement by the IOC the full details would be disclosed.

About \$66 million—two-thirds of the cost of the rights—will go to the local organizing committee. The IOC will receive the other third—approximately \$34 million. Total cost of the games, which local organizers hope will be picked up in part by the federal government, is expected to approach \$600 million.

According to Pierce, ABC expects the first U.S. summer Olympics in 52 years to generate enough home-grown interest among potential sponsors that the network will have a relatively easy time selling commercial spots. No determination of availabilities was released last week.

Advertising rates for the games were also discussed at the press conference, but no estimates were provided by the network



**Olympic gold.** ABC Television President Fred Pierce announces his network's victory in securing TV rights to the 1984 summer Olympics, to be held in Los Angeles. Joining him at a press conference are (l-r): Monique Berlioux, executive director of the International Olympic Committee; Peter V. Ueberroth, president and executive director of the Los Angeles Olympic Organizing Committee; Roone Arledge, president of ABC News and Sports, and Paul Ziffren, chairman of the Los Angeles Olympic Organizing Committee.

officials. Arledge said estimates of \$500,000 per minute were "very high." Other speculation put the per-minute costs of spots, of which there are expected to be 2,000, at \$200,000.

ABC will recoup some of its investment in the games by offering television services to foreign broadcasters above the basic service of providing a video signal. According to Arledge, any additional service required by the other broadcast organizations will be charged for by ABC. The basic service, however, will include coverage of events not necessarily covered by ABC for domestic broadcast as well as facilities in the network's broadcast center.

Pierce told BROADCASTING last week that ABC had contracted for physical plant in the Los Angeles area for that purpose two years ago "in anticipation of getting these games." The broadcast center is "al-

ready in place," he said. Pierce declined to locate it, but it is believed to be within the Gower studios in Hollywood, where ABC already leases space.

"We at ABC are 100% behind the acquisition of these games," Pierce said in response to one reporter's questions concerning the corporation's feelings on such a large monetary outlay for programing. "We more than expect to recoup our investment. This will be the most exciting event to hit in modern television broadcasting times."

The 23d Olympiad, July 28-Aug. 12, 1984, will be the sixth covered by ABC since 1964, and it is widely believed that both Arledge and Pierce viewed the acquisition of the rights to the Los Angeles event as being as important to the network's sports programing pride, which had been shaken by NBC-TV's \$87-million

regulation solely on the basis of untested theory which leaves the public interest in radio communication so totally to the marketplace." Commissioner expressed his views in statement concurring in part and dissenting in part to 106-page notice of inquiry and rulemaking looking to deregulation that commission issued on Thursday, three weeks after voting on issue (BROADCASTING, Sept. 10).

□

**U.S. Supreme Court** has been asked to review FCC opinion dismissing fairness doctrine complaint charging that CBS had taken dovish position in coverage of national security matters. Petition was filed by American Security Council Education Foundation, private, nonprofit institution concerned with national security matters, which had based its complaint on exhaustive study of CBS-TV *Evening News* programs throughout 1972 and on several follow-up surveys. Commission decision that study failed to make prima facie case of fairness violation was reversed by three-judge panel of U.S. Court of Appeals in Washington but later affirmed by full nine-judge court (BROADCASTING, July 2, 9).

□

**Raymond J. Timothy** has been named executive vice president of NBC Television Network, reporting to President Robert E. Mulholland. Formerly executive vice president, affiliate relations, Timothy's new position entails overseeing affiliate relations, network sales and the sales services department. **Pierson G. Mapes**, vice president, network planning, was named vice president, affiliate relations, reporting to Timothy. **Diane B. Healey**, director, affiliate planning, succeeds Mapes and will report to him. **Donald J. Mercer**, vice president, affiliate relations, was named vice president, administration and affiliate services, reporting to Mapes.



Timothy



Reinsch



Hauser

**J. Leonard Reinsch**, long-time leader in broadcasting and cable, will be nominated as co-chairman, with **Gustave M. Hauser**, of Warner Amex Cable Communications Inc., new company being formed in co-ownership by American Express Co. and Warner Communications as successor to Warner Cable Corp. (BROADCASTING, Sept. 17). Hauser, now chairman, president and chief executive of Warner Cable, will be president and chief executive as well as co-chairman of Warner Amex. Reinsch, 71, who has been communications and cable adviser to American Express since retiring as Cox Broadcasting board chairman on July 1 ("Closed Circuit," Sept. 17), is also expected to be chairman of executive committee of new company and member of its finance committee.

□

**Harold W. Andersen** (*Omaha World-Herald*) elected chairman of World Press Freedom Committee, succeeding George Beebe (*Miami Herald*), who remains as executive director.

**Slow start.** The World Administrative Radio Conference was four days late in getting down to business last week in Geneva. It took that long to resolve a controversy that underscored fears that WARC would become politicized. That controversy involved the selection of the conference chairman; it was solved finally on Thursday, after a series of caucuses of the heads of the over 140 WARC delegations resulted in a consensus forming around Argentina's under secretary for communications, Roberto Severini. The choice was approved by acclamation at the first plenary session on Thursday.

The squabble over the chairmanship came as a surprise to developed countries. It was precipitated by India's nomination of its delegation chief. The Indians cited a resolution of the nonaligned countries meeting in Havana earlier this month that urged the election of a chairman from the Third World. The developed nations originally planned to back a New Zealander, then later thought they had Third World backing for the selection of a Swiss, Henry Kieffer. That proved not to be the case.

The consensus agreement went beyond the chairmanship and included members of the apparatus that will run WARC. Its membership is carefully apportioned among the various religions and blocs of the world. Glen O. Robinson, head of the U.S. delegation, is one of six vice chairmen. Others are from the Soviet Union, Camaroon, Italy, China and Switzerland. The Swiss (Kieffer) also has been given a special role as coordinator of three key committees—technical, allocations and regulatory, which will be headed, respectively, by a Japanese, an Algerian and a Czechoslovakian.

U.S. delegation members described the compromise agreement as good for both sides. Samuel E. Probst, a vice chairman of the U.S. delegation, said that while the "atmosphere was edgy for three days," the resolution of the controversy was greeted with relief all around. Not so happy about the turn of events was Senator Harrison Schmitt (R-N.M.). The battle over the chairmanship served to confirm his concerns over U.S. planning for WARC: "I said we were not prepared for a political conference. We were preparing for a technical meeting."

deal for the 1980 Moscow games, as financial considerations. "We came into this with the idea that we were going to make the best bid we possibly could," said Arledge, who was obviously pleased with having struck the deal. "We were very determined to get them back."

Producer David L. Wolper, who headed the LAOCC's television committee and conducted the negotiations with the five contenders, stressed that the bidding had been "very competitive" but that ABC's was "not topped." Wolper refused to discuss what the others had bid, but, according to Arledge, at least one of the other networks was said to have offered in excess of \$200 million. Other bidders included CBS, NBC, Tandem Productions and the Entertainment and Sports Programming Network. Tandem Productions had planned to establish an ad hoc network of local television stations. ESPN reportedly did not make a complete bid for the rights and planned only limited coverage for its cable television subscribers.

## Premiere week is good one for NBC

**Network climbs out of its usual third place to capture the lead, aided by its 'Coming Home' and 'CHiPs'; revamped 'Archie's Place' holds up for CBS while 'Benson' performs well again for ABC**

NBC-TV, coming out of last season with its poorest prime-time showing ever, turned the tables for its premiere week ending Sept. 23.

The network climbed far enough out of the basement to achieve first for the

week—and by a substantial margin. Considerably less auspicious was the CBS-TV season start, turning up in third. ABC-TV, in second, had officially launched its season a week earlier.

The prime-time averages gave NBC a 20.6 rating and a 33.9 share for its first weekly win since October of last year when it aired the World Series. ABC followed at 18.0/29.7, then CBS at 16.9/27.7.

NBC won Monday and Saturday; ABC, Tuesday, Wednesday and Thursday, and CBS, Friday and Sunday. In contrast to last season, NBC never fell below the place position. CBS, on the other hand, was third for four nights.

And NBC's new-found strength and CBS's loss of it continued in the first three days of the week that followed. While

ABC's Monday through Wednesday average was best, at 21.1/34.7, NBC scored a 20.1/33.0—well ahead of CBS's 15.1/24.7.

NBC, which won Monday and was second on Tuesday and Wednesday, had the *Last Convertible* miniseries averaging a 19.5/32 for the three nights 9-11 p.m. Its regular 8 p.m. openers, however, also did well—*Little House on the Prairie* (25.4/41), *The Misadventures of Sheriff Lobo* (18.1/31) and *Real People*, with its best-yet performance (20.6/35).

CBS trailed Monday through Wednesday. The debut of *California Fever* on Tuesday fell right to the basement (12.3/21) and the next night's *Last Resort* (9.3/16) and *Struck by Lightning* (9.4/15) continued on weak ground. CBS will be giving *Last Resort* an extra play today (Oct. 1) in the 9:30 *WKRP in Cincinnati* slot, hoping to gain exposure for it from a strong *M\*A\*S\*H* lead-in.

If NBC's long form programing was providing a boost, CBS's wasn't. Tuesday's *Death Car on the Freeway* brought in a 17.6/29 but on Wednesday *The Betsy* scored only a 12.0/20.

ABC's greatest show of strength for the three days came Wednesday when *Eight is Enough*, *Charlie's Angels* and *Vegas* averaged a 23.6/39.3 for the night.

Reappearing the week ended Sept. 23 after a long absence were NBC entries among the top-rated shows. In the top 11 (10th place was tied), ABC had three and NBC and CBS four apiece. A week before, ABC took 10 of the top 11 places, with NBC not showing up until 24th.

Whether NBC can remain number one or two is anyone's guess. But clearly the network is starting out much more sure-footed than last year. Excluding movies, NBC said its regularly scheduled programing earned a 19.7/34, up 26% over last season's premieres. New shows averaged 17.4/29, up 37%, and returning shows 21.5/37, up 22%, NBC said.

**Early line.** Here's one reading of the new season offered in a background discussion with a highly placed and knowledgeable network official: NBC-TV's unaccustomed win of the week ending Sept. 23, the first with three-way new-season competition, "makes it easier for Fred Silverman to come to work, but the price they've had to pay is too great." The network won the week on the strength of hit movies, "Coming Home" and "The Outlaw Josie Wales," which it moved up from the November sweeps, and a special two-hour episode of regular series *CHiPs* and generally strong *Little House on the Prairie*. A special one-hour episode of *Different Strokes* helped, but NBC did not even run seven of its series—thought to be the network's weakest program elements. Silverman and company could take pleasure in the performances of *Misadventures of Sheriff Lobo*, *Real People* and *A Man Called Sloan*, all of which were said to have done "respectably" or "reasonably well."

CBS-TV, on the other hand, must find it "very disturbing" that *Trapper John, M.D.* was "the only one of the new programs that got a respectable rating" while the entire stable of new situation comedies seemed to fall over themselves in a rush for the bottom. The network's poor performances on both Wednesday and Saturday nights should be viewed as serious.

ABC-TV "has legitimately hurt itself by some of its aggressive scheduling" and the much-publicized move of *Fantasy Island* (which ended up 53d that week) "was clearly a mistake. I'll bet you a nickel it will be back on Saturday." *Mork and Mindy's* Sunday performance had to be disappointing, but the critical element there was probably NBC's "Love Bug" on *Disney's Wonderful World*, which split the young audience and left CBS's *Archie Bunker's Place* to the adults. *The Associates* also failed to hold on to *Mork's* audience—further contributing to the over-all dismal network showing on Sunday night—where the network has invested considerable energy in an attempt to improve its performance.



# WE'LL HELP YOU SELL OUT YOUR STATION

THE EXCITEMENT OF INNOVATIVE PROGRAMMING

## GOLDEN EGG

THE COMPANY THAT DOESN'T STOP WORKING  
WHEN THE SHOW GOES ON THE AIR.

GOLDEN EGG GIVES YOU —

- Sales aids for all Golden Egg shows.
- Sales cassettes and presentations to bring in advertisers.
- Any sales consultation you need to sell the show.
- Marketing aids, promotional material and print ads.

GOLDEN EGG'S STAFF WORKS ONE-TO-ONE WITH YOU TO SELL AND  
MERCHANDISE THE SHOWS — THE BEST PROGRAMMING IN RADIO —



### ROCKIN' OUT

America's coast-to-coast rock 'n' roll hookup — the top hits reported by DJs across the country — plus exclusive appearances by rock's superstars on each weekly 2-hour show. Premieres Winter 1980.



### FUTURE FILE

The world of tomorrow — from UFOs to fashions — with the thinkers and the dreamers who will take us there. Ten 3-minute features weekly — premieres Winter 1980.



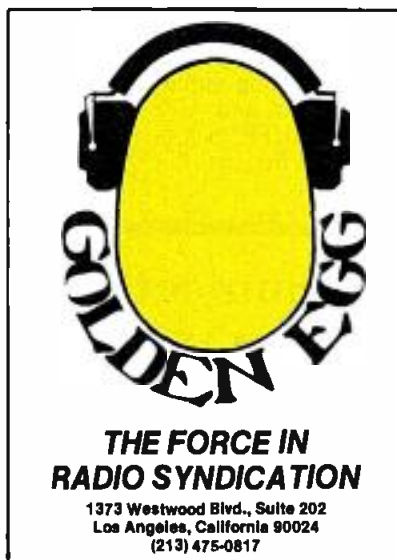
### STEPPIN' OUT

Top stars and major club DJs from across the nation in America's only disco sweep — 3 hours every week — on the air now in 110 markets.



### FILM CLIPS

Hollywood's superstars talk about their lives and their craft — plus dialogue from their movies. Ten 3-minute features each week beginning Winter 1980.



### THE GREAT AMERICAN MUSICAL

The most memorable songs of stage and screen — plus exclusive interviews with the stars. Two hours every week starting Winter 1980.

SEE US AT THE NRBA — FOOD AND COCKTAILS AT 6 MONDAY, SUITE 5189.

EXHIBIT NUMBER 5220

## UPI looks for help

**News service offers pieces of itself in private sale; restructured ownership seen as means of insuring that firm will survive after Scripps trust dissolves**

Seeking "greater financial stamina" and a "strengthening" of its organization, United Press International has put itself on a private auction block, offering selected newspaper and broadcasting concerns that amount to 90% of the company.

Structured as a private offering in conformity with federal securities law, UPI mailed prospectuses to about 200 broadcasting and publishing companies that UPI considers potential investors.

At present, UPI is primarily owned (95%) by the E.W. Scripps Co. trust, with the Hearst Corp. holding 5% interest. The news service was founded by Scripps in 1907, and a 1958 merger with Hearst-owned International News Service brought that corporation into the current partnership.

Ownership through a trust is, however, an impetus to the sought-after reorganization. Established for the grandchildren of E. W. Scripps, the trust will dissolve on the death of its last member. What that might mean for UPI as a company is unknown. The company sees restructuring as one means of achieving a "guarantee of perpetuity" lacking in the trust arrangement.

Forty-five "units" representing 2% each would be available to new limited partners under the proposal, with Scripps and Hearst together retaining 10% as general partner. UPI hopes to achieve a "balance" among investors that would approximate the company's present dollar volume ratio

of domestic business in the newspaper and broadcasting fields, or about 60% in newspaper and 40% broadcasting.

Several important guidelines are embodied in the law applicable to such private sales and strict adherence is necessary to maintain the exemption from Securities and Exchange Commission registration. A private sale cannot be "advertised", one result of which is that UPI is not carrying the story of its own proposed sale. The party making such an offer must know that the offeree has the knowledge and experience to make an informed investment decision and the capacity to withstand any losses incurred.

As these guidelines are "self-executing," it's up to the offerer and its counsel to make those determinations; UPI has set \$2 million-\$3 million of net worth as the lower limit for companies invited to participate. Offerees must either have access to or be provided all information available to a company director, which amounts to opening the company's books to prospective investors. The prospectus UPI has mailed includes this essential information.

It's been known for some time that UPI has been reviewing various approaches to strengthen the company (BROADCASTING, May 7). The possibility of broadening ownership within the industry was under active consideration, although the company's study of that issue wasn't publicized. Should the offering fail to generate the necessary interest, there are other alternatives such as a public stock offering. However, indications are that UPI, confident of success, has not at this time fully reviewed alternatives. Of course, the news service could continue to function under the present arrangement. While the company has lost \$17 million since 1961, officials of both Scripps and UPI have repeatedly stated that UPI "has never been a profit center" for Scripps.

## Prospectus reveals surprising extent of UPI losses; broadcasters contribute only third of revenues

The confidential memorandum that UPI sent last week to selected prospective investors details "substantial" losses going back more than five years, projects more losses at least through 1982 but offers hope—though no promises—for the longer haul.

From 1974 through 1978, the memorandum shows, UPI had operating revenues totaling \$325,539,000. For the same period it had \$21,218,000 in operating losses, and its net loss came to \$8,617,000. For the first six months of 1979, its operating revenues reached \$39,429,000, up from \$36,962,000 in the first half of 1978; loss from operations was \$2,402,000, up from \$2,273,000, and its net loss was \$1,218,000, up from \$907,000.

For the period from 1980 through 1984, the projection anticipates operating losses in all five years, though declining after 1982, with a net loss in each of the first three years, but approximately \$2 million net profit in 1983 and again in 1984.

The projected net profit explicitly hinges, however, on the success of UPI's planned conversion to satellite distribution and the saving it is expected to bring in comparison with the cost of distribution using the conventional AT&T terrestrial network.

These savings are projected to appear first in 1981 and total \$557,000 in that year, rising to \$4,255,000 in 1982, \$5,533,000 in 1983 and \$6,574,000 in 1984.

The "Confidential Private Placement Memorandum"—a private offering's equivalent of the all-disclosing prospectuses required for public offerings and running, in this case, to more than 100 pages—surprised some readers not only by the extent of the losses but also by its disclosure that only a little over one-third of UPI's domestic revenues comes from broadcasters.

With more than 3,700 broadcast clients, UPI had been widely believed to derive close to half its domestic revenues—and perhaps more—from broadcasters. The memorandum puts the 1978 domestic figure at 35%, which, with total domestic revenues at \$56,478,000, would put domestic broadcast total at \$19,767,300. In foreign operations, 1978 revenues were \$17,829,000, with 13%, or \$2,317,770, attributable to broadcast.

Of UPI's 1978 total revenues of \$74,307,000, then, approximately \$22 million, or about 30%, came from broadcasters.

Newspapers accounted for 49.4% or

## Wiskes/Abaris Communications

has acquired the assets of... **KIIQ-AM/FM**

Manitou Springs, Colorado from Mountain States Broadcasting Corporation and Mountain States Brokerage and Broadcasting Corp. of Texas.

**Dan Hayslett & associates, inc.**

Dan Hayslett & Associates initiated this transaction and assisted both buyer and seller with negotiations.

 **Media Brokers**  
RADIO, TV and CATV  
APPRAISALS

11311 N. Central Expressway • Dallas, Texas

Telephone (214) 691-2076



# **"ANY COMPANY THAT WILL WORK ALL WEEKEND TO GET YOUR FINANCIAL REPORTS OUT RIGHT AFTER MONTH-END, EVEN THOUGH THE SYSTEM IS STILL BEING INSTALLED, IS MORE THAN A COMPUTER COMPANY!"**

"I've had a lot of broadcast accounting experience and have worked on our BAT® Systems for some time. I know the importance of completing an installation as soon as possible, even if it means I have to put in long hours.

"Recently, I installed one of our BAT Systems at a major Ohio station. It was satisfying for me to help the station controller get the financial reports out right after the month-end, especially since they were all done on a brand-new BAT System which was still being installed. I think our efficient, prompt conversion meant as much to me as it did to the station's management.

"Actually, I'm not unique at Station Business Systems. We have over 25 people committed just to Client Service, all with broadcasting backgrounds, all getting constant training. And all of us are ready, willing, and able to help our customers get the most out of their BAT Billing, Accounting, Traffic Computer Systems. This may be

one reason why ours are the most widely used Broadcast Systems in the world! And, all of our BAT Systems handle full Accounting, not just Traffic and Billing.

"Let one of our Station Business Systems' people make a free analysis of your station needs. The odds are good that we have the appropriate solution for your Business System requirements. After all, our BAT Systems come in all sizes, for radio, TV, networks, groups, and they can do other tasks, like music playlists, film inventories, payroll, mailing lists, and much more.

"Call us at (800) 243-5300, or collect at (203) 622-2400, or write 600 West Putnam, Greenwich, CT 06830. The Station System Analysis obligates you in no way. Tell them I sent you.

"Who knows? Perhaps I'll be lucky enough to install a profit-generating, complete BAT System at your station!

"See us at Booth 321 at the NRBA Convention."

## **STATION BUSINESS SYSTEMS**

**GD** a division of  
CONTROL DATA CORPORATION

**MORE THAN A COMPUTER COMPANY**



*Patti Foley  
Installation Specialist  
Station Business Systems  
at WSAI Cincinnati*

about \$27,900,000 of 1978 domestic revenues and for 44.2% or \$7,800,000 of revenues from foreign operations.

Over the past five years, the broadcast and newspaper percentages have varied only slightly. Broadcast's biggest share domestically was 35.5% in 1975 and its lowest was 33.8% in 1974. Newspapers' largest domestic share was 1978's 49.4%; their lowest was 45.8% in 1974. In foreign operations, broadcast's share has ranged from 18% in 1974 to 13% in 1978; the newspaper share has ranged between 51.3% in 1974 and 44.1% in 1977.

Aside from work with satellites, including tests of so-called small receiving dishes now under way at 12 of 30 authorized sites, UPI is shown in the memorandum to

have a number of experimental projects in progress or under consideration.

■ It is "testing a TV newswire service which would provide national, international and regional news for a daily major newscast keyed to appropriate UPI news pictures. Also provided would be special reports, including hourly headlines, personalities in the news and offbeat human-interest 'show closers' and other special services."

■ It is exploring the possibility of transmitting advertising and public relations material to customers electronically.

■ It is experimenting with newpicture transmission via a digital system rather than the current analog system.

■ It is planning two "digital darkrooms," in New York and London, for computer-controlled storage, indexing, retrieval and transmission of pictures.

To the broadcasters and publishers on its list, UPI is offering "units" that represent 2% each in a limited partnership in which the Scripps Co. (Scripps-Howard) and the Hearst Corp., which owns the 5% not owned by Scripps, would together own 10% and be the general, or managing partner.

Forty-five units, or 90% in all, are being offered at \$180,000 each, for a total of \$8.1 million. No one investor could buy more than five units, or 10%.

Each \$180,000 unit would be allocated as follows: \$100,000 for initial working capital, \$44,000 toward the purchase of capital items and \$36,000 toward projected 1980 losses allocable to the investors, or limited partners.

In addition, the investors would pay their pro-rata share of all capital expenditures in any given fiscal year and would also have to assume their share of losses, though their loss liability would be limited to \$250,000 per unit over the five-year period ending Dec. 31, 1984.

If their stations or newspapers used UPI services they would have to pay the full rate, which would be higher than now, though they would be able to phase up gradually, reaching the full rate by Jan. 1, 1983.

For the first three years, the general partner, Scripps and Hearst, would bear more than its proportionate share of losses, taking responsibility for 75% of the loss in 1980, 50% in 1981, and 25% in 1982—and its pro-rata share thereafter.

The investors would get their pro rata share of any profits. However, the five-year projection envisions net losses of \$6,356,000 in 1980, \$4,743,000 in 1981 and \$359,000 in 1982 before an anticipated profit—if the satellite program and its expected savings work out—of \$2 million in 1983 and \$2 million in 1984. (The satellite saving was projected on the assumption that savings would have to be shared with UPI customers.)

The general partner—the Scripps-Howard interests—would operate the company, but the limited partners, the investors, would have certain veto powers over expenditures and officers.

Though the present UPI ownership anticipates only a 10% interest in the partnership, it reserves the right to increase to no more than 14% if the full offering of 90% is not subscribed. If it is oversubscribed, fractional units may be allocated.

The offering may be withdrawn if all units are not sold by Dec. 31, though it may also be extended for 30 days. It will be withdrawn if units representing less than 86% are sold. If fully subscribed, the partnership would extend to Dec. 31, 2029, unless extended by a majority vote.

The memorandum offers some comparisons with AP, its principal competitor. It puts AP's assets at the end of 1978 at \$33.4 million, its 1978 gross revenues at \$112,750,000 and its 1978 expenses at \$112,229,000. Comparable figures for UPI

# What have we got against their news?



I Love Lucy, Dick Van Dyke,  
Sanford & Son, Sha-Na-Na,  
The Joker's Wild, \$100,000  
Name That Tune—that's what!



While the other Sioux City stations program local news KMEG-TV supplies the entertainment alternative. KMEG-TV programs a top-notch entertainment line-up that's attracting more of the market's viewers than ever before plus News and Weather Updates 44 times weekly. If you thought your choice was limited to news or more news, think again! KMEG-TV provides a choice, a real alternative to the other station's news.

**Solid  
Entertainment  
8 days a week**



*A Feltzer  
Station*

**KMEG-TV**

A CBS Affiliate

A MEGAWATT OF SALES POWER FOR SIOUX CITY  
Avery-Knodel Television National Representatives



# How do you keep America's toughest TV audience happy for 30 years?

## Give them what they like.



The 19-million tough critics in New York, New Jersey and Connecticut – you have to give them exactly what they like or you don't last.

Today, we deliver more movies, more live sports and more locally-produced programs than any other independent. As well as award-winning public affairs specials. And Europe's finest productions.

Today, WOR-TV is the favorite New York independent station of young adult critics. And third favorite with critics under 18.\*

At WOR-TV, we're celebrating 30 years on the air.

The point is obvious.

\*Source: NSI/ARB, May 1979

## TV. As you like it. Since 1949.



**WOR-TV**

**RKCG**  
TELEVISION

are \$22,207,000 assets, \$74,307,000 in 1978 gross revenues and \$79,856,000 in 1978 expenses.

AP's broadcast list is put at 3,400, UPI's slightly higher at 3,777.

AP is said to serve 1,350 newspapers, UPI 1,122. A total of 789 papers are said to use AP exclusively, 441 UPI exclusively. Among the 100 papers with the biggest circulation, 91 use AP and 82 use UPI. Those 82 represent 45% of UPI's domestic newspaper revenues.

## ESPN adds on the advertisers

**Satellite cable programmer brings in backing for its service, which had potential 4.5 million homes hooked up on first month's operation**

The new Entertainment and Sports Programming Network (ESPN), a cable service principally owned by Getty Oil, continues to attract advertising support.

While other deals haven't approached ESPN's \$1.3 million sale to Anheuser-Busch to promote Budweiser beer during National Collegiate Athletic Association games (BROADCASTING, May 26), others on board include Hertz (for about \$250,000), the U.S. Air Force Reserve (\$200,000), Getty Oil itself (just under \$600,000), Sony, English Leather, Penn Athletic, Buick, the *Wall Street Journal* and *Barron's*.

In its first month of service, begun Sept. 1, ESPN claims it reached some 625 cable systems, with 4.5 million households. Projections are for six million homes by September 1980 and eight million the following year.

ESPN contracts with cable systems are for five years, with a base fee of \$2.40 per subscriber. Various discounts are offered depending on system size, and Chairman William Rasmussen estimates that on the average, the five-year cost is \$1.50 to \$1.80 per cable home. Systems only pay according to the number of households they have when the contract is signed. Subscriber growth isn't reflected in payment to ESPN. Contracts take effect today (Oct. 1); September service was provided free.

Currently ESPN offers round-the-clock sports programming via satellite Friday through Sunday and 10-12 hours a day Monday through Thursday. Events so far have ranged from Notre Dame football to a hurling championship from Ireland. In early December, once the basketball season is under way, ESPN expects to be 24 hours a day, seven days a week.

ESPN hasn't yet fully determined how much advertising time will be available in the full schedule. However, using the five-minutes-per-hour limit on NCAA events as a benchmark, this amounts to about 100,000 30-second spots per year, Rasmussen said. Thirty percent of the commercial time reverts to the local cable operators.

## Bottom Line

**Signing with Storer.** Delaware Teleservice Co., serving more than 10,000 homes in Dover, Smyrna and Kent county, announced Friday (Sept. 21) it has signed letter of agreement with Storer Broadcasting Co. to become subsidiary of latter. James Faucett, DTC vice president and general manager, said agreement is subject to "approval of various government jurisdictions." Stock exchange is involved, with exact amount to be determined.

**Upping the shares.** Adams-Russell Co., Waltham, Mass., owner of CATV systems and TV station and manufacturer of electronic equipment, will increase shares outstanding by 40%. Shareholders of record Oct. 2 will receive four shares for each 10 held. Company now has approximately 1.2 million shares outstanding.

**Capital formation.** Heritage Communications, Des Moines, Iowa-based cable MSO, has announced that underwriting group managed by Blyth Eastman Dillon & Co. and R.G. Dickinson & Co. will make public offering of 934,462 shares of Heritage common at \$9.25 per share. Proceeds to company will be available for general corporate purposes.

**Stop the music.** Paramount Pictures has scotched its previously announced deal to buy half of EMI Ltd.'s music operations, with companies saying they couldn't agree on terms for joint venture. Price tag was initially estimated to be in \$150-million area (BROADCASTING, July 16). Paramount's chairman, Barry Diller, said company will continue "aggressively" to pursue involvement in music business as part of development "as full-service entertainment company."

**Soccer to them.** TAT Communications, joint venture of Norman Lear and Jerry Perenchio, has acquired Detroit franchise of Major Indoor Soccer League. Games of yet unnamed new team will be televised on wxON-TV there, where principals own over-air pay-television rights. Soccer broadcasts will commence in December.

**Dollar deal.** Unsecured credit line of \$45 million has been established by Viacom International with Morgan Guaranty Trust Co., Chemical Bank, First National Bank of Chicago and Wells Fargo as lenders. Financing is at prime rate, convertible into a four-year term loan at 103% of prime for first two years, 105% for remainder. Credit line replaces \$17-million financing Viacom announced in April.

**More stock.** MCI Communications Inc. offered public market 4.5 million shares of \$1.80 senior cumulative convertible preferred stock. The \$67.5-million offer was handled by Loeb Rhoades Shearson and Allen & Co. Preferred shares are convertible to common at \$10 each.



**Signing number 700.** AP Radio reached another milestone—its 700th affiliate—with the signing of WERC(AM)-WKXX(FM) Birmingham, Ala. The AP Radio news network, which commenced operations Oct. 1, 1974, provides hourly news plus specialized programming and now has affiliates in all 50 states. Roy Steinfort, AP vice president for broadcast services, noted that the signing coincided with the start of experiments testing the transmission of AP Radio and other AP services via satellite to six-foot and 10-foot receiving dishes, in addition to AP's planned use of conventional 15-foot dishes. Shown (l-r) are Tim Lennox, WERC news director; Jerry Jackson, AP broadcast executive for Alabama and Tennessee; John Bomer, WERC general manager, and Hoyt Harwell, head of AP's Birmingham bureau.



# WHEN?



# L.A.T.E.R.

For Metromedia, Field and others, L.A.T.E.R. is January 1980.



**Columbia Pictures Television**

# Programming



ABC's Stone



CBS's Phyl and Mikhy



NBC's Joe's World

## Waiting in the scheduling wings

**With the new TV season just weeks old, network thoughts turn to replacing weak shows with some waiting on the bench**

The new television season is under way, and the networks are hoping, praying perhaps, that the batch of new shows introduced last month will survive in the ratings race. The networks, however, are not counting on that unlikely eventuality, and all three already have a handful of even newer programs in various stages of production.

At this point, it is too early to say which of the September shows will be first to get the axe. (For the week ending Sept. 23, it should be noted that six of the bottom-10 shows were new situation comedies.) For now, however, it suffices to say that some of the new programs will be removed from network schedules and be replaced by yet another batch. And among those newer programs, each network has some that lead replacement lists.

At ABC-TV three programs are said to be among those most likely to be plugged into sagging time periods:

*Family*, the Spelling/Goldberg Productions dramatic series will be making its fourth appearance in prime time beginning in December when the network's regular Monday night series of football games concludes. Executive producers are Aaron Spelling, Leonard Goldberg and Mike Nichols.

*Nobody's Perfect* proved just that in August when the network dropped it from its list of shows to debut in September. The story of an eccentric Scotland Yard detective in San Francisco is still slated as a replacement series, however. Arnie Sultan and Chris Hayward are executive producers of the Universal Television program.

*Stone*, the story of a detective who doubles as a best-selling novelist, made its debut as a made-for-television movie Aug.

26 starring Dennis Weaver. It, too, is a Universal project. Stephen J. Cannell is executive producer.

CBS-TV has three new shows tagged as the most likely candidates for prime-time slots:

*Knots Landing*, a spin-off of Lorimar Productions' *Dallas*, is said to be a leading contender, in part due to the especially strong showing of *Dallas* during the summer. *Landing* is currently being shot. David Jacobs and Michael Filerman are executive producers.

*Phyl and Mikhy*, a half-hour situation comedy about an American track star and a defecting Russian athlete, is being made by Elmar Productions. Hal Cooper and Rod Parker are producers.

*Young Maverick*, a Warner Bros. Television offering, marks series television's return to the western genre. Robert Van Scoyk is executive producer.

NBC-TV has five series that it has put at or near the top of its list. The network has not officially dubbed any of them as "replacement" series, however, but all have been announced as projects slated for airing during the 1979-80 season:

*Joe's World*, a half-hour situation comedy from TAT Communications, deals with a blue-collar family headed by Joe Wabash (Ramon Bieri), a third generation house painter. Alan Horne, president of TAT, is supervising production.

*Skag* is a family drama starring Karl Malden penciled in as a limited-run series set for airing in January. Noted writer Abby Mann writes and produces the series in association with Lorimar. Lee Rich, Brad Dexter and Mann are the executive producers.

*United States* is a much-touted new comedy series being produced by *M\*A\*S\*H* creator Larry Gelbart. Starring Beau Bridges, the show deals with contemporary marriage as seen through the eyes of a couple with two young children. It is an OTP Productions project.

*Good Time Harry* is a half-hour situation comedy from Universal about Harry Jenkins (Ted Bessell), a "very unmarried" sports writer. Gareth Davis is producer.

*The Facts of Life*, a spin-off of *Diff'rent Strokes*, made a limited debut as a summer replacement series. NBC includes it among its list of possible new entries, however. Jerry Mayer is producer of the series for TAT.

## Critic's choices

**'Eischied' and 'Associates' rate high with reviewers, but not viewers**

As television critics continued their reviews of new program entries, NBC's *Eischied* and ABC's *The Associates* generally came off as two shining stars on the TV season's horizon.

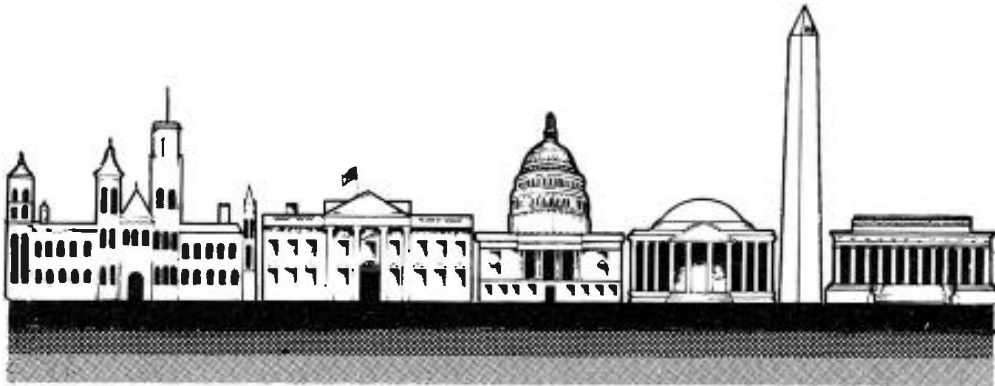
But, as is commonplace, glowing newspaper copy doesn't necessarily translate into ratings. *Eischied*'s premiere turned out to be NBC's lowest-rated program of the week, earning only a 15.3 rating and a 25 share. *The Associates* also was tarnished in its first week out, with a 16.0/25.

A sampling of *Eischied*, *The Associates* and other new program reviews follows.

**The Associates (ABC, Sunday, 8:30-9)**

"The last great comedy series of the Seventies... *The Associates* was created and produced by some of the talent that brought to television *The Mary Tyler Moore Show* and *Taxi*, and it shares the best qualities of both those programs. [It is] the best-written and best-acted new comedy series of the year... *The Associates* isn't only sublime comedy, but a mosaic of shrewd observations about humans in groups, a civilization in microcosm. If half the shows on prime time TV were this good, TV critics would be put out of business in no time." Tom





# You're in our future

The Mutual Broadcasting System welcomes its current and future affiliates—and the thousands of stations that regularly broadcast Mutual programs—to its Annual Affiliates Convention, October 5-7, Washington, D.C., and to the 1979 National Radio Broadcasters Association Conference and Exposition, immediately following, October 7-10.

**Radio. It's growing and we're another reason why.**



**mutual broadcasting system**



# WGBH engineers talk about the Ikegami HK-312

WGBH covers Boston Pops Orchestra concerts  
with Ikegami HK-312 cameras from Symphony  
Hall, Boston.



Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

### **Pops without noise**

*Tom Keller, Director of Engineering:*

“The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s... With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera.”

### **2 IRE, but a complaint**

*Ken Hori, Senior Engineer for Advanced Development:*

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio-transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE... For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour... We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too...”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

### **Washouts and dropouts**

*Bill Fairweather,  
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact **Ikegami Electronics (USA) Inc.**, 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

# **Ikegami HK-312**

Shales, *Washington Post*.

"... Even if it didn't have *Mork and Mindy* as a lead-in, the series about the denizens of a Wall Street law firm has *everything* going for it... The intelligence behind the series is most obvious in the script. While it calls for slapstick and keeps the one-liners coming, there is a larger plan that will allow all of its characters to flesh out, in much the same way as they do in *Taxi*..." Judy Flander, *Washington Star*.

"The half hour lives up to its promise, an almost picture-perfect example of how to set up a sitcom with style and panache." Rick Du Brow, *Los Angeles Herald Examiner*.

#### Archie Bunker's Place (CBS, Sunday, 8-8:30)

"It is, in just about every respect, a first-class disaster... This contrived extension [of *All in the Family*] is relentlessly sodden. The clever pacing, the crispness of the scripts, the skill of the performance have all disappeared... Perhaps the series has run its course and is ready for deservedly dignified interment... *All in the Family* could have benefited immeasurably by emulating the dignified retirement of the *Mary Tyler Moore Show*." John J. O'Connor, *New York Times* (review based on premiere).

"... It's funny and the writing is just as sharp as before, but one is keenly aware of the absence of Jean Stapleton... O'Connor's road will be harder because he has no one to play off. But his skill at characterization is priceless. At the risk of being eaten alive by aliens from Ork, we'd rather watch O'Connor than Robin Williams." Kay Gardella, *New York Daily News*.

"O'Connor and Balsam make it all work when they're together. They are something to see. It's nice to see pros on TV. It's nice to see a story actually established in a TV comedy. And it's nicest of all to see a TV comedy in which characters are more important than juvenile jive." Rick Du Brow, *Los Angeles Herald Examiner*.

#### California Fever (CBS, Tuesday, 8-9)

"... The aim of the show is to reflect the California life style, so there's plenty of beach and sun. If only there was a script to go with it." Kay Gardella, *New York Daily News*.

"In sum, this is an odd show. It looks like summer fare, and we are into fall. It is arrogant about the supposed glamour of trivialities in life here and has no feel for the real wonder of this place. It is all just too, too cute. And semi-literate, at best." Rick Du Brow, *Los Angeles Herald Examiner*.

"Obviously this is a time period when the chewing gum really hits the fan... There's not 30 minutes of story in the hour, and the predictable finale, with all the gang gathered around [Rex] Smith (who plays himself) as he belts out a song, reminds you of Frankie and Annette in all those wonderful beach movies." Howard Rosenberg, *Los Angeles Times*.

## Monitors

**Who's news.** Warner Bros. Television Distribution's stable of producing talent is expanded by signing of exclusive long-term distribution agreement with Budd Grossman through his Buddgro Productions. He joins others in signing worldwide distribution agreements with Warner—Danny Arnold, James Komack, team of Don Nicholl, Michael Ross and Bernie West and team of Allan Blye and Bob Einstein. Grossman deal is latest in aggressive acquisition spree that began last year with Warner's signing of agreement with The Wolper Organization. Grossman's writing credits include *Different Strokes*, *Dennis the Menace*, *Get Smart*, *Gilligan's Island*, *The Doris Day Show* and *Maude*.

**Advice and consent.** O'Connor Creative Services, Los Angeles, plans Nov. 12 launch date for *The Senators*, radio program featuring five-minute daily commentaries by U.S. senators. Already committed to program are Henry Jackson (D-Wash.), William Armstrong (R-Colo.), and John Stennis (D-Miss.). O'Connor plans to market new program for service charge of \$6 to \$12 per week. Mark Bragg, part-owner of Public Affairs Broadcast Group, will take over Oct. 1 as chief operating officer of O'Connor Creative Services and will oversee production of *The Senators*.

**Expanding.** Golden West Broadcasters Radio Productions was formed last week, marking that group broadcaster's entry into radio production field. Named to vice presidency heading new division was Roger Carroll, long-time KMPC(AM) Los Angeles air personality. New service will first offer three-hour music program featuring as yet unnamed radio celebrity. Other plans announced by GWB include radio entertainment specials, features and commercials. New division comprises KMPC, KSFO(AM) San Francisco, KEX(AM)-KOFM(FM) Portland, Ore., KVI(AM)-KPLX(FM) Seattle, WCXI(AM)-WTWR(FM) Detroit and Major Market Radio, New York-based national media sales company.

**Strike-bound.** Labor dispute that has shut down Britain's ITV commercial TV network now threatens one of country's most prized exports, *The Muppets*. Production has now been halted in U.K. for six weeks with only 12 of season's programs completed. Associated Television Corp., producer of show, is looking to U.S., French and German studios to complete series of 24 programs.

**Bought.** NBC-TV owned-and-operated stations have purchased 20th Century-Fox Television Sports' one-hour special on Los Angeles women's marathon. Race will be run Nov. 3 with program available for airing Nov. 17.

#### Eischied (NBC, Friday, 10-11)

"... Don't count out *Eischied* [as a hit possibility]... If you can ignore the show's title and concentrate on the character of the top homicide cop who does not always work by the book, then you may find the new show is just what you were seeking..." Jim O'Brien, *Philadelphia Daily News*.

"... I still couldn't help being slightly disappointed by the opening episode... From the script to the editing, it looks like a rush job—and a padded one at that... With this first-rate cast, continued emphasis on the realistic internal workings of the police department, tighter editing and less predictable scripting, *Eischied* could become one of the best weekly cop dramas ever... And I think it will..." Neel Halston, *Orlando (Fla.) Sentinel Star*.

"... For all its production values and highly priced star, *Eischied* looks to be but another of a long line of routine TV police dramas..." Rex Polier, *Philadelphia Bulletin*.

"... As tired as the premise seems, *Eischied* is extremely well done. It's the same quality dramatic form producer David Gerber gave us in *Police Story*, and after such inane series as *Vegas*, *Capra* and *Sword of Justice*, *Eischied* is a picture to watch..." Barbara Holsopple, *Pittsburgh Press*.

"... At last, a detective series with grit, guts and a New York state of mind. And at last, a detective show that's written for

adults, looks classy, moves extremely well and features a star [Joe Don Baker] who has more dramatic presence in his sizable little finger than David Soul has in his entire soul..." Steven Reddcliffe, *Baltimore News American*.

"... Time for police drama to make a TV comeback? *Eischied* is the one that might do it..." Bernie Harrison, *Washington Star*.

"It is Baker who shines as the most refreshing character to inhabit a TV drama since *Kojak* popped a sucker in his mouth." Howard Rosenberg, *Los Angeles Times*.

"But there is a potential. And there is the potential to tell good stories. And Baker wears three-piece suits, smokes cigars and favors tequila, and all of that stuff is just fine with me. I think it entitles him to a second look and more." Rick Du Brow, *Los Angeles Herald Examiner*.

#### A Man Called Sloane (NBC, Saturday, 10-11)

"... begs, borrows and steals from [James] Bond and other television series, and the result is an extremely agonizing hour in front of the old set..." Steven Reddcliffe, *Baltimore News American*.

"*A Man Called Sloan* is roughly of the same quality and mentality as such great hits of yesteryear as *Supertrain* and *The Eddie Capra Mysteries*." Rick Du Brow, *Los Angeles Herald Examiner*.





**"I DESIRE TO BRING A MESSAGE OF HOPE AND PEACE, A MESSAGE OF FRATERNAL LOVE."**

NEW YORK (AP) — POPE JOHN PAUL II HAS APPEALED TO THE AMERICAN PEOPLE FOR OPENNESS AND PRAYER TO HELP "FULFILL" WHAT HE CALLED HIS "MISSION OF SERVICE" DURING HIS UPCOMING VISIT TO THE UNITED STATES.

THE PONTIFF, DUE TO ARRIVE IN BOSTON ON OCTOBER 1ST, ASKED CATHOLICS TO PREPARE THEMSELVES SPIRITUALLY FOR WHAT HE CALLED A PASTORAL VISIT TO THE AMERICAN CATHOLIC CHURCH "TO PROCLAIM THE UP-LIFTING AND HEALING MESSAGE OF GOD'S WORD."

THE POPE TOLD A REPORTER FROM WOR-TV IN ST. PETER'S SQUARE IN ROME THIS WEEK THAT THE MESSAGE HE WANTS TO BRING TO THE UNITED STATES IS "A MESSAGE OF HOPE AND PEACE, A MESSAGE OF FRATERNAL LOVE. I DESIRE TO ASSURE ALL AMERICANS — CATHOLIC, PROTESTANT, AND JEWS; PEOPLE OF ALL CHURCHES; AND ALL MEN AND WOMEN OF GOOD WILL — OF MY FRIENDSHIP, RESPECT AND ESTEEM."

HE SAID HE WAS LOOKING FORWARD TO HIS ONE-WEEK VISIT IN THE UNITED STATES AND ASKED CATHOLICS TO "OPEN WIDE THEIR HEARTS TO THE PURIFYING ACTION OF THE HOLY SPIRIT!"

THE POPE MADE THE STATEMENT FOR A VIDEO TAPED SPECIAL TO BE AIRED ON THE EVE OF HIS ARRIVAL. HE IS SCHEDULED TO TRAVEL FROM BOSTON TO NEW YORK, PHILADELPHIA, DES MOINES, CHICAGO AND WASHINGTON.

## Ecumenical coverage for Papal visit

**Stations and networks in cities where Pontiff will stop over are pooling their efforts for massive reporting job**

In Washington, pool coverage is expected to involve 56 different cameras, and Len Dibert, manager of public affairs at WJLA-TV, says it's the "single most cooperative effort" he's seen between networks and local stations.

In Chicago, Pete Bordwell, assignment manager at WLS-TV, also is anticipating record pooling. And in Des Moines, Iowa, Jerry Howard, a producer at WHO-TV, says talk is that "there hasn't been anything this big since Khrushchev" visited there in 1959.

As those cities prepare for the arrival of Pope John Paul II, after his stops in Boston and New York (BROADCASTING, Sept. 24), local broadcasters are working in concert to make sure his moves are covered. What eventually airs will vary from station to station, but there'll be no paucity of material available.

When the Pope arrives at Des Moines airport Thursday, Oct. 4, where he'll greet handicapped and elderly persons, WHO-TV and KCCI-TV will be responsible for live origination. His next stop, near Cumming, Iowa, at a rural church, will be handled by WOI-TV Ames, Iowa. Then Iowa Public Broadcasting takes over at Living History Farms in the Des Moines suburb of Urbandale for the Pope's mass. (Coordinating the Des Moines coverage pool is Daniel Miller, a producer for Iowa Public Broadcasting; ABC, however, is taking care of transmissions such as microwave.)

Thursday evening in Chicago, WMAQ-TV is responsible for the Pope's arrival, then it's WBBM-TV for a mass at Holy Name Cathedral. WLS-TV cameras will be following his coming and going from the cardinal's mansion where the Pontiff will be staying. That evening, WISN-TV Milwaukee covers his visit to St. Peter's church.

The next morning, it's WMAQ-TV for the Pope's visit to Providence of God church and the motorcade that follows. WGN-TV picks up at Five Holy Martyrs church, then WISN-TV at Quigley South Seminary. A six-camera WGN-TV crew will be at Grant Park for the Pope's mass, and WBBM-TV will originate the Chicago Symphony Orchestra concert in the Pope's honor from Holy Name cathedral. WMAQ-TV takes the Pope's departure.

Supervising the Chicago pool arrangements is Bob Murphy, producer, special events, for ABC News in Washington.

In Washington, where network news bureaus and local stations are joining forces, NBC goes first, meeting the Pope's plane at Andrews Air Force Base. ABC has the mass at St. Matthews cathedral, then, with nine or 10 cameras, NBC will take charge of the Pope's greeting at the White House. WJVM(TV) will be with him at the Organization of American States.

The next morning, CBS takes over for his address at the Shrine of the Immaculate Conception, then it's the Public Broadcasting Service covering his speech at Catholic University. An "ecumenical encounter" at Trinity College goes to WJLA-TV. ABC will be originating the mass on the Mall, and for the Pope's departure,

it's CBS.

Lead organizer for the Washington pool is Bill Headline, assistant bureau chief, CBS News, Washington.

The pool operations, however, are just the beginning, with various individual station efforts in the cities, ranging from WBBM-TV Chicago anchor Bill Kurtis's coverage of the Pope in Rome and Ireland through his U.S. tour to WHO-TV which was planning to set up its own microwave for its own reporter on the scene at Living History Farm outside Des Moines.

■ The Pope's visit to the U.S. is undoubtedly an event, as evidenced by the heavy media coverage he will be accorded, but in heavily Catholic Ireland, the arrival

## News Beat

**Hindsight.** Nina Tottenberg, National Public Radio Supreme Court reporter, is not sure she would do it again if she had another chance to decide whether to air her scoop on high court's decision in Watergate coverup trial. Tottenberg received national attention when, in April 1977, she reported that court had decided to reject petition for review of conviction of top Nixon aides but that Chief Justice Warren E. Burger was holding up announcement in hopes of persuading necessary fourth justice to vote to grant review. But, she said at Sigma Delta Chi, Society of Professional Journalists meeting in Washington last week, her job has been much more difficult—and less fun—since then. Sources have dried up, justices do not speak to her. Another Supreme Court reporter said later she has also suffered pain of personal attacks of her colleagues in press. "I like to think I'd go with the story again," Tottenberg said. "But I'm not sure."

□

**Pointing finger.** Tim O'Brien, ABC's Supreme Court reporter, at same SDX meeting, said press may be bringing on itself Supreme Court decisions press says inhibits its freedoms. "We have lost the support of the public as a result of shoddy behavior," he said. "And the loss of support is reflected in the court rulings." O'Brien, who had four news beats of his own on Supreme Court decisions in past session, confirmed that he is in contention for anchor job at NBC's wrc-tv Washington.

□

**The beer facts,** WLS-TV Chicago's four-part series, reporting on presence of known carcinogens in 14 of 16 brands of beer it tested, has brought the ABC-owned station good deal of national attention. Report was picked up quickly by national media. Armed with laboratory research, WLS-TV's Roberta Baskin reported that the brewing process used in making many brands of beer introduces high levels of nitrosamines, chemicals whose use as preservative in bacon is strictly regulated by government because of its cancer causing properties.

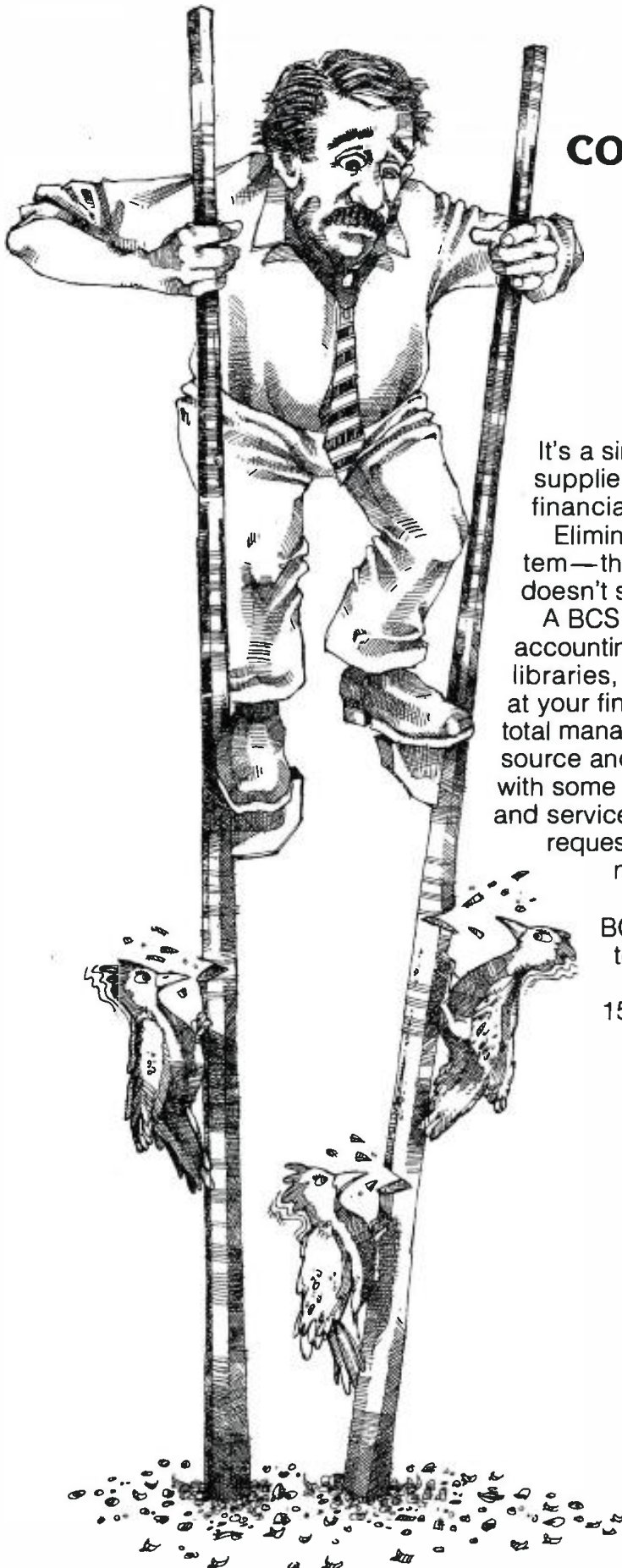
□

**Tidewater tiff.** WVEC-TV Hampton-Norfolk, Va., and Portsmouth, Va., authorities are in dispute over station's broadcast of story about undercover fencing ring that local police were using to trap vehicle thieves. WVEC-TV's news director, John Miller, said station had obtained story from outside sources and had expressed willingness to go along with authorities' request to hold up report. But, he said, he wanted more details and fuller explanation of their claim that story would jeopardize police lives. Not getting that response, station ran story and police announced early shutdown of sting operation to protect policemen.

□

**Keystone coverage.** Beginning today (Oct. 1), Pennsylvania allows cameras in some courtrooms. State supreme court says nonjury civil proceedings may be covered by one pool camera, and judge may approve requests for additional cameras. Experiment will last one year.





**The more  
computing suppliers,  
the merrier?**

**Wrong.**

It's a simple fact. An abundance of computing suppliers just pecks away at your station's financial stability—as well as your nerves.

Eliminate these jitters with our BCS 1100 system—the powerful management tool that doesn't stop at just traffic and billing.

A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

So get back on firm ground with the BCS 1100. For complete details, call us today at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

**bcs**  
SYSTEMS

**K**KAMAN SCIENCES CORPORATION  
A KAMAN COMPANY

Our systems belong in your station.

of the Pontiff is anticipated with even more fervor.

RTE, the Irish state network, estimates it will provide coverage for close to one billion people. Much of this work will be done free in the reciprocal agreement of the European Broadcasting Union.

---

## Business executives, journalists point fingers at one another

The news media do a not-so-hot job of reporting business news, according to some public relations executives among the top 20 of *Fortune's* 500 companies. Those

media, on the other hand, complain that business people are uncooperative with media efforts to report business news well. These are the conclusions of a national survey conducted by the University of Oklahoma under supervision of Bill L. Baxter, assistant professor of journalism.

Thirteen of 20 PR executives rated the performance of radio and television "poor" in reporting business news to the public. Only two of the respondents said the electronic media do a "good" job. Newspapers received a "good" rating from 50% of the responding executives while only one said that newspapers do a "poor" job.

From their point of view, media editors and executives said that the biggest reason

for poor coverage is—as put by one editor quoted in the survey—the "closed-mouth information policies of business and the unavailability of its top brass to talk with the press."

How to improve the situation? Executives for both sides agree there is a need for reporters better trained in business and economics or by training on-staff writers to become specialists in business reporting-writing. Both media and business agreed they would like to do better by one another. Among Professor Baxter's suggestions as a result of the study: that there be meetings between reporters and business people to discuss mutual problems and to analyze one another's attitudes, functions, values and perspectives.

---

# Law & Regulation

---

## One for RKO

**Broadcast Bureau recommends that commission renew company's WNAC-TV and approve sale**

RKO General Inc. received encouragement last week in the battle in which the fate of its 16 radio and television licenses could be affected. The FCC's Broadcast Bureau, in the case immediately at issue, recommended that the commission renew the license of WNAC-TV Boston and grant its assignment to New England Television Corp.

The bureau had not previously expressed a position on whether or not the admitted misconduct of RKO's parent, General Tire & Rubber Co., warranted RKO's disqualification as a licensee. A commission conclusion that RKO is not qualified would place all of its licensees in jeopardy. In reply comments filed on the question, the bureau urged the commission to find RKO basically qualified and the addition of potentially disqualifying issues against RKO unwarranted.

"The record did not contain allegations establishing the necessary nexus of the admitted wrongdoing to RKO's past and future stewardship as a licensee of WNAC-TV," the bureau said.

The bureau based its recommendation on the first round of pleadings filed by RKO and the six other parties that the commission invited to comment on the report of a special General Tire committee that outlined six years of bribery of foreign officials and illegal political contributions on the part of the corporation. RKO also offered evidence in mitigation of the report's conclusions.

And the bureau found the RKO pleading persuasive. It said that the record in the proceeding could "reasonably" lead

the commission to conclude that "the nonbroadcast misconduct documented in the report has not affected RKO's past broadcast operations."

Furthermore, the bureau said, RKO's statement regarding the corrective action taken to prevent a recurrence of the admitted misconduct provides a reasonable assurance that the misconduct will not be repeated.

The proposed sale of WNAC-TV to NETV—composed of the two former competing applicants for the Boston channel 7 facility, Community Broadcasting of Boston Inc. and the Dudley Station Corp.—is also a factor to be weighted in RKO's favor, in the bureau's view.

The bureau said that the proposed sale would "assuage" any "lingering doubt" regarding RKO's fitness to remain the station's licensee. And it said the commission could take into account the public interest factors that would result—the license would be assigned to local and minority-group members, and the commission's goal of diversification of media ownership would be served.

But while stating that the WNAC-TV proceeding could be resolved without further hearings, the bureau was not suggesting that RKO's troubles would then end. Two applicants for other channels occupied by RKO stations have been made parties to the WNAC-TV proceeding because of overlapping issues in the three cases, and the bureau indicated its pleading would not resolve those other matters.

Fidelity Television Inc. six years ago lost in its bid to take over KHJ-TV Los Angeles, but remains alive as an applicant because that decision hinges on the resolution of antitrust issues in the Boston case (BROADCASTING, Dec. 3, 1973). And Multi-State Communications Inc., is competing for the frequency on which WOR-TV New York operates. Both are urging the commission to find RKO not qualified to

be a licensee.

The bureau said the matters raised in the General Tire report warrant the addition of a comparative issue against RKO. And although the need to re-evaluate RKO's qualifications in the Boston proceeding has been "obviated" by the proposed sale, addition of a comparative issue against RKO in the New York hearing "is warranted." Indeed, the bureau said it "may also be necessary to reopen the Los Angeles proceeding and revisit the comparative qualifications of RKO and Fidelity."

Nor would even that necessarily be the end of RKO's problems. If the matters in the report warranted the addition of a comparative issue against RKO in those two proceedings, presumably they would warrant it in any subsequent proceeding in which RKO is being challenged for a license. Such a conclusion by the commission would be expected to attract a host of challengers for the other RKO licenses.

---

## Mottl wants to open the FCC's books on station finances

**He introduces bill that would require making public individual bottom lines in broadcasting**

Representative Ronald Mottl (D-Ohio), a member of the House Communications Subcommittee, last week introduced a bill that would require the FCC to reveal data on individual TV and radio station financial matters.

The bill, which has no co-sponsors, would amend the Communications Act of 1934 to make public FCC figures showing commercial television and radio station revenues, expenses and profits. The information would become available for public



inspection 30 days after being received by the FCC.

Mottl's motives for the legislation are to offer the public more information to help assess the performances of broadcast licensees in their community. In a prepared statement, Mottl said that while broadcasters are trustees of the public airwaves, the public, particularly with television, is being offered "new lows in tasteless, mindless and shallow programing."

Mottl said this legislation would help change that by making licensees more accountable to the public. "Financial disclosure would help an audience analyze station performance versus profits," Mottl said. "Viewers and listeners could for once discuss programing with their station managers from a position of knowledge about the financial feasibility of more varied, better programing."

There was no apparent early support for the bill, but Mottl noted that the recent appraisal of the FCC by the General Accounting Office urged a re-evaluation of whether there would be competitive harm to broadcasters if such data were routinely disclosed.

In addition, Mottl said he did not think his proposal would put added regulatory burdens on broadcasters. "I would emphasize that my bill is not intended to be an additional burden of red tape on broadcasters, who in some major respects I agree are overregulated," he said. "But since financial information on stations is collected anyway by the FCC, I see no harm and much potential benefit in allowing the public access to this data."

## Black law professor probable pick for D.C. appeals court

**Edwards of Michigan U. and Amtrak is seen as likely Carter choice**

Harry T. Edwards, a professor of law at the University of Michigan, is expected to be President Carter's next choice to fill a vacancy on the U.S. Court of Appeals in Washington. He would succeed former Chief Judge David Bazelon, who assumed the part-time status of a senior judge last June.

Initial word of Edwards's likely appointment came out of the University of Michigan, in Ann Arbor, in the form of a press release. Sources in Washington last week confirmed that the FBI and the American Bar Association were making the background checks that would precede the formal submission of Edwards's name to the Senate.

If confirmed, Edwards, who is 38, would become the second black and one of the youngest persons selected for the D.C. appeals court. The other black is Spottswood Robinson III.

The appeals court in Washington, probably the most influential court outside of the U.S. Supreme Court, handles most of the appeals from federal regulatory agen-

cies, including the FCC and the Federal Trade Commission.

Edwards's legal background largely is in labor law. He teaches that subject and collective bargaining and negotiations, as well as law dealing with higher education. And he has served as an arbitrator in a number of cases of national importance including some involving Ford Motor and U.S. Steel. He is vice president of the board of governors of the National Academy of Arbitrators.

Edwards, who first joined the Michigan law faculty in 1970 and then rejoined it in 1977 after two years at Harvard University Law, is also chairman of the board of Amtrak, the national railroad passenger firm. He was appointed to the board by President Carter in 1977.

Edwards graduated from Cornell University in 1962 and received his law degree, with high distinction, from Michigan, in 1965. He served for five years with a Chicago law firm—Seyfarth, Shaw, Fairweather & Geraldson—before joining the Michigan law faculty.

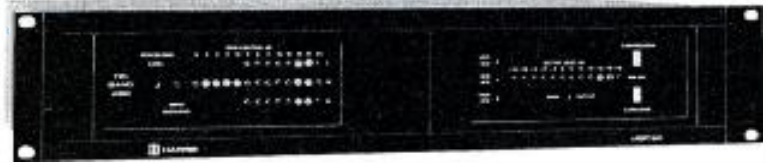
The Michigan law professor, who is married and has an 11-year-old son and 8-year-old daughter, would be Carter's third appointment to the D.C. appeals court. The first two proved to be controversial.

Patricia Wald, a former assistant attorney general, was confirmed in July after weathering opposition generated by a speech she had given suggesting reforms in the legal rights of adolescents (BROADCASTING, July 30).

And former Representative Abner Mik-

Now you really can sound *good and loud!*

## NEW MSP-90 TRI-BAND AGC AMP PROTECTS YOUR AUDIO QUALITY WHILE SIGNIFICANTLY INCREASING LOUDNESS



Today's listeners are more discriminating, and "loudness without quality" audio is not acceptable to most audiences over the long term. The Harris MSP-90 Tri-Band AGC Amplifier has been designed with this in mind—and introduces a new type of processing that makes you sound not just loud, but *good and loud*.

The Harris Tri-Band AGC uses true RMS power sensing (vs. the typical peak or average sensing of competitive models), and coherent filtering that is bandsplit so precisely that it may be summed without error. The result is a cleaner, more dynamic sound.

In addition, the Harris Tri-Band AGC has adjustable turnover frequencies,  $\pm 10$  dB level adjustment of three bands with front panel controls, dynamic program dependent attack time—plus many other features not found in competitive AGC amplifiers.

This is the one unit that further refines the AGC concept to provide a performance level far beyond anything previously available. For more information on the new Harris Tri-Band AGC write or call Harris Corporation, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

va (D-III.) was confirmed on Tuesday on a 58-31 vote, despite determined opposition from the National Rifle Association, angered by Mikva's support of gun control legislation.

That fight may not be over. Senator James A. McClure (R-Idaho) has filed suit in U.S. district court in Washington contending that the appointment is unconstitutional. The suit is based on the constitutional provision barring the appointment of a member of Congress to a federal post for which the salary was increased during the member's term. And federal judges have been voted a pay raise effective Oct. 1. However, the Justice Department says Mikva would not be barred from the court if he was confirmed before that date.

## Casting stones at the FCC's lottery idea

**Commission's suggestion for dealing with Media, Pa., case is seen as easy way out**

Comments were filed last week on the FCC's proposed try-out of a lottery system to decide a comparative proceeding for a new FM station in Media, Pa. The comments said, in effect, that any such system would be, as one filing termed it, a "cop-out." On June 21, the FCC granted review of a decision by the Review Board granting a construction permit to Greater Media Radio Co. That decision denied the mutually exclusive applications of Alexander S. Klein Jr. and Roberts Broadcasting Corp. The commission decided to grant further review "in part out of concern as to whether the record provided rational distinctions for choosing from among the applicants."

The FCC has asked the applicants to show whether there are distinctions consistent with current policy on the record. If no distinctions can be found, the commission suggested it try a lottery (BROADCASTING, Aug. 13). The FCC realized that such a move is a departure from its traditional policy, and asked the public to comment on it.

CBS said that the "unintended effect of implementing a lottery system is that it may be used increasingly as a 'cop-out.'" It added, "there are no judicial or administrative processes that start with a hearing and end with the flip of a coin." CBS also questioned whether parties would be awarded due process in such a proceeding.

The National Association of Broadcasters said that while it welcomes consideration of alternative methods of selection in comparative hearings, it questions the proposed use of the lottery approach at the end of an adjudicatory proceeding, when parties involved have spent time and money complying with present rules. The NAB feels that it should "be considered in a rulemaking proceeding which is more suited to the promulgations of policies of

## Washington Watch

**On the campaign trail.** Senator Larry Pressler (R-S.D.), member of Communications Subcommittee, last week announced candidacy for President. Pressler, 37, is Vietnam veteran, Rhodes scholar and graduate of Harvard Law School. First-term senator said country needs President in prime—not twilight—of his career.

**On the lookout.** Robben Fleming, president of Corporation for Public Broadcasting, has named five-person committee to find director for CPB program fund. Included in group is William McGill, president of Columbia University, who was chairman of Carnegie II commission, and former CBS newsman Eric Sevareid. Others are Aida Barrera, president, Southwest Center for Educational Television, Austin, Tex.; William J. McCarter, president, noncommercial WTTW-TV Chicago, and Lloyd Richards, dean, Yale University School of Drama.

**Candidate challenges.** National Citizens Committee for Broadcasting and Nicholas Johnson are appealing FCC decision not to declare Ronald Reagan candidate for Republican presidential nomination for purposes of equal-time rule (BROADCASTING, July 23). Appeal, filed with U.S. Court of Appeals in Washington, also challenges commission's rejection of petition NCCB and Johnson filed seeking rulemaking aimed at making equal-time rule apply to presidential candidates who have not formally declared but who have made "substantial showing" of candidacy. Sam Simon, NCCB executive director, said commission's refusal to recognize Reagan's "de facto candidacy" was "arbitrary and capricious."

**Something for everyone.** Bill Sims, former chairman of National Association of Broadcasters Small Market Radio Committee and president of Wycom Inc., Laramie, Wyo., group broadcaster, has called meeting of small market group radio owners to discuss concerns peculiar to them. Meeting will take place at Washington Hilton on Sunday, Oct. 7, at 1:30 p.m. Time and place coincide with last day of Mutual Broadcasting System convention and first day of National Radio Broadcasters Association convention.

**Footloose.** National Cable Television Association has decided to move 1982 convention originally slated for Washington to Las Vegas. Spokesman for organization said move was made because of insufficient exhibition space in Washington. Las Vegas dates are May 25-28.

**Election dollars.** All-encompassing look at last election comes with publication of new book by Herbert E. Alexander, fifth in series dating back to 1960 campaign. *Financing the 1976 Election* is case study of first experience with public funding in presidential campaigns, and analyzes history of campaign financing reform. 900-page volume, published by Congressional Quarterly Press, for \$35, includes look at impact of media on elections, including details on presidential debates.

broad application." The NAB warned that "a rule of general application derived from this proceeding will necessarily be limited by its peculiar factual circumstances."

McKenna, Wilkinson & Kittner, a Washington law firm, said "the general resort to a lottery approach in lieu of the traditional comparative process would have to be based upon new legislation." The law firm said that there are comparative procedures and standards that could be refined, but the "essence of the administrative process is in reasoned decision-making," and the FCC should not abdicate that responsibility.

Pappas Telecasting Inc., an applicant for a construction permit for a new UHF in Orlando, Fla., along with at least four other mutually exclusive applicants, called the lottery the least desirable approach. Such an approach "deprives the investor and his counselors of any opportunity to evaluate the investment risks." Pappas said that such an approach will tend to discourage filings by "superior applicants" that may not be able to "risk venture

capital." Its filing advocated the adoption of a "second tier" of criteria in cases where a distinction cannot be made under existing rules.

The FCC's Broadcast Bureau, however, contended the FCC has authority to decide a case by lottery, but cautioned "extreme care" in deciding whether or not "some of the applicants in this proceeding have a comparative advantage over the others." The bureau also encouraged proposing the lottery idea in a notice of inquiry or rulemaking proceedings.

And the National Telecommunications and Information Administration believes the FCC has authority to decide by lottery only if it is "unable to distinguish among two or more qualified applicants from a public interest standpoint." However, NTIA says the commission has not yet made a finding in the Media case that the applicants are essentially equal (BROADCASTING, Sept. 24) NTIA has filed a petition for rulemaking April 11 seeking to simplify and facilitate an early determination of comparative broadcast hearings.



# 21.6 MILLION PEOPLE ARE WAITING FOR THIS SHOW\*



## THE GREAT AMERICAN MUSICAL

From the Great White Way to the silver screen, America's greatest musicals — and exclusive interviews with the superstars who brought them to us — come to you on THE GREAT AMERICAN MUSICAL. From the days of "Show Boat" to the latest Broadway hits — with in-person appearances by legends like Astaire, Merman and Channing — with tributes to greats like Garland and Busby Berkeley — THE GREAT AMERICAN MUSICAL is a weekly 2-hour spectacular hosted by Gavin Award-winning Chuck Southcott. Premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.



**GOLDEN EGG**  
THE FORCE IN  
RADIO SYNDICATION

**Please send information and demo on  
THE GREAT AMERICAN MUSICAL**

Name \_\_\_\_\_ Title \_\_\_\_\_ Station \_\_\_\_\_

Address \_\_\_\_\_ Phone No. \_\_\_\_\_

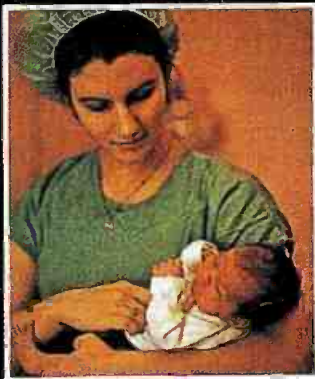
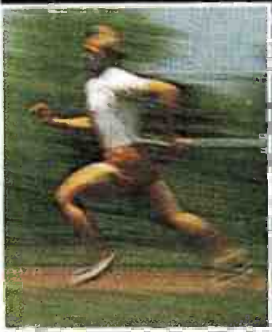
1373 Westwood Boulevard, Suite 202, Los Angeles, California 90024 (213) 475-0817

SEE US AT THE NRBA — FOOD AND COCKTAILS AT 8 MONDAY, SUITE 5189. EXHIBIT NUMBER 5220

\* According to the League of New York Producers and Theatres.







**OCTOBER 1, 1979.  
THE RKO RADIO NETWORK IS ON THE AIR.  
LIFESOUND OF THE 80'S.**

# Noel

## JESUS IS BORN

By Lanny Wolfe, Don Marsh, and  
Bob Benson

**Radio Stations are  
invited to celebrate  
with us! With this  
special Christmas  
presentation.**

**Receive demo and giveaway  
albums, 30 and 60 second  
spots and sponsorship tips.  
In return, you will need to  
air the record in its entirety  
on Dec. 7, 8 or 9.**

call letters \_\_\_\_\_

p.o. box/street \_\_\_\_\_

city/state/zip \_\_\_\_\_

send to the attention of: \_\_\_\_\_

Send to: NOEL c/o The Benson Company/365  
Great Circle Road, Nashville, Tenn. 37228/or  
call 615-259-9111



### A GOOD VEHICLE IS HARD TO FIND!

But we found two of  
them . . . For Radio

"Yesterday's Headline"  
& "Moment of Glory"

**CONCEPT:** "Yesterday's Headline" provides a unique, nostalgic review of the great news stories that made front page headlines in America and around the globe.

"Moment of Glory" recalls the exciting stories of great athletes who were immortalized for accomplishing a momentous feat during the course of a single event or a series of events.

All of the basic facts of each "Yesterday's Headline" and "Moment of Glory" feature are capsulized in a one-minute spot that includes billboards and a twenty-second commercial message.

Both features are interesting, informative, and challenging. The format of each is specially designed to hold the listeners' attention to the very end.

**Creator:** Written and narrated by Ira Morton, long-time broadcast personality, author and columnist.

For further information & Demo tape  
Call us collect 602-258-2972

Audio **AVT** Visual  
Technologies

A DIVISION OF  
**AVT**  
COMMUNICATIONS CORPORATION

1433 North 1st Street

Phoenix, Arizona 85004

## NBMC steps out of way of sale to Times-Mirror

**Coalition says it's reached deal  
with purchaser of Newhouse TV's**

The National Black Media Coalition has asked the FCC to withdraw NBMC's petition to deny the sale of five television stations by Newhouse Co. to Times Mirror Co.

NBMC had contested the assignments on the ground that Times Mirror had not made a compelling public interest showing, required for waiver of the FCC's top-50 policy. However, in a letter sent to all seven FCC commissioners last week, NBMC said that "a new partnership has been formed out of the fires of some heated negotiations—a partnership in which both parties' goals of minority participation is realized."

In its motion to withdraw the petition to deny approval of the assignment of licenses, NBMC says Times Mirror has made the following commitments: to nominate and support the election of a black to its board of directors at the next annual meeting; to hire a special assistant to the vice president who will develop and implement the EEO programs outlined in the agreement; to further EEO program implementation at each station and establish an EEO committee that will review policies and devise improvements; to expand summer intern programs at the newly acquired stations; to aid minority education by providing contributions to minority colleges and other projects; to expand its business with minority firms and banks (\$1 million has already been allotted for deposit at minority banks); to provide \$750,000 of start-up capital for minority acquisition of broadcast properties and provide management resources for minorities seeking such acquisitions, and to establish a continuing dialogue with community advisory groups to receive input on minority concerns.

The stations involved are WSYE-TV Elmira, N.Y.; WAPI-TV Birmingham, Ala.; WSYR-TV Syracuse, N.Y.; KTVT(TV) St. Louis, and WTPA(TV) Harrisburg, Pa. The price was \$82.3 million.

## Ferris likes NAB idea on checklist to ease backlog

FCC Chairman Charles Ferris has responded to a three-and-a-half-month-old suggestion from the National Association of Broadcasters to ease the FCC's "backlog problem" in application processing.

Ferris said he delayed his response "to take account of matters in this area that were in a state of transition in May but have subsequently been resolved." The chairman was referring to the commission's recently proposed rulemaking on radio deregulation.

The NAB letter, sent to Ferris in May, outlined a number of recommendations

that the association believes will help the FCC improve the application processing functions of its broadcast facilities division.

Ferris said he favored an NAB suggestion of a "checklist of common errors" that delay processing. In this endorsement, however, Ferris cautioned that "rulemaking and GAO clearance are often required in form revisions and these requirements prevent any dramatically swift changes."

NAB's senior vice-president and general counsel, Erwin Krasnow, in speaking about Ferris's response, said that radio deregulation "would be the first step" in clearing up the application backlog.

## Heinz enlists Hollings as co-sponsor of bill to create endowment for children's TV

Senator John Heinz (R-Pa.) last week introduced legislation that would create a National Endowment for Children's Television to improve the quality of programming directed to the young.

Heinz introduced similar legislation in the last session of Congress, but the bill died. This time, however, Heinz has as co-sponsor Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee.

In a news conference to announce the bill, Heinz said he didn't believe censorship was the answer to upgrading the quality of children's television, but rather the allocation of seed money to fund research and program production.

"There can be no doubt that television serves as a surrogate teacher for our children, but what exactly is it teaching?" Heinz asked. "Television is teaching our children that most problems can be solved by violence."

He added that this proposal would ease that problem. "Clearly it is time for us to begin to offer our children a wider menu of TV choices. We cannot legislate limited consumption of TV, but we can make the diet more 'nutritious.' Children's TV programming can be a more positive learning experience than it has been."

A 27-member national council would guide the endowment, headed by a chairman, who would be selected by the President. The chairman's term would be four years, and he would be eligible for reappointment.

The bill does not provide for a specific amount of money, but Heinz said he would be satisfied with \$10 million the first year, and he expected that figure would rise in subsequent years. In addition to the funding of new programming concepts, the endowment would fund research to help better understand the effects of TV, it would fund workshops to help develop quality programming and it would support related public education products. Both commercial and public television would be recipients of the final products.





# Recognition: The Ampex VPR-2

Recognition for engineering excellence can be measured by the overwhelming acceptance of the Ampex VPR series recorders with the AST\* Automatic Scan System. There are now more VPRs in worldwide service than any other 1-inch broadcast recorder. Every major television network uses VPRs for sports broadcasting, where a second look at the action in slow motion or still frame helps make the contest more exciting.

Recognition can also be gauged by the honors Ampex has gratefully

accepted for the VPR-2 this year:

- Academy of Television Arts and Sciences, exclusive Emmy award for the AST system.
- The Royal Television Society of U.K., Geoffrey Parr award for the AST system development team.
- National Academy of Television Arts and Sciences, joint Emmy award for the development of SMPTE Type C format VTR's.

The Ampex VPR-2. A videotape

recorder with so many engineering advances that it has quickly become the most successful broadcast product ever manufactured by Ampex. The only VTR available with AST, an Ampex innovation that makes special effects come alive in a broadcast situation.

\*TM Ampex Corporation

## AMPEX

Ampex Corporation, 401 Broadway,  
Redwood City, California 94063, 415/367-2011



# The Media

## Bolger reaches out to a wider world of broadcasting

**NAB chairman meets with group active in the media and hopes to form a council to coordinate efforts that are common to all**

Thomas Bolger, the National Association of Broadcasters new joint board chairman, has been off and running since he took office three months ago. "Consolidation" was to be the watchword of his tenure as NAB chairman, and his activities these last few months have shown he's kept his word.

Bolger has been meeting with broadcast industry groups in hopes of forming a "Broadcast Inter-Association Council" that would consolidate the efforts of various associations. He has already met with the National Association of Television Program Executives, American Women in Radio and Television and the American Association of Advertising Agencies, and plans meetings with the National Education Association, National Association of Black-Owned Broadcasters, and the Radio-Television News Directors Association.

Bolger believes the industry should

have a "forum to discuss concerns and opportunities . . . The council will act as a mechanism to coordinate efforts, a master game plan for major issues."

He also sees a responsibility to develop closer ties with state broadcaster associations and is seeing to it that an NAB staff member is present at most state broadcast conventions. Bolger believes in a "highly visible" profile as a means of keeping in touch with all broadcasters. In December, he is speaking in Los Angeles to UNDA, the national catholic association of broadcasters, on the church in the broadcast media.

Bolger is also planning a pilot project that will deal with the image of broadcasting. The program, if approved, will be sponsored by the Television Information Office, of which Bolger is a director. The project will be a six-week effort in Madison, Wis., where he runs WMTV(TV), to explain to the public the social value of television.

## Sounds of the desert

KIXV Inc. received the go-ahead from the FCC last week to build two FM stations on the desert highway that connects Los Angeles and Las Vegas (BROADCASTING, June 11).

The stations will be licensed to Yermo

and Mountain Pass, small California towns along interstate 15 in the Mojave desert, and will serve the 23 million people who use that highway and interstate 40, further to the south.

The Yermo station will broadcast on 98.1 mhz and the Mountain Pass station on 99.5 mhz.

KIXV Inc. is headed by Howard B. Anderson, a former executive with the late Howard Hughes's Summa Corp.

## Radio broadcasters to descend on D.C.

**NRBA convention begins this weekend in Washington; Goldwater, Severeid top speakers**

Sunday, Oct. 7, marks the start of the National Radio Broadcasters Association's sixth annual conference and exhibition, being held this year in the nation's capital at the Washington Hilton. Highlighting the conference will be a luncheon speech on Monday by Eric Severeid, former CBS commentator, and one on Tuesday by Arizona Senator Barry Goldwater, ranking Republican on the Communications Subcommittee.

A Sunday afternoon meeting of the



**Days in the sun.** Mutual Broadcasting System executives and affiliate representatives gathered last month in the British Virgin Islands for the fall Mutual Affiliates Advisory Council meeting, where they posed for this photo. First row, l-r: Hal Kemp, KTRH(AM) Houston; Ted Rogers, WOSA(AM) Sarasota, Fla.; Lee Morris, WSOC-AM-FM Charlotte, N.C.; Ed Christian, WNIC(AM) Dearborn, Mich.; Paul Reid, WBHB(AM) Fitzgerald, Ga., MAAC chairman; Russ Withers, WMIX(AM) Mount Vernon, Ill.; Keith Munger, KCOK(AM) Tulare, Calif.; Bob Sauber, WFRA(AM) Franklin, Pa. Second row: Gary Worth, MBS executive vice president; Carol Peterson, MBS Owned Stations Division; Sam Anderson, KFFA(AM) Helena, Ark.; Rick DuBose, WLBJ-AM-FM Bowling Green, Ky.; Bill Mnich, WMNI(AM) Columbus, Ohio; Don Bybee, KAAM(AM) Shawnee Mission, Kan.; Peter Bardach, WSUS(FM)

Franklin, N.J.; Tom Quinlan, KDLS-AM-FM Perry, Iowa; Larry Gordon, KWIL(AM) Albany, Ore. Third row: Marty Rubenstein, MBS executive vice president; Bob Ural, MBS station relations regional manager; Georgette Kohler, MBS station relations regional manager; FM. Smith, WLAU(AM) Laurel, Miss.; Rich Wartell, MBS station relations regional manager; Ed Roehling, WRCR(FM) Rushville, Ind.; Tom O'Brien, MBS vice president-news and special programing; Terry Hourigan, MBS station relations regional manager; Chuck Denney, KBZZ(AM) La Junta, Colo.; Jack Clements, MBS vice president-sports; Karen Kershner, MBS director-advertising and promotion; Frank Murphy, MBS vice president-station relations; Bud Schaafsman, chairman, MBS executive committee. Network will hold first annual affiliates meeting in Washington Oct. 5-7.



cmt  
New York 14609

Kpfa  
FM 94

2207 Shattuck Ave.  
Berkeley, Calif. 94704

KWPC  
BOX 116 / MUSCATINE, IA 52761  
PHONE (319) 263-2442

WILL-FM/91

WIPR  
897FM

WUOL  
University of Louisville

KSPA 860  
PREFERRED RADIO  
KTBC  
92.1 STEREO

887  
WERN

The NEW ZOO  
Box 3788 Stanford, Ca. 94305  
(415) 328-2000  
90.1 FM

WDCS-FM 98

W-100  
FM 100  
CHICAGO

CEMO 93.9

KXOA  
FM-108  
AM-14  
INCORPORATED  
PO BOX 1672  
1017 FRONT ST  
SACRAMENTO, CA. 95808

CIKOT radio  
FM 101

WHEE

KSAR  
Wentworth College Radio 88.5 FM

wguc

KfAC  
Los Angeles

KKHI  
The Classic Stations  
1550  
STEREO

WETA 91  
FM 91

WART  
Chicago's Fine  
93.5 FM  
Rock Station

WGET

KPED

WPXY  
FM 98

KSAN 95.5 FM

104.1 FM GRAND RAPIDS  
WVGR  
WUOM  
ANN ARBOR 91.7 FM

Choi  
fm

KLEF

94.3  
THE FOX WJKL

KKLV  
104.1 FM  
3900  
OLD SCENIC HWY  
MICROPHONE 99201  
(981) 572-9591

WSNI  
FM 104

ROCKY  
WRKY 103

WVGR FM  
WVGR FM  
WVGR FM  
WVGR FM  
NATURAL 101

KCOT  
P.O. Box 30 Lamesa, Texas 79331 (806) 872-2404

KMKF 101.4

WVGR  
104.3 FM  
1500 AM

WPIT  
FM 101

MINNESOTA PUBLIC RADIO, INC.  
KSJR-FM 90.1  
KRSW-FM 91.7  
KLSE-FM 91.7  
WSCD-FM 92.9  
KSJN-FM 91.1  
KCCM-FM 91.1

KFMH

KORW 89.9  
NATIONAL PUBLIC RADIO

FM ROCK  
WKEM  
104.7  
STEREO  
RADIO PARK, FULTON, N.Y. 13069  
TELEPHONE: SYRACUSE (315) 695-2165

# DOLBY FM: QUALITY CALL LETTERS

These stations, and many others, broadcast Dolby FM. Their engineers know the difference Dolby FM makes in sound quality, and their managers know how widely recognized the name Dolby is among today's sound-conscious listeners.

But not everyone has heard the difference Dolby FM can make. That's why at the NRBA convention Dolby Labora-

tories will be conducting brief demonstrations of the Dolby FM system.

Hear the difference for yourself. Discuss with us the possibility of your broadcasting Dolby FM experimentally, without obligation. In time you too may want to add your call letters to the growing list of Dolby FM broadcasters.

Hear the difference: Dolby at NRBA Washington D.C. October 7-10  
The Dupont Suite, located on the Terrace Level, one floor above the Exhibit Hall.



'Dolby' and the double-D symbol are trademarks of Dolby Laboratories  
731 Sansome Street, San Francisco, CA 94111  
Telephone (415) 392-0300. Telex 34409

NRBA executive committee is expected to result in election of a new president to replace departing Jim Gabbert. Harriett (Sis) Kaplan, owner of WAYS(AM) Charlotte, N.C., is believed by many to be a shoo-in in that election.

Mornings at the three-day conference will feature concurrent workshops on promotion, sales, management engineering and programming. Workshops planned include "The Feminine Ms-Tique—The Vital Role of Women in Sales," "The 9 khz Debate," "Selling When Your Numbers Are Zip," "Special Problems in FM" and "Radio Programming for the 80's."

Tuesday afternoon will be devoted en-

tirely to discussion of radio deregulation. A general session entitled, "Radio Deregulation—What, Where, When & How," will be followed by an FCC forum, in which Commissioners James Quello and Joseph Fogarty and FCC bureau chiefs will participate in open discussion.

An NRBA membership meeting and state directors meeting are also scheduled for Monday afternoon, along with special tours of Washington area radio stations.

More than 1,000 broadcasters are expected to attend; besides the workshops, speeches and other sessions, delegates will be able to meet with the more than 150 companies in suites or exhibit booths.

by Great Dane Broadcasting Corp. to Erin Communications Co. for \$525,000. Seller is owned by Robert N. Burns and Michael Ameigh. Burns also owns WSWF-AM-FM Seneca Falls, N.Y. Ameigh has purchased, subject to FCC approval, WEEQ(AM) Waynesboro, Pa. (see below). Buyer is owned by John R. Murphy, air personality at wVOR(FM) Rochester, N.Y., who has no other broadcast interests. WMNS is 1 kw daytimer on 1360 khz. WBJZ is on 100.9 mhz with 1.55 kw and antenna 405 feet above average terrain. Broker: Keith W. Horton Co.

■ WEEQ(AM) Waynesboro, Pa.: Sold by Raystay Co. to Michael Ameigh for \$350,000. Seller, owned by George Gardner and family, also owns WQVE(FM) Mechanicsburg, Pa., and cable systems in Carlisle and Waynesboro, both Pennsylvania. Ameigh is part owner of WMNS(AM)-WMJZ(FM) Olean, N.Y., which has been sold, subject to FCC approval (see above). WEEQ is 1 kw daytimer on 1130 khz. Broker: Keith W. Horton Co.

■ KTOC-AM-FM Jonesboro, La.: Sold by Tracy Rushing to William Clark for \$315,000. Seller has no other broadcast interests. Buyer is former vice president and general manager of WEZK(FM) St. Louis. He has no other broadcast interests. KTOC is 1 kw daytimer on 920 khz. KTOC-FM is on 104.9 mhz with 3 kw and antenna 245 feet above average terrain. Broker: John Mitchell & Associates.

■ KESM-AM-FM El Dorado Springs, Mo.: Sold by Cedar County Broadcasting Corp. to Martin Associates Inc. for \$250,000. Seller is owned Marvin Bredemeier and his wife, Norma (71.5%), and Dave Ruff and his wife, Rose (28.5%). None has other broadcast interests. Buyer is owned by William Martin and his wife, Barbara (50% each). He is sales representative for RCA broadcast equipment. She will manage stations. KESM is 500 w daytimer. KESM-FM is on 107.1 mhz with 3 kw and antenna 135 feet above average terrain. Broker: Ralph E. Meador.

## Changing Hands

### PROPOSED

■ WQXQ(FM) Daytona Beach, Fla.: Sold by Walter-Weeks Broadcasting to Patten Communications Corp. for \$850,000 plus \$300,000 for consultancy agreement. Seller is owned by James Walter and Robert M. Weeks who also own WMFJ(AM) Daytona Beach and WSPB-AM-FM Sarasota. They have recently sold WJNO(AM) West Palm Beach-WJNO-FM Palm Beach, Fla. (BROADCASTING, May 14), and WTNT(AM)-WLWV(FM) Tallahassee, Fla. (BROADCASTING, Feb. 5). Buyer is owned by Myron

Patten and 24 others who also own WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNT(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. Group has also purchased, subject to FCC approval, KVAN(AM) Vancouver, Wash. (BROADCASTING, Sept. 10). WQXQ is on 101.9 mhz with 100 kw and antenna 230 feet above average terrain. Broker: Cecil L. Richards Inc.

■ WMNS(AM)-WBJZ(FM) Olean, N.Y.: Sold

### APPROVED

■ KQTV(TV) St. Joseph, Mo.: Sold by Amaturio Group Inc. to Elba Development Corp. for \$9 million. Seller, owned by Joseph Amaturio, also owns KKSS(FM) St. Louis and KMQJ(FM) Clear Lake City (Houston), Tex. It has purchased, subject to FCC approval, KHGI-TV Kearney, Neb., and its three satellite stations (BROADCASTING, June 11). Buyer is owned by Malcolm Glazer, who owns WRBL-TV Columbus, Ga., and WTWO-TV Terre Haute, Indiana. KQTV is ABC affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 810 feet above average terrain.

■ WPNB-TV Traverse City and WTOM-TV Cheboygan, both Michigan: Sold by WPNB-TV & WTOM-TV Inc. to United States Tobacco Co. for \$3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Gertrude M. Zierle (16.35%). Group also owns WTCM-AM-FM Traverse City, Mich. Buyer is



AMERICA'S OUTSTANDING MEDIA BROKERS • A COAST TO COAST NETWORK

## NRBA HEADQUARTERS

Suite 8152

WASHINGTON HILTON

483-3000

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
20006  
1725 K Street, N.W.  
(202) 331-9270

CHICAGO 60601  
333 N. Michigan Ave.  
(312) 348-6460

ATLANTA 30361  
400 Colony Square  
(404) 692-4655

BEVERLY HILLS 90212  
9465 Wilshire Blvd.  
(213) 274-8151

10/1/79



publicly owned manufacturer of tobacco and other products. Louis F. Bantle is president and chairman. It has no other broadcast interests. WPBN-TV is NBC affiliate on channel 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet above average terrain. WTOM-TV is satellite of WPBN-TV on channel 4 with 100 kw visual, 20 kw aural and antenna 620 feet above average terrain.

■ **KDUB-TV** Dubuque, Iowa: Sold by Lloyd Hearing Aid Corp. to Birney Imes Jr. and family for \$1.5 million. Seller is owned by Marvin E. Palmquist and family, who also own WQRF-TV Rockford, Ill. Buyers also own WCBI-AM-TV Columbus, WNAG(AM) Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They recently sold WELO-AM-FM Tupelo, Miss. (BROADCASTING, June 11). KDUB-TV is ABC affiliate on channel 40 with 646 kw visual, 64.6 kw aural and antenna 841.3 feet above average terrain.

■ **WLKR-AM-FM** Norwalk, Ohio: Sold by Ohio Radio Inc. to Firelands Broadcasting Inc. for \$750,000. Seller is principally owned by Annette W. Reider as beneficiary of late husband's estate (26%); rest of stock is held by large group of local residents. It also owns WRWR(FM) Port Clinton and WKTN(FM) Kenton, both Ohio. Buyer is principally owned by James R. Westerland, general manager of station. He has no other broadcast interests. WLKR is 500 w daytimer on 1510 khz. WLKR-FM is on 95.3 mhz with 2.5 kw and antenna 125 feet above average terrain.

■ **WNNJ(AM)-WIXL-FM** Newton, N.J.: Sold by Irving Goldberg and family to Group M Communications Inc. for \$650,000. Sellers have no other broadcast interests. Buyer is owned by Marvin J. Strauzer and Michael B. Levine (50% each). Levine is Eastern division manager for Arbitron Radio, New York; Strauzer is vice president, marketing, for Gaynor Media Corp., New York, media buying service. Neither has other broadcast interests. WNNJ is 1 kw daytimer on 1360 khz. WIXL-FM is on 103.7 mhz with 5 kw and antenna 140 feet above average terrain.

■ Other approved stations sales include: KPOC(AM)-KCYN(FM) Pochontas, Ark.; WBML(AM) Macon, Ga.; WLBQ(AM) Morgantown, Ky.; WGNN-TV Winston-Salem, N.C.; WRIN(AM) Rensselaer, Ind., and KRAN(AM) Morton, Tex. (see "For the Record," page 64).

## New goal for Pioneers

**Revitalized group aims for 2,000 new members, state chapters to help spread word of broadcasters' professionalism**

Broadcast Pioneers, which has been engaged in a process of self-rejuvenation for some 18 months, is now embarked on a campaign to enlist 2,000 new members by next April, when the National Associ-

ation of Broadcasters' convention is held in Las Vegas.

The Pioneers, formed in 1942, now has 833 members. But officers and members at a board meeting in New York last week expressed confidence that the goal of 2,000 more was not too ambitious in the context of their own enthusiasm, plans and commitment.

"We're going with the flow," Jerry Lee of WDVR(FM) Philadelphia, the new Pioneers president, said in reference to what he and other board members called a virtual tide of enthusiasm for the idea that the Pioneers must promote and honor professionalism in broadcasting.

Lee said the requirement that members

must have been affiliated with the broadcasting industry for at least 20 years still stands. "But," he added, "the number of people in their 40's who have been in the business for 20 years is quite large today compared with what it was five or so years ago." Estimates have placed the total at 30,000 or more.

Reid G. Chapman of WANE-TV Fort Wayne, Ind., and Arthur Harrison of Sonderling Broadcasting Co., New York, are co-chairmen of the membership committee.

A basic plan in the campaign is to encourage formation of state chapters of Pioneers. There are now three state chapters affiliated with the national organiza-

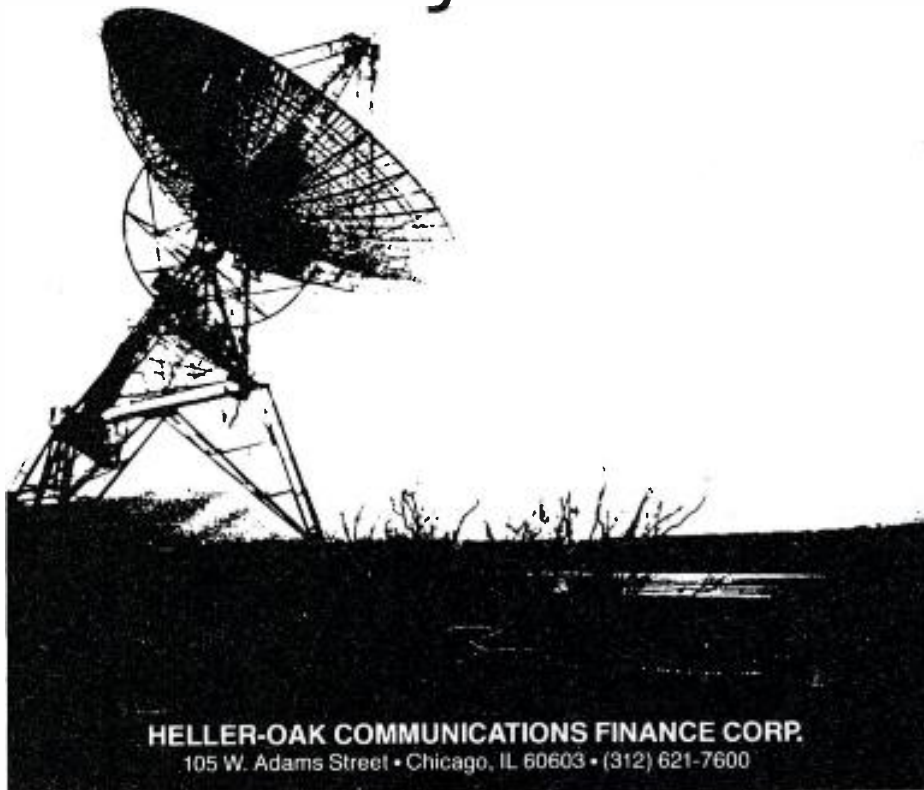
When you're expanding faster than your money, discuss your financial needs with Heller-Oak. As the pioneers in communications financing, we have the imagination and resources to put your deal together: to arrange a loan or lease for new construction, equipment, acquisitions, or re-financing, whether for \$200,000 or \$20,000,000.

At Heller-Oak, our magic

formula is no formula. Each transaction is an "original," structured to your specific needs. There is no commitment or investigation fee, nor do we look for equity participation. Our growth and leadership come from helping broadcast and cable operations grow.

Find out more. Write or call Loren N. Young, Vice-President, or Edward H. Zukerman, Vice-President.

# for expanding money, try Heller-Oak.



**HELLER-OAK COMMUNICATIONS FINANCE CORP.**  
105 W. Adams Street • Chicago, IL 60603 • (312) 621-7600

# A BLUEPRINT FOR RATINGS SUCCESS:

## PROGRAM MANAGEMENT DECISION REPORTS

What to do—How to do it—How to promote

## PSYCHOGRAPHIC MARKET STUDIES

Custom Designed Research: Focus Panel Groups, Ratings Analysis, Field Research, Random-Intercept Interviewing and Mall Studies. The Studies Provide Clients with Attitudinal Information to Help Change, Alter, or Improve Programming.

### REPORTS INCLUDE:

- 1 Program Format Idea Generation—Existing Problems, Benefits, Attributes, Associations, Images
- 2 Basic Motivational, Behavioral, Life-style, and Attitudinal Research
- 3 Listeners' Attitudes toward and Perceptions of Station Format, Station Sound, Music, Disc Jockeys/Personalities, News Policy, Content, Newscasts
- 4 Creative Insight into Listener/Consumer Language for Quantitative Studies and Problem Solving
- 5 Trace Effectiveness of Internal and External Promotions
- 6 How Listeners Feel About Other Stations

**Plus:** Ratings and Revenue, Goal-Oriented Conclusions and Recommendations. Ongoing Full-Service Program Consultation is Available on a Market Exclusive Basis.

### PROGRAM TO WIN: COME DISCUSS YOUR NEEDS WITH US.

Suite 9169  
NRBA 1979

# DEAN LANDSMAN RADIO SERVICES

135 E. 54th St.  
NY, NY 10022  
212 855-0445  
Dean Landsman  
Rene Mills

IN CONJUNCTION WITH

# Penthouse U

MARKET RESEARCH

160 E. 48th St.  
NY, NY 10017  
212 758-8765  
Tom Dale  
Sid Shapiro  
Myra Stark

tion: Indiana, Michigan and the District of Columbia. Chapman, who is also a vice president of the Pioneers, said the idea is to work through state broadcaster associations to get Pioneers' chapters started throughout the country.

A corollary plan is to have chapters make state awards to innovative or pioneering broadcasters—who need not themselves have been in the business for 20 years, since the award will be based on the accomplishment—and from the state winners to choose one or more for national awards.

The Pioneers is also setting up a speakers bureau to help spread what President Lee called "the gospel that this business is professional—that it does a lot of good but doesn't get the recognition it deserves." Roy Danish of the Television Information Office and Bill Mulvey of Capital Cities TV Productions are co-chairmen of the speakers bureau committee.

Pioneers has also adopted a new description of itself: "A society of broadcast professionals contributing to the past, present and future of broadcasting." Some of its objectives are outlined in a letter sent by President Lee soliciting memberships:

"I think we are professionals in the best sense of the word, and broadcasting is a profession. We provide a unique service to our communities, a living, breathing involvement of news, public affairs and entertainment. We are an unqualified commercial success. Yet we do not get the credit or recognition I think we deserve.

"The Broadcast Pioneers has taken on the task of raising the perception of the broadcaster in our society—starting at home. We believe that many of our basic problems in Washington and elsewhere stem from a basic lack of appreciation of broadcasting as a profession and the caliber of the people practicing it."

Lee heads a new slate of officers chosen in elections whose results were made known last week. He succeeds Norman E. Cash of Television Bureau of Advertising. Others are Harold Niven of NAB, first vice president; Chapman of WANE-TV, vice president; William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., secretary, and Sol J. Paul, *Television/Radio Age*, treasurer. The executive committee consists of the officers plus Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Edward W. Cramer, Broadcast Music Inc.; Mulvey of Capital Cities and Danish of TIO.

Edward DeGray, identified for many years with ABC, CBS and station operations, has been retained as the Pioneers' executive director. He succeeds Don Kearney, who is reducing his workload for health reasons, officials said, but will continue to publish the Pioneers newsletter.

The board at last week's meeting praised Kearney and also passed a resolution honoring Ernest Lee Jahncke Jr., former ABC and NBC executive, now retired, who has been a major force in Pioneers activities for many years. "There were times," one board member said, "when he personally kept the Pioneers together."



## Bringing a little blue sky closer to earth

**CBS unveils its work on teletext with demonstrations in Washington and St. Louis of modified versions of British and French systems**

CBS opened its doors last week to let the world in on the nature and progress of its heretofore secret experiments with teletext—that almost magic means of transmitting magazines worth of written matter during the 600 to 900 microseconds it takes for the television beam to recycle to the top of the screen after each of the two passes that make up one TV picture.

In a two-and-a-half-hour presentation at its Washington corporate offices last Monday, the network detailed its work on teletext, which it began early this year, and demonstrated one of the systems it is testing, a slightly modified version of the French Antiope system. Another presentation was conducted Thursday at KMOX-TV St. Louis, where the research and testing are being done.

Since receiving authorization from the FCC in March, CBS has done extensive testing over KMOX-TV with Antiope and the British Ceefax and Oracle systems to determine their applicability in the United States and to contribute to the research of an Electronic Industries Association committee that is trying to set up national stan-

dards for teletext.

For the Washington presentation, CBS conducted three teletext demonstrations—using videotape with the teletext data recorded over normal programming—to show how the systems function, the problem of access time and the ancillary closed captioning service.

The results from the first series of tests—what CBS calls Phase 1—indicate that both systems when modified for the 525-line U.S. television receivers provide clear, error-free teletext service, at least in areas of high signal strength. Only one of the 23 field test sites was outside KMOX-TV's grade A coverage contour. The next test phase will test the accuracy and strength of the teletext signal in grade B areas.

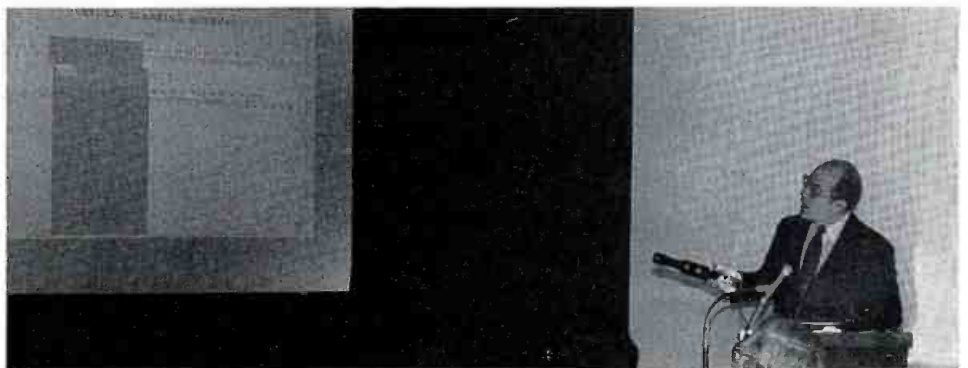
The major problem uncovered by the testing was that transmission of teletext on lines 13 and 14 of the vertical blanking interval interfered with regular television transmissions. CBS's FCC authorization included authority to test on lines 13, 14, 15 and 16 of the vertical blanking interval (VBI). (There are only seven VBI lines presently available for teletext or other use.) CBS reported, however, that during its initial tests using lines 13 and 14, 11% of the KMOX-TV employees who had been asked to keep a critical eye on their home TV screens "observed some evidence of

the presence of the data signals during retrace on lines 13 and 14. Also, reports were received from television service shops reporting this interference." Because of this noticeable interference, testing on those lines had to be stopped.

The effect of losing those two lines for teletext service is a doubling of the access time (the time the viewer must wait for a page to appear on his television screen after he has ordered it by punching a key pad). And keeping access time to a minimum is, according to Joseph A. Flaherty, vice president of engineering and development for CBS, "critical" to the practical application of teletext.

With both the British and French systems, the digitally encoded teletext information is broadcast cyclically—one page at a time. Before the decoder, either built into the receiver or connected to it, can display a page it must wait until the page is transmitted in the cycle. The speed of the cycle and consequently the access time are determined by many factors, including the number of pages in the cycle, the data rate speed and the number of lines of the VBI used.

To illustrate the effect on the viewer of varying access times, CBS demonstrated the Antiope teletext with 50 pages of text using varying numbers of VBI lines. With one line, the audience waited 48 seconds for the page to appear. This time was cut in half each time the number of lines used to



**Progress report and reporters.** (At left) One of the teletext pages displayed on the top monitor while the regular program proceeds on the lower one. Conducting the lecture: (top right) CBS engineering chief Joe Flaherty; (bottom right) second-in-command Bill Connally.

transmit the information was doubled.

As Flaherty pointed out, the access times demonstrated were the maximum. In other words, the page was ordered immediately after it was transmitted so that the entire cycle had to be run before the page could be displayed. If, on the other hand, the page is ordered right before it is due to be transmitted, it would appear on the screen almost immediately. A fairer estimate of access time, then, is the average of all possible access times. (The average access time for teletext with a maximum access time of 48 seconds would be 24 seconds.)

The easiest way for the CBS engineers to reduce access time is to increase the number of lines they can use on the vertical blanking interval. According to

William G. Connolly, managing director, development, for CBS, the best way to do that would be to "impress receiver manufacturers with the need to widen the vertical retrace blanking" to include lines 13 and 14. He said receivers have never blanked on those lines because there had "never been any reason to" before now.

Connolly admitted that even if manufacturers agreed to the idea, lines 13 and 14 cannot be counted on for the near term as their use would require wholesale replacement of television receivers.

"Until that time," he said, "you might want to consider multiplexing." He said that many of the vertical interval test and reference signals on lines 17 to 21 are unnecessarily repetitious. By repeating the signals less often, there would be time

freed for teletext data.

There are other methods of reducing the viewer "frustration level" that results from waiting for teletext pages to appear. One, as Connolly suggested, would be to insert commonly-asked-for pages, such as the index page, into the cycle more frequently. Another idea was set forth by Flaherty at the presentation. He said the problem can be partially remedied with the use of "more sophisticated decoders that can store more than one page of information." He said that the viewer could program his decoder to store perhaps five pages of information he is particularly interested in such as the sports pages. Once the pages are stored in the decoder the viewer can scan them at his leisure. Flaherty said there is "in the laboratory" a decoder that can hold as many as 30 pages, but even the cost of one that can hold five pages may be prohibitive.

Connolly also proposed a "two-stage" system in which a powerful teletext signal (66 IRE) is sent out on VBI lines 15 and 16 intended for all homes in the station's coverage areas. This would be coupled with a secondary service broadcast over lines 13 and 14 with a much lower signal (50 IRE) strong enough to reach homes close to the transmitter, but weak enough not to cause the television interference reported in CBS's early experiments.

Some of the impetus behind the CBS teletext project comes from the claim it made last April before the FCC when CBS decided not to participate with ABC, NBC and PBS in closed captioning for the deaf. At that time, CBS said that the joint project might be obsolete before its service is even begun and said that it would develop a teletext service that would include comparable closed captioning.

In its third demonstration Monday, CBS demonstrated the closed captioning using an excerpt of *The Waltons*. While the captioned picture played on one monitor, the uncaptioned picture was seen on a second, and the teletext was seen on a third.

As explained by Connolly, the captioning is actually one teletext page inserted in the page cycle whenever called for by the in the cycle.

In the demonstration, four VBI lines were used, but Connolly said that the system would work just as well with two.

According to Connolly, the captioning has little effect on the simultaneously broadcast teletext service. Each captioning page uses such a small capacity of the total page that its introduction into the page cycle increases cycle time by only 3%. This was apparent during the demonstration as a number of pages being summoned on the teletext monitor appeared with no appreciable decrease in speed.

Another problem common to all teletext systems was brought up by Al Goldberg, associate director of the CBS Technology Center in Stamford, Conn., who said that regardless of noise interference "the teletext alphanumeric is always perfect" in clarity and shape, but because of the interference it may be the wrong character.

Robert O'Connor, who, in addition to

PPIs...bioavailability...proper use of medicines  
...DNA research...drug recalls and seizures...

## HEALTH CARE QUESTIONS ARE USUALLY COMPLEX ...BUT WE CAN HELP YOU WITH THE ANSWERS

A year ago we resumed publication, on a bimonthly basis, of our popular "Health Highlights." Each issue deals with a public concern in the field of health care—sometimes only one facet of a problem, if the overall question is highly complex. The subject and the essential facts are presented succinctly, usually on one page, and we offer our corporate opinion (clearly labeled, we might add). Most of those who receive "Health Highlights" say they have found it a helpful, thought-provoking aid to them in their coverage of health care and pharmaceutical issues.

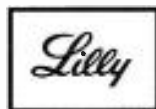
"Health Highlights" is free. To get on the mailing list, or to obtain a sample copy, write or call:

**David R. Richards**  
(317) 261-2271

"Health Highlights" is just one of the many ways in which we at Lilly are trying to make our information resources and our experts available to reporters, columnists, editorial writers, producers, and directors. If you think we may have information you need, please call:

**Ron Culp** or **Russ Durbin**  
(317) 261-3655 (317) 261-3570

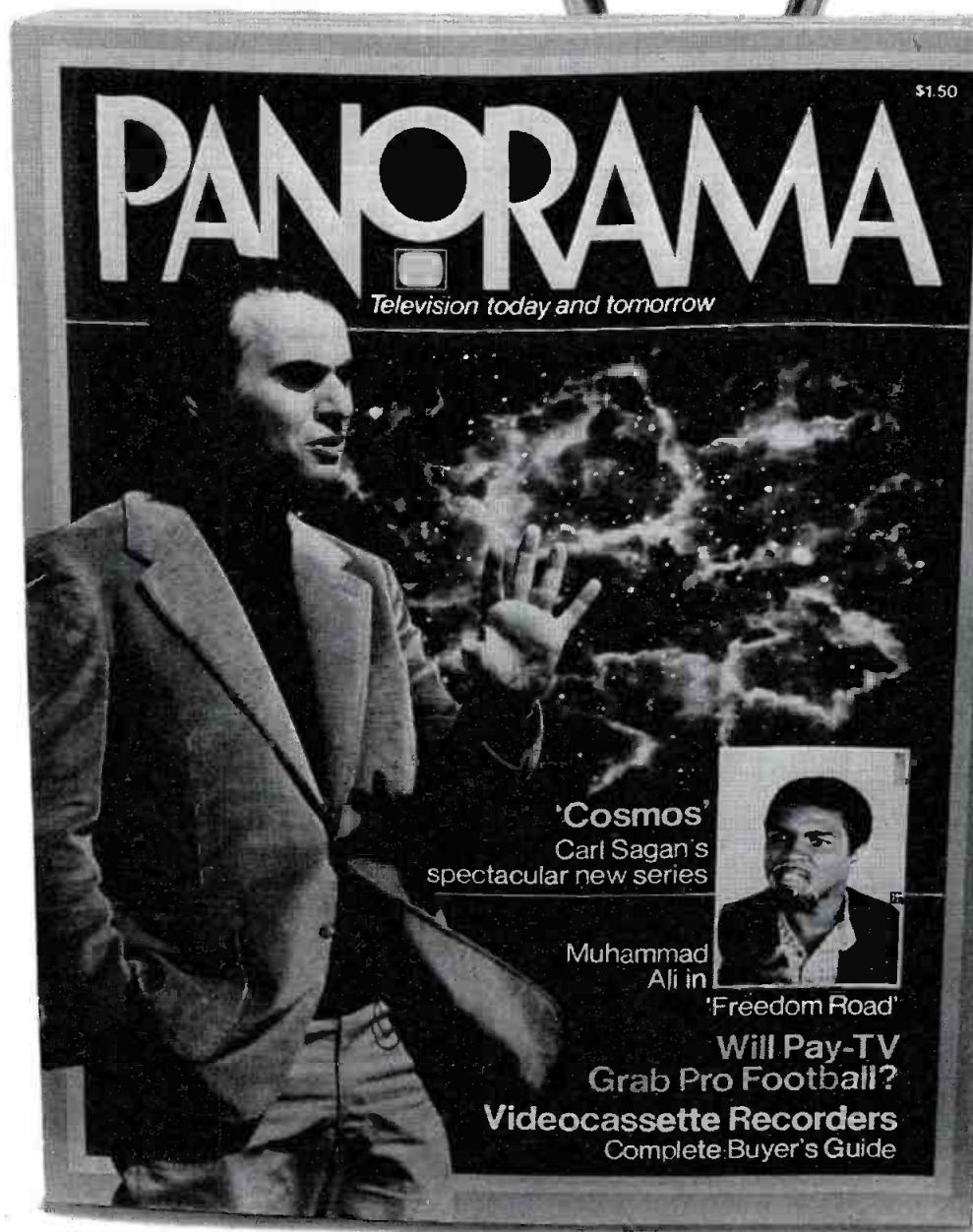
**WE WANT YOU TO KNOW ABOUT US AND OUR BUSINESS**  
in the Research, Development, Manufacturing, and Marketing  
of Human Health, Agricultural, and Cosmetic Products.



Eli Lilly and Company, P.O. Box 618, Indianapolis, Indiana 46206



# Get better television perception.



How often do you watch television? Every day? Once or twice a week?

No matter how much time you spend watching it, you can't deny the enormous impact television has on you and the people around you.

In fact, television in all its forms has become the single most powerful force in our society. Directly or indirectly, it affects everything from national politics and international relations to our individual values and lifestyles.

Which is why Triangle, publishers of TV Guide, have created "Panorama-Television Today and Tomorrow." A monthly magazine devoted entirely to the home screen. And the first issue will premiere in February 1980.

Panorama's entertaining, informative, well-illustrated articles will keep its readers on top of the current issues and crises facing modern television. And give them greater insight into all aspects of the home screen. As it is today, and as it will be tomorrow.

Panorama is designed for a very select, and selective, audience. An audience that not only wants the best in television but also the best in the products they buy.

Which is why you should consider Panorama. Because it doesn't just improve television perception. It improves product perception as well.

For further information, call Bob Baumler, Advertising Director, at (212) 759-8100.

**PANORAMA**  
Television today and tomorrow

The magazine to watch.

# WHFB-FM Benton Harbor plays our music beautifully!

Beautiful music tapes from Churchill Productions can help your station increase its audience and its advertising revenues.

If you'd like to hear more about the Churchill format, contact Tom Churchill in Phoenix (602/264-3331). Or visit our hospitality suite #3172 at the NRBA Convention.



**Churchill  
Productions**  
1130 E. Missouri, Suite #800, Phoenix, Arizona 85014

# KOFY 1050kc

A MUST BUY!

## No. 1 SPANISH

The only Spanish station that covers the entire San Francisco Bay Area.\*



\*3rd largest Spanish market in U.S.

Represented by **Lotus  
Reps**

heading the special EIA committee studying teletext, is vice president of transmission engineering for CBS, said that one electronic device critical for teletext might be a great blessing for all broadcasters—the “time domain adaptive equalizer.” The device is used in teletext to minimize multipath distortion that forms ghosts in television pictures and that can, in teletext, increase the bit error rate to a point where wrong characters are being generated on the teletext screen.

“An adaptive equalizer that works at some of the high bit rates of teletext would do a good job on the television picture,” he said.

Although CBS has accepted the British and French systems with little modification, since, as Flaherty stated, “the first goal [of the CBS project] is to test the European systems in the American environment,” Flaherty and other CBS officials left open the possibility that the standards it recommends might bear little resemblance to either one and could be a “hybrid” of both systems.

Flaherty went so far as to say that if necessary, CBS may “reinvent the wheel.”

The report said that “no definitive com-

parison between the British and French system could be made since many of the equipment features were not the same.” It said that in the next phase of testing “equipment differences will be reduced so that a more comparable analysis can be made.”

Connolly said that there are some inherent strengths and weaknesses in both systems. He said the British systems were “more rugged” and more resistant to bit error caused by interference. The French system, on the other hand, makes more efficient use of the limited VBI space, but is more susceptible to interference.

The CBS work thus far has only addressed the question of technical feasibility; the economic viability of teletext is still a question mark. At the presentation, Flaherty referred questions as to its economic future to CBS/Broadcast Group President Gene F. Jankowski (who, he said, “only employs me to make his facilities obsolete”). But Jankowski could shed little light on the subject. He said that CBS “hasn’t really thought it through” and that he hopes that the development of teletext in the United States would “generate new ideas for its use.”

## InSync

**Telethon.** NBC-TV will have 90 tons of equipment and 660 people in place for opening of 1980 Olympics on July 17 in Moscow. According to NBC’s Robert Butler, network will provide unilateral video and audio coverage from 14 locations and unilateral audio over Russian-supplied video at remaining 10. Because of time differential between Moscow and New York most of the planned 150 hours of coverage will be taped and edited for delayed broadcast by 41 Ampex one-inch VTR’s and two Russian-supplied two-inch machines. NBC’s video will emanate from 41 stationary cameras—18 RCA TK-760’s and 25 Russian-supplied cameras—and six minicams (RCA TK-76), one for each of six fully equipped vans that will roam Moscow for feature material. NBC will lease 14 mobile studios and studio and office space in Moscow Television Broadcast Center from Russians.

**Think Snow.** Julius Barnathan, ABC president of broadcast operations and engineering, had some Olympian figures of his own. Speaking before luncheon audience at IEEE broadcast symposium in Washington, he said televising of winter Olympics from Lake Placid, N.Y., will employ 800 persons, 450 of whom will be technicians. ABC will wire all four ski slopes at Placid and cover all events top to bottom with 25 cameras, he said. ABC will be providing coverage not only for its network, he said, but also for entire world through pool arrangement.

**On the continent.** Sony’s broadcast products office in Basingstoke, England, is claiming sales of over \$1.8 million from European countries during past eight weeks and because of its success is talking about setting up branch offices in Germany, Italy, Scandinavia and the Middle East. Largest of recent orders came from Italian State Network and includes 57 BVU 200 videocassette records. Total sale amounted to \$1.08 million.

**On the book beat.** Electronic Industries Association has published summary report of its Communications—Trends and Directions seminars held each year in Hyannis, Mass. Seminars and new publication are “designed to provide members of the financial community with an overview and update on the evolving world of electronic telecommunications.”

**Standard bearers.** Robert O’Connor, vice president of transmission engineering at CBS, gave detailed report of activities of Electronic Industries Association subcommittee he is heading at CBS teletext demonstration last Monday (see page 55). Subcommittee is looking to establish national standards for teletext use in the United States that could “form the basis for a petition for rulemaking to the FCC.” He said that committee will propose “complete technical specification” for teletext, including transmission standards, format standards and feature and decoder options. Although committee has originally expected to have standards ready by January 1980, he now hopes they will be ready in time for National Association of Broadcasters convention next April.

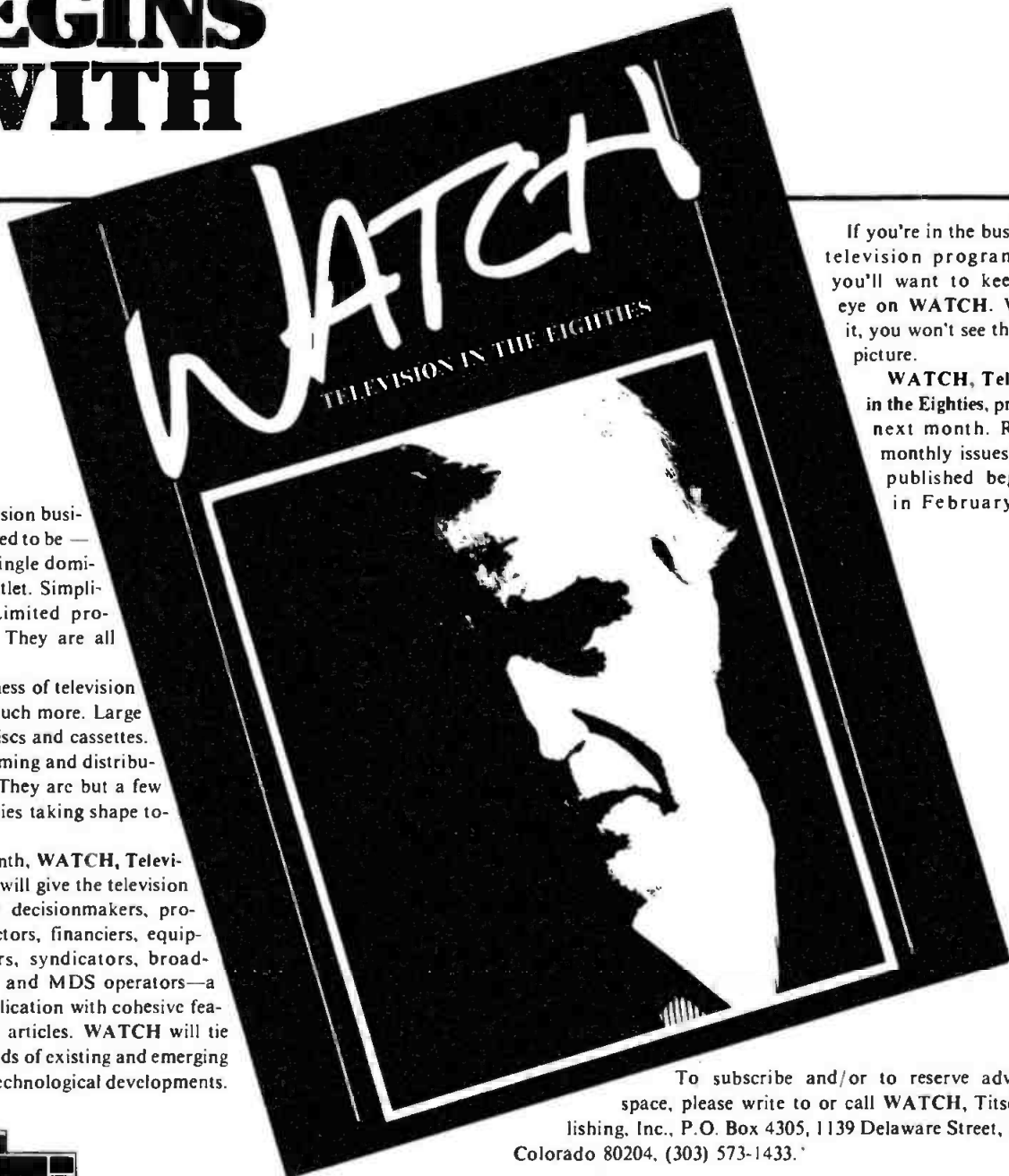


# A NEW GENERATION OF TELEVISION BEGINS WITH

Fact is, the television business is not what it used to be — "small" screens. A single dominant distribution outlet. Simplified technology. Limited programming options. They are all part of the past.

Fact is, the business of television in the '80s will be much more. Large screens, satellites, discs and cassettes. Numerous programming and distribution opportunities. They are but a few of tomorrow's realities taking shape today.

Starting next month, **WATCH, Television in the Eighties** will give the television industry—corporate decisionmakers, program executives, actors, financiers, equipment manufacturers, syndicators, broadcasters, cable, STV and MDS operators—a single reference publication with cohesive features and analytical articles. **WATCH** will tie together all the threads of existing and emerging programming and technological developments.



If you're in the business of television programming, you'll want to keep your eye on **WATCH**. Without it, you won't see the whole picture.

**WATCH, Television in the Eighties**, premieres next month. Regular monthly issues will be published beginning in February 1980.

To subscribe and/or to reserve advertising space, please write to or call **WATCH**, Titsch Publishing, Inc., P.O. Box 4305, 1139 Delaware Street, Denver, Colorado 80204, (303) 573-1433.\*

# The Broadcasting Playlist™ Oct 1

## Contemporary

Last This week	This week	Title □ Artist	Label
3	1	Lonesome Loser □ Little River Band	Capitol
1	2	Sad Eyes □ Robert John	EMI/America
5	3	Rise □ Herb Alpert	A&M
2	4	I'll Never Love This Way Again □ Dionne Warwick	Arista
4	5	My Sharona □ The Knack	Capitol
7	6	Don't Bring Me Down □ Electric Light Orchestra	Jet
11	7	Sail On □ Commodores	Motown
6	8	After the Love Has Gone □ Earth, Wind & Fire	Columbia
9	9	Don't Stop Til You Get Enough □ Michael Jackson	Epic
8	10	Lead Me On □ Maxine Nightingale	Windsong
16	11	Driver's Seat □ Sniff 'n' the Tears	Atlantic
12	12	Pop Muzik □ M	Warner Bros.
10	13	Devil Went Down to Georgia □ Charlie Daniels Band	Epic
13	14	Good Times □ Chic	Atlantic
15	15	What Cha Gonna Do □ Stephanie Mills	20th Century
19	16	Heartache Tonight □ Eagles	Elektra
20	17	Come to Me □ France Joli	Prelude
25	18	Heaven 'Must Have Sent You □ Bonnie Pointer	Motown
33	19	Dim All the Lights □ Donna Summer	Casablanca
24	20	Tusk □ Fleetwood Mac	Warner Bros.
23	21	Cruel To Be Kind □ Nick Lowe	Columbia
22	22	Spoooky □ Atlanta Rhythm Section	Polydor
18	23	Bad Case of Lovin' You □ Robert Palmer	Island
27	24	Depending On You □ Doobie Brothers	Warner Bros.
28	25	You Decorated My Life □ Kenny Rogers	United Artists
17	26	Goodbye Stranger □ Supertramp	A&M
31	27	Let's Go □ Cars	Elektra
32	28	Where Were You When I Was Falling In Love □ Lobo	MCA
29	29	Lovin' Touchin' Squeezin' □ Journey	Columbia
-	30	Still □ Commodores	Motown
-	31	Broken Hearted Me □ Anne Murray	Capitol
26	32	I Do Love You □ G.Q.	Arista
37	33	Found a Cure □ Ashford & Simpson	Warner Bros.
39	34	Hold On □ Ian Gomm	Epic
34	35	Dirty White Boy □ Foreigner	Swan Song
-	36	Baby □ Styx	A&M
30	37	Get It Right Next Time □ Gerry Rafferty	United Artists
36	38	Good Girls Don't □ The Knack	Capitol
38	39	Born To Be Alive □ Patrick Hernandez	Columbia
35	40	Different Worlds □ Maureen McGovern	Warner Bros.
-	41	Please Don't Go □ K.C. & Sunshine Band	TK
48	42	I Know a Heartache □ Jennifer Warnes	Arista
-	43	Gotta Serve Somebody □ Bob Dylan	Columbia
43	44	Street Life □ Crusaders	MCA
-	45	All My Love □ Led Zeppelin	Swan Song
21	46	Boss □ Diana Ross	Motown
47	47	Arrow Through Me □ Wings	Columbia
14	48	Main Event □ Barbra Streisand	Columbia
45	49	Good Friends □ Mary MacGregor	RSO
-	50	You're Only Lonely □ J.D. Souther	Columbia

## Playback

**Milestone.** A burst of enthusiasm among contemporary radio programmers followed the release last week of Styx's newest single, *Babe* (A&M), which bolts onto "Playlist" this week at number 36. "It's a smash," comments Don Nordene, program director at KREM(AM) Spokane, Wash. "The change in tempo shows real versatility in the group, and the LP is the best Styx have ever done." Jim Golden, program director at WBSR(AM) Pensacola, Fla., rates *Babe* as "one of the best records out there," and comments that "it's nice to have a great single from a top-name group that I don't have to daypart." **Double victory.** The Commodores' country-flavored hit single, *Sail On* (Motown) enters "Playlist's" top 10 this week while the group's newest single, *Still*, threatens to follow quickly in its wake. Dan Jackson, program director at KYSN(AM) Colorado Springs, reports significant phone response to the single, after only one day of airplay and describes it as, "low key, personal and a real grabber." Golden describes the record as "the best we're playing right now," and Jim English, program director at WORC(AM) Hartford, Conn., predicts that *Still*, which bolts onto "Playlist" at 30 this week, "can't miss." **Finally in the limelight.** Husband and wife songwriting team, Nick Ashford and Valerie Simpson, are responsible for such Motown classics, as *Let's Go Get Stoned*, *Ain't No Mountain High Enough* and Diana Ross's current single, *The Boss*. The pair's first hit single, *Found a Cure* (Warner Bros.), entered "Playlist" with a bolt last week at 37 and moves up again this week to 33. Dick Thompson, program director at WHOT(AM) Campbell, Ohio, describes the single as "an all-around hit record, good disco, rhythm & blues and top 40 music."

## Country

Last This week	This week	Title □ Artist	Label
7	1	Before My Time □ John Conlee	MCA
1	2	Dream On □ Oak Ridge Boys	MCA
3	3	It Must Be Love □ Don Williams	MCA
14	4	In No Time at All □ Ronnie Milsap	RCA
6	5	You're My Jamaica □ Charley Pride	MCA
2	6	All the Gold In California □ Larry Gatlin	Columbia
17	7	Just Good Ol' Boys □ Moe & Joe	Columbia
16	8	Foiled By a Feeling □ Barbara Mandrell	MCA
5	9	There's a Honky Tonk Angel □ Elvis Presley	RCA
4	10	Fools □ Brown & Cornelius	RCA
13	11	I Don't Do Like That No More □ Kendalls	Ovation
8	12	Daddy □ Donna Fargo	Warner Bros.
10	13	You Ain't Whistlin' Dixie □ Bellamy Bros.	Warner Bros.
9	14	I May Never Get to Heaven □ Conway Twitty	MCA
11	15	Only Love Can Break a Heart □ Kenny Dale	Capitol
20	16	Last Cheater's Waltz □ T.G. Sheppard	Warner Bros.
-	17	Ain't Got No Business □ Razy Bailey	RCA
12	18	My Silver Lining □ Mickey Gilley	Epic
18	19	Half the Way □ Crystal Gayle	Columbia
24	20	You Decorated My Life □ Kenny Rogers	United Artists
22	21	If I Fell In Love With You □ Rex Allen Jr.	Warner Bros.
-	22	Sweet Summer Lovin' □ Dolly Parton	RCA
-	23	Robinhood □ Billy "Crash" Craddock	Capitol
15	24	I Know a Heartache □ Jennifer Warnes	Arista
19	25	Til I Can Make It On My Own □ Rogers & West	U.A.

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



# FANTASY PARK

## Bart McLendon's

## 50-hour rock concert

# FOR SALE

Here's Bart McLendon's all new Fantasy Park II. The "outdoor live" concert you program from 6 Friday evening 'til midnight Sunday.

Fantasy Park I built audience counts in over 90 markets.

Fantasy Park Chapter II can bring thousands of new listeners to sample your sound. So unbelievably genuine that when you hear it

yourself you'll think you're stretched on a blanket in the park and be reaching for a corkscrew. Now reach for the 'phone and call

David Tyler or Keith Lee collect today at William B. Tanner Company, Inc. (901) 320-4340, Memphis, Tennessee. Do it now before it's sold in your market.



Continued from page 11.

to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

□

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC will discuss preliminary report at Oct. 16 special meeting.

□

**Network standings.** Prime-time TV ratings averages for new season, Sept. 17-23: NBC 20.6; ABC 18.0; CBS 16.9.

□

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

□

**Operator licensing.** FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters. On June 12, George Institute of Technology presented report to commission recommending that FCC stop regulating day-to-day "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on actual characteristics of signal stations broadcast.

□

**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphon-

ing of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). FCC has voted to repeal rule limiting one STV to a market (see story, this issue). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are six over-air pay TV stations currently telecasting: WWHT(TV) Newark, N.J., KASC-TV Corona, Calif., WQTV(TV) Boston and KWHY-TV Los Angeles. WXON(TV) Detroit, and KNXV(TV) Phoenix.

□

**Performer royalties.** Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet.

□

**Public broadcasting.** Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (BROADCASTING, July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

□

**Radio deregulation.** Last October FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and General Counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations which no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace forced in determining how radio licensees operate (BROADCASTING, Sept. 10).

□

**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; sub-

poenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-III.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did write with KAKE TV Wichita, Kan. (BROADCASTING, Feb. 26). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

□

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8).

□

**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING, Jan. 1).

□

**WARC.** 1979 World Administrative Radio Conference began last Monday (Sept. 24) and will run for 10 weeks (see story, this issue). U.S. and 153 other member nations of International Telecommunications Union will make spectrum-allocation decisions that are expected to remain in force for 20 years. U.S. concern about gaining additional frequencies for HF broadcasting and for winning agreement for proposal for increasing satellite allocations as well as speculation about "politicization" of conference by Third World countries dominated advance discussion of conference (BROADCASTING, Sept. 17).

□

**WESH.** FCC renewal of license for Cowles Communications' WESH TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21), but agreement was rejected by court (BROADCASTING, July 25).



As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 17 through Sept. 23.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### FM applications

■ Chatom, Ala.—Washington County Broadcasting Co. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 122, Leroy, Ala. 36548. Estimated construction cost \$35,300; first year operating cost \$60,000; revenue \$75,000. Format: Pop music. Principal R. Nadine Brewster (50%), Margie B. Sullivan (25%), Enoch H. Sullivan (25%). Brewster is manager of WHII(AM) Bay Springs, Miss. The Sullivans are gospel singers. Ann. Sept. 14.

■ Solvang, Calif.—Sunshine Broadcasting Co. seeks 96.7 mhz, 58 w, HAAT: 1973 ft. Address: Rt. 5, Box 286, Murphysboro, Ill. 62966. Estimated construction cost \$41,200; first quarter operating cost \$20,050; first year revenue \$75,000. Format: contemporary. Principals: William Varecha and wife Debbie (55%), William's brother Robert (15%), James Pace and wife Rosa (15%), Rosa's sister Beatrice Marcoe and husband Robert (15%). William and Debbie Varecha wholly own WTOO-FM Murphysboro and are 10% owners of KNAC-FM Long Beach, Calif. Robert Varecha is producer/director at WGN-TV Chicago. James Pace is assistant manager for Santa Ynez Valley Hardware and Rosa is nurse at Santa Ynez Valley Hospital, both in Solvang. Both are also council members of Santa Ynez Indian Reservation. Robert Marcoe is a housing officer for Bureau of National Affairs in Santa Ynez, Calif. Wife Beatrice is council member of Chumash Indian Tribe, along with sister Rosa. They have no other broadcast interests. Ann. Sept. 14.

■ \*Des Moines, Iowa—Grant Communications Inc. seeks 91.1 mhz, 1.5 kw, HAAT: 497 ft. Address: Box 11, 812 Main St., Pella, Iowa 50219. Estimated construction cost \$7,699; first quarter operating cost \$6,218; revenue \$15,000. Format: educational. Principal: Non-profit educational corporation. R. G. Smiley is president. Grant has no other broadcast interests. Ann. Aug. 30.

■ Beloit, Kan.—KRZJ Broadcasters Inc. seeks 105.5 mhz, 2,925 kw, HAAT: 82.05 ft. Address: U.S. Hwy. 24 East, Beloit 67420. Estimated construction cost \$27,525; revenue \$30,250. Format: Beautiful music. Principal: Robert D. Zellmer, and wife Marjorie, 100%. Jointly own 53% KRZD(AM) Wray, Colo. and applicant for AM station in Beloit and AM station in Greybull, Wyo. Ann. Sept. 14.

■ \*Jackson, Miss.—Ethnic Public Broadcasting seeks 91.5 mhz, 500 w, HAAT: 218 ft. Address: 1126 16th St. N.W., Washington, D.C. 20036. Estimated construction cost \$1,350; first quarter operating cost \$2,000. Principal: Non-profit corporation, J. Morgan Hodges is president. Ann. Sept. 12.

■ Falls City, Neb.—SE Nebraska Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 1514

Stone St., Falls City, Neb. 68355. Estimated construction cost \$62,790; first quarter operating cost \$7,600; first year revenue \$70,390. Principal: Edwin S. Towle, who is also licensee of KTNC(AM) Falls City, Neb. Ann. Sept. 14.

■ Tupper Lake, N.Y.—R D Broadcasting Corp. seeks 102.3 mhz, .089 kw, HAAT: 1451 ft. Address: Big Tupper Ski Center, Tupper Lake 12986. Estimated construction cost \$83,000; first year operating cost \$81,878; revenue \$121,502. Format: MOR. Principals: Robert W. Hartshorn (51%) and wife Romayne (49%). Hartshorns own DeHart Broadcasting Corp., licensee of WIGS-AM-FM Gouverneur, N.Y. They have no other broadcast interests. Ann. Aug. 30.

■ Belpre, Ohio—Composite Communications Inc. seeks 107.1 mhz, 1.81 kw, HAAT: 370 ft. Address: 5891 N. New Jersey Street 46220. Estimated construction cost \$74,212; first quarter operating cost \$107,490; first year revenue \$120,000. Format: Pop. Principal: C. Bruce Hubley (20%), Alexander C. Keddie (20%), Gary L. Havens (20%), John W. Patten Jr. (20%), James N. Calhoun (20%). Hubley is president and 100% owner of Pilot Promotions Inc., Indianapolis. Keddie is chief engineer of WIRE(AM) and WXTZ(FM), Indianapolis. Havens is employed by WIRE(AM). In addition, both Keddie and Havens have a 1/6 ownership in Musicworks Inc., Indianapolis, a syndicated programming firm. Patten is account executive, WIRE(AM) and Calhoun is chairman of the board and 12.5% owner of Indianapolis Broadcasting Inc., licensee of WIFE(AM) Indianapolis. Ann. Sept. 12.

■ Cadiz, Ohio—Harrison County Broadcasting seeks 106.3 mhz, 3 kw, HAAT: 215 ft. Address: 3238 Bellevue Road, Toledo, Ohio 43606. Estimated construction cost \$33,376; first quarter operating cost \$10,309; first year revenue \$58,000. Format: MOR. Principals: E. Eugene McCoy Sr. and wife Sylvia (45%), their son E. Eugene Jr. and his wife Jodene (45%) and William P. Turney and his wife Lanelle, (10%). McCoy Sr. is marketing manager of Cooper Energy Services, Mount Vernon, Ohio, his wife Sylvia is homemaker. McCoy Jr. works for United Parcel Service in Toledo, his wife Jodene is registered nurse. Turneys own Pierre Radio Inc., applicant for FM in Pierre, S.D. and Hawks Communication Inc., applicant for FM in Winfield, Kan. Ann. Sept. 14.

■ Cleveland, Ohio—International Broadcasting Co. seeks 106.5 mhz, 16.5 kw, HAAT: 130 ft. Address: 1000 Standard Bldg., Cleveland 44113. Format: Foreign language music. Principals: Henry Broze; Djordje Djelic; Vincent Cardarelli; Evelyn Prazak; Jerry Stolarzyk; Joe Wendel; John Sakellakis; Steve Holowczak; Milan Pavlovic; and Joseph Stempuzis—each 10%. They are all employed at various trades in Ohio; there are no other broadcast interests. Applicants are filing application in competition with existing WZZP-FM Cleveland and expects to prevail in com-

parative hearing. Ann. Sept. 12.

■ Deadwood, S.D.—Associated Investors Inc. seeks 95.1 mhz, 100 kw, HAAT: 1707 ft. Address: 2011 W. 26th St., Sioux Falls, S.D. 57105. Estimated construction cost \$108,246; first quarter operating cost \$44,895; revenue \$60,000. Format: contemporary. Principals: Houston Haugo (60%) and R. Kendall Mills (40%). Haugo is president and 6% owner of Valley National Bank and Director and 50% owner of Haugo Investment Co., both Sioux Falls. Mills is broadcast consultant. They have no other broadcast interests. Ann. Sept. 12.

■ Monahans, Tex.—Texas Wireless Inc. seeks 102.1 mhz, 100 kw, HAAT: 706 ft. Address: 9615 Kilrenny Dr., Spring, Tex. 77379. Estimated construction cost \$232,797; first quarter operating cost \$17,500; first year revenue \$65,000. Format: C&W. Principals: Bruce Nelson Stratton (50%) and Lad J. Macha (50%). Nelson is disc jockey for KENR(AM) Houston. Macha is disc jockey for KKKK(AM) Houston. Neither have any other broadcast interests. Ann. Sept. 14.

### TV applications

■ St. Petersburg, Fla.—Home TV Inc. seeks ch. 38; ERP 1580 kw (m), 1290 kw (H) vis., 129 kw aur., HAAT 563 ft.; ant. height above ground 586 ft. Address: 9455 Koger Blvd., St. Petersburg 33702. Estimated construction cost \$1,540,000; first quarter operating cost \$666,050; revenue \$1,575,000. Legal counsel Smith & Pepper, Washington, D.C. consulting engineer Robert L. Purcell, Washington. Principals: F. Jeffrey Rahall (24%), Dick A. Greco (10%), Todd A. Spoeri (10%), Herman Goldner (13%), Roger S. Tucker (19%) and five others. Rahall is stock and property owner; Greco is chairman of Metropolitan Bank and Trust, Tampa; Spoeri is president of Home TV Inc.; Goldner and Tucker are attorneys in St. Petersburg. (J. Eugene Danzey, who owns 5%, also owns 50% of WRXB(AM) St. Petersburg and will sell WRXB interest when this application is granted.). They have no other broadcast interests. Ann. Aug. 15.

■ St. Petersburg, Fla.—Oak Television of Tampa Bay, Inc. seeks ch. 38; ERP 4,850 kw vis., 485 kw aur., HAAT 1436 ft.; ant. height above ground 1,436 ft. Address: P.O. Box 28759, Rancho Bernardo, Calif. 92128. Estimated construction cost \$3,361,320; first year operating cost \$778,000; revenue \$800,000. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Richard Z. Biby, Washington. Principals: Oak Industries Inc. (100%). John P. Gwin, chairman of board, who is also executive vice-president of Oak Industries and various subsidiaries with interest in franchise holder of STV applications: Buford Television of Minn. for STV in Minneapolis and Channel 21 Inc. for STV in Fort Worth; and authorizations: Radio Broadcasting Co. in Philadelphia, New Television Corp. in Phoenix and CB-TV Corp. in Ft. Lauderdale.

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015  
301—652-3766



dale, Fla., through Oak Broadcasting Systems Inc. Oak Industries has negative control of KBSC-TV Corona, Calif. It is also applicant for new TV in Denver through Oak Television of Denver Inc. Ann. Aug. 15.

■ Des Moines, Iowa—The Independence Broadcasting Corp. seeks ch. 17; ERP 2,500 kw vis., 1,135 kw aur., HAAT 1,809.5 ft.; ant. height above ground 1,997 ft. Address: 400 Plymouth Bldg., Des Moines 50309. Legal counsel Michael Finkelstein, Washington. Consulting engineer Robert Silliman, Silver Spring, Md. Principals: William J. Trout, Carl G. Goldberry, and Raymond Gazzo, 1/3 each. Trout and Gazzo are Des Moines attorneys and Goldberry owns real estate management firm and is employed by Northwestern Bell Telephone, both in Des Moines. Ann. Aug. 16.

■ Springfield, Mo.—Christian Center of the Ozarks seeks ch. 33; ERP 579.4 kw vis., 94.19 kw aur., HAAT: 1,634 ft.; ant. height above ground 1,611.5 ft. Address: Box 314, Ava, Mo. 65608. Estimated construction cost \$144,000; first-quarter operating cost \$26,100; first quarter revenue \$37,500. Legal counsel B. Jay Baraff, Washington. Consulting engineer E. Harold Munn and Associates, Coldwater, Mich. Principals: Non-stock corporation, Lowell W. Hamilton is president. Ann. Aug. 31.

#### FM actions

■ Lihue, Kauai, Hawaii—Broadcast Bureau granted Kuai Inc. 92.7 mhz., 1 kw, HAAT 1223 ft. P.O. address: Box 720 Eleele, Hawaii 96705. Estimated construction cost \$20,636; first-year operating cost \$7,800; revenue \$18,000. Format: Hawaiian/South Pacific. Principals: John S. Short (37.5%), William G. Dahle (37.5%), Stephen K. Bramham (15%) and David P. Habermann (10%). Short and Dahle own 65% (as tenants-in-common) of KUAI(AM) Eleele, Kauai, Hawaii; Bramham is technical advisor and Habermann sales manager there. (BPH-10902). Action Sept. 6.

## Ownership Changes

#### Applications

■ WSRF(AM)-WSHE-FM Fort Lauderdale, Fla. (AM: 1580 khz, 10 kw-D, 5 kw-N; FM: 103.5 mhz, 100 kw)—Seeks assignment of license from Van Patrick Broadcasting Inc. to T-K Communications Inc. for \$5 million (T-K must also pay broker's fee) ("In Brief," July 30). Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations. Reynolds is owner of KEWI(AM)-KSWT(FM) Topeka, Kan. Ann. Sept. 12.

■ KAHU(AM) Waipahu (Honolulu), Hawaii (940 khz, 10 kw)—Seeks assignment of license from Royal Hawaiian Radio Inc. to Westwood Broadcasting Corp. for \$310,000. Seller is owned by W. Russell Withers Jr., who also owns KULA(FM) Waipahu; WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn., the last purchased last December for \$800,000. (BROADCASTING, Dec. 18, 1978). Buyer is owned by David Joseph (20%) and Toby Broadcasting Corp. (80%). Toby is owned by Marvin Cohen and Joel Jackson, Los Angeles businessmen. None has other broadcast interests. Ann. Sept. 12.

■ WNUU(FM) St. Matthews (Louisville), Ky. (103.1 mhz, 2.95 kw)—Seeks assignment of license from Summers Broadcasting Co. to Capital Broadcasting Co. for \$1 million. Seller is owned by William Summers, Vincent Pepper, and E. Stratford Smith. Smith is principal in WKWF(AM)-WVFK(FM) Key West, Fla. Neither Pepper nor Summers has other broadcast interests. Buyer, principally owned by Kenneth S. Johnson, also owns WKSJ(AM) Prichard-WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C., and WCAW(AM)-WVAF(FM) Charlestown, W. Va. Ann. Sept. 21.

■ WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Seeks assignment of license from Radio Ann Arbor Inc. to Lake America Communications for \$1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programming and TM Productions of Dallas, both companies now owned

## Summary of broadcasting

### FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

\*Special temporary authorization

\*\*Includes off-air licenses

by Shamrock Broadcasting. Winn, who has been general manager of TM Programming since 1971, will take over as general manager of stations upon closing. Ann. Sept. 21.

■ WGCM(AM)-WTAM(FM) Gulfport, Miss.: (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Skyline Corp. to Atlantic Broadcasting for \$682,500. Seller, principally owned by E. O. and Lane Roden, brothers, also owns WOKJ(AM)-WJMI(FM) Jackson and WBIP-AM-FM Booneville, both Mississippi; WBOP(AM)-WTKZ(FM) Pensacola, Fla., and several cable systems in Mississippi. Buyer is owned by Tom Joyner, who also owns WPUA-AM-FM Petersburg, Va. Ann. Sept. 12.

■ WQIZ-AM-FM St. George (Charleston), S.C. (AM: 810 khz, 5 kw-D; FM: 107.5 mhz, 100 kw)—Seeks transfer of control from Soundamerica Corp. to Paul Neuhoff (49%) and Mary Forbes (51%) for \$1 million. Seller is owned by Clarence Jones, who has no other broadcast interests. Neuhoff has minority interest in WERE(AM)-WGCL(FM) Cleveland and Forbes is Cleveland real estate investor with no other broadcast interests. Ann. Sept. 14.

#### Actions

■ KPOC(AM)-KCYN(FM) Pochontas, Ark. (AM: 1420 khz, 1 kw-D; FM: 103.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Adrian L. White Inc. from Adrian L. White (100% before; none after) to Shields Media Services Inc. (none before; 100% after). Consideration: \$418,500. White has no other broadcast interests. Buyer is owned by John J. Shields, who owns 51% of KFLO(AM) Shreveport, La., and 33.3% of KYDE(AM) Pine Bluff, Ark. (BTC790625FY, BTCH790625FZ). Action Sept. 17.

■ WBML(AM) Macon, Ga. (900 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Network Inc. to WBML Inc. for \$255,000 plus \$60,000 for agreement not to compete. Seller is owned by John Teiken and Albert S. Tedesco (50% each). They have been granted waiver of three-year rule on grounds of financial difficulties. (They bought station in January 1977.) Neither has other broadcast interests. Buyer is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBIS(AM) Bristol, Conn. (BAL790611GV). Action Sept. 14.

■ WLBQ(AM) Morgantown, Ky. (1570 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Butler County Broadcasting from Joseph W. Myers (100% before; none after) to Charles T. Black (none before; 100% after). Consideration: \$157,000. Principals: Myers, who has no other broadcast interests, has applied for waiver of three-year rule by reason of ill health. He purchased station in April 1978. Black is Morgantown teacher and mayor. He has no other broadcast interests (BTC790606FB). Action Sept. 11.

■ WLFV-TV Lafayette, Ind. (ch. 18)—Broadcast Bureau granted assignment of license from RJN Broadcasting Inc. to WLFV-TV Inc. for \$3,153,750. Seller is owned by Richard (90%) and Harold Shively (10%), brothers. Richard also controls KNOP-TV North Platte as voting trustee. Harold has no other broadcast interests. Buyer is subsidiary of Toledo Blade Co., publisher of *The Toledo (Ohio) Blade*, Pittsburgh

*Post-Gazette*, Red Bank (N.J.) *Register* and *Monterey Peninsula* (Calif.) *Herald*. It also owns various cable interests in Ohio, Virginia and Pennsylvania and WWSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman and other members of the Block family (BALCT790716KE). Action Sept. 13.

■ WRIN(AM) Rensselaer, Ind. (1560 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Jasper County Broadcasting Corp. from Anthony D. Carlo and his wife, Rosemary (19.04% before; none after) to Thomas F. Jurek (33.33% before; 52.38% after). Consideration: \$36,000. Principals: DiCarlos have no other broadcast interests. Jurek is program director of WRIN (BTC790720GR). Action Sept. 13.

■ KDUB-TV Dubuque, Iowa (ch. 40)—Broadcast Bureau granted assignment of license from Lloyd Hearing Aid Corp. to Birney Imes Jr. and family for \$1.5 million. Seller is owned by Marvin E. Palmquist and family, who also own WQRF-TV Rockford, Ill. Buyers also own WCBI-AM-TV Columbus, WNAJ(AM) Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They have sold, subject to FCC approval, WELO-AM-FM Tupelo, Miss. (BROADCASTING, Dec. 11). (BALCT790716KF). Action Sept. 13.

■ WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan (ch. 7, ch. 2)—Broadcast Bureau granted transfer of control from WPBN-TV & WTOM-TV Inc. to United States Tobacco Co. for approximately \$3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Gertrude M. Zierle (16.35%). Group also owns WTCM-AM-FM Traverse City, Mich. Buyer is publicly owned manufacturer of tobacco products and other consumer products. Louis F. Bantle is president and chairman. It has no other broadcast interests.

■ KQTV(TV) St. Joseph, Mo. (ch. 2)—Broadcast Bureau granted assignment of license from Amatur Group Inc. to Elba Development Corp. for \$9 million. Seller is owned by Joseph Amatur, who has bought, subject to FCC approval, KHGI-TV Kearney, Neb., and its satellites. He also owns KKSS(FM) St. Louis and KMJQ(FM) Clear Lake City (Houston), Tex. Buyer is owned by Malcolm Glazer, who also owns WRBL-TV Columbus, Ga., and WTWO-TV Terre Haute, Ind.

■ WNNJ(AM)-WIXL-FM Newton, N.J. (AM: 1360 khz, 1 kw-D; FM: 103.7 mhz, 5 kw)—Broadcast Bureau granted transfer of control of Sussex County Broadcasters Inc. from Irving, Ethel and William Goldberg (100% before; none after) to Group M Communications Inc. (none before; 100% after). Consideration: \$650,000. Principals: Irving and Ethel are parents of William. None has other broadcast interests. Michael B. Levine and Marvin J. Strauzer (50% each). Levine is eastern division manager for Arbitron Radio, New York; Strauzer is vice president marketing for Gaynor Media Corp., New York. Neither has other broadcast interests (BTC790625FW, BTCH790625FX). Action Sept. 13.

■ WGNN-TV Winston-Salem, N.C. (CP for ch. 45)—Broadcast Bureau granted assignment of license from Good News TV Network Inc. to Good News TV Inc.



for \$698,000. Seller is nonprofit religious organization with no other broadcast interests; Wesley Bailey is chairman. Buyer is wholly owned by Piece Goods Shops Inc., Winston-Salem fabric retail chain, owned by John L. Simms and family. It has no other broadcast interests. (BAPCT790629KE). Action Sept. 17.

■ **WLKR-AM-FM** Norwalk, Ohio (AM: 1510 khz, 500 w-D; FM: 95.3 mhz, 2.50 kw)—Broadcast Bureau granted assignment of license from Ohio Radio Inc. to Firelands Broadcasting Inc. for \$750,000. Seller is publicly owned. Annette W. Reider is beneficiary of husband's estate which owns 26% of stock. Group also owns WRWR(FM) Port Clinton and WKTN(FM) Kenton, both Ohio. Buyer is principally owned by James R. Westerhold, general manager of station. He has no other broadcast interests (BAL790620FB). Action Sept. 10.

■ **KRAN(AM)** Morton, Tex. (1280 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Morton Radio Corp. to West Texas Broadcasting Co. for \$90,000, including real estate. Seller is owned by W. J. Duncan (7.66%), president; Thomas L. Rice (2.5%), vice president, and 47 others. None has other broadcast interests. Buyer is owned by Edward J. Couzens, who is announcer and music director at WGMA(AM) Hollywood, Fla. He has no other broadcast interests (BAL790712EZ). Action Sept. 17.

## Facilities Changes

### Applications

■ **KABN(AM)** Long Island, Alaska—Seeks mod. of CP to change height of tower. Ann. Sept. 18.

■ **KGRS(FM)** Burlington, Iowa—Seeks CP to change type trans.; increase ERP: 100 kw (H) and 21.4 kw (V) and change TPO. Ann. Sept. 21.

■ **KUCB(FM)** Des Moines, Iowa—Seeks mod. of CP to make changes in ant. sys.; change TL to: Financial Center 666 Walnut St., Des Moines; change SL and RC to: 1325 16th St., Des Moines; change type ant.; decrease ERP: 14.7 kw; increase HAAT: 262 ft and change TPO. Ann. Sept. 21.

■ **KKLR(FM)** Edmond, Okla.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Ann. Sept. 21.

■ **WCDL-FM** Carbondale, Pa.—Seeks CP to make changes in ant. sys.; change type ant.; change ERP: and change TPO. Ann. Sept. 21.

■ **WDAS-FM** Philadelphia—Seeks CP to make changes in ant. sys.; change TL to: 329 West Domino Lane, Philadelphia; change type ant.; ERP: 3.31 kw (H&V); increase HAAT: 870 ft. (H&V); change TPO and diplex with WWDB-FM. Ann. Sept. 21.

■ **KYKX(FM)** Longview, Tex.—Seeks CP to decrease HAAT to: 949.375 ft. and change TPO. Ann. Sept. 21.

### Actions

■ **WUNI(AM)** Mobile, Ala.—Granted CP to make changes in ant. sys. and changes in monitor point radials; conditions (BP-781010AV). Action Sept. 14.

■ **KOVA(FM)** Ojai, Calif.—Granted CP to make changes in ant. sys. and change TPO; ERP: 0.115 kw (H&V); ant. height: 1260 ft. (H&V) (BPH790719AM). Action Sept. 14.

■ **\*KCPB(FM)** Thousand Oaks, Calif.—Granted mod. of CP making changes in ant. sys.; change TL to 8228 Sulphur Mountain Road, Ojai, Calif.; change type of trans.; change type of ant. and TPO; ERP: 4.8 kw (H&V); ant. height: 1280 ft. (H&V) (BMPED790719AO). Action Sept. 14.

■ **WORLD(AM)** Orlando, Fla.—Granted CP to make changes in ant. sys.; increase ant. height; conditions (BP781121AG). Action Sept. 12.

■ **KBUZ(FM)** Arkansas City, Kan.—Granted mod. of CP changing TL to 3½ mi. W of Oxford, Kan. on U.S. Highway 160; change type of ant. and TPO; ERP: 100 kw (H&V); ant. height: 460 ft. (H&V) (BMPH790521AL). Action Sept. 11.

■ **KIOB(FM)** Coeur D'Alene, Idaho—Granted mod. of CP changing geographical coordinates; ERP: 2.2 kw (H&V); ant. height: 350 ft. (H&V) (BMPH790627AK). Sept. 14.

■ **KLER-FM** Orofino, Idaho—Granted mod. of CP to make changes in ant. sys.; change type of trans.; change type of ant.; ERP: 0.1 kw (H&V); ant. height: 750 ft. (H&V); conditions (BMPH-790629AI). Action Sept. 11.

■ **WBSG(AM)** Blackshear, Ga.—Granted CP to make changes in ant. sys.; condition (BP790525AH). Action Sept. 12.

■ **KAJN-FM** Crowley, La.—Granted CP changing TL to 5.8 miles NW of Kaplan Crowley, La.; install new ant.; make changes in ant. sys.; ERP: 100 kw (H&V); ant. height: 1500 ft. (H&V) (BPH-790226AC). Action Sept. 11.

■ **WDZZ-FM** Flint, Mich.—Granted mod. of CP to make changes in ant. sys.; change TL and SL to 1 East First Street, Flint; change type of trans.; change type of ant.; ERP: 3 kw (H&V); ant. height: 255 ft. (H&V) (BMPH790618AP). Action Sept. 11.

■ **\*KRPR(FM)** Rochester, Minn.—Granted CP changing TL to 1.5 mi. N of County Rd., 9 on County Rd., 119, Rochester; make changes in ant. sys.; ERP: 1.0 kw (H&V); ant. height: 500 ft. (H&V); conditions (BPED790320AD). Action Sept. 11.

■ **KCMO(AM)** Kansas City, Mo.—Granted CP changing type of trans. at night; make changes in the directional ant. sys. (BP-20,989). Action Sept. 11.

■ **WLAS(AM)** Jacksonville, N.C.—Granted CP to make changes in ant. sys.; increase height of Center Tower; conditions (BP781207AK). Action Sept. 12.

■ **WMBL-FM** Morehead City, N.C.—Granted CP to make changes in ant. sys.; change TL to near highway 70. .95 mi. w of Hwy 24 inxt., Morehead City; change SL and remote control to .6 mi. from City Limits to U.S. 70W; install new type of ant.; ERP: 3 kw (H&V); ant. height: 280 ft. (H&V); condition (BPH-790226AK). Action Sept. 11.

■ **WXXI(TV)** Rochester, N.Y.—Granted mod. of CP changing TL; ERP: 977 kw; max. ERP: 1350 kw; ant. height: 500 ft. (BMPET790604KE). Action Aug. 23.

■ **KDOV(AM)** Ashland, Ore.—Granted CP changing ant. sys.; changing TL and SL to 230 Ashland Lane, Ashland (BP-21.174). Action Sept. 11.

■ **WKCK(AM)** Orocovis, P.R.—Granted mod. of CP changing TL to Ramal Interior K-2, Orocovis; change SL and remote control to Bo Gato Road 155 km, 31.2. Orocovis, and change type of trans.; conditions (BP790326AN). Action Sept. 12.

# Harris Leads the Way In Radio. . .

## At NRBA Convention See the New Harris. . .

**M-90** Console....seven main frame configurations....wide choice of plug-in modules for ON AIR or Production facility.

**9000** Program Control Series....with "floppy disk" memory. Plain and simple programming in English....virtually eliminates paperwork.

**9100** Facilities Control system....designed improve a station's performance, protect its investment and cut operating costs.

**FM-25K** 25,000 Watt FM Transmitter....the first to utilize a single tube design.

**MSP-90** Tri Band AGC Amplifier....protects audio quality while significantly increasing loudness.

Visit the leader in Broadcast technology....  
Booths 3-7

**HARRIS**



COMMUNICATION AND  
INFORMATION PROCESSING

- **WREC(AM)** Memphis, Tenn.—Granted CP adding MEOV's to nighttime pattern; conditions (BP-21,068). Action Sept. 12.
- **KZOM(FM)** Orange, Tex.—Granted CP changing type of trans.; changing type of ant.; changing TPO; increasing ERP: 100 kw (H&V); ant. height: 400 ft. (H&V) (BPH790711AE). Action Sept. 11.
- **WKVT-FM** Brattleboro, Vt.—Granted mod. of CP to make changes in ant. sys. and change TPO; ERP: 0.48 kw (H&V); ant. height: 660 ft. (H&V) (BMPH790719AK). Action Sept. 12.
- **KBRD(FM)** Tacoma, Wash.—Granted CP to install emergency aux. ant.; change TPO; ERP: 52 kw (H&V); ant. height: 1600 ft. (H&V) (BPH790824AC). Action Sept. 14.

## In Contest

### Review Board Decisions

■ **Southold, N.Y.—FM Broadcast Proceeding:** (Docs. 78-381 and 78-382)—Review Board Members Emerson, Kessler and Ohlbaum adopted order granting joint motion for extension of time to file exceptions and brief, filed by North Fork Broadcasting Company and Peconic Bay Broadcasting Corp. on Sept. 14, 1979. Action Sept. 18.

### FCC decisions

■ FCC has granted application of Carolina Radio of Durham Inc., for renewal of its license for

WSRC(AM) Durham, N.C. and denied petition by Durham Coalition to deny renewal. Coalition contended licensee failed to ascertain properly, through its community leader survey, needs and interests of blacks in community; its programing, including its public service announcements, was not responsive to black community; and it violated FCC's equal employment opportunity rules. Action Sept. 13.

### Designated for hearing

■ FCC has designated for hearing mutually exclusive applications of Amber Productions Inc., for new FM station on 106.1 mhz at Oologah, Okla., and of John K. Major for same facilities at Owasso, Okla. Action Sept. 13.

■ **Corpus Christi, Tex.—Broadcast Bureau** designated for hearing in consolidated proceeding applications of KUNO-FM Inc. Big "C" Broadcasting Corp., A. V. Bamford, and Radio KCCT Inc. for CPs for new FM station on 99.1 mhz at Corpus Christi to determine whether KUNO-FM Inc's application was properly certified and executed in accordance with FCC requirements; whether A. V. Bamford and Radio KCCT Inc. are financially qualified, and which proposal would best serve public interest; granted A. V. Bamford's request for extension of time to file amendment responsive to FCC's deficiency letter, accepted amendment, and dismissed as moot A. V. Bamford's request for waiver of application certification rules (by Memorandum Opinion and Order) (BC Docs. 79-223-26). Action Sept. 10.

■ **Victoria, Tex.—Broadcast Bureau** designated for hearing in consolidated proceeding mutually exclusive applications of McDougal Broadcasting Inc. and Demaree Enterprises of Texas Inc. for new FM station

on 107.9 mhz there to determine which of proposals would, on comparative basis, better serve public interest, and which application should be granted; denied petitions to specify issues; accepted supplemental petition to specify issues filed by McDougal, dismissed as moot motion for order to compel amendment of application; granted petitions for leave to amend and accepted amendments (BC Docket Nos. 79-238-39). Action Sept. 11.

### Procedural rulings

■ **WSLA-TV** Selma, Ala. (Central Alabama Broadcasters Inc.) **TV Proceeding:** (BC Doc. 78-238)—ALJ Reuben Lozner granted motion by Central and extended through Oct. 8 time to file responsive pleadings to motion to enlarge issues filed by WCOV Inc. Action Sept. 18.

■ **KMJ-TV** Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) **TV Proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petitions by San Joaquin and amended its application to report changes in business interests and affiliations of Michael Cardenas Jr., Paul E. Diener, James Hendricks, R. W. Millard and Carolyn Peck, all principals of San Joaquin; and to report that, on or about Aug. 6, Jack A. Harris, San Joaquin shareholder, was elected director of Fresno Horse Racing Association Inc. and acquired approximate five percent interest in that company. Action Sept. 11.

■ **Baldwyn, Miss. (Superior Broadcasting Co. and Town and Country Broadcasting Co. of Tupelo Inc.) FM Proceeding:** (BC Docs. 79-26-27)—granted waiver of rules, granted joint request for approval of agreement, dismissed Town and Country's application with prejudice, retained Superior's application in hearing status, and while proposed \$10,000 payment is found to represent legitimate and prudent expenses by Town and Country, such payment is not now authorized and will be held in abeyance until action is taken on Superior's yet-to-be-filed motion for summary decision. Action Sept. 11.

■ **WHAM(AM)-WHFM(FM)** Rochester, N.Y. (Rust Communications Group Inc.) **Renewal Proceeding:** (Doc. 20477)—Office of Opinions and Review granted request by Broadcast Bureau and extended through Oct. 10 time to file responsive pleading to petition for reconsideration filed by Rust. Action Sept. 12.

■ **Portland and Beaverton, Ore. (Portland Communications Corp. et al.) FM Proceeding:** (BC Docs. 79-200-02)—ALJ Edward Luton, by three separate actions: granted petition by Portland and amended its application to report consummation of acquisition by Community Eugene Broadcasting Corp. of KEED Eugene, Ore.; granted motion by East-West FM Group Inc. and extended to Sept. 21 time within which East-West may oppose notices of depositions served by Gaviota Wireless Communications Co. upon John Q. Tilson III, Renate R. Tilson, Robert M. Schaefer, John F. Wynne, Gordon Rogers, Charles W. Banta and David J. Benjamin; granted petition by Gaviota and amended its application to reflect fact that Leonard Keselman, one of Gaviota's partners, has entered into agreement to sell his wholly-owned Station KZON(AM) Santa Maria, Calif. Action Sept. 12.

■ **Media, Pa. (Alexander S. Klein Jr. et al.) FM Proceeding:** (Docs. 20567-9)—Office of Opinions and Review granted petition by Roberts Broadcasting Corp. and amended its application to reflect filing of application for CATV franchise in Zone 3 in Philadelphia by Comcast Corp. on July 16, in competition with 10 other applicants. Action Sept. 12.

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
WGMK	Merchants Broadcasting Co., Donalsonville, Ga.
*WMWC	Mount Wachusett Community College, Gardner, Mass.
*WGNR	Grand Rapids School of the Bible and Music, Grand Rapids, Mich.
KYZZ	KVCK Inc., Wolf Point, Mont.
*KNMI	Navajo Missions Inc., Farmington, N.M.
KASX	Ada Broadcasting Inc., Ada, Okla.
<b>New TV's</b>	
WNAL	Gadsden Television Inc., Gadsden, Ala.
WXOA-TV	Christian Television of Jacksonville Inc., Jacksonville, Fla.
KVBC	Las Vegas Valley Broadcasting Co., Las Vegas
<b>Existing AM's</b>	
WWNT	WDIG Dothan, Ala.
KZPP	KQXE Mesa, Ariz.
WRKT	WMOD Cocoa Beach, Fla.
WTKC	WBLG Lexington, Ky.
WQMR	WSKW Skowhegan, Me.
WQCC	WRPL Charlotte, N.C.
WIIZ	WBBS Jacksonville, N.C.
KROI	KWRL Sparks, Nev.
WFFM	WLOA Braddock, Pa.
WBMK	WJBE Knoxville, Tenn.
<b>Existing FM's</b>	
KZPP-FM	KIOG Mesa, Ariz.
KABK-FM	KMCW-FM Augusta, Ark.
WKCX	WROM-FM Rome, Ga.
WDDJ	WPAD-FM Paducah, Ky.
KSAS	KFIX-FM Liberty, Mo.
KEZH	KICS-FM Hastings, Neb.
*KKTU	KIPC Albuquerque, N.M.
WSKS	WLWS Hamilton, Ohio
WDKS	WPBF Middletown, Ohio
WQAA	WEEH Luray, Va.
WDOY	WMDD-FM Fajardo, PR.

### Grants

Call	Assigned to
<b>New AM's</b>	
WCEV	Migala Enterprises Inc., Cicero, Ill.

WXOL	Midway Broadcasting Corp., Cicero, Ill.
<b>New FM's</b>	
KGTL	Peninsula Communications Inc., Homer, Alaska
*WDJW	Somers Junior-Senior High School, Somers, Conn.
*WERU	Prarie Air Inc., Champaign, Ill.
*WPRG	Louisiana State Univ. and Agricultural and Mechanical College, Baton Rouge
WKJC	Carroll Enterprises Inc., Tawas City, Mich.
KQYB	Sun Communications Inc., Spring Grove, Minn.
KMAL	Tri-County Broadcasting Co., Malden, Mo.
*WPBX	Southampton College of Long Island University, Southampton, N.Y.
*WCYJ-FM	Waynesburg College, Waynesburg, Pa.
KYNG-FM	SGB Broadcasting Inc., Coos Bay, Ore.
*WIKU	Mary V. Wheeler Elementary School and Bledsoe County Bd. of Ed., Pikesville, Tenn.
KTLE	Thomas W. Mathis, Tooele, Utah
*WESD	D.C. Everest Area School District, Schofield, Wis.
<b>New TV's</b>	
*KEMV	Arkansas Educational Television Commission, Mountain View, Ark.
WNUV-TV	New Vision Inc., Baltimore, Md.
*WRTS-TV	South Carolina Educational Television Commission, Spartanburg, S.C.
<b>Existing AM's</b>	
KKCS	KXXV Colorado Springs
KHEI	KVIB Maui, Hawaii
WKLO	WOOP Danville, Ky.
WKZY	WDEE Detroit
KADI	KKOJ Clayton, Mo.
WVWX	WABZ Albemarle, N.C.

<b>Existing FM's</b>	
KAYY	KAME Fairbanks, Alaska
KKCS-FM	KINX Colorado Springs
*WUCF-FM	*WFTU-FM Orlando, Fla.
WCBR-FM	WBZF Richmond, Ky.
WCZY-FM	WCZY Detroit
KADI-FM	KADI St. Louis
KEXL	WJAG-FM Norfolk, Neb.
WXIZ	WIBO Waverly, Ohio
KFAN	KNAF-FM Fredericksburg, Tex.
KVMV	KVMV-FM McAllen, Tex.
WRJL	WOAY-FM Oak Hill, W. Va.

## Allocations

### Petitions

- **Bethel, Alaska—Tundra Broadcasting, Inc.** requests amendment FM Table of Assignments to assign 100.1 mhz there. (RM 3483). Ann. Sept. 19.
- **DeQueen, Ark.—Great Scott Broadcasting** requests amendment FM Table of Assignments to assign 92.1 mhz to Waldron, Ark. (RM 3482). Ann. Sept. 19.
- **Greenwood, Ark.—Margaret Crisler** requests amendment FM Table of Assignments to assign 106.3 mhz there. (RM 3488). Ann. Sept. 19.
- **Jonesboro, Ark.—MSB Communications Corp.** requests amendment FM Table of Assignments to assign 100.1 mhz there (RM 3480). Ann. Sept. 19.
- **Washington, D.C.—Frederic Gregg Jr.** requests



amendment TV Table of Assignments to assign UHF TV ch. 62 to Lexington, Ky. (RM 3491). Ann. Sept. 19.

■ Washington, D.C.—L. S. Vance requests amendment FM Table of Assignments to assign 105.5 mhz to Naples, FL. (RM 3475). Ann. Sept. 19.

■ Washington, D.C.—David L. Taylor requests amendment FM Table of Assignments to assign 94.3 mhz in lieu of 101.7 mhz at Robinson, Ill. and assign 101.7 mhz to Marshall, Ill. (RM 3485). Ann. Sept. 19.

■ Washington, D.C.—Richard Rogers requests amendment FM Table of Assignments to delete 100.9 mhz from Blue Earth, Minn., and assign it to St. James, Minn. (RM 3486). Ann. Sept. 19.

■ Washington, D.C.—Charles N. Cutler requests amendment FM Table of Assignments to assign 105.5 mhz to Warsaw, Ky. (RM 3487). Ann. Sept. 19.

■ Idaho Falls, Idaho—M. Jay Sorenson requests amendment FM Table of Assignments to assign 101.5 mhz to Idaho Falls (RM 3471). Ann. Sept. 19.

■ Pocatello, Idaho—KSEI Broadcasters Inc. requests amendment FM Table of Assignments to assign 102.5 mhz there (RM 3479). Ann. Sept. 19.

■ London, Ky.—James Arvil Jones requests amendment TV Table of Assignments to assign UHF TV ch. 49 to Danville, Ky. (RM 3490). Ann. Sept. 19.

■ Lansing, Mich.—David C. Schaberg amended to request assignment of FM 103.9 mhz in lieu of 105.3 mhz to Big Rapids, Mich. (RM 3191). Ann. Sept. 19.

■ Eldon, Mo.—Kenneth W. Kuenzie and Ronald R. Wenneker requests amendment FM Table of Assignments to assign 92.1 mhz to Centralia, Mo. (RM 3477). Ann. Sept. 19.

■ Florissant, Mo.—Randy L. Wachter requests amendment FM Table of Assignments to assign 96.7 mhz to Steelville, Mo. (RM 3489). Ann. Sept. 19.

■ Nashua, N.H.—Sico Communications Inc. requests amendment FM Table of Assignments to assign 104.7 mhz to Belfast, Me. (RM 3484). Ann. Sept. 19.

■ Moore, Okla.—Linda A. Meyer requests amendment FM Table of Assignments to assign 104.9 mhz to Lawton, Okla. (RM 3472). Ann. Sept. 19.

■ Oak Ridge, Tenn.—Jerry L. Miller requests amendment FM Table of Assignments to assign 105.3 mhz to Orchard, Neb. (RM 3473). Ann. Sept. 19.

■ Dallas—FIRSTation Radio requests amendment FM Table of Assignments to assign 92.1 mhz to Commerce, Tex. (RM 3478). Ann. Sept. 19.

■ Sherman, Tex.—Pyle Communications, Inc. requests amendment FM Table of Assignments to assign 105.5 mhz in lieu of 269A at Cameron, Tex.; assign 101.7 mhz to Temple, Tex. (RM 3481). Ann. Sept. 19.

■ Richland, Wash. KUTI Communicators Inc.—requests amendment FM Table of Assignments to assign 106.5 mhz to Kennewick, Wash. delete 106.3 mhz from Richland (RM 3476). Ann. Sept. 19.

### Actions

■ West Palm Beach, Fla. Broadcast Bureau—granted joint request by Public Broadcasting Foundation of Palm Beach County Inc. and Community Television Foundation of South Florida Inc., mutually exclusive applicants for new television station on ch. 42 at West Palm Beach, for approval of settlement agreement and dismissed Community's application (File Nos. BPET-602, 614). Action Sept. 14.

■ KBOI(AM)-KBOI-FM Boise, Idaho—Broadcast Bureau, in response to petition by William E. Clayton, extended from Sept. 19 through Oct. 5 time for filing replies to opposition filed by KBOI Inc., licensee of KBOI and KBOI-FM to petitions for rulemaking filed by Clayton and Stanley L. Ross, each requesting assignment of 105.9 mhz to Boise (RM-3408, RM-3433).

■ Riverton, Wyo.—Broadcast Bureau, in response to petition by Riverton Broadcasting Co., effective Oct. 26, substituted 93.9 mhz for 93.5 mhz at Riverton. (BC Doc. 79-104, RM-3168). Action Sept. 12.

## Translators

### Applications

■ Haines, Alaska—Lynn Canal Broadcasting seeks CP for new VHF translator on ch. 69 (TPO: 10w,

HAAT: 50 ft.) to rebroadcast directly KTVA(TV), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage and KTOO-TV Juneau, Alaska. Ann. Sept. 18.

■ Victorville and adjacent communities, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 96ft.) to rebroadcast directly KNXT(TV) Los Angeles. Ann. Sept. 20.

■ Victorville and adjacent communities, Calif.—Victor Valley Public Broadcasting Inc. seeks CP for new UHF translator on ch. 69 (TPO: 100w, HAAT: 96 ft.) to rebroadcast directly KTLA(TV) Los Angeles. Ann. Sept. 20.

■ Victorville and adjacent communities, Calif.—Victor Valley Public Broadcasting Inc. seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 96 ft.) to rebroadcast directly KNBC(TV) Los Angeles. Ann. Sept. 20.

■ Fairfield, Idaho—Camas County TV Translator Association seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 20 ft.) to rebroadcast directly KTVB-TV Boise, Idaho. Ann. Sept. 20.

■ Fairfield, Idaho—Camas County TV Translator Association seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 20 ft.) to rebroadcast directly KBCT-TV Boise, Idaho. Ann. Sept. 20.

■ Fairfield, Idaho—Camas County TV Translator Association seeks CP for new VHF translator on ch. 3 (TPO: 10w, HAAT: 20 ft.) to rebroadcast directly KIVI(TV) Nampa, Idaho. Ann. Sept. 20.

■ Fairfield, Idaho—Camas County TV Translator Association seeks CP for new VHF translator on ch. 9 (TPO: 5w, HAAT: 20 ft.) to rebroadcast directly KAID(TV) Boise, Idaho. Ann. Sept. 20.

■ Burnsville, N.C.—University of North Carolina seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 60 ft.) to rebroadcast directly WUNE-TV Linville, N.C. Ann. Sept. 18.

■ Marion, N.C.—University of North Carolina seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 79 ft.) to rebroadcast directly WUNE-TV Linville, N.C. Ann. Sept. 18.

■ Spruce Pine, N.C.—University of North Carolina seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 90 ft.) to rebroadcast directly WUNE-TV Linville, N.C. Ann. Sept. 18.

■ Saranax Lake, Gabriels and Lake Clear Junction, N.Y.—Northeast New York Educational Television Assoc. seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 60 ft.) to rebroadcast directly WCFE-TV Plattsburgh, N.Y. Ann. Sept. 18.

■ Willsboro, N.Y.—Northeast New York Educational Television Assoc. seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 18 ft.) to rebroadcast directly WCFE-TV Plattsburgh, N.Y. Ann. Sept. 18.

■ Toquerville and Leeds, Utah—Washington County Television Dept. seeks CP for new UHF translator on ch. 66 (TPO: 100w, HAAT: 24 ft.) to rebroadcast indirectly KBYU-TV Provo, Utah. Ann. Sept. 18.

### Actions

■ K265AN Alturas, Calif.—Broadcast Bureau granted Sierra Cascade Communications Inc. CP for new FM translator station on 100.9 mhz. to rebroadcast KTMT-FM Medford, Ore. (BPFT7902151R). Action Aug. 21.

■ K272AR Bonners Ferry, Idaho—Broadcast Bureau granted Boundary County TV. Translator District CP for new FM translator station on 102.3 mhz. to rebroadcast KEZE-FM Spokane, Wash. (BPFT-511). Action Aug. 21.

■ K276AQ Bonners Ferry, Idaho—Broadcast Bureau granted Boundary County TV. Translator District CP for a new FM translator station on 103.1 mhz to rebroadcast KHQ-FM Spokane, Wash. (BPFT-512). Action Aug. 21.

■ K29BJ Bonners Ferry, Idaho—Broadcast Bureau granted Boundary County TV. Translator District CP for new FM translator station on 107.1 mhz. to rebroadcast KXLY-FM Spokane, Wash. (BPFT510). Action Aug. 21.

■ K280BA Kadoka, S.D.—Broadcast Bureau granted Sturgis Radio Inc. CP for new FM translator station on 103.9 mhz to rebroadcast KRCS-FM Sturgis, S.D. (BPFT-527). Action Aug. 21.

■ K265AM Ashland and Washburn, Wis.—Broadcast Bureau granted Chequeamegon Christian Message

Inc. CP for new FM translator station on 100.9 mhz to rebroadcast WWIB-FM Ladysmith, Wis. (BPFT-7902011P). Action Aug. 21.

## Cable

■ Las Cruces TV Cable for Las Cruces, Mesilla, and Dona Ana, all New Mexico (NM0034, 58, 9) add signal.

■ Huntington Tel-Cable Inc. for Huntington, Ore. (OR0223) new system.

■ Ohio County Cablevision for Hartford, Ky. (KY0171) add signal.

■ Ruth Cablevision for Brownsville, Luzerne, Redstone, Jefferson (Fayette Co.), Republic, Allison, Cardale, Eilbert, Fairbank, Dawson, Isabella, Vestaburg, Clarksville, Morgan, East Bethlehem, Braden Plan, Teagarden Homes, Jefferson (Greene Co.), Pitt Gas, Millsboro, and Fredericktown, all Pennsylvania (PA1021, 2, 4, 172, 3, 5, 9, 80, 468, 9, 171, 467, 019, 20, 163, 4, 025, 165, 7, 8) add signal.

■ American CableSystems of Virginia Inc. for Johnson, Tenn. (TN0158) new system.

■ James W. Charlton et. al. for Topaz Lake and Topaz Ranch Estates, both Nevada (NV0038, 9) new system.

■ Greater New England Cablevision Co. for Hampden, Mass. (MA0103) new system.

■ Heflin Cablevision Inc. for Heflin, Ala. (AL0183) new system.

■ Total TV Inc. for Jefferson, Wis. (WI0198) new system.

■ Frontier Colorcable Inc. for Fairbanks, and North Star Borough, both Alaska (AK0021, 2) new system.

■ Twin City Cablevision Inc. for Benton, Wash. (WA0291) new system.

■ Telecable of Cleveland Inc. for Bradley, Tenn. (TN0159) new system.

Please send

## Broadcasting

The newswweekly of broadcasting and allied arts

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address

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

City \_\_\_\_\_

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

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

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

Are you in cable TV operations  Yes  No

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

3 years \$105  2 years \$75  1 year \$40

(Canadian and international subscribers add \$12/year.)

1979 Cable Sourcebook \$20.00

(If payment with order: \$15.00)

1979 Yearbook \$42.50

(If payment with order: \$37.50)

Payment enclosed  Bill me

Across the Dial \$3.95

(Price includes postage and handling. Prepaid orders only.)

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCCE  
5390 Cherokee Avenue  
Alexandria, Virginia 22314  
(703) 354-3400

**EDWARD F. LORENTZ  
& ASSOCIATES**  
Consulting Engineers  
1334 G St., N.W., Suite 500  
347.1319  
Washington, D. C. 20005  
Member AFCCE

**A. D. Ring & Associates**  
CONSULTING RADIO ENGINEERS  
1771 N St., N.W. 296-2315  
WASHINGTON, D. C. 20036  
Member AFCCE

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCCE

**CARL T. JONES ASSOCS.**  
(Formerly Gautney & Jones)  
**CONSULTING ENGINEERS**  
2990 Telesat Ct., Suite 405  
(703) 560-6800  
Falls Church, Va. 22042  
Member AFCCE

**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCCE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCCE

**SILLIMAN, MOFFET & KOWALSKI**  
Washington, D.C. Area  
8701 Ga. Ave., Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
1925 N. Lynn St., Arlington, VA 22209  
JOHN A. MOFFET, P.E.  
(703) 841-0500  
Member AFCCE

**STEEL, ANDRUS  
& ASSOCIATES**  
2029 K Street, N.W.  
Washington, D.C. 20006  
(301) 827-8725  
(301) 384-5374  
Member AFCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCCE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114

**JULES COHEN  
& ASSOCIATES**  
Suite 400  
1730 M St., N.W. 659-3707  
Washington, D.C. 20036  
Member AFCCE

**CARL E. SMITH**  
CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Cleveland, Ohio 44141  
Phone: 216-526-4386  
Member AFCCE

**VIR JAMES**  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
345 Colorado Blvd.—80206  
(303) 333-5562  
**DENVER, COLORADO**  
Member AFCCE

**E. Harold Munn, Jr.,  
& Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION  
SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57th Street  
New York, New York 10019  
(212) 246-3967

**JOHN H. MULLANEY**  
Consulting Radio Engineers, Inc.  
9616 Pinkney Court  
Potomac, Maryland 20854  
301-299-3900  
Member AFCCE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
3525 Stone Way N.  
Seattle, Washington 98103  
(206) 633-2885  
Member AFCCE

**MIDWEST ENGINEERING  
ASSOCIATES**  
Consulting Engineers  
6934 A N. University  
Peoria, Illinois 61614  
(309) 692-4233  
Member AFCCE

**MATTHEW J. VLISSIDES, P.E.**  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNAS, STRUCTURES  
Studies, Analysis, Design Modifications.  
Inspections, Supervision of Erection  
7801 BURFORD DRIVE McLEAN, VA 22102  
Tel (703) 358-9504  
Member AFCCE

**C. P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS  
P. O. BOX 18312  
DALLAS, TEXAS  
75218  
Computer Aided, Design & Allocation Studies  
Field Engineering.  
(214) 321-9140  
Member AFCCE

**RADIO ENGINEERING CO.**  
Box 4399 RR 1, Santa Ynez, CA 93460  
CONSULTANTS  
ALLOCATIONS, INSTALLATIONS, FIELD  
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS  
NORWOOD J. PATTERSON  
(805) 688-2333  
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE  
& ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
1901 Pennsylvania Ave., NW  
Washington, D.C. 20006  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel: (313) 642-6226 (202) 293-2020  
Member AFCCE

**WILLIAM B. CARR  
& ASSOCIATES, INC.**  
DALLAS/FORT WORTH  
WILLIAM B. CARR, P.E.  
1805 Hardgrove Lane,  
Burleson, Texas 76028. 817/295-1181  
MEMBER AFCCE

**W. A. TRIPLET & ASSOC.**  
Broadcast Engineering Consultants  
1022 East Sandusky Avenue  
Bellefontaine, Ohio 43311  
513-592-0313

**RALPH E. EVANS ASSOCS.**  
Consulting Telecommunications  
Engineers  
AM-FM-TV-CATV-ITFS  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone: (414) 242-6000  
Member AFCCE

**DON'T BE A STRANGER**  
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 44  
readers per copy

**contact**  
**BROADCASTING MAGAZINE**  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: (202) 638-1022

# Services

**COMMERCIAL RADIO  
MONITORING CO.**  
PRECISION FREQUENCY  
MEASUREMENTS, AM-FM-TV  
Monitors Repaired & Certified  
103 S. Market St.  
Lee's Summit, Mo. 64063  
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.  
Cambridge, Mass 02138  
Phone (617) 876-2810

**DOWNTOWN COPY CENTER**  
FCC Commercial Contractor  
AM-FM-TV & NRBA lists—fariff  
updates—search services—mailing  
lists, C.B., Amateur, etc.  
1114 21st St., N.W.,  
Wash., D.C. 20037 202 452-1422



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

**General Manager** with strong sales background wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004.

**Wanted: Sales Oriented General Manager;** small market group stations; resume, references; Kim Love, Box 5086, Sheridan, WY 82801.

**General Manager**—top ten N.E. market, FM, AOR format, looking for G.M. to move station to top of youth market. Prior management experience. Salary plus. E.O.E. Affirmative action. Send resume to Box I-183.

**General Manager with strong sales background.** We are broadcasters with cable TV interests and are in process of building a strong management team. Purpose—future acquisitions. Immediate opportunity exists for energetic take-charge leader for existing AM/FM operation. Individual must have proven record in local/national sales and management. Send resume to Box I-186.

**Midwest Radio Company, Fargo, N. Dak.** has an opportunity for a quality person as Sales Manager of KOWB AM (rated No. 1 - Adults 18-49). Former Sales Manager has purchased a station in another market! Compensation includes: percentage of sales, bonus plan, car, family insurance plan, expense account, and car expense allowance. A 5 person sales staff, Sales Secretary, and Co-op Coordinator are hired; trained, and ready to cook. All we need is a turned on, motivated leader with experience on the streets, and knowledge of handling people. Fargo is a 7 station market, billing over 4 million! Write Jim Lakoduk, Box 2893, Fargo, ND 58108 or phone 218-236-7900.

**General Manager**—\$30,000, plus over-ride, plus stock interest in this station as well as any other stations purchased in the future. The individual we are looking for must have impeccable references and be currently employed as a General Manager in Country formatted station in top 100 markets. This is a 20 yr. old financially sound company. Do not answer this ad unless you meet above requirements. Box J-8.

**Desireable Florida** small market on metro fringe. Sales position now, manager by January. Some investment. Box J-20.

**Looking for your first management slot?** We need a Sales Manager for our full time AM Contemporary format station in Montgomery, Alabama. You should have a good track record in radio sales, and a big desire to win. Salary, Commission override and Annual Bonus. Potential first year earning \$19,200 to \$20,000 or greater. Call Gene Moorhead: 205-832-4295.

**GM wanted.** Send resume to KFMO, Flat River, MO 63601. Phone 314-431-1206.

**South Florida** fast growing medium market station seeks sales manager who is a street fighter. Broadcast sales experience required. An Equal Opportunity Employer. Send resume and monthly billing record last two years to Box J-39.

**Wanted Station/Sales Manager** for WMBH, Joplin. Pat Demaree 417-623-1450. E.O.E.

**Medium to small market sales manager...** Here's your chance to move up if you have a good management track record. We would like you to come to the sixth largest growing city in the United States—Sun City, El Paso, Texas, and help us grow profitably. Salary and over-ride, first year potential \$25,000 to \$40,000 to right person. Contact Garrett Haston, General Manager, KPAS, Area Code 915-533-8211.

### HELP WANTED SALES

**Need Salesperson** for automated country AM-FM. Will handle account list for retail clients in city of 100,000. Prefer salesperson from Montana, Wyoming, or Idaho area. Great living conditions. EOE M/F. Resume and past sales experience to Box I-125.

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

**Sales Manager,** community oriented and active community participating. RAB/Welsh either/or trained, who can sell and will, who can recruit, teach, motivate sales staff, strong on both on/off air promotions, prolific in merchandising, saturations, short and long term contracts, remotes. Great potential—growth area—great market. Great signal. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

**Media Investors LTD** is looking for one or two experienced sales persons. Prefer someone with southern experience. EOE. Contact Ron Kight, PO Box 1330, Ft. Pierce, FL 33450.

**Sales Manager California.** RAB/Welsh/or Jennings trained. Must be able to hire, train and motivate sales staff. If you believe in radio and want to do things right, this may be for you. If so, you'll earn over \$25,000 your first year. Send complete resume and references to Box I-145.

**Radio Broadcasting:** Great opportunity! 50,000 watt stereo station covering New England's 9th largest retail market and located on beautiful Cape Cod, Mass. Is looking for an experienced radio sales person with proven track record. Good base plus commission with desire for eventual management. Call WCIB VP & Sales Mgr. Paul Hamel at 617-548-3102. E.O.E.

**We guarantee you at least \$1000 a month.** Ogden, Utah's number one station, KJQ, needs a super salesperson. Tough local retailers, but if you can handle 'em, call Tom Greenleigh, 801-392-7535. E.O.E.

**Opportunity for announcer** with two or more years experience to break into sales. Must be energetic, ambitious. Small southeast Adult Contemporary. 703-466-9511.

**Experienced Local Sales Professionals** needed for urban NYC market. "Super potential" selling the "best of both worlds", with dominant North Jersey AM/FM combo. Send resume to WMTR, Box 1250, Morristown, NJ 07960.

**Top rated beautiful music FM** and up and coming disco AM looking for experienced sales people to sell in competitive NE market. EEO. Resume to Box I-194.

**Sales/Sales Manager,** top FM in growing Colorado City. Exceptional promotional opportunity to grow with us. Draw plus future. Owner, KPLV 303-564-5450.

**New England 100,000 Plus**—Rapidly growing market. We need additional sales representative. Prefer RAB and/or Jennings. Will train ambitious person. EOE-M/F. Resume and letter to Box I-217.

**Broadcasting Services**—University of Northern Iowa: KUNI and KHKE, dual service public radio stations in university community seek Administrative Assistant, Development—coordinates listener support fundraising, enlists and engages volunteers. B.A. or equivalent experience. Sales, business and/or fundraising experience. Candidate must have aptitude for working with people. Writing abilities essential. Broadcast and volunteer/community organization experience helpful. Salary \$12,000 to \$14,000. Send letter of application and resume by October 15, 1979 to: Raymond Harris, Personnel Services, 225 A&I Bldg., University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

**Salespeople Wanted.** Move up to a larger market—bigger income—with advancement opportunities in major Radio chain. If you can sell Black Format Radio, we have the opportunity for you. Send resume to: Bernard Walker, President & General Manager, KYOK-AM, 3001 La Branch, Houston, TX 77004. EOE/M-F.

**Florida—Sales Manager—Equity Possible**—key list—growth market—expanding company—E.O.E. Call 305-783-8660. Evenings.

**We're looking for an aggressive salesperson** whose success in a small market has spurred an interest in working in a good medium market. We have both AM & FM stations to sell, with lots of sports. Send resume, references and salary requirements to: RADIO, 26 Williams Street, Watertown, MA 02172. E.O.E.

**South Florida stations** seek salesperson with minimum of two years radio sales experience. Send resume with monthly billing record and minimum income required to Bill Brown, WIRA/WOVV, Box 3032, Fort Pierce, FL 33450, An Equal Opportunity Employer.

**Boulder, Colorado AM/FM** seeks aggressive salesperson to compliment current staff of four professionals. Previous radio sales experience necessary and applicant should offer management potential. Resume and references with income desires should be sent to Robert Greenlee, KADE/KBCO, 4840 Riverbend Road, Boulder, CO 80301. An EEO Employer.

**100,000 people, one station,** looking for salespeople to turn into sales managers. Education and experience both count. WMMW, Meriden, CT 06450.

**Salespeople needed:** For Jacksonville Florida's Number One AM-FM Beautiful Music Radio Station. Excellent salary, commission and fringe benefits. Call Bill Powley, WKTZ-904-743-2400.

**Sales Manager,** Top rated AM-FM station, Southern Rocky Mountain location, 2 years previous experience, send resume and salary history to Box 80693, Lincoln, NE 68501.

**118,000 watt FM** in Cleveland/Akron Market needs an experienced A.E. with Agency and Retail experience. Excellent list, good growth potential. Management opportunities for the right person. Send resume to: WDBN-FM, 4986 Gateway Drive, Medina, OH 44256 E.O.E.

**Money... money... money,** an aggressive account executive needed immediately. Opportunity to advance within chain. In Racine/Kenosha market, second largest in Wisconsin, only country station between Milwaukee and Chicago. Excellent opportunity for the right sales pro! Contact Dennis Plinska or Andrew Ashwood, Broadcast Management of Wisconsin, WWEG-AM, 2200 N. Greenbay Road, Racine, WI 53405. 414-552-7359.

**Sales position** for aggressive street fighter. Sales management for the right person. The person selected should make 20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in central Pennsylvania. Send resumes to Box I-178.

### HELP WANTED ANNOUNCERS

**WRBR number one FM** station. Contemp format. South Bend Indiana. Needs air person—now. One year experience. No calls, tapes only. R.C. Rogers, Program Director, WRBR Radio, 100 Center, Mishawaka, IN 46544. E.O.E.

**Opportunities with growing broadcast group** located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-2911. E.E.O. Employer.

## HELP WANTED ANNOUNCERS CONTINUED

**We've sent dozens to the majors.** Awesome AM-FM in the Rockies seeks newsperson. Tapes to Greg Boyce, KDZA-Z-100, Box 93, Pueblo, CO 81002. No Calls. EOE.

**Media Investors Ltd** is looking for an experienced announcer. Minority candidates are especially invited to send resume to Ron Kight, PO Box 1330, Ft. Pierce, FL 33450. EOE/MF.

**This is an immediate opening** for a Beautiful Music announcer. If you have a smooth, professional delivery we could make this position very attractive to you. And you would be stepping onto a career ladder within a successful and fast-growing broadcast group. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

**Experienced announcer** with excellent delivery and production expertise. Send tape and resume to Roger Fischer, WMRN, Marion, OH 43302. Phone 614-383-1131. An equal opportunity employer.

**Brand New No. 1 station** in Ogden, Utah needs sharp Adult Top 40 jock/production person. You'll need a natural sound and some brains. Tapes and resumes to Tom Greenleigh, KJQ, 1506 Gibson Ave, Ogden, UT 84404. E.O.E.

**WGIR-FM, a Knight Quality Group Station** in New Hampshire, is accepting applications for full-time positions as we grow. We have the finest facilities in New England, and the best people. Creative candidates with positive attitude and solid experience in A.O.R. should send complete resume and telescoped air check to: Mark Lewis, Operations Manager, PO Box 101, Manchester, NH 03105. We are equal opportunity employers.

**Top station** in unique Mid-west community needs a morning personality who communicates and entertains a sophisticated audience. Must be good production person. Write Mike King, Box 709, Columbus, IN 47201. WCSI WCSI-FM. Equal opportunity employer.

**AC Morning drive: Personality,** informational, community involvement. No Rock Hype. Good community. Tape, Resume. KTKN, Box 8500, Ketchikan, AK 99901.

**Beautiful Music FM/Disco AM** looking for voice, intelligence and personality to fit either or both. Large, competitive NE market. Tape and resume to Dave Ross, WSOQ/WEZG, No. Syracuse, NY 13212.

**Experienced Announcer** for top rated country station. Must be sharp on the air with top production knowhow. Send resume and tape to: KLUK, PO Box 5344, Wichita Falls, TX 76707, 817-691-2311. An Equal Opportunity Employer.

**Announcer for adult contemporary fringe** Washington, D.C. station. Experience plus 1st Air check and resume to Program Director, WPRW, Box 1460, Manassas, VA 22110. E.O.E.

**New England Medium Market.** Adult contemporary with strong news coverage is looking for unique individual with following qualities: 1) personality approach on air, no lime and temp; 2) programming knowledge, willing to share programming and music responsibilities with management; 3) great production work, willing to do some copywriting; 4) supervise and work with air staff; 5) willing to get involved with community events thru station. If you have these qualities, growing station with aggressive management wants you. EOE-M/F. Send complete resume and letter to Box I-212.

**Experienced Morning Announcer** for adult contemporary. Must be entertaining and skilled in production. Will accept combo sales/announcer. Tape, resume, to Chris Molton, WLSW, Box 763, Connelville, PA 15425. 412-628-2800.

**Group broadcaster** seeks mid-day adult communicator with production skills and MOR background. Send tape, resume to Michael Burns, General Manager WJWL/WSEA, Box 111, Georgetown, DE 19947.

**2 Announcers** needed by AM Adult-Contemporary and FM-Country Powerhouse. 1st Class Ticket or sales experience a definite plus. Send tape and full resume, starting salary expected to Wayne Rinks, WHAL-C103, Box 106, Shelbyville, TN. E.O.E.

**Wisconsin station** seeking experienced announcer with good production skills. Some sales background also a plus. Equal opportunity employer, M/F, Tapes & Resumes to Bert R. Peterson, 1503 27th St., Apt. 5, Zion, IL 60099.

**AM/FM with T/40** and Adult Contemporary formats in New England medium market. If you have good production skills and voice, send tape, resume and salary requirements to: RADIO, 26 Williams Street, Watertown, MA 02172. E.O.E.

**We are looking** for a second newsperson. Also some announcing. Looking for your first break? Send tape and resume to KMAQ, Box 129, Maquoketa, IA 52060.

**Announcers Wanted ...** Lost 'em to bigger markets, need good personality voices, long established dominant station, adult contemporary. Call or send resume to Red Davis, KOLT, Box 660, Scottsbluff, NE 68361.

**Engineer/Announcer** for top FM in fast growing beautiful Colorado City. Must have 1st hands on experience. KPLV 303-564-5450.

**WBBQ AM/FM, Augusta, Georgia,** has opening for strong personality announcer for contemporary format night show. Must have experience and good ratings record as well as production ability. Excellent working conditions including profit sharing. Send non-returnable tape and resume to Harley Drew, Box 2066, 30903. EOE/MF.

**Wisconsin AM/FM** seeking experienced announcer, willing to learn engineering under capable training. No floaters. Excellent opportunity for conscientious person. Salary commensurate with experience. Complete resume to Box J-13.

**WSTU, Stuart, Florida,** is seeking an experienced announcer well versed in air work, news and production. We are a successful adult contemporary operation located north of West Palm Beach on the Gold Coast. Send air check and resume to Hamp Elliott, Operations Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

**KLMS is looking** for a mature communicator to join our morning team. Experience in talk and interviews helpful. Good Salary & Benefits. E.O.E. Call Gary Claus 402-489-3855.

**Southwest Florida Adult** contemporary seeks DJ having experience as PD or assistant PD, warm, personable, adult approach to a Top 40 air show. Strong on production. Young enough to consider future above salary requirements. EOE. Send resume to Box I-25.

**Morning Drive.** Seeking experienced, enthusiastic talent. Listener awareness, and program execution vital. Modern country, medium market. Send tape and resume to Dave Maurer, PO Box 1250, Bay City, MI 48707.

**Eastern North Carolina 100KW Beautiful Music FM** and 10KW Beautiful Music and Information AM seeks reliable person to fill evening shift, 7pm to 1 am, with one weekend shift. First Class Radio Telephone Operators License is mandatory. Call Reeves A. Fowler, G.M. for appointment or send tape and resume to WNCT Radio, PO Box 7167, Greenville, NC 27834. WNCT is an Equal Opportunity Employer.

**Drive Time Personalities—Competitive Market** Modern Country outlet with new facilities in southeast seeking an experienced drive communicator. Send resume to Box J-38.

**Combo PD Morning Personality:** immediate opening for take charge quickwitted production pro. Close family atmosphere. Mod Country format, and money is very green. Rush tape-resume to Rich Petersen, WLKK, 3204 State Street, Erie, PA 16508. EOE.

**Top 5 Market AM Station** actively seeking newsmen or newswomen to co-anchor morning drive information format. Equal Opportunity Employer. Resume to Box J-22.

## HELP WANTED TECHNICAL

**Chief Engineer,** directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

**Chief Engineer** for AM Fulltimer. Contact Len Kinney, WKIP, PO Box 1450, Poughkeepsie, NY 12602.

**Opportunity for Beginner** to become a broadcast engineer with station in northeast in top 50 market. Must have working knowledge of electronics. Immediate opening. EOE. Box I-150.

**Chief Engineer,** directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

**Chief Engineer** (Ft. Pierce/West Palm Beach) 100kw FM. Must be strong in current state of the art sound and equipment plus construction and digital automation. Capable of putting together a strong engineering department. We are located 45 miles north of West Palm Beach on Florida's Atlantic Coast. Starting 20-plus, insurance, and benefits. EOE. Minorities encouraged to apply. WLQY, PO Box 277, Ft. Pierce, FL 33450. 305-461-0099, Bob Roberts.

**Assistant Chief Engineer** needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

**Self-Start Chief Engineer** wanted for one of the most successful three KW FM live stereo facilities in the country. New one million, one hundred thousand dollar studio building to be completed in April 1980, new transmitters and generators, and drive-in transmitter building for mobil remote Marti work. Must be strong in studio maintenance. Need manager with excellent planning and personnel relationship abilities. Excellent salary. Send resume and reference in confidence to George Scotland, President, WDF Radio, Box 524, Marion, OH 43302 E.O.E.

**Experienced Engineer** with 1st class FCC license who can also handle board shift for 76kw Class C FM in terrific year round Rocky Mountain recreation area. Resume to President, KVMT-FM, PO Box 2179, Vail, CO 81657. EOE.

**Studio Engineer** Public TV station. First class FCC license required. Experience preferred. EOE. WBRA-TV, Box 13246, Roanoke, VA 24032, 703-344-0911.

**Seeking 1st class engineer/announcer/salesperson** for automated AM-FM country operation. Good money for the right person. 45 minutes from beautiful Billings, Montana. Great area to live. EOE M/F. Send resume to Box I-195.

**Chief Engineer** for leading facilities in beautiful medium market. Immediate start. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Work under way on new studio and office complex. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. Excellent compensation/benefit package. EOE. Rush resume with references and letter of application with salary requirements to: Steve Moravec, President, Radio Station KWEB and KRCH(FM) Rochester, MN 55901. No phone calls, please.

**Chief Engineer and Assistant Chief—AM/FM** in Massachusetts medium market, must have experience with automation. Send resume, references and salary requirements to: RADIO, 26 Williams Street, Watertown, MA 02172. E.O.E.

**Newly acquired AM-FM** needs engineer with 1st class ticket. Combo-persons urged to apply. If you have the ticket and a desire to learn more, apply at once to: Wayne Rinks, WHAL-C103, Box 106, Shelbyville, TN E.E.O.

**Unusual but true ...** A group-owned radio facility whose chief executives are engineering oriented. Excellent opportunity for a chief engineer who can talk one on one with management team. Excellent salary and fringe benefits in medium sized Great Lakes Market. Equal Opportunity Employer. Box J-3.

**1st Class Chief** needed immediately for New York State group-owned 5,000 watt directional AM and 35,000 watt automated stereo FM. Proficiency in studio and transmitter maintenance and FCC rules and regulations a must. Excellent salary, company-paid insurance, vehicle, room for advancement within group. Rush resume to Box J-10.



**BC-WBNQ, Bloomington, IL.,** needs night-time host/reporter to join dedicated six-person news team. Should be strong in government and public affairs reporting. Send tape, resume, writing samples to Steve Vogel, News Director, WJBC-WBNQ, Box 8, Bloomington, IL 61701. EOE M/F.

**Person wanted** ... Long established dominant station looking for a top rate news director to continue leadership. Contact Red Davis, KOLT, Box 660, Pittsbluff, NE 69361.

**Person/Announcer** position available. Small market AM ... Have other stations. Good chance for advancement. Tape and resume to T.L. Laidlaw, KNDK, Madison, ND 701-256-2146.

**Reporter/Anchor** for L.A. area. Full time. Pro to communicate with adult contemporary audience. Great at digging up local news. Tape and resume to: Laura Carter, 7 S. Pacific Coast Hwy, Redondo Beach, CA 9077.

#### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Successful Western AM/FM Group** station needs top PD who can run inside operation. Capacity for color and quality air/prod work vital. EOE. Reply Box 4.

**Needed: Spark plug announcer** wanting to move to PD to head department at 10 kw Adult Contemporary CBS affiliate. Send tape and resume to H. Hove, B, PO Box 950, Fairbanks, AK 99707. An equal opportunity employer.

**Experienced Commercial Copywriter** for top 3 station. Send letter and resume to Art Martin, PO 518, Marion, OH 43302. An Equal Opportunity Employer; female applicants encouraged.

**Program Director** for Contemporary Top-40 station in North Carolina market. Need someone who has excellent qualities for this type format, to also be the one on the 3-7 PM slot. Need someone with first phone call. Person hired must have management qualities, promotion ideas, plus a knowledge of music for temporary format. Good salary. If interested call Les Poston at 919-299-0346.

**Area Adult Contemporary** station looking for someone with qualifications: creative on-air presentation, solid production, ability to lead/direct. Professional, goal-oriented. Automation experience helpful. Send tape resume to Neil Cutler, 1617 S. Pacific Coast Highway, Redondo Beach, CA 90277.

**Broadcasting Services:** University of Northern Iowa. Producer/Announcer: News—Produces and hosts newscasts and other similar programs. Hosts specials. B.A. or equivalent, broadcast news and command experience, and good delivery required. Producer/Announcer: Minority Programming—Produces hosts daily program for ethnic minorities and performs additional production and announcing. B.A. or equivalent, on the air production experience and good delivery mandatory. 100 KW KUNI and 10 KW KHKE dual service public radio stations with new 12,000 sq. ft. modern facilities in university community. Salary \$10,000 to \$14,000 plus liberal fringe benefits. Identification, send letter of application, resume, and audition tape by October 15, 1979 to: Raymond Harp, Personnel Services, 225 A&L Bldg, University of Northern Iowa, Cedar Falls, IA 50613. Members of production classes may feel free to identify themselves for purposes of Affirmative Action.

**IN Radio** is looking for an experienced disc jockey for an on-location, all night show. Send tapes resumes to Pete Gabriel, WKBN, Box 59, Youngs, OH 44501. An Equal Opportunity Employer.

**10 Watt AM** in medium sized Southern market seeks experienced program director. Contemporary format. Excellent opportunity. EOE. Send resume to Box 1-26.

**Program Director**—must do on-the-air shift, work promotions. We are a highly successful full time station, located in Pennsylvania. Excellent opportunity for right person. EOE. Send resume to Box 1-220.

**Can you make it in the big time?** Writer/producer/producer for lively Chicago Agency. Send copy samples, salary needs first letter. No phone calls. Suite 800 624 South Michigan, Chicago IL 60605. EOE M/F.

**Program Directors**—in Massachusetts, AM/FM Adult Contemporary and Rock. 3-5 years experience. automation background and production skills helpful, aggressiveness and leadership qualities a must! Send tape, resume, salary history and requirements to: RADIO 26 Williams Street, Waterlown, MA 02172 EOE

**NYC radio production** company needs to fill creative position. Must have writing and radio production/programming background, with the ability to sell your ideas to others. Box J-29.

#### SITUATIONS WANTED MANAGEMENT

**I'll help you manage**, sell, announce, write copy, renew, etc. or take complete charge. Twenty seven years radio. Last sixteen as G.M. varied formats, plus religion. 515-396-2720, after 5:30 p.m.

**Sales Management:** qualified sales professional. Over 12 years experience in sales management, advertising and sales promotion. Successful track record in East Coast major market. Media/radio sales, both local and national. Bottom line oriented. An interview will demonstrate my managerial qualifications. Reply Box I-204.

**General Manager:** If you need a builder, your property "turned around" I'm a successful broadcast veteran with a strong "turn around" track record. West coast preferred. will consider others. Box J-4.

**18-35s want more** than lifeless AOR jocks and pseudo news! This PD/ND team has answers for your AOR station. Yours starting at 40K/year. Box J-1

**Former Owner**, manager, network executive, consultant, major league PBP. Profits and efficiency. 514-284-1898.

**Mature pro in sales**, sales-management, management. Wants stable operation. Southeast small or middle market. 703-466-4130.

**General Manager** who excels in programming as well as sales available for permanent move! Outstanding qualifications! In no hurry, will wait for right opportunity! Box J-15.

#### SITUATIONS WANTED ANNOUNCERS

**Howard Glantz:** 3 yrs. experience all phases of radio emphasis on sports. Music sales willing to go anywhere 617-994-6650 after 5:00. 3rd class operator lic. B.S. degree.

**Zealous Broadcast school grad.** 1st phone. 2 years college hockey PBP. Knowledge in news, production and jockeying. David Hinckley, 512 Corrinthia, Elk Grove, IL 60007. 312-437-0357.

**27 years experience** includes program and sports directorship. Heavy sports and news. Immediate availability. Box I-182

**Versatile, experienced, 1st phone** announcer wishes to commute to your station from Fremont, Ohio. Combo sales or part time to start considered. Call Larry 419-332-2049 or write 1381 Fleetwood Drive (43420).

**Experienced dependable announcer**, mature voice, licensed, minor engineering, salary open. Bill 612-447-2835, after 1 PM.

**"I'm good enough** to audition by phone." Black newscaster D.J. Intelligent style, excellent speech, highly trained. Tapes, resume. Marge Bell 212-221-3704 or 212-287-3923.

**Talented Female** versatile and experienced FCC 1st class, BA in mass comm. and will relocate immediately. Prefers to rock in either Florida or the Northeast. Call Randi Lazar 504-395-6697

**Female Announcer.** Eager to learn. Will go anywhere. Lorie Clark 414-277-0797 after 6 PM.

**Looking for PBP-Sports** Director-air shift. 4 years experience. Call Mark (406-727-2455) or (406-453-0336). Professional PBP experience.

**Well spent five years** in Alabama small markets. Dedicated professional attitude, friendly sound. Music, news, copy, production, remotes. Third, 21. Best reference is current employer. Dan 205-362-1231 days; 245-5756 evenings.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**D.J./Newscaster** available who will give you more than just an other "air talent" is available immediately and will relocate. Matthew Mangas 215-922-2530.

**Young, bright, willing announcer** seeking full time gig in A.C., AOR, Top 40, etc. good production, third, will relocate, tape & resume on request. Mike Mitchell, 3024 Jonquil, Woodridge, IL 60515. 312-985-1223.

**Talk Host Producer.** Five years talk/interview experience in major/medium markets. I excel in scheduling—all subjects. Good references Phil Konstantin, Box 453, Pasadena, TX 77501. 713-473-4738 Evenings.

**Experienced Communicator!** Good voice, warm, knowledgeable, humorous. Looking for combination telephone talk & interview. 216-732-8383.

**Experienced, sharp, PBP man,** hustlin sports director, cheerful announcer, creative copywriter willing to put in lots of legwork to put . . . or keep you on top. Looking for medium market or better. Pref. east coast. Call Wall Fowler: 516-889-5317.

**Solve your energy problems** with this motivated, responsible announcer. Experienced in many formats plus news and production. Will relocate anywhere. You're the boss. Box J-45.

## SITUATIONS WANTED TECHNICAL

**First Class Engineer** Seeks permanent job. Experienced all areas radio. Good worker. Box J-35.

## SITUATIONS WANTED NEWS

**Seven years in news/public affairs,** five as ND at small-market powerhouse. First-rate anchor/editor/writer; probing interviews, commentaries. Seek all-news or adult-oriented/heavy news commitment. Prefer northeast or Great Lakes. Len Iwanski, 118 N. 20th, Grand Forks, ND 58201. 701-775-0833.

**Sports Director,** all phases radio sports. Knowledgeable—innovative—hard working. 1979 first place sports state award. Exciting pbp, daily sportscasts and talk. Seeking major or major college market. 314-434-0931-Jay.

**Eight years experience.** TV. Assignment editor wants back in radio news as morning anchor or news director in top 75 market station. Former Radio News Director. Good writer, professional delivery. Emphasis on relating news to day to day living. Excellent references. Wayne Hackbarth 319-396-5380. 4833 Ford Ave. NW, Cedar Rapids, IA 52405.

**Journalist** with ten years of radio experience looking for medium-market news director's job, or major market reporter/anchor job. Now employed at group-owned news/talk station in southeast. Box J-37.

**Four years experience,** would like chance to be ND and organize your department. Also interested in reporting/anchor spot. Prefer northeast. Box J-16.

**News Director.** Strong on-air, experienced. White, male, at No. 1 rated station. San Francisco to Seattle preferred. Aircheck and resume Box I-223.

**I've hit the top** in Coast Guard News. I'm retiring as a Senior Chief Journalist with 21 years. I've run news rooms in New York, Los Angeles and San Francisco. I want the chance to be a top-notch civilian news and/or sports reporter. I'm ready to write, gather and deliver your local news in late November. Ed Conlon, 1212D Mariner Dr. Treasure Island, CA 94130 415-556-5831 day, 415-397-5686 evening

**Sports Specialist/DJ,** presently working, seeks mainly sports position. Journalism graduate—December. Experienced in news, production, etc. 3rd endorsed. Willing to re-locate with salary negotiable. Tim Mote, WLTA-FM, 1459 Peachtree Strel, N.E. Atlanta, GA 30357. 404-941-9788.

**When are you people** going to stop hiring ex jocks to do your sports when they can't say three words without making Noah Webster turn over and hire an informed, competent, polished sportscaster? If your answer is "Now" reply Box J-46.

**Female, 32,** experienced all phases radio news, will relocate. 518-783-6831 After 7.

**Be an Innovator!** Hire an experienced female sports reporter for your medium or major market staff. 4 year pro. Good talk and PBP. 3rd endorsed. Single. Available now. Box J-12.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director/Announcer** seeks new challenge. 3 years experience in all facets of medium market radio. Prefer East Coast. Box I-120.

**Top 10 Market Announcer, MD,** and assistant PD looking to move up to Program Director. All Replies Confidential. Box I-143.

**Program Director: motivator!** 8 yr. pro experienced with FCC rules & regs sales and all formats. Great track record with references. Stable, just looking for right station & situation. Ready to take you up. Eastern U.S. preferred. 216-493-0194.

**Top rated radio talk show host,** plus 2 years TV interview show in major market. Conservative. Excellent debater. Write Suite 315, 3532 Bryant Avenue So., Mpls. MN 55408.

**Need a new format?** Two young, programmers with experience in rock, jazz, blues are ready to inject new life into your station. Know how to get station off ground. Prefer to work as PD/MD team. Write: Rick Rockwell, Westerly, RI 02891 or call: 401-596-3128.

**1978 CLIO Finalist:** Top 10 Production Director looking for new challenge. I've got 15 years in broadcasting and ad agency production. Currently employed . . . but need megabucks and creative freedom. Love deadlines and pressure. My demo, resume and track record will dazzle you! Networks, Production/Jingle Companies and ad agencies with broadcast departments should write before midnight tonight. This is a limited time offer. Box I-82.

## TELEVISION

### HELP WANTED MANAGEMENT

**Immediate opening.** Local sales manager for KFVR TV, Bismarck ND. Sales and management experience necessary. Must be fully conversant with up-to-the minute selling and pricing techniques. Contact Claire Anne Holmberg, Sta. Mgr-KFVR TV, Box 1738, Bismarck ND 58501, 701-223-0900. Equal Opportunity Employer.

**General Manager Television.** Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box I-201.

**Management Opportunities Available** in the fields of maintenance engineering and studio general manager in a Los Angeles based television studio. 213-450-9006.

**Program Director** for fast growing, group owned medium market station. Excellent opportunity for the right person. Programming management experience preferred. Substantial production and operations experience necessary. Send a complete resume including salary requirements to David Dodds, General Manager, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An Equal Opportunity Employer.

**Production Manager** Top 10 N.E. group—owned independent. Minimum 3 years experience as a Production Manager or Senior Director. A complete understanding of station operation & on-air promotion is essential. An Equal Opportunity Employer M/F Box J-41.

### HELP WANTED SALES

**Top Ten Market,** Group Owned Network Affiliate seeking a Local Account Executive. Equal Opportunity Employer. Send resume and salary requirements to Box I-175.

**Sunbelt VHF network affiliate** needs Local Sales Manager. Medium size market. Excellent opportunity for advancement for a go-getter who can sell, supervise and motivate a local sales team. Send complete resume and salary requirements in first letter. EOE. Reply to Box I-180.

### HELP WANTED TECHNICAL

**Electronic technicians** for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

**Maintenance Engineer** minimum 3 years in-depth studio maintenance experience. ENG experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733 813-577-1010. EOE.

**Chief Engineer:** Major market public television station seeking first rate Director of Engineering for large VHF operation. Applicants should have good management skills as well as a minimum of BSEE and substantial television station experience. Deadline for receipt of applications is October 8, 1979. Reply to Personnel Director, WYES-TV, 916 Navarre Avenue, New Orleans, LA 70124.

**Maintenance Engineer**—should be familiar with Transmitters, Video Tape, Cameras, ENG. Opportunity for a operations person ready to advance. Send resume to Al Scheer, V.P. Engineering, WLEX-TV, PO Box 1457, Lexington, KY 40591. An Equal Opportunity/Affirmative Action Employer.

**Immediate Opening** for asst. Chief Engineer on California's Monterey Peninsula. CBS affiliate. Must have hands-on experience RCA studio and XMTR equipment. Salary negotiable. Contact Ron Fries, C.E., 46 Garden Court, Monterey, CA 93940. 408-649-0460.

**Maintenance and Operation Engineer** needed for Midwest Production Facility with National credentials. Must maintain state of the art broadcast VTR's and cameras. Call Bob Gerding Productions, Cincinnati, OH 1-513-861-2555.

**Chief Engineer** for network affiliate in Sunbelt. Must have extensive maintenance experience on TR-60's, TK-27 or other comparable studio equipment. Send resume to WHTV-TV, PO Box 5185, Meridian, MS 39301. Attention: Bob Horton.

**Assistant Chief Engineer** (Lansing/Jackson, Michigan) Must be strong in maintenance. Some management experience helpful. Medium size Michigan station equipped with latest state of the art RCA, Sony, Hitachi and Harris equipment. Good salary and excellent company benefit package. First class FCC. License required. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

**T.V. Engineers:** Michigan State University has vacancies for engineers for broadcast and instructional T.V. first class license required. Quad video-tape post production experience most desirable. Maintenance & operation experience a must. Salary range \$13,937-\$18,815 plus benefits. Contact: Michigan State University, Personnel Office, 110 Nisbet Bldg., E. Lansing, MI 48824. (517-353-3720). Refer to position No. C9796. An affirmative action/equal opportunity employer.

**Radio-TV Station Equipment Technician** Salary Range: \$1,177-\$1,383 per month. Experience: One year recent full time paid experience in operation, maintenance and repair of television broadcast and studio equipment, including color television broadcast and studio equipment, including color television cameras, film and slide projectors, monitors, receivers and 3/4" videocassette equipment, preferably including similar experience in radio. Possession of a valid FCC Radiotelephone First Class Operator Permit may be substituted for six months of the requirement experience. Obtain applications: Long Beach Unified School District, 701 Locust Ave, Long Beach, CA 90813. Apply by: October 5, 1979.

**Maintenance Engineer.** Southeastern educational station seeks experienced engineer with First Class FCC License. Experience must include two years or more of Electronics Technology at a reputable institution or equivalent Military experience, and at least five years experience in Television Operations and Maintenance. Salary in the \$19,000 range with excellent fringe benefits. EOE. Send resume and salary requirements to Box J-31.



## HELP WANTED TECHNICAL-CONTINUED

**KPBS-TV seeks Chief Engineer.** Responsible for technical operations and maintenance of public TV station. ITFS system, closed-circuit TV system, and production facilities. Equivalent of a BS degree in electrical engineering or physics. Minimum of 6 years TV engineering experience, supervisory or management experience, and 1st phone required. Salary \$29,424 to \$35,556. Secure application from the Employment Division, San Diego State University, San Diego, CA 92182. Position closes October 26. San Diego State is an Equal Opportunity/Affirmative Action/Title IX Employer.

**Two persons** holding first phones. Master Control—VTR Operations. Immediate openings. Call Collect. Bruce Sloan, KTVA, Anchorage, AK 907—272-3456.

**We need a First Class License** and person with background in TCR-100 video tape machines, experience with RCA TK45 cameras and maintenance of microprocessor based equipment. EEO employer. Resumes to Box J-6.

**Engineer** recording, maintenance, operating technician. Requires 1st phone, Associate Degree or trade school diploma in Electronics or 2 years TV engineering experience. Must have experience in repair, operation and maintenance of TV electronic equipment. Top UHF indy. Resume to Susan Sterritt, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. An Equal Opportunity Employer M/F.

**E F P Production Technician.** Camera and editing experience required. Will be on the road with single EFP Camera. Imagination and Production flair a must. Midwest location. Box J-42.

**Maintenance Engineer** for VHF television station in Colorado Springs, Colorado. Excellent chance for growth with a strong corporation. Applicants should have experience with VR 1200, AVR 2, ACR-25 and GE PE 350 camers. Send resume to: Rick Craddock, KKTU (CBS), PO Box 2110, Colorado Springs, CO 80901. E.O.E.

## HELP WANTED NEWS

**Reporter/Producer**—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

**Producer**—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

**Anchor-Producer.** Excellent opportunity for strong newscaster with solid ENG and production experience. EOE. No phone calls. Send resume and audition tape to Broadcast Manager, WWNY-TV, 120 Arcade Street, Watertown, NY 13601.

**Opportunity to work** for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

**WJCL-TV** has an immediate opening for an experienced on-camera street reporter. All ENG station. Send resume & video tape, apply in person, or call Stan Bowman, ND, 10001 Abercorn St., Savannah, GA 31406. 912—925-0022. EOE. M/F.

**Reporter/Segment Producer**—Candidate must have a substantial background in television reporting and be experienced in all phases of production. If you are a strong writer who can build fast paced, highly visual stories you might be the team member we're looking for. A Capital Cities Station, we are an Equal Opportunity Employer. Send resume only to Frances Reyes Acosta, KFSN-TV, 1777 G Street, Fresno, CA 93706.

**Upper Michigan Correspondent.** Dominant station in Northeast Wisconsin and Upper Peninsula seeks experienced reporter/photographer to man one-person bureau in the U.P. Persons with ties to U.P. are especially desirable. Commercial television experience required. No phone calls. Replies and tapes to News Director, WFRV-TV, 1181 East Mason Street, Green Bay, WI 54301. Equal Opportunity Employer.

**We're looking for a few good people.** Recent promotions and expansions have created these opportunities: Assignment Editor (back-up to News Director); Weekend Anchor; Weekend Sports/Feature Editor; Good reporter/photographers. Commercial television experience required. No phone calls. Replies and tapes to News Director, WFRV-TV, 1181 East Mason, Green Bay, WI 54301. Equal Opportunity Employer.

**Sportscaster for Northeast radio** and television sports active stations. No beginners. If you can anchor, do features, basketball and football play-by-play, prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Prior applicants for this position need not reapply. Send all material now to Dean McCarthy, Harrington Righter and Parsons, Inc. 280 Park Avenue, New York, NY 10017.

**Mini-Cam Tape Editor** to edit weekly half-hour news documentary. Must have mini-cam news editing experience, background in journalism and TV production, and ability to edit for content. ENG camera experience desirable. Samples of work required. Submit resume and cassette to Wiley Hance, Department B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

**Anchor/Reporter.** We are looking for an experienced TV journalist who can look into the lens and communicate one-to-one with the viewer. Must be a good writer, have a lot of energy and enthusiasm and minimum three years experience in TV news. Send resume and videocassette to David Henderson, Director of News, KMGH-TV, 123 Speer Blvd., Denver, CO 80217. E.O.E.

**Consumer Reporter.** Must have energy, enthusiasm, good story production sense and minimum two years experience in TV news. Send videocassette and resume to David Henderson, Director of News, KMGH-TV, 123 Speer Blvd., Denver, CO 80217. E.O.E.

**Major Market TV station** seeks an aggressive, experienced individual to take on responsibilities in all areas of station operations. We will pay top dollar for the right person, previous management experience is important but age is not. Equal Opportunity Employer. If you qualify, please send your resume to Box J-23.

**TV Anchor:** Midwest Group Owner needs Anchor Talent for TV News. Must be sharp, aggressive, able to think and write news. EEO employer. Send resume, salary requirements and writing sample to Box J-14.

**Assistant Producer** for 11 PM News. Writing, editing and producing experience a must. Salary open. Send tape and resume to Jim Holtzman, Exec. News Director, KFMB-TV, 7677 Engineer Road, San Diego, CA 92138. An E.O.E.

**Weather Reporter:** Knowledgeable and personable weather personalities step forward. Southeast ABC affiliate seeking the right combination. Top 75 E.O.E. Box J-30.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer-WSIU-TV.** Person must have three years of professional experience with strong background in shooting motion picture film and producing and directing television programs. Must have expertise in all facets of television studio production, including experience with shooting productions with videotape cameras, as well as film cameras. Master's degree in Radio-Television preferred. Ability to supervise students working for the television station in production of local studio, film, and ENG programs required. Salary: competitive-Date of appointment: November 1, 1979-Deadline for applications: October 15, 1979. Letter of application, complete credentials, and names of at least three professional references should be sent to: H. Eugene Dubvig, Director, SIU Broadcasting Service, Carbondale, IL 62901. WSIU-TV is an equal opportunity employer. Women and minorities are actively encouraged to apply.

**Northeast Television Network** affiliate is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial issues, live audience and telephone questions. Excellent professional opportunity for effective, hard-working person. An Equal Opportunity Employer. No tapes. Send salary requirement and resume to Box I-159.

**Production Manager** for 8-station public television network with good studio, remote, and film facilities. Supervises and schedules Producer/Directors, oversees production crews, film and art departments. Assists Director of Programming in analyzing feasibility of new production; directing and other duties as assigned. Requires extensive knowledge of and experience with modern production techniques and equipment. Ability to train and work with others and supervise their work is essential. Requires 4-year degree in TV or related field, and 4 years experience as Producer/Director or equivalent. Contact John White, Iowa Public Broadcasting Network, Box 1758, Des Moines 50306 or call 515—281-4521.

**Assistant Promotion Director** is needed for NBC affiliate in New Orleans. Applicants should have a minimum of two years experience with emphasis on print and on-air promotion. Excellent opportunity for advancement. Send resume and work sample to: Promotion Director, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

**Computer Operations Supervisor** for major Southeast market independent. We are seeking an individual with broadcast computer experience, preferably BCS, familiar with all phases sales, program traffic, accounting, film, etc. to supervise and train personnel on established BCS-1100 system. An Equal Opportunity Employer. Send resume including salary history to Box I-213.

**Cultural Affairs Producer**—Produce cultural programs for KUSD-TV and the South Dakota Public Television Network. College degree in arts, theater, English or communications and 3 years experience in cultural affairs, including the lively and popular arts, or an equivalent combination required. Direct experience in the arts and on-air television experience with extensive writing and editing skills and proven search abilities desired. Must be familiar with all facets of ENG, quad and cassette editing. Salary range \$12,858—\$14,500. Application deadline, October 8, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

**Television Production Manager.** Master's degree in R-TV or closely allied discipline, with at least 5 years professional experience preferred. Must have expertise in all facets of television studio and ENG/EFP production. Position requires management of TV production center producing ITV and Public programming including supervision of program proposals, budgets, scheduling, student crews, and quality control. Deadline for applications: November 1, 1979. Date of Appointment: January 1, 1980. Salary minimum: \$16,000. Letters of application, transcripts, and at least 3 (three) letters of references should be sent to: Thomas O. Olson, Director, Television Services, 510 Wright Hall, Kent State University, Kent, OH 44242. Kent State University is an Equal Opportunity/Affirmative Action employer.

**Continuity Director:** Need creative take charge person to supervise department. Will also do creative copywriting and production. Experience necessary. Small Market station in the Northern Plains. Salary open. EOE. Write KMOT-TV, Box 1118, Minot, ND 58701.

**Producer/Director:** Major market Network VHF needs producer/director for daily talk show. Must have at least three years experience. All replies confidential. An equal opportunity employer. Send resume and salary requirements to Box J-18.

**Technician.** Experienced in studio operations and tape editing. Maintenance helpful, but not mandatory. Midwest location. EOE Box J-43.

**Production Manager!** Small Midwest Market, group owned station. Unique quality oriented individual with creative ability, hands-on experience, high degree of technical skills and organizational ability. Heavy commercial and program load. Must be familiar with M.E. production switcher (Vital 114A1). E.E.O.E. Send resume to: Production—PO Box 247, St. Joseph, MO 64506.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Program Director:** See help wanted management.

**Director of Programming:** State public television network seeks aggressive, creative individual to develop and administer its program service. Includes recommending long and short range goals, developing budgets, conducting ascertainment, assuring conformity to FCC regulations and overseeing local production. Supervise staff of 29. Successful programming experience necessary. Send resume and salary requirements to A. Fred Frey, executive director, Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, LA 70805. Application deadline: October 15, 1979. LETA is an Equal Opportunity Employer.

**PM Host:** Phoenix's PM Magazine goes on the air in January and we need a co-host who can help make it the best in the country. If you can produce, don't mind hard work and long hours, and can win us over with your style and your smile, send your resume and tape to: Bill Wolfe, Producer, PM Magazine, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. An equal opportunity employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager** with outstanding credentials! Television 24 years; Radio 13 years; Broadcasting 35 years, including MANAGEMENT 19 years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In small, medium and large markets, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box J-17.

**Experienced Operations/Promotion Manager.** Excellent qualifications in production, programming, and administration. Promotion and profit oriented. Box J-11.

## SITUATIONS WANTED TECHNICAL

**TV Transmitter maintenance engineer:** over 20 years experience, FCC First Class, knowledge of FCC TV transmitter regulations, VHF transmitter system testing, video and audio processing, accustomed to full responsibility. Call for resume. 309-762-1327.

## SITUATIONS WANTED NEWS

**Reporter-female.** B.A. Broadcasting, with internship as TV Reporter. Experienced in all-news radio (Top 20 market) as reporter, writer, anchor. Alert, articulate, attractive. Let me prove my dedication, integrity, talent on your TV staff. Phone: 305-274-0483 or Box I-214.

**Sportscaster, 6 years TV** experience wants to relocate. Solid delivery and energetic. 1-701-839-5159.

**Journalist with ten years** of radio experience wants first break into commercial TV news as reporter or producer. Currently employed at respected southeast news/talk, group-owned station. Box J-40.

**Dynamic female weatherperson,** top ten market, No. 1 affiliate, desires new opportunity. Box J-27.

**Good features reporter** seeks to leave the boondocks. Wants to meet and report on the interesting, weird or just fun people in a medium-large market. Tape available. Box J-9.

**Documentary/News Magazine Producer.** Award winning, high production value, people oriented. Looking for move to larger market. Nine years experience. Box J-21.

**Top 5 Producer,** experienced. Seeks exec. prod., special projects, documentaries. Reply Box J-28.

**18 Year pro.** News. Sports. Anchor. Report. Available now. 804-499-2981.

**Anchor/Reporter**—experienced—commercial TV News/Sports/50KW operations. Strong journalistic skills. Sharp appearance. Dedicated. Mature. Degree. Employed. Full credentials. Box J-47.

## SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

**University of Iowa** communication studies graduate seeking entry position. Kevin Schroder 729 26th Ave. Moline, IL 61265.

**Workaholic** seeks production assistant position with small or medium market station. Production house and 16mm Lab experience. 3rd class FCC, B.A. degree. Box J-19.

**E.N.G. Photographer**—First Class License, two years major market cable experience shooting, editing and directing news and public affairs. Call or write Mark Pantridge, 8 Banks Street, Somerville, MA 617-628-1022.

## For Fast Action Use BROADCASTING'S Classified Advertising

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Cotec Broadcast Group** seeks regional managers for two key U.S. sales territories. We're looking for experienced men or women to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation program for sales professionals who can handle a first-quality line in midwest and northwest districts. Telephone Andy McClure 805-684-7686.

### HELP WANTED TECHNICAL

**Film to tape transfer:** immediate opening for an individual experienced in film to tape transfer. Candidate should have a good working knowledge of film and video tape. At least one year experience with scene to scene color correction, and the ability to work with clients a must. Send resume to: Mr. Ron Herman, Director of Technical Services, Cinetronics Ltd., 3131 North Halsted Street, Chicago, IL 60657.

### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Assistant Media Coordinator** Western N.D. District of American Lutheran Church. Applicant should be comfortable translating Lutheran theological positions thru variety of media, have verbal communication skills, knowledge in media education, production background. Write for application, enclosing resume. ALC Media Coordinator, Box 370, Bismarck, ND 58501. Applications due 11/15.

### HELP WANTED INSTRUCTION

**Job Vacancy Announcement:** Search Reopened. Instructor, Assistant Professor to teach three broadcasting courses each semester, with emphasis on television production. Appointee will also serve as producer of cable programming originating in cable TV facilities. Doctorate preferred with professional broadcasting experience. Appointment date: 8-29-80; deadline for applications: 11-15-79. Affirmative Action/Equal Opportunity Employer. Send resume and references to: Dr. Robert T. Ramsey, Department of Communication, Box 3048, Stephen F. Austin State University, Nacogdoches, TX 75962.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM** transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Need Film Cameras,** 16mm & 35 mm, Lenses, Editing Equipment, Projectors etc. Call Erwin at 305-949-9084.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**RCA TR-4 VTR's:** Hi-band, new heads \$16,000 ea. **Collins MW-408D Microwaves:** 7 Ghz, audio channel, 2 available, \$4,500 ea.

**Ampex 1200A VTRs:** loaded with options \$24,000 ea.

**GE PE-400 Color Cameras:** Pedastals, scopes, racks, like new, \$14,000 ea.

**RCA TP-6 Projectors:** "Oldie but goodie," \$1,500 ea.

**AMPEX VPR 7800 VTR's:** 1" format, 5 available, \$1,000 ea.

**Marconi Marc VII Color Cameras:** Pedastals, very good condition, \$6,000 ea.

**GE PE-350 Color Cameras:** Enhancers, lens, good condition, \$7,000 ea.

**RCA TR-50 Hi-Band VTRS:** CAVEC and DOC 1 with editor, \$22,500 ea.

**GE 12KW VHF Transmitter:** With Channel 14 antenna, \$18,000.

**RCA TK27A Film Camera:** Good condition, TP 15, available, \$12,000.

**RCA TP66 Film Projectors:** Optical and magnetic sound \$10,000 ea.

**GE PE 240 Film Camera:** Automatic gain and blanking \$8,000.

**RCA-TT-10 AL VHF Television Transmitter:** low band, spares, \$8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

**Tektronix 528 and 1480 Waveform** monitors and 1420 and 520A Vectroscopes, new in factory cartons, in stock ready to ship. Call Ivey Communications Corp. 305-843-8982.

**Complete Stereo STL System.** Complete microwave studio/transmitter link with amplifiers and remote control. Everything needed for dual link AM stereo system or for FM stereo. Marti Electronics package in excellent condition. Complete package includes two transmitters type STL-8, two receivers type R-200/950, two amplifier compressor/limiters type CLA-40, transmitter and receiver combiners, and ten channel analog remote control system type RMC-2. Priced 35% below current list for a new system ... \$6,940 value new for only \$4,511 in excellent used condition. Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

**RCA TT-5A Transmitter**—air cooled—present auxiliary on channel 10. Best offer by October 9 takes it; must remove immediately. Call Jack Jones, 215-664-7200.

**General Electric 50kw AM** transmitter, excellent condition, tuned to 750 KHz with spare tubes, some spare parts. Model BT50A, installed in 1960. \$30,000. Contact Larry Wilson, 1415 S.E. Ankeny, Portland, OR 97214. 503-231-0750.

**AMPEX VR-3000**—All mods except dual audio. Have three units and wish to sell one. Spare rebuildable head available. Make offer. Bob Olsen 312-738-4181.

**Dream Production Facility.** Full stereo, 2 & 4 track tape, cartridge, mixers, limiters, equalizers, turntables, mics, and more. Assumable lease. Phone 208-734-2457 or 733-4840.

**For Sale:** Revox A-77's New call 404-487-9559.

**SMC 30-60 (3)** Random access selectors, Sub Programmer, (2) Revoxes, (4) Carousels, Single play unit, Tone detectors, (2) Digital Clocks Remote control board, Automatic logging, All stereo. Clean and reasonable. Stan Hagan 318-281-1383.

**Cash for used RCA TK-27's,** TP-6's, TP-15's, TP-7's. 205-956-2200.

**For Sale:** Gates Stereo Automation System 2 R-R, 2 Cart PB, 1 Carousel, SC48 Programmer, Silence Sensor, Logging System, Production Accessories, and Racks. Offered only as a system. Jeff Stoll, CE, KUMR, G-6 Library; University of Missouri; Rolla, MO 65401. 314-341-4386.

**Want to expand** your station's flexibility and REVENUE by producing outside commercials and Special Programming in your own market? We have two fully equipped production vans—one with Quad! Both priced realistically and ready to roll. Discover the advantages and PROFITS of being the only Major production resource in your region. Call Dave at 209-957-1761 for an immediate inspection.



## CONTINUED

**Andrew Line & Connexors** ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8660. Box 590, Leesburg, VA 22075.

**2.5 KW AM, CSI.** under 3 yrs. Will tune and test. Like new. M. Cooper 215-379-6585.

**10 KW FM CCA** 9 yrs. old. \$1200 damage to PA. Will sell 1/2 used value. Also 2nd model perfect. Will guarantee. M. Cooper 215-379-6585.

**5" Air Heliaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Hitachi SK-80 camera.** With extra battery belt. Rear operated controls. Fujinon 14:1 zoom lens. \$16,000 or best offer. Contact: National Video Industries, Inc., 15 W 17 St. NY, NY 10011 212-691-1300

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Cheap Radio Thrills!** Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

**National magazine** seeking subscriptions now offering Pl. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 10 and October 22. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

## RADIO

### Help Wanted Technical

#### CHIEF ENGINEER

WLKW Providence Rhode Island... 50 KW FM and 50 KW DAD seeks first class engineer with heavy transmitter, STL, automation and DA experience. Resume, to include salary requirements, to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, Massachusetts 02108.

#### CHIEF ENGINEER

Chief Engineer for major group owned AM and power FM. Applicant should be familiar with directional antennas, audio processing, STLs, and personnel management. A degree in electrical engineering or equivalent experience is preferred and a First Class license is necessary. Salary is commensurate with experience. All replies held in strictest confidence. EOE. Send resumes to Box J 32

## Help Wanted Announcers

**GOING LIVE COUNTRY DEC. 1st**  
Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringes. Top company in the Business, Ohio, send resume. Prefer Midwest Applicants. Box I-72.

## Help Wanted Sales

### SALESPERSONS Moving to California?

We'd like to interview you. Since we're always looking for qualified salespersons at our four California radio stations, an interview could be beneficial for both of us, even if we have no immediate openings. For the right person, we'll create a job. Write Max Reeder, Director of Sales, Empire Broadcasting Corporation, Box 995, San Jose, CA 95108. EOE of course.

## Situations Wanted Management

### Success Available Now GENERAL MANAGER

Major 5 KW AM, Class C FM sold for more than \$4,000,000 capital gain. In two years gross increased \$1,000,000, cash flow up proportionally in one of most competitive markets. New owners have own management team.

Seeking corporate or station management position in radio or allied field. Top 75 market. Prefer West, but not essential. Experience includes other successful radio management positions, consultations in music, promotion, newspaper management, ad agency problems, other forms of business and property acquisitions. Excellent reputation in trade. Still employed but available at mutual convenience. Resume, references, interview upon request. Write Box J-2 or call (505) 842-6099.

### Broadcast Management

I would like to get back in to broadcasting with a professional company the consulting business not my cup of tea former group vice president, successful owner former CEO broadcasting division of a national company FM AM CATV same Company over 20 years. 49 years old. Box J-36.

## Situations Wanted Announcers

### SPORTS TALK

Pep up early evening, late night or weekend hours on your AM station. Witty, knowledgeable, opinionated. After hosting all night talk show on top 10 market station for three years it's time for a change. Want SPORTS ONLY responses - Will consider all inquiries. Box J 34

## Situations Wanted News

### TOP RATED SPORTS TALK HOST AVAILABLE

Employed sportscaster desires situation that allows a free wheeling sports talk show. I'm authoritative, witty, sometimes controversial and call them as I see them. Wide contacts. Considerable PBP and TV experience. Major markets only. Box I-77.

## Situations Wanted Programing, Production, Others

### TWO PROS TO PROGRAM:

With our ten stations and over sixteen years experience, we want to program a stable contemporary medium market station. We have the enthusiasm and the ideas to make your station sound exciting in the 80s. Box J-24.

## TELEVISION

### Help Wanted Management

### TV GENERAL MANAGER

Group with VHF network affiliate outlet in southeast market, rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal opportunity employer. All replies strictly confidential. Send complete resume, state present salary to Box I-201.

### Assistant General Manager/ Program Director

Group owned Southeast station seeks experienced Program Director with top management skills ready for increased responsibility. If you have the experience and talent and want the opportunity to move up with a growing broadcast group, send resume and references to RMC, Post Office Box 367, Columbia, SC 29202. Equal Opportunity Employer.

### BUSINESS MANAGER

Group owned Southeast station seeks experienced Business Manager to handle entire accounting and business activities. Excellent opportunity with growing company. Candidates should have extensive financial, administrative and supervisory experience. Send resume to I-158. Equal Opportunity Employer.

## Help Wanted Technical

### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

### JULES COHEN & ASSOCIATES

Consulting Electronics Engineers has an opening for a staff engineer. EE Degree holder preferred but qualifying experience in AM, FM and TV will be considered. Salary Open. Send resumes to: 1730 M St., N.W. Suite 400, Washington, D.C. 20036.

## Help Wanted Technical Continued

### MAINTENANCE ENGINEER

Have 3 to 5 years experience maintaining Studio/ENG equipment? Want the professional environment of a competitive major-market operation without the big city hassle? Want to be in on the ground-floor of a major facilities renovation? We are a group-owned VHF affiliate in the sunbelt offering an outstanding opportunity with excellent wages and benefits. Interested? Resume to Box H-121. EOE.

### Television Training Engineer

Sony Videotape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird  
Videotape Production Services  
Sony Corporation of America  
700 W. Artesia Blvd.  
Compton, Calif. 90220  
(213) 537-4300 x476

### TECHNICIAN

The State University of New York seeks an experienced technician to be responsible for VTR set record edit and playback local and network programs some E4G FCC 1st class license. Send letter of application and resume to

Personnel—S 125

**State University  
of New York**  
Central Administration  
State University Plaza  
Albany, NY 12246  
An Equal Opportunity  
Affirmative Action Employer

### Maintenance Engineer

for ABC affiliate in beautiful Great Lakes area. Excellent salary and fringe benefits. Equal Opportunity Employer.

Box I-207

### LeSea Ministries Television Stations

in need of qualified Engineers: Chief Engineer, Maintenance Supervisors, Technicians. Miami & Midwest Locations. Equal Opportunity Employer. Bend Resume to: Dar Monesmith, 61300 S. Ironwood, South Bend, Indiana 46614.

## Help Wanted News

### Dynamic New Northern

New England NBC affiliate seeks experienced reporter for daily feature story, five minute studio interview and some street reporting. EOE. Send 3/4 inch cassette, resume, to Barry Clarke, P.O. Box 906, White River Jct., VT 05001.

## Help Wanted News Continued

KSL-TV, a division of Bonneville International Corporation in Salt Lake City, Utah, is looking for qualified applicants to meet the following job openings:

### TV NEWS PHOTOGRAPHER

Job Requirements:

- At least one (1) year experience shooting news film or news tape in a commercial television operation or equivalent.
- Working knowledge of both film and video tape editing techniques.
- Must have good vision, a sense of news value, a valid Utah driver's license (or able to obtain one).
- Must be willing to work weekends and night shifts on a shift basis.

### TV NEWS VIDEO EDITORS

The TV News Editor is responsible for receiving and recording all Minicam Five electronic transmissions, coordinating live Minicam Five transmissions, logging all microwave and UHF transmissions, editing ENG tape and TV News film and assisting in the supervision of news production facilities.

Job Requirements:

- At least one (1) year news tape editing experience (audio or video).
- A working knowledge of film and video tape shooting, recording editing procedure.
- Experience with "ENG" (EJ) 3/4" or 1" video tape editing equipment and "ENG" (EJ) microwave equipment.
- Must have electronic maintenance experience.
- Working hours will vary, required to work different shifts according to the needs of the company.

If you are qualified and interested, please contact Ms. L. Cooke, KSL Personnel Director, 801-237-2464, KSL-Broadcast House, 145 Social Hall Avenue, Salt Lake City, Utah 84111.

### SPORTSCASTER

for Northeast radio and television sports active stations. No beginners. If you can anchor, do features, basketball and football play-by-play, prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Prior applicants for this position need not reapply. Send all material now to Dean McCarthy, Harrington, Righter and Parsons, Inc., 280 Park Avenue, New York, NY 10017.

### Help Wanted Programing, Production, Others

### TELEVISION PRODUCER/ DIRECTOR

Top ten independent is seeking enthusiastic individual with minimum of four (4) years directing and producing experience. Should include experience in the following areas: news, sports, talk/variety as well as remotes and commercial production. Applicants must have demonstrable record of achievements and strong positive motivation. Send resume to Box I-146. Equal Employment Opportunity Employer M/F.



### PHOTOGRAPHER/EDITOR

Move up to Top 30 market. Must be experienced in minicam and 3/4" field production techniques including production of six minute "short stories." Send resume, tape and salary to Gary Brasher, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216.

### NORTHEAST TELEVISION NETWORK AFFILIATE

is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial issues, live audience and telephone questions. Excellent professional opportunity for effective, hard-working person. Send salary requirement and resume to Box I-159. No tapes. An Equal Opportunity Employer.

### Help Wanted Programing, Production, Others Continued

### Television Field Producer/Reporter— Weekly Arts—Entertainment Magazine

KCTS/9 PTV VHF for Seattle, Washington seeks Producer/Reporter qualified to originate two major pieces per week for well funded, on going half hour magazine show. Product must be competitive with commercial magazine stories. Full time exempt position.

Annual salary range: \$13,896 to \$19,860. Excellent fringe benefits. Seattle most livable city in U.S. with intense professional arts, sports, and cultural activity. Minimum qualifications: 1 year in Broadcast TV producing cultural material with on camera appearances, 1 year as TV Producer with experience in film/EFP techniques, BA in the Arts, proven interests in Arts-Journalism. Resume reels of magazine worthy material to be requested. Send written resume now to: Gary Gibson, KCTS/9, 4045, Brooklyn Avenue NE, Seattle, WA 98105 (206) 545-1820. Deadline: October 15, 1979.

an affirmative action/equal  
opportunity employer m/f/h/c

### Situations Wanted News

### NEWS DIRECTOR/ ANCHOR

Unique personality, nationally known for fresh, different approach. Now top-rated anchor/writer/producer in top ten market, delivering one of the nation's largest audience shares. Seeking news director or news director/anchor position with aggressive station committed to winning. Top references.

Reply Box J-5.



**AWARD-WINNING NETWORK NEWS  
CORRESPONDENT**

**INSTANT NAME RECOGNITION FROM WIDELY-  
PUBLICIZED OUTSIDE ACTIVITIES.**

**NETWORK AND LOCAL ANCHOR EXPERIENCE**

**PROLIFIC PUBLISHED AUTHOR**

I've had it with the traveling and the frustrations of network news. I'm seeking an anchor-managing editor position with a large market local station dedicated to quality news programming. I and my family are ready to make a long-term commitment to the right community. I will cost you a bundle. In return, I will bring to your news department experience, maturity, credibility and a highly promotable name. Box J-7.

**Employment Service**

**B  
A  
L**

**BROADCASTER'S  
ACTION LINE**

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907  
R2, Box 25-A, Lexington, Indiana 47138

**Consultants**


**Bankers Trust Company**, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

**Radio Programing**



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501 - 972-5884



**THE SHADOW**  
Radio Mystery Series  
**IS BACK ON THE AIR!**

Now available for local purchase:  
**CHARLES MICHELSON, Inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546  
127 West 26th Street, New York, N. Y. 10001 • (212) 243-2702

**ALLIED FIELDS**

**Help Wanted Sales**

**Positions  
Available**

One of the largest manufacturers of audio tape recording equipment has immediate openings in Technical Service and Sales.

Send resume stating salary requirements to Larry Cutchens, Sales Manager

International  
Tapetronics  
Corporation



2425 South Main St  
Bloomington, IL 61701  
Phone: 309-828-1381

SALES

**Order  
Processing  
Manager**

The Grass Valley Group, a leading manufacturer of television broadcast equipment, has a unique opportunity for an individual to assume responsibility for our sales order processing function. Your responsibilities will include assuring technical accuracy of sales orders, providing technical liaison between sales, engineering and manufacturing groups, and administration of OEM and GSA contracts.

The position requires an individual experienced in the television broadcast industry, and who has technical knowledge of GVG products.

Located in the serene, recreationally abundant foothills of California's Sierra-Nevada mountains, the Grass Valley Group offers excellent benefits including relocation assistance.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus; The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

**Grass Valley Group**  
A Tektronix Company

**Sales Manager**

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe  
Director of Sales and Marketing  
Broadcasting Publications Inc.  
1735 DeSales St., NW  
Washington, DC 20036

**Miscellaneous**

**RESULTANTS™**

This advertisement is directed to the broadcaster or group who is not presently satisfied with billing, image, awareness, sound, etc., or you may be changing formats or assuming ownership. Whatever the problem, at last a consulting firm that ties sales, programming and promotions together. Have never failed to substantially increase billing—by as much as 200-300% in some cases—while at the same time, creating promotional awareness and image of the first magnitude. Interested parties should contact Bill Cunningham in our Miami office, (305) 454-7979, or address all correspondence to RESULTANTS, 500 Hibiscus Drive, Hallandale, FL 33009

**Public Notice**

**The Villages of Great Neck, Great Neck Estates, Great Neck Plaza, Kensington, Kings Point, Lake Success, Russell Gardens, Saddle Rock and Thomaston**, in Nassau County, New York, jointly invite applications for cable television franchises. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 4:00 p.m. on December 18, 1979, and all applications will be available for public inspection during normal business hours at the office of the undersigned.

Great Neck Peninsula Cable TV Advisory Committee  
c/o Village Clerk  
Village of Lake Success  
318 Lakeville Road  
Great Neck, New York 11020  
(516) 482-4411

**October 3, 1979, Public Broadcasting Service**, Center Incorporators Committee meeting, 11 a.m., PBS offices, Washington, D.C., to consider organization of a public television planning, research and representation entity. Open to the public.

**Business Opportunity**

**Want Active Investor as Business Manager**

Want individual to participate in ownership role of a FM station in medium size market in N.W. Penna. Must have degree in business or accounting or comparable experience. Must be willing to work hard in all aspects of station operation as a team member. Call after 6 pm 703-820 5446

**BUSINESS OPPORTUNITY**

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

**Guaranteed return on your investment.**

Painted and lighted 200 ft. SS tower for antenna space rental along with a new transmitter building for sale. Currently serving 7 customers provided by a large communications and electronics firm. Room for many more. The tower and building are ideally located on Rockton Mt. in Clearfield County, Pa. Interested inquiries to: Del's Tower Service, 192-94 S. Wyoming St., Hazleton, Pa. 18201.

**Wanted To Buy Stations**

**Investor corporation**

seeks AM or FM station in small, medium, metro or suburban market. Call or write to: Bill Ueismann, 140 S. Circle Ave., Bloomingdale, IL. 60108. (312) 529-3446.

**WANTED TO BUY**

small/medium New England, or upstate N.Y., AM, FM or combo. R.K. Swanson, 4 Cross Street, New Canaan, CT 06840. 203/972-1388.

**For Sale Stations**

- AM-FM in Kentucky. \$360,000. Terms.
- Daytimers plus FM CP. Western Arkansas. \$150,000. \$25,000 D.P.
- AM/FM. S.W. Missouri. \$280,000. Low D.P.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Powerful Fulltimer; N. Maine. \$450,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- N. Central Texas. Daytimer. \$400,000.

**DROP BY SUITE C-328**

WASHINGTON HILTON, NRBA.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**TELEVISION**

Undeveloped independent UHF in large Sunbelt market with fast growth and sound economy. Price of \$1,500,000 includes all new equipment. Send financial statement to owners at Box J-33.

**JACK DANIELS & ASSOCIATES  
SUNBELT MEDIA BROKERS**

Have Buyers for West, Southwest & Gulf Coast AM-FM-TV

Jack Parry 505/393-5181

**H.B. La Rue, Media Broker**

RADIO, TV, CATV, APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:  
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

**For Sale Stations Continued**

**SELECT MEDIA BROKERS**

FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
TX	Daytime AM	630K	Metro
	& CP Fulltime		
AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM	450K	Medium
	& CP-FM		
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM	450K	Small
	& Fulltime FM		
NC	Daytime AM	205K	Small
GA	Daytime AM	350K	Small
	& Fulltime FM		
SC	Daytime AM	500K	Medium
	& Fulltime FM		

912-883-4917  
PO Box 5, Albany, GA 31702

**Dan Hayslett**  
& associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**See you at the NRBA**  
**Reggie Martin & Assoc.**  
**Ron Jones & Reggie Martin**

**THE HOLT CORPORATION**

APPRAISALS-BROKERAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS  
Westgate Mall, Suite 205  
Bethlehem, Pennsylvania 18017  
215-865-3775

**For Sale:**

Full-time Regional AM in Southwest. Profitable. Price \$500,000. Terms. Contact Boyd Kelley, 4408 Ridgmont Drive, Wichita Falls, Texas 76309, or call (817) 692-7722.

**Owner disabled**

Must sell clear channel NC station in high growth industrial area. Real estate included. Sacrifice for \$150,000, of which \$50,000 is assumable note. Might consider working partner strong on sales with substantial cash to invest. Must be able to close deal now. Replies confidential.

Box J 44

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers

213/826-0385  
Suite 214  
11681 San  
Vicente Blvd.

202/223-1553  
Suite 417  
1730 Rhode  
Island Ave. N.W.  
Los Angeles, CA. 90049 | Washington, D.C. 20036





**THE KEITH W. HORTON COMPANY, INC.**

P.O. Box 948  
Elmira, N.Y. 14902  
(607) 733-7138

**OUR N.R.B.A. CONVENTION ADDRESS**  
**SUITE 7101 - Washington Hilton**

Bob Kimel — Joe Cardinale — Keith Horton Jr.  
Keith W. Horton — Dick Kozacko

*BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.*

**NRBA CONVENTION**

WASHINGTON  
HILTON HOTEL

HEADQUARTERS  
SUITE 4189

RICHARD A.

**SHAHEEN, INC.**  
435 NORTH MICHIGAN AVE. • CHICAGO 60611  
**312/467-0040**



**SOUTHWEST**

Fulltime AM, Class C FM. Priced 2½ times annual gross sales. Real estate included. Cash deal.

**Norman Fischer & Associates**  
P.O. Box 5308, Austin, TX. 78763  
Telephone—512-452-6489

**For Sale By Owner**

MIDWEST—SMALL MARKET AM & FM  
Both automated. All real estate. Solid profit & cash flow. Terrific growth. Gross justifies 1-3m cash. Principals only. Write (on company letterhead) to Box I-141.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 816 - Memphis, Tn. 38157

**R.D. Hanna Company**

Brokers-Appraisers-Consultants

5944 Luther Lane  
Suite 505  
Dallas, TX 75225  
214-696-1022

8340 E. Princeton Ave.  
Denver, CO 80237  
303-771-7675

S	Small	AM	\$168K	\$49K
W	Small	AM	\$250K	\$73K
SW	Small	AM	\$285K	\$79K
Plains	Small	AM	\$350K	29+
W	Small	AM	\$590K	Terms

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

**BILL-DAVID ASSOCIATES**  
**BROKERS-CONSULTANTS**  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

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. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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.

**Rate:** 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.

**Rate:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 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, COO, PD., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**John H. White**, executive VP-general manager of Blair Broadcasting of California, subsidiary of John Blair & Co., and licensee of KSBW-TV Salinas, Calif., and KSBY-TV San Luis Obispo, Calif., named president of Blair Broadcasting of California.

**Bruce C. Mayer**, president and general manager of KESY-AM-FM Omaha, joins WQTV(TV) Boston as executive VP-general manager.

**Thomas Schaeffer Jr.**, general manager of Courier Cable Co., Buffalo, N.Y., appointed general manager of Boston complex of Warner Cable Corp., Medford, Mass.

**Aaron Daniels**, general sales manager of Capital Cities' WPAT-AM-FM Paterson, N.J., named general manager of co-owned WPRO-AM-FM Providence, R.I. He succeeds Richard Rakovan, who joined Outlet Co., Providence, R.I., as senior VP of radio division (BROADCASTING, Aug. 20).

**Don Elliot Heald**, VP-general manager of WSB-TV Atlanta, has announced his plans for retirement in 1980, when he will have completed 30 years with company. Successor will be announced later.



Heald



Murphy

**David E. Murphy**, VP-director of sales, KHJ-TV Los Angeles, joins KOKH-TV Oklahoma City as VP-general manager. Station, owned by Blair Broadcasting of Oklahoma, division of John Blair & Co., is scheduled to go on air today (Oct. 1).



Douglass

**Michael Douglass**, national sales manager, KPOL(AM)-KZLA(FM) Los Angeles, joins WTOP(AM) Washington as VP-general manager.

**Paulle Landon**, general sales manager and assistant station manager, KOIT(FM) San Francisco, named VP-station manager. **Dick Dixon**, president and general manager,

resigns. His plans were not announced.

**H. John Yingling**, business manager, administration, West Coast, ABC, named director, bus-

iness management and assistant to VP, administration, West Coast, ABC. **Patricia Diaz Dennis**, attorney in labor relations and legal affairs, ABC, Los Angeles, named assistant general attorney in labor relations and legal affairs.

**Sherril W. Taylor**, VP, Torbet Radio, New York, named consultant to management of Bonneville International Corp., group owner and also owner of Torbet Radio, where he will be based and for which he will continue to handle some assignments.

**Barbara Goldstein**, traffic director, WINX(AM) Rockville, Md. (Washington), named assistant station manager.

## Advertising



O'Hearn

personnel, Interpublic.

**Don Mohr**, VP and manager of programing and network negotiations, N W Ayer ABH International, New York, appointed director of broadcasting for Compton Advertising, New York, succeeding **Graham Hay**, who is taking early retirement after 28 years with Compton.

**Cathy McCormick**, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor. **Susan Kliner**, from Benton & Bowles, Chicago, and **Richard Salyer**, from Jordan Tamraz Caruso, join TLK as account executives. **James Kemper**, creative director, Draper Daniels, Chicago, joins TLK as associate creative director. **Dick Borgstrom**, also from Draper Daniels and **David Mosora**, from Clinton E. Frank, Chicago, join TLK as art directors. **Joel Friedman**, from Leo Burnett, Chicago, joins TLK as writer.

**Barry Schoenfeld**, from NW Ayer ABH International, joins Young & Rubicam, New York, as account executive on Eastern Airlines account.

**Jeffrey Clark**, assistant media buyer, Post-Keyes-Gardner, joins D'Arcy-MacManus & Masius, Chicago, as account executive on American Dairy Association account. **Randy Gaynes**, writer, Foote, Cone & Belding, Chicago, joins DM&M, St. Louis, in same capacity.

**E. Neil Vanover**, VP-group creative director in Chicago office of Needham, Harper & Steers, elected senior VP. **Sandra McCarthy**, from

Kelly Nason, and **Judith Norback**, graduate, Princeton University, Princeton, N.J., join NHS in New York as account executives.

Appointments, Foote, Cone & Belding, New York: **Hilda Travis**, from N.W. Ayer, and **Susan Nordstrom**, from Conahay & Lyon, named media planners; **Susan Cole**, from DKG Advertising, and **Robin Winston**, from Hill, Holliday, Connors, Cosmopolos, Boston, named assistant media planners; **Mary Pelsner**, from Benton & Bowles, named media spot buyer; **William Ganon**, graduate, Muskingum College, New Concord, Ohio, named estimator; **Kathryn Deyo**, from BBDO, named associate research director; **Leah Wilkins**, from Pillsbury Co., named project director, and **Grant MacDonald**, graduate, Whittemore School, joins FCB as research analyst.

**Kim Kohler**, media supervisor in Dallas headquarters of Tracy-Locke Advertising, named media director in San Francisco office.

**Roger Crotty**, from Albert J. Rosenthal & Co., Chicago, joins Fahlgren & Ferriss, Cincinnati, as VP-corporate media director for agency's five offices.

**Camille Johnson**, media planner, Hoefler, Dieterich & Brown, San Francisco, named associate media director.

**Ned Tolmach**, VP-associate creative director, Young & Rubicam, New York, and **Larry Leblang**, VP-associate creative director, Manoff-Geer-Gross, New York, join Mike Sloan Advertising, Miami, in same capacities.

**Roger Goldhammer**, VP-sales manager of Chicago office, MMT Sales, named VP-national sales manager, with responsibility for sales management for all offices except New York and Chicago. He will be based in New York. **Marty Ostrow**, account executive with HR Television, New York, and **John Turney**, account executive with WNEW-TV New York, join MMT Sales in New York in same capacities.

**David Chodkoff**, Philadelphia sales manager, Katz American Television, named editorial VP. **Steve van Ophuijsen**, VP-Eastern sales, Mutual Broadcasting System, New York, and formerly with Katz American, rejoins Katz sales staff in Los Angeles.

**Dick Sheppard**, manager of Pearse Sales, Detroit, joins Jack Masla Co. as VP of Detroit office.

**Pamela Ann Kelley**, account executive, TeleRep, New York, joins WGN Continental Sales Co. as Eastern division sales manager, television, and will head New York office. **Michael Swanson**, from Storer Television Sales, Detroit, joins WGN Continental Sales as manager of Detroit office. **Phyllis Taormina**, account executive, TeleRep, New York, joins WGN there in same capacity.

**Matthew Kreiner**, account executive with TeleRep, Chicago, named to East team in Chicago of Peters, Griffin, Woodward. **Charles A. Pennock**, salesman, WLS-TV Chicago, ap-



pointed to Los Angeles West sales team of PGW. **Fred W. Bruns**, account executive, A. C. Nielsen, joins PGW in Chicago as salesman.

**Rodney Zimmerman**, account executive for CBS-owned WBBM(AM) Chicago, joins CBS Radio Spot Sales there as account executive.

**Ron Denman**, sales manager of ABC-owned KGO(AM) San Francisco, named general sales manager of ABC's KSFJ(FM) there.

**Ed Robbins**, account executive, KRLD(AM) Dallas, named general sales manager.

**Paula Tennenbaum**, coordinator of National Leukemia Radiothon on WOR(AM) New York and producer of station's *Salute to New Jersey* program, named director of advertising and promotion for WOR.

**Tex Meyer**, from WMAK(AM) Nashville, joins WWKX(FM) there as general sales manager.

**Norb Ryan**, traffic manager, WTMJ-TV Milwaukee, named national sales manager.

**Matthew Romano**, local account executive, WZTV(TV) Nashville, named local sales manager.

**Larry Lewis**, general sales manager, WLAK(FM) Chicago, joins WLS-TV there as account executive.

**Warren Anderson**, account executive, WWJ-AM-FM Detroit, joins WDIV(TV) there in same capacity.

**Jack Riordan**, local sales manager, WIL(AM) St. Louis, named regional sales manager for WIL-AM-FM. **John Hoffmann**, account executive, WIL-FM, succeeds Riordan. **Joe Stephenson**, account executive, WIL(AM), named local sales manager for WIL-FM.

**Lisa Robertson**, from Jerome Press in Boston area, joins WXNE-TV Boston as account executive.

**Susan Helmburger**, account executive, WIL-FM St. Louis, joins KDNL-TV there in same capacity.

**George Winslow**, account executive, WTBS(TV) Atlanta joins WTVJ(TV) Miami in same capacity.

**Susan Hill**, account executive, WXII(TV) Winston Salem, N.C., joins WATL-TV Atlanta as senior account executive.

**Jack Edwards**, account executive, KERE(AM) Denver, named local sales manager.

## Programming

Appointments in NBC Entertainment Division: **March Kessler**, associate, comedy variety programs, West Coast, named manager of variety programs; **Jeanette Hektoen**, manager, talent, East Coast, New York, to director, talent relations, West Coast, Burbank; **Eba Hawkins**, manager, guest relations, West Coast, to director, talent relations, West Coast; **Larry Miller**, manager, broadcast promotion, Burbank, to director creative services there; **Kathleen Mary Gately**, manager, executive office administration, to director, talent relations, East Coast; **Art Badavas**, manager, creative services, licensing and merchandising, East Coast, to manager, creative services, Burbank.

**Oscar Katz**, former VP, programs, CBS-TV, and recently consultant to CBS Entertainment and Kenner Products, named programming consultant for Twentieth Century-Fox Television, Beverly Hills, Calif.

**Patricia Fill**, program controller, ABC Sports, New York, named to newly created position of director of sports administration, Home Box Office's HBO Sports, New York. **Jeffrey Peyton Goff**, freelance producer, named associate producer, HBO Sports.

**Joe Gunn**, retired commander with Los Angeles Police Department, joins Columbia Pictures Television there as writer and producer of series and movies.

**Arthur Sekerak**, director of special projects, business affairs, CBS Entertainment, New York, named director of business affairs. **J.A. (Ted) Baer**, associate director of business affairs, named director of talent and program negotiations, business affairs, CBS Entertainment, New York.

**Arthur Kananack**, VP-business affairs for Warner Bros. Television Distribution in Europe, named VP-business affairs and administration for WBTD in Burbank, Calif.

**Robert Davidson**, director of broadcast relations and corporate secretary to Children's Television Workshop, New York, joins Eastern Educational Television Workshop, Boston, as director of program development.

**Burt Dubrow**, executive producer, Warner Cable's Qube system, Columbus, Ohio, joins Leslie/Kleiman International, New York, as director of program development. Company creates, develops and produces programs for pay cable, home video, motion pictures, broadcast and syndication.

**Jerry Moring**, news manager, WNBC-TV New York, joins Entertainment and Sports Programming Network, Plainville, Conn., as senior studio producer. **Robert Pronovost**, producer-director, WFSB-TV Hartford, Conn., joins ESPN as studio producer-director. **Robert Ley**, director of sports and public affairs, Suburban Cablevision, East Orange, N.J., joins ESPN as announcer.

**Mary White**, formerly with Filmways Radio, joins Weedeck Corp., Los Angeles radio syndication firm, as director of station relations.

**Al Brady**, program director, WRQX(FM) Washington, named operations director, WABC(AM) New York. Succeeding Brady as program manager is Alan Burns, music director, WLS(AM) Chicago. Stations are ABC-owned.

**Linda Clark**, operations manager, KING-TV Seattle, joins KGW-TV Portland, Ore., as director of programming.

**Lee Fowler**, operations manager, KSD(AM) St. Louis, joins KDKA(AM) Pittsburgh as program manager.

## News and Public Affairs

**Spencer Christian**, weatherman, *Eyewitness News*, WABC-TV New York assumes additional duties as correspondent, ABC-TV's *Good Morning America*.

**Dave Allen**, news director, WPHM(AM) Port Huron, Mich., joins WOOD-AM-FM Grand Rapids, Mich., in same capacity.

**Gloria Oliver**, promotion assistant, KRIV-TV Houston, named newscaster.

**Alan Frio**, anchor, KRON-TV San Francisco, and **Pat Shingleton**, weather reporter, WAFB-TV Baton Rouge, join WIC-TV Pittsburgh in same capacities.

**Tom Sweeney**, anchor, WLOS-TV Asheville, N.C., and **Ken Phillips**, meteorologist, WIC-TV Pittsburgh, join WMAR-TV Baltimore in same capacities.

**Kathy Smith**, anchor, KATU(TV) Portland, Ore., joins KGW-TV there in same capacity.



Nagler

**Harvey Nagler**, editor, ABC Radio, New York, responsible for news programming of four networks, joins RKO Radio there as managing editor responsible for editorial content and presentation of news product.

**Max Tooker**, news manager and producer-anchor of 6 and 10 p.m. news, KCEN-TV Temple,

Tex., joins WCBI-TV Columbus, Miss., as news director.

**Beverly Carr**, former news director, KBAK-TV Bakersfield, Calif., and **Bud Gindhart**, anchor, KVAL-TV Eugene, Ore., join KREM-TV Spokane, Wash., as anchors for 5:30 and 11 p.m. news.

**Ron Sanders**, co-host of *PM Magazine* on WIBK-TV Detroit, joins WNAC-TV Boston as general assignment reporter. **Sasha Norkin**, from WBZ-TV there, joins WNAC-TV as news producer.

**Karen Stone**, managing editor, producer and anchor of weekly news report on state legislature, noncommercial WQED(TV) Pittsburgh, joins New Jersey Nightly News, joint presentation of New Jersey public television and non-commercial WNET(TV) New York (Newark, N.J.), as anchor-reporter based in Trenton.

**Donna Kelley**, former air personality in Seattle, joins KTCM(TV) Helena, Mont., as co-anchor and weather reporter.

**David Madsen**, program director, WHMP-AM-FM Northampton, Mass., joins WWLP(TV) Springfield, Mass., as co-anchor.

**Tom Terry**, assignment editor, WFRV-TV Green Bay, Wis., joins WTVJ(TV) Chattanooga in same capacity.

**Tim Tyson**, former news director for WBHP(AM) Huntsville, Ala., joins WAFF(TV) there as assignment editor. **Kelly Cooper**, from *Marietta (Ga.) Daily Journal*, joins WAFF as weekend weather anchor.

**Richard Pyle**, director of production for E. J. Stewart Video, commercial production firm in Broomall, Pa., and formerly with KYW-TV Philadelphia as producer-director, rejoins KYW-TV as producer-director, responsible for 6 and 11 p.m. news. **Kathryn Condello**, program coordinator, KYW-TV, named producer of weekly public affairs program.

**John Bace**, broadcast editor, Midwest news center, UPI, joins WCFL(AM) Chicago as broadcast supervisor.

**Coleen Cook**, general assignment reporter and vacation anchor, WKYC-TV Cleveland, joins noncommercial KAET(TV) Phoenix as reporter.

**Dave Nakdimen**, political editor, WAVE-TV Louisville, Ky., named producer and host of weekly public affairs program.

**Buck Matthews**, program host, WOTV(TV) Grand Rapids, Mich., named community relations manager. **Stephen Kmetko**, producer-

anchor-reporter, WFRV-TV Green Bay, Wis., joins WOTV as weekend anchor and reporter. **Kurt Schmitz**, meteorologist, WWUP-TV Sault Ste. Marie, Mich., joins WOTV in same capacity.

**Alice Warren**, reporter, WCCO-AM-FM Minneapolis, joins KSD(AM)-KCFM(FM) St. Louis as director of public affairs.

**Gene Poythress**, general executive responsible for business affairs in South for UPI, named director of group broadcast sales, based in Chicago. **Joanna Firestone**, Lansing, Mich., bureau chief, named Michigan state editor and Detroit bureau manager. **Michael Smeltzer**, newscaptures bureau manager for UPI in Springfield, Ill., named regional executive for Illinois.

**Jim Gordon**, formerly with KYW(AM) and WCAU(AM), both Philadelphia, joins WPEN(AM) there as reporter-announcer.

**Bill Williams Jr.**, reporter, KTHV(TV) Little Rock, Ark., joins KARN(AM) there as traffic reporter.

## Promotion and PR

**Simone Sydney Harris**, associate, NBC press department, named column editor, NBC press and publicity, New York.

**Jay A. Clark**, manager of media relations, Rockwell International Corp., Pittsburgh, named director of public relations, Ampex Corp., Redwood City, Calif.

**Mike Schwager**, formerly with CBS News and Burston-Marsteller, joins Michael Klepper Associates, New York public relations firm, as executive VP.

**Celeste Felgel**, director of celebrity services, Noreen Jenney Communications, Beverly Hills, Calif., publicity firm, named VP.

**Judith Lukens**, community affairs-editorial director, WDAI(FM) Chicago, joins Mutual Broadcasting System and its WCFL(AM) there as manager of creative services.

**Susan Fishman**, formerly with KOA-TV Denver, joins noncommercial KUID-TV Moscow, Idaho, as promotion director.

**Paul Kilck**, program and promotion manager, KMEG(TV) Sioux City, Iowa, joins KGUN-TV Tucson, Ariz., as promotion manager.

**Michael Rierson**, former policy analyst and writer for The Alan Guttmacher Institute, Washington, joins Public Broadcasting Service there as editorial assistant-publications in public information department.

## Technology

**Richard B. Smith**, VP-specialized network sales, American Satellite Corp., joins Southern Satellite Systems as executive VP, responsible for developing new business for voice data and radio distribution. He will also head up planning, engineering and administration for Satellite Syndicated Systems, parent company of Southern Satellite.

**Garold Tjaden**, director of hardware technology, Sperry Univac, Philadelphia, joins Cox Cable Communications, Atlanta, as VP-engineering and technology.

**M. L. Durham**, from Westinghouse Defense and Electronic Systems, joins Scientific-Atlanta, Atlanta, as major accounts marketing manager

for satellite communications division, handling earth station and ground communications equipment. **Anthony Castaldi**, with Scientific-Atlanta, named Northeast sales manager for satellite communications division.

**Koichi Yasunaga**, general manager of consumer photographic division of international division of Fuji Photo Film Ltd., Tokyo, assigned to subsidiary, Fuji Photo Film USA, as VP-director of corporate planning, based in New York.

**Thomas M. Jordan Jr.**, product manager for control equipment, RCA Broadcast Systems, Camden, N.J., named manager of studio and control equipment product management.

**E. Phil Smoot**, general manager of Piezo Products division, Gulton Industries, Fullerton, Calif., joins Oak Technology, Van Nuys, Calif., as VP-general manager of Techno-Components Corp., subsidiary.

**Michael Ziomko**, sales manager, Dyma Engineering, broadcast equipment supplier and manufacturer, Taos, N.M., named VP.

**Thomas Ditty**, part-time technician, KFWB(AM) Los Angeles, joins staff full time.

## Allied Fields

**Gerald Zuckerman** has moved from chief of Compliance Division, FCC's Private Radio Bureau, to chief of Television branch, Broadcast Bureau. **Martin Blumenthal**, acting chief of that bureau's renewal branch, has been named chief of legal branch in Policy and Rules Division.

Named members of board of Association of Independent Television Stations (INTV): **Jack F. Matranga**, president and general manager, KTXL(TV) Sacramento, Calif.; **John A. Serrao**, VP-general manager, WPTY-TV Memphis; **Thomas J. Tilson**, president, Metromedia Television, New York, and **Herb Victor**, executive VP, Field Communications Corp., San Francisco. Re-elected to board: **Harry J. Pappas**, president and general manager, KMPH(TV) Tulare, Calif., and **Evan C. Thompson**, president, television division, Chris-Craft Industries and president and general manager, KCOP(TV) Los Angeles. Other board members' terms expire later.

**Jerry A. Danzig**, former VP of NBC and program executive with CBS-TV, has been nominated for reappointment to State Commission on Cable Television in New York. He is also vice president and partner in Chester Burger & Co. Inc., New York management consultant firm.

**Catherine Ferris**, staff executive, member information services, American Association of Advertising Agencies, New York, transfers to advertising division in same capacity.

**Richard A'Hearn**, program director, WPLG(TV) Miami, opens media marketing firm to work with syndicated program suppliers and marketing of shows in Miami region.

## Deaths

**Peter E. Schruth**, 62, Westinghouse Broadcasting Co. area vice chairman, San Francisco, died Sept. 21 of heart attack. He was stricken while playing golf at Menlo Park, Calif., where he made his home, and died short time later at Menlo Medical Clinic. He had undergone open-

heart surgery in 1974 but appeared to have completely recovered. Schruth had been scheduled to become dean of School of Communications at Menlo School and College on Oct. 1, continuing as consultant to Westinghouse Broadcasting. His new appointment was announced hours before his death. He joined Westinghouse Broadcasting as corporate VP in 1964 from post of publisher of *Holiday* magazine. In 1968 he was named general manager of company's WINS(AM) New York and subsequently served as executive VP of Westinghouse Leisure Industries before becoming area vice chairman in 1974. Survivors include his wife, former Ann Killmade, and four children.



Swezey in 1963

**Robert Dwight Swezey**, 72, veteran broadcaster, died of massive coronary Sept. 25 at his retirement home in Leesburg, Va. During his career, Swezey was VP-general manager of Mutual Broadcasting System (1944-48); executive VP-general manager of WDSU Broadcasting, then licensee of wdsu-

AM-FM-TV New Orleans (1949-60); director of Code Authority of National Association of Broadcasters, Washington (1962-64); secretary-treasurer of Corporation for Public Broadcasting, Washington, (1968-70), and president of MCI Mid-Atlantic Communications Inc., Washington (1970-73). Before joining Mutual, he had been attorney for NBC and ABC in New York. Survivors include his wife, Helen, and son, Robert Jr., executive with MCI Communications in Washington.

**William T. Steffy**, 42, VP-broadcast operations, WHBC-AM-FM Canton, Ohio, died of heart attack Sept. 2. During his 10 years with station, he had also served as newscaster and general sales manager. Earlier in his career, Steffy worked for WFAH-AM-FM Alliance, Ohio, WCUE(AM) Akron, Ohio, and WICE(AM) Providence, R.I. Survivors include his wife, Nancy, one daughter and two sons.

**Sheldon R. Coons**, 84, executive VP of Lord & Thomas (now Foote, Cone & Belding) from 1931 to 1940 and later business counselor to such firms as RCA, NBC, Pepsi-Cola and Kaiser Industries, died at Mount Sinai Hospital in New York on Sept. 22. He is survived by his wife, Elizabeth and two children.

**Alfred E. Towne**, 73, owner of San Francisco consulting engineering firm, Alfred E. Towne and Associates, died of stroke Sept. 12 in Mills hospital, San Mateo, Calif. Towne joined KSF(AM) San Francisco in 1936 and became chief engineer for KSF and KPXT(TV) there when they were co-owned. He left stations in early 1950's to open private engineering practice.

**Delbert H. Flint Sr.**, 66, retired FCC director of personnel, died Sept. 21 of heart attack at Arlington (Va.) hospital. He joined FCC in 1953 and became head of personnel in 1954. Survivors include his wife, Mary, one son and two daughters.

**Laureen Moseley**, 52, wife of John A. Moseley, founder of Moseley Associates, broadcast equipment manufacturer in Goleta, Calif., died of cancer Sept. 20 in Santa Barbara, Calif. She had served as company secretary until 1977. Survivors include her husband, one son and daughter.















---

# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- Oct 15  An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management, talent and technical ranks.
- Oct 29  Status report on **children's TV**: its trials, its triumphs and its prospects for the future. Principal areas of interest: **programming, advertising, regulation.**
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Dec 17  Annual special report on the **state of the art in broadcast equipment and technology.**
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programming.
- Jan 7  Annual double issue, featuring BROADCASTING, exclusive report and analysis of the **top 100 companies in electronic communications.**
- Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Feb 11  **Pre-NATPE.**
- Feb 18  **NATPE.**

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## **You Belong in Broadcasting Every Week**

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*



## On the firing line with the First Amendment: attorney Richard Schmidt

Thanks in large part to a number of Supreme Court decisions over the past few years, the news media have become as afflicted as any institution with litigation. And as a result, there has emerged a new breed of lawyer, one ready to do battle on issues of libel and privacy, on keeping courtrooms open and reporters out of jail, and on securing newsrooms against indiscriminate police searches. One of the new breed who has made his mark is Richard M. Schmidt Jr., a partner in the Washington law firm of Cohn & Marks and general counsel to the American Society of Newspaper Editors.

Schmidt, a bear of a man whose baritone voice has the resonance of the radio air personality he once was, is one of those fortunate individuals who likes his work—what qualms *could* he have in fighting to protect press freedom?—and is good at it. He was co-counsel in the *Miami Herald vs. Tornillo* case, in which the Supreme Court held unconstitutional a Florida statute requiring newspapers to make space available for response to attacks on political figures. As counsel for the Oklahoma Publishing Co., he obtained from the Supreme Court a summary reversal of the Oklahoma supreme court on the matter of printing the names of juveniles. And he serves as a one-man Washington resource center for lawyers who represent local newspapers and find themselves faced with questions of access and privacy and the like that are not normally part of their practices.

Schmidt is a Washington lawyer in more than the courtroom sense. He is, says an admiring colleague, "very well connected." Schmidt has personal contacts on Capitol Hill, in the executive branch and within the American Bar Association that make him, said the same colleague, "a valuable advocate for his clients and the press generally."

For all of that, there is still a great deal of Kansas left in Schmidt. He maintains a fierce loyalty to friends. (There was the time at a social gathering a few years ago when he made a guest retract an attack on the integrity of a government official who was a friend of Schmidt's.) And, in a profession filled with people with strong drives operating under strong pressures, he is regarded by those who know him as "personable," even "nice." When it comes to holding representatives of media organizations together, one colleague said, "he's a moderating influence among competitive prima donnas."



Richard Marten Schmidt Jr.—partner, Cohn & Marks, Washington, and general counsel, American Society of Newspaper Editors; b. Winfield, Kan., Aug. 2, 1924; AB, University of Denver, 1945; JD, University of Denver College of Law, 1948; news, sports announcer and disk jockey, KMYR(AM) (now KDEN) Denver, 1943-1949; deputy district attorney, Denver, 1949-50; private practice, Denver, 1950-65, except for 1959-60, special counsel to U.S. Senate Special Agriculture Investigating Subcommittee; instructor, speech and radio, 1946-49, University of Denver, and communications law, University of Denver College of Law, 1949-62; president, Denver Bar Association, 1963-64; general counsel and congressional liaison, U.S. Information Agency, 1965-68; Cohn & Marks and ASNE, 1968 to present; chairman, Washington Journalism Center, 1979; Ann Downing, Jan. 2, 1948; children—Eric, 30; Gregg, 29, and Heidi, 23.

As ASNE general counsel, Schmidt spends most of his time on newspaper-related issues. But he counts the Mutual Broadcasting System and a number of broadcast stations among his clients. And, as he says, print and broadcast journalists increasingly are making common cause on First Amendment issues. "Some print people still feel broadcasters are not quite as entitled to the same First Amendment protection as they are," Schmidt says. "But most believe we're all in this together."

Regardless of how much time Schmidt bills to newspaper as against broadcasting clients, broadcast journalists owe him a debt. For along with a young assistant general counsel for the National Association of Broadcasters named Vincent Wasilewski, Schmidt succeeded in persuading the Colorado supreme court, in 1956, to open state courts to cameras and microphones. That was a first; today, more than half the states permit some broadcast coverage of their courts.

Schmidt's legal specialty is a natural for him, given his background. For seven years in the 1940's, to help put himself through the University of Denver's undergraduate and law schools, he worked at what was then KMYR(AM) (now KDEN) in a variety of on-air jobs: reporter and newscaster, color and play-by-play announcer at high school, college and professional football and basketball games, and host of a daily record show.

It was a seven-day-a-week job, but he enjoyed it hugely and intended to make broadcasting his career. He went to law school only because his father contended it would provide a valuable background, no matter what his eventual occupation.

Even a career in broadcasting had not been in the script when he left his hometown of Winfield, Kan., in the summer of 1943. As a polio victim, he had been looking for a place cool enough in the summer to make the body cast he was wearing following surgery reasonably tolerable. A junior college professor had suggested broadcasting as a job that would not be too physically taxing.

Schmidt remained with the station after graduating from law school in 1948. But within a year, a former law school professor offered him a job as a deputy district attorney. Schmidt took it, and that was the end of that broadcasting career, for he found he liked the law, particularly trial work. In 1950, Schmidt entered private practice in Denver, and promptly attracted broadcasting stations and newspapers as clients.

(The attraction Schmidt feels for both journalism and the law seems to have rubbed off on his family. His wife, Ann, is a member of the *Denver Post's* Washington bureau and writes a column carried by four papers in the state; son Eric, 30, is an anchorman on KWGN-TV Denver, and son Gregg, 29, a former reporter for the *Minneapolis Tribune*, is a lawyer with Covington & Burling, Washington. Daughter Heidi, 23, hopes to break into public television in Boston.)

Schmidt, who joined Cohn & Marks in 1968, after a three-year tour as general counsel and congressional liaison with the U.S. Information Agency (at a time when it was headed by Cohn & Marks's Leonard Marks), spends most of his time these days on First Amendment causes. It is a satisfying occupation for one who believes a free press is in greater need of protection from government than the other way around. Said Schmidt: "I agree with [Supreme Court Associate Justice Byron] White—with whom I have not agreed on many things—when he quotes Jefferson as saying that as long as all men are able to read, and have the materials available to them, everyone shall be free."

## Needed resource

It is no secret that UPI has been taking its knocks, financially, in recent years. The magnitude of its losses came to light last week in a "Confidential Private Placement Memorandum," detailed elsewhere in this issue, offering limited partnerships to selected broadcasters and publishers.

One reason for the offering is to prepare for the eventual dissolution, apparently inevitable by its own terms, of the trust through which the E.W. Scripps Co. owns 95% of UPI. Another and more pressing reason is to bolster the news organization financially. There is nothing in the elaborate memorandum that says UPI will collapse without an infusion of money. But the losses are said to have been "substantial." Over the last five years, net losses have averaged \$1,723,000 a year, and have been getting worse—and continued losses are projected at least through 1982. With bottom lines like that, the effort to find new capital becomes critical.

Broadcasters, publishers and indeed the American public must hope that this rescue mission succeeds. Financially, an investment in UPI may rank in the high-risk category. For the general benefit of American journalism, however, the presence of two strong international news services is vastly preferable to a monopoly of one. Both UPI and the bigger and healthier AP are better for the competition that has traditionally existed between them.

Without a UPI report to measure against its own, AP would lose at least some of the incentive to practice aggressive and responsible journalism. If there were a deterioration in the AP report, as the only one of its kind, it would be reflected throughout the news media.

## Consent on consent

In the comments elicited by the FCC's proposal to deregulate cable television (BROADCASTING, Sept. 24), there was a tide of support for the agency's adoption of a rule requiring cable systems to obtain the originating broadcasters' consent to pick up distant signals. Those supporting such a rule argued with persuasive logic that it would create the true marketplace competition that the FCC professes to desire.

The theory of retransmission consent is that stations could bargain with program suppliers for territorial exclusivity against cable importation. If a station in, say, Pittsburgh, acquired local rights to a given syndicated show, the syndicator, selling the show to a satellite-borne station, say in Atlanta, would eliminate Pittsburgh from the markets to which the Atlanta station could export it. Thus the Atlanta station would be prohibited by contract from consenting to the retransmission of that program by a Pittsburgh cable system.

It is as good a theory now as it was when the FCC first considered it in 1968, and it is too bad that the FCC discarded that and wrote a batch of other cable rules that it is now bit by bit discarding. If retransmission consent had been in effect all those years, there would have been no need for the government regulation that cable operators say has been a cruel and unusual burden. Long ago the marketplace would have worked out its own system of competition between broadcasting and cable, based upon the unfettered exchange of program equities.

There has been disagreement over the FCC's authority to adopt a rule requiring retransmission consent, and indeed the FCC itself raised doubts about its powers in its notice of proposed

rulemaking. The doubt should be resolved by the comments of the National Telecommunications and Information Administration, which presented an imposing array of legal precedents that it says confer full power on the FCC to adopt a retransmission rule.

Good advice. Now for consent.

## Superior court

With a baseball season in its closing frenzy and a football season getting under way, the inevitable disputes over official judgments are materializing on schedule. A base umpire thumbs out a runner who looks safe on instant replay, and another argument has been set up for saloons coast to coast. There is a better way.

Why not admit modern television technology to the refereeing process? Let a senior official be stationed at a television monitor for oversight of the calls made by his colleague on the field. The multicamera angles captured for quick playback would often give the senior the best view of close calls and enable him to confirm correct ones or overrule mistakes.

The system would not eliminate arguments. What would sports be without any? But it would eliminate the grosser injustices that are now displayed for the television audience without a chance for correction on the field.

## About time

If there is a tachometer on the grave of the first Henry Ford, the needle may have dropped an RPM or two upon news that the foundation that he created is withdrawing its support from the Citizens Communications Center of Washington. Ford would not have cottoned to most of the record that the center has compiled in the years it has been recruiting and representing litigants before the FCC, on the dole of the Ford Foundation.

So-called "public interest" law firms such as Citizens are misnamed. Actually they represent narrow interests masquerading as movements. They have insinuated themselves into the regulatory process in ways that grossly distort it, at no demonstrable gain to the public at large.

The public interest is of course paramount in broadcast regulation. It is supposed to be served, however, by the FCC itself, which was put there for that purpose. Taxpayers give the FCC \$70 million a year to do its job. It is enough.



Drawn for BROADCASTING by Jack Schmidt

"What time is that show on, buddy?"



# Announcing the 1979 Media Awards for Economic Understanding.

Rewarding Excellence in Economic Reporting.

## **Purpose:**

For the third year, the Media Awards for Economic Understanding will recognize outstanding economic reporting directed to the general public. The program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The program's continuing goal is to improve the quality and increase the quantity of economic reporting in the general media. It encourages and rewards outstanding submissions by media that effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

## **Awards:**

A total of \$105,000 will again be offered as awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of \$5,000 and a Second Prize of \$2,500 will be offered. A distinguished panel of judges, appointed by The Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 20, 1980, luncheon in New York City.

## **Eligibility:**

Entries must be original works published, broadcast or telecast between January 1, 1979, and December 31, 1979.

## **Administration:**

The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the program.

## **Judges:**

**Andrew F. Brimmer**  
President  
Brimmer & Company, Inc.

**Alexander Calder, Jr.**  
Chairman and Chief  
Executive Officer  
Union Camp Corporation

**F. William Cole**  
Dean  
Medill School  
of Journalism  
Northwestern University

**Victor Gotbaum**  
Executive Director  
District Council 37  
American Federation  
of State, County and  
Municipal Employees

**Norman E. Isaacs**  
Chairman  
National News Council

**Paul W. MacAvoy**  
Milton Steinbach Professor  
of Organization and  
Management and Economics  
Yale School of Organization  
and Management

**Paul Miller**  
Chairman  
Gannett Co., Inc.

**Ralph A. Renick**  
Vice President  
Wometco Enterprises

**S. William Scott**  
Senior Vice President  
Radio Station Group  
Westinghouse  
Broadcasting Inc.

## **Otto A. Silha**

President  
Minneapolis Star and  
Tribune Co.

**Adele S. Simmons**  
President  
Hampshire College

**Frank Stanton**  
Former President  
CBS

**Reverend Dr. Leon E. Sullivan**  
Zion Baptist Church  
Philadelphia

**William F. Thomas**  
Executive Vice President  
and Editor  
Los Angeles Times

**Murray L. Weidenbaum**  
Director  
Center for the Study of  
American Business  
Washington University

## **For Entry Blank or Additional Information Write:**

Program Administrator,  
Media Awards for Economic  
Understanding, The Amos  
Tuck School of Business  
Administration, Dartmouth  
College, Hanover, New Hamp-  
shire 03755.  
Phone: (603) 643-5596,  
(603) 646-2084.

Media Awards for Economic  
Understanding is funded by  
a grant from Champion  
International Corporation,  
Stamford, Connecticut.

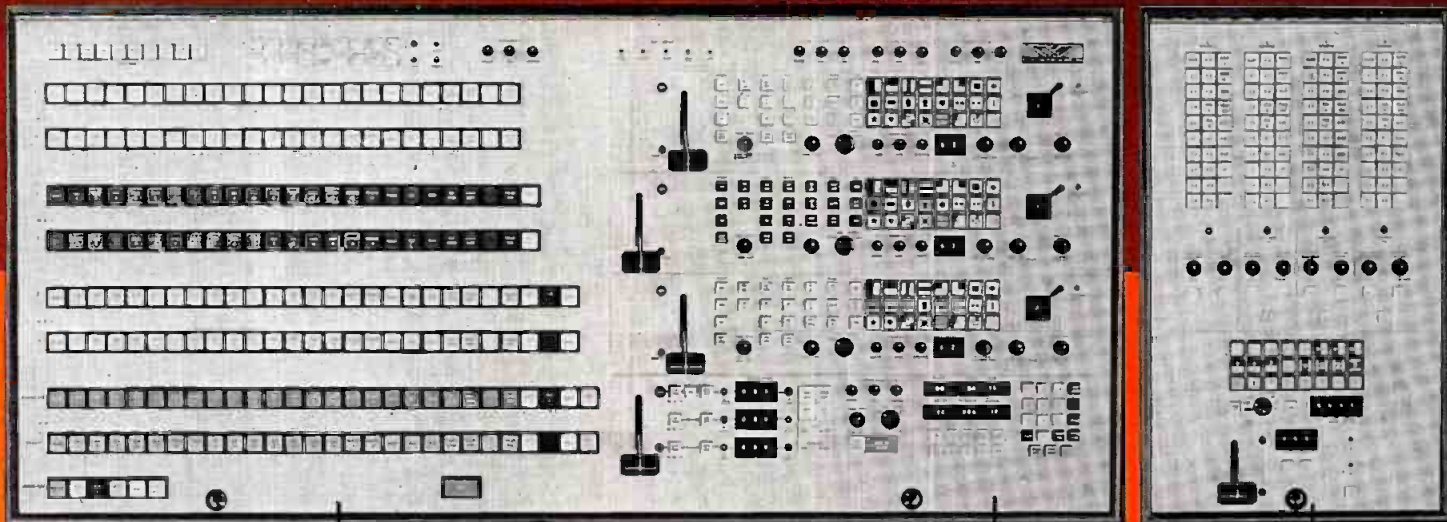
**Deadline for Entries:**  
**January 14, 1980,**  
**Postmark.**

Media Awards  
for Economic Understanding



# IF YOU DON'T HAVE 'SQUEEZOOM' YOU DON'T HAVE SWITCHING!

**Vital has put it 'all together' for you!**



## VIX-114 VIDEO SWITCHER

- 12 to 24 Inputs and 4 to 10 bus systems
- Multiple keys on each Mix/Effect
- Auto Transition Control programmable in frames
- Interface for Editor and Computer control
- RGB or Encoded Shadow Chroma Key
- Varikey for Soft, Hard, or See-thru keys
- Digital controlled
- Many more advanced features fully described in the 114 Series brochure

## PSAS Production Switching Automation System

- Controls the VIX-114 Series Switching Systems and SqueezeZoom with smart microprocessor systems
- Autolearn or Endpoint Plotting with no time restrictions
- Unlimited floppy disk storage with 1875 events per diskette
- Editor Interfaceable
- Output controls for character generators, frame stores, camera shot box, and other TV devices
- Human engineered control panel fits in switcher control panel

## SQUEEZOOM® is...

- Frame Synchronizer
- Frame Freezer
- Video Compressor
- Electronic Zoom
- Very special Optical type effects
- Avoid FCC violations with Blanking correction
- Up to 4 channels on one screen
- Ask to see Demo Tape

NTSC or PAL

**MAIN OFFICE:**  
3700 N.E. 53rd Ave., Gainesville, Fla. 32601  
Phone 904/378-1581 TWX 810-825-23 0



**VITAL INDUSTRIES, INC.**  
A HIGH TECHNOLOGY COMPANY

**MORRELL BEAVERS** Midwest  
2644 North Seventh St.  
Terre Haute, Indiana 47804  
Phone 812/486-3212

**ROBERT McALL** Northeast  
34 Autumn Lane  
Hicksville, N.Y. 11801  
Phone 516/735-0055

**GORDON PETERS** Southwest  
P.O. Box 912  
Arlington, Texas 76010  
Phone 817/467-0051

**ERIC KING** Southeast  
Fox Hill Road  
Lynchburg, Va. 24503  
Phone 804/384-7001

**BARRY HOLLAND** West Coast  
7960 West Beverly Blvd  
Los Angeles, California 90048  
Phone 714/497-4516